

EDUCATION

Doctorate in Communication and Society, 1998. School of Journalism and Communication, University of Oregon, Eugene, Ore. Dissertation: “*A Gente se Fala Depois da Novela: An Ethnography of Television Viewing in the Brazilian Amazon.*”

Best 1997-1998 International/Intercultural Doctoral Dissertation—National Communication Association (NCA)

Best 1997-1998 Doctoral Dissertation—School of Journalism and Communication, University of Oregon

Master of Science in Journalism and Mass Communication, 1994. A. Q. Miller School of Journalism and Mass Communications, Kansas State University, Manhattan, Kan. Thesis: “*Environmental News: Coverage of the Earth Summit by Brazilian Newspapers.*” GPA: 4.0.

Bacharelado em Comunicação Social, 1987 (Bachelor’s degree in Mass Communications). Universidade Federal do Pará, Belém, Brazil.

PROFESSIONAL EXPERIENCE (UNIVERSITY-RELATED)

- **Dean and Professor, July 2016—Present**

Emerson College, School of Communication, Boston, Massachusetts

Emerson College is the nation’s only four-year institution dedicated exclusively to majors in communication and the arts in a liberal arts context. Its main campus is located in the center of the dynamic multicultural city of Boston, in close proximity to major publishing houses, arts institutions, and research centers. The college also has campuses in Los Angeles and the Netherlands. Emerson College enrolls over 5,100 graduate and undergraduate students from more than 58 countries and all 50 states.

With over 2,450 graduate and undergraduate students in Fall 2021, the School of Communication is one of only two schools at Emerson, offering eight undergraduate degree programs:

- Business of Creative Enterprises
- Communication Sciences & Disorders
- Communication Studies
- Journalism
- Marketing Communication
- Political Communication
- Public Relations
- Sports Communication

As well as ten graduate programs:

- Business of Creative Enterprises (launch date: August 2022)
- Communication Sciences & Disorders
- Digital Marketing & Data Analytics (online)
- Journalism
- Media Design
- Political Communication

- Public Relations
- Speech @ Emerson (online)
- Sports Communication
- Strategic Marketing Communication

I have overseen the design and launch of ten of those 18 programs, including the two very successful new fully online graduate degrees. In addition to those, two new undergraduate degrees have been approved by the Board of Trustees for the School of Communication: “Health and Social Change” and “Media Psychology,” both to be launched in Fall 2023.

In the past four years, I have hired 40 new full-time faculty at the SOC (67% of them female and/or members of under-served groups), and increased the overall enrollment in the School, which now accounts for close to 50% of the total enrollment in the College (up from 27% in 2016).

My duties as dean include overseeing all strategic and operational activities of the school, including fundraising, budgeting, scheduling, hiring, evaluation of faculty and staff, tenure and promotion decisions, program development, curricular changes, accreditation, and alumni relations, among others.

- **Dean and Professor**, December 2011-June 2016

Florida International University, School of Journalism and Mass Communication, Miami, Florida

I oversaw all initiatives and programs at a large (over 1,700 students) School of Journalism and Mass Communication at an R1, research-intensive public university with 55,000 students in 2015. Duties included academic oversight of all existing and new programs, budget management, fundraising, hiring and retention of faculty and staff, tenure and promotion decisions, accreditation, and stakeholder engagement.

Accomplishments included the launch of an online program in Strategic Communication; guiding the School through a successful ACEJMC re-accreditation cycle; securing a \$1.67 million “Innovation in Journalism” grant from the Knight Foundation; securing a \$1.25 million endowment for the creation of the Lilian Kopenhagen Center for the Advancement of Women in Communication; reorganizing and revitalizing the School’s Board of Advisors; and expanding undergraduate and graduate enrollment in the School.

- **Professor**, May 2008-December 2011

Department Chair, May 2008-August 2011

Interim Department Chair, Sept. 2007-May 2008

Associate Professor, June 2003-May 2008

Assistant Professor, August 2000-June 2003

California State University, Long Beach – Long Beach, Calif.

Tenured faculty member in the Department of Journalism & Mass Communication for over 11 years.

Courses taught:

- Introduction to Mass Communications
- Writing Across the Media (**co-created**)
- Reporting & Information Gathering
- Global News Media (**created**)
- Reporting Public Affairs

- Introduction to Online Media (**created**)
- Theories of Mass Communication
- Advanced Online Media (**created**)
- Research Methods in Mass Communication
- Mass Media Ethics
- Senior Seminar: Media Literacy (**created**)
- Senior Seminar: Innovation Journalism (**created**)

Interim Director, June 2003-August 2004

Associate Director, January-May 2003

Center for Community Engagement (formerly Community Service-Learning Center), California State University, Long Beach

- Interim Director of the Center for Community Engagement. Responsible for overseeing the academic (teaching and research) duties related to service learning at CSULB, including working with faculty and students from all colleges and departments. Responsible for all budgetary and personnel decisions. Principal investigator on a \$450,000 HUD grant.

Multi-Year Lecturer, August 1997 – May 2000

California State University Monterey Bay, Seaside, Calif.

Full-time faculty member at the Institute for Human Communication. Coordinator of the Journalism program. Courses taught:

- Communication Ethics
- Reasoning and Communication
- News Writing (**created**)
- Media Ethics (**created**)
- Investigative Reporting (**created**)
- Social Impact of the Mass Media (**created**)
- Introduction to Service Learning
- Research Methods in Communication

Graduate Teaching Fellow, September, 1994 - June, 1997.

University of Oregon, Eugene, Ore.

- Worked as the instructor's assistant on the class Mass Media and Society (grading, lecturing); and as a research assistant with faculty.

Graduate Teaching Assistant, August, 1993 - May, 1994.

Kansas State University, Manhattan, Kan.

- Worked as the instructor's assistant on Advanced News and Feature Writing, Mass Media and Society, and Pre-Major Orientation in Mass Communications.

PROFESSIONAL EXPERIENCE (MASS MEDIA-RELATED)

2020-Present. Contributing Commentator and Political Analyst (Unpaid)

Televisão Pública de Angola (TPA)

- Regular guest commentator on U.S. political and health issues for Angola's largest national broadcaster.

2001. Copy Editor

ASNE/Seattle Post-Intelligencer, Seattle, Wash.

- Selected to participate in the highly competitive 2001 American Society of Newspaper Editors' Institute for Journalism Excellence. Program included a 6-week summer job as a newspaper copy editor. June-July, 2001.

1994. Writer/Editor

Prairie Dog Press, Almena, Kan.

- Led a group of four Kansas State University students who were assigned to help a Northwestern Kansas community to start a bi-monthly volunteer newspaper.
- Wrote several stories and co-edited the first four issues of the newspaper.

1993-1994. General assignment reporter

Manhattan Mercury, Manhattan, Kan.

- Wrote general assignment stories for the Manhattan, KS, daily newspaper.
- Wrote front-page stories on education, sports, science, and the environment.

1992-1994. Contributing Writer

Kansas State Collegian, Manhattan, Kan.

- Wrote op-ed pieces, and science and A&E stories for Kansas' sixth largest circulation daily newspaper.

1991-1992. Assistant Editor/Special Reporter

Gazeta Mercantil, São Paulo, Brazil

- Edited the environmental section of Brazil's largest circulation financial daily newspaper.
- Duties included writing special feature stories and editing all of the environmental stories on a daily basis.

1989-1991. Assistant Editor

Saneamento Ambiental, São Paulo, Brazil

- Edited and wrote feature stories for a scientific monthly magazine specializing in environmental issues.
- Duties included writing front page stories on scientific and environmental topics, as well as editing the whole magazine on a monthly basis.

1989-1990. Freelance Writer

Set, São Paulo, Brazil

- Contributed regularly to Brazil's most popular film magazine.

1987-1989. Host/Writer/Producer

Rádio Cultura do Pará, Belém, Brazil

- Hosted, wrote and produced a weekly A&E radio show, broadcast by the state of Pará's public radio station.
- Wrote and produced a variety of news and educational programming.

1988. Reporter

TV Liberal, Belém, Brazil

- Worked as a general assignment reporter for TV Globo's affiliate in the state of Pará (TV Globo is one of the world's largest commercial TV networks)

1984-1987. Reporter

O Liberal, Belém, Brazil

- Worked as a full-time general assignment reporter, writing feature stories on politics, sports, science, and arts & entertainment for the state of Pará's largest selling daily newspaper. In three years, authored hundreds of news stories and articles.

ACADEMIC RESEARCH

PUBLICATIONS

PEER-REVIEWED MONOGRAPH:

A Gente se Fala depois da Novela: An Ethnography of Television Viewing in the Brazilian Amazon. Boletim do Museu Paraense Emilio Goeldi—Série Antropologia, 16(2), 2000. Belém, Brazil.

PEER-REVIEWED JOURNAL ARTICLES:

Uses of Mass Media for Adaptation Purposes: A Quantitative Study of Brazilian Immigrants in Los Angeles

Journal of Intercultural Communication, N. 24, 2010.

How Brazilian and North American Newspapers Frame the Stem Cell Research Debate

Science Communication, Vol. 29 (3), Spring 2008.

Media and Religion in Brazil: The Rise of TV Record and UCKG and Their Attempts at Globalization

Brazilian Journalism Review, Vol. 2 (1), 2007.

Service Learning in the Curriculum: Examining a Media Literacy Project.

Exchanges: The On-Line Journal of Teaching and Learning in the CSU. Oct. 2001.

Teaching Ethics in a Multicultural Setting

Journal of Mass Media Ethics. Vol. 15 (3), 2000.

Cultural Changes in the Brazilian Amazon: A *Caboclo* Community Copes with Mass Media

World Communication Journal. Vol. 29 (1), 2000.

Teaching Journalism at a Distance: The Oregon Experiment

Journalism & Mass Communication Educator. Vol. 55 (1), 2000. With Alan G. Stavitsky, Tim Gleason, and William Ryan.

Environmental News: Coverage of the Earth Summit by Brazilian Newspapers

Science Communication. Vol. 21 (2), 1999.

What Prevents Cable TV from Taking off in Brazil?

Journal of Broadcasting & Electronic Media. Vol. 43 (3), 1999.

The Impact of Television Viewing in the Brazilian Amazon

Human Organization, Journal of the Society for Applied Anthropology. Vol. 57 (3), 1998.

BOOKS

Writing and Reporting for Digital Media. Kendall/Hunt, 2015. Co-authored with Kate MacMillin and Michael Sheerin.

Mass Communication: Producers & Consumers, 2nd ed. Kendall/Hunt. With Brent Rubin, Barbara Iverson and Genelle Belmas, 2010.

BOOK CHAPTERS:

Journalism and Latinos: Stereotypes, Underrepresentation, and Ignorance

In The Routledge Companion to Race and Media, edited by Christopher P. Campbell. Routledge, 2016.

Love It *and* Hate It: Brazilians' Ambiguous Relationship with Disney

In Dazzled by Disney?: The Global Disney Audiences Project, edited by Janet Wasko, Mark Philips, and Eileen Meehan. Leicester University Press, 2001.

Public Journalism: What Difference Does It Make to Editorial Content?

In Assessing Public Journalism, edited by Ed Lambeth, Phil Meyer, and Esther Thorson. University of Missouri Press, 1997. With Sally McMillan, Macy Guppy, and Bill Kunz.

INVITED ARTICLES:

Guest Editor, *Media and Communication Journal*

Guest editor of the special issue on "The Impact of Media on Traditional Communities." February 2016.

Introduction. *Media and Communication Journal*

Special issue on "The Impact of Media on Traditional Communities." February 2016.

'Innovate or Die': Is the Innovation Hype Still Relevant for JMC Education?

Insights: A Journal of the Association of Schools in Journalism and Mass Communication. Autumn, 2015.

Electronic Multitasking in the Classroom: Does It Help or Hurt?

Insights: A Journal of the Association of Schools in Journalism and Mass Communication. Autumn 2013, pp. 7-8.

Universidade e Rádio Pública: Uma Parceria para o Século 21

Rádio e Negócios Magazine. Edition n. 12, August 2013. Link:
<http://www.calameo.com/read/0019240549b863d5514d2>

J-Schools Go Global to Offer Students Broader Experiences

Insights: A Journal of the Association of Schools in Journalism and Mass Communication. Winter 2012, pp. 11-2.

Brazilian NGO Creates Innovative Social Carbon Methodology

Environmental Communication: A Journal of Nature and Culture. Vol. 3 (2), July 2009, 270-275.

ENCYCLOPEDIA ENTRIES

Television: Critical Concepts in Media and Cultural Studies, 5-volume set, Routledge, London, 2003.

“What Prevents Cable TV from Taking off in Brazil?” Reprinted from the *Journal of Broadcasting & Electronic Media*. Vol. 43 (3), 1999.

World Press Encyclopedia: A Survey of Press Systems Worldwide, 2nd edition. Author of the 12,000-word entry on “Brazil.” Gale Group, 2003.

The Encyclopedia of International Media and Communication. Author of the 6,000-word entry on “The Impact of Media on Traditional Cultures.” Academic Press, 2003.

BOOK REVIEWS

1968: The Year that Rocked the World, by Mark Kurlansky.

Brazilian Journalism Research. Vol. 1 (2), Fall 2005.

Journalists in the Netherlands: An Analysis of the People, the Issues and the International Environment, by Mark Deuze.

Journalism and Mass Communication Quarterly. Vol. 79 (4), 2002.

CONFERENCE PRESENTATIONS (PEER-REVIEWED, SELECTED)

Bridging the Organizational and the Personal: Social Media-Based Environmental Activism in the Brazilian Amazon

Presented to the International Communication Association (ICA) 2019 International Conference. Washington, DC, May 2019.

Using Social Media as a Communication Intervention Tool in Brazil: The Pro- and Anti-Dilma Rousseff Campaigns on Facebook and Twitter

Presented to the International Communication Association (ICA) 2017 International Conference. San Diego, CA, May 2017.

Will Climate Change Ever Create a Meme Powerful Enough to Disrupt the Global Conversation?

Presented to the International Association for Media and Communication Research (IAMCR) 2013 International Conference. Dublin, Ireland, June 25-29, 2013.

How Do a 21st Century Radio/Web News Operation and a 21st Century Journalism School Collaborate?

Presented at the "What Is Radio?" International Conference, University of Oregon, Portland, OR, Apr. 25-27, 2013. Co-authored with Dan Grech and Sammy Mack.

Digital TV in Latin America: Challenges and Possibilities

Presented at the "What Is Television?" International Conference, University of Oregon. Portland, OR, Mar. 1-3, 2012.

The Innovative Social Carbon Methodology: Incorporating Sustainable Development to Carbon Sequestration

Presented at the 7th International Conference on Environmental, Cultural, Economic and Social Sustainability, Hamilton, New Zealand, January 5-7, 2011.

Don't Fear the Needle: A Community Perspective Approach to Examining H1N1 Flu Vaccination Patterns and Health Communication Awareness in Southern California

Presented at the 28th World Congress of the International Association for Media and Communication Research (IAMCR), Braga, Portugal, July 18-22, 2010. With Andrew Schrock.

U.S. and European Media Coverage of Same-Sex Marriage in California as a Political and Human Rights Issue

Presented at the International Conference on LGBT Human Rights, Copenhagen, Denmark, July 27-29, 2009.

Same-Sex Marriage as Contested Political Terrain: Media Coverage of California's Proposition 8

Presented at the International Communication Conference (ICA) conference, Boston, MA, May 20-25, 2009.

Meet You on Facebook: A Symbolic Interactionist Approach to Social Networking

Presented at the 26th World Congress of the International Association for Media and Communication Research (IAMCR), Stockholm, Sweden, July 20-25, 2008. With Andrew Schrock.

Globo vs. Record: Battle Heats Up for the Dwindling Brazilian TV Audience

Presented at BRASA IX, the International Congress of the Brazilian Studies Association. New Orleans, LA, Mar. 27-29, 2008.

Convergent Technology Use: Instrumental, Contextual and Socially Mediated

Presented at the "Convergence and Society: Media Ownership, Control, and Consolidation" conference, sponsored by the University of South Carolina's College of Mass Communications. Columbia, SC, Oct. 11-14, 2007. With Andrew Schrock.

Crashing into Media Literacy: Using a Hollywood Film to Analyze Racial Stereotypes in the Media

Presented at the Media Literacy Education Research Summit, sponsored by AMLA. St. Louis, MO, June 22-24, 2007. With Jennifer Fleming.

Expectations and Demands of Foreign Correspondents Working in the U.S.

Presented at the VIII International Conference of the Brazilian Studies Association (BRASA). Nashville, TN. Oct. 12-16, 2006.

Uses of Mass Media for Adaptation Purposes: A Quantitative Study of Brazilian Immigrants in Los Angeles

Presented at the National Convention of the Association for Education in Journalism and Mass Communication (AEJMC). San Francisco, CA, Aug. 5-8, 2006.

How Brazilian and North American Newspapers Frame the Stem Cell Research Debate

Presented at the II Luso-Brazilian Journalism Congress. Porto, Portugal, Mar. 17-18, 2005.

Crossing Disciplinary Boundaries in Service Learning: Report on a Media Literacy Project

Presented at the 2005 Annual Meeting of the Association of American Colleges & Universities (AACU). San Francisco, Jan. 26-29, 2005.

Present and Future of Digital Journalism in Brazil

Presented at the Congreso Iberoamericano de Periodismo Digital, organized by Universidad de Santiago de Compostela. Santiago de Compostela, Spain, Nov. 29-30, 2004.

Brazilians and the Mass Media: A Theoretical and Research Framework for the Study of Uses of Media for Assimilation

Presented at the II Communication Conference of the Americas, sponsored by the Latin American Federation of Schools of Communication (Felafacs). Miami, FL. Aug. 15-17, 2004.

Born Again Broadcasters: The Rise of Pentecostalism and Their Use of Television in Brazil

Presented at the 49th Annual Convention of the Broadcast Education Association (BEA). Las Vegas, NV. Apr. 16-18, 2004.

Partnership Strategies for Service Learning and Civic Engagement

Presented at the 10th Anniversary Conference of the U.S. Department of Housing and Urban Development—Office of University Partnerships (HUD-OUP). New Orleans, LA. Mar.31-Apr. 4, 2004. Co-authored with Carina Sass and Michael Jones.

Infusing Computer-Assisted Reporting (CAR) into a Convergent Journalism Curriculum

Presented at the 4th International Summit on Newsrooms “Expanding Convergence: Media Use in a Changing Information Environment.” University of South Carolina. Columbia, SC. Nov. 6-9, 2003. Co-authored with Genelle Belmas.

Media and Religion in Brazil: The Rise of TV Record and UCKG and Their Attempts at Globalization

Presented at the Global Fusion International and Intercultural Communication Conference. University of Texas at Austin. Oct. 24-26, 2003. Austin, TX.

The Framing of Political News Stories by Internet Sites in Brazil and the U.S.: A Comparative Analysis

Presented at the Latin American Studies Association 2003 International Congress. Mar. 26-29, 2003. Dallas, TX.

Trends in Internet Communication: A Content Analysis of News Web Sites in Brazil and the United States

Presented at the VI Brazilian Studies Association International Congress. Apr. 4-7, 2002. Atlanta, GA.

Teaching Media Ethics and Communication Ethics in a Multicultural Setting Using an Outcomes-Based Educational Model

Presented at the National Communication Association annual convention. Nov. 8-11, 2000. Seattle, WA.

Integrating Service Learning into the Communication Curriculum: Examining a Media Literacy University-Community Project

Presented at the Western Region Campus Compact Consortium 3rd Annual "Continuums of Service" conference. Apr. 10-14, 2000. Seattle, WA.

Integrating Multiculturalism, Diversity, and Outcomes-Based Education into the Ethics Curriculum

Presented at the American Association for Higher Education (AAHE) 2000 National Conference on Higher Education. Mar. 29-Apr. 2, 2000. Anaheim, CA.

A Journey to the End of the World: Narrative, Memory, and the Search for Identity in Walter Salles's *Central Station*

Presented at the Second Biennial Conference on Iberian/Iberian-American Literatures. October 28-30, 1999. Miami, Florida.

Cultural Changes in the Brazilian Amazon: A *Caboclo* Community Copes with Mass Media

Presented to the *1999 Annual Meeting of the Society for Applied Anthropology (SfAA)*. April 21-24. Tucson, Arizona.

Love It *and* Hate It: Brazilians' Ambiguous Relationship with Disney

Presented to the *16th Annual Intercultural and International Communication Conference*, organized by the University of Miami. February 4-7, 1999. Miami, Florida.

An Epistemological Look at How Academics and Media Practitioners Have Defined Public Journalism

Presented at *Public Journalism: A Critical Forum*, the second annual conference for the Center for Mass Communications Research at the University of South Carolina. October 11-13, 1998. Columbia, SC.

The Brazilian Cable Television Industry: Challenges and Perspectives

Presented to the *15th Annual Intercultural and International Communication Conference*, organized by the University of Miami. February 5-8, 1998. Miami, Florida.

Social Representations of Disease: A Literature Review with Particular Attention to the Concept of Madness

Presented to the *1997 Joint Annual Conference of the Popular Culture Association (PCA) and the American Culture Association (ACA)*. March 26-29, 1997. San Antonio, Texas.

Teaching Journalism at a Distance: The Oregon Experiment

Presented to the *Association for Education in Journalism and Mass Communication's (AEJMC) Mass Comm & Society Division's Annual Conference*. March 13-15, 1997. Boulder, Colorado. Co-authored with Alan G. Stavitsky.

Pow!!! Sock!!! Kaboom!!! And You're Dead: An Ethnography of Video Games Arcades

Presented to the *1997 Annual Meeting of the Society for Applied Anthropology (SfAA)*. March 5-8, 1997. Seattle, Washington.

Television as an Acculturation and Enculturation Tool in Brazil

Presented to the *14th Annual Intercultural and International Communication Conference*, organized by the University of Miami. February 6-8, 1997. Miami, Florida.

A Defining Moment: Who Says What About Public Journalism

Presented to the *National Convention of the Association for Education in Journalism and Mass Communication (AEJMC)*. August 10-13, 1996, Anaheim, California. Co-authored with Sally McMillan, Macy Guppy, and Bill Kunz.

Public Journalism and Community Involvement: An Experiment in Volunteer Newspaper in a Small Kansas Town.

Presented on a panel at the *Association for Education in Journalism and Mass Communication's (AEJMC) Mass Comm & Society Division's Annual Conference*. March 28-30, 1996, Grand Forks, North Dakota.

Corporate Media and Political Power in Brazil: The Case of Rede Globo de Televisão.

Presented to the *Conference of the International Association for Mass Communication Research (IAMCR)* in Portoroz, Slovenia, June 27-30, 1995.

Environmental News: Coverage of the Earth Summit by Brazilian Newspapers.

Presented to the *Association for Education in Journalism and Mass Communication's (AEJMC) Mass Comm & Society Division's Annual Conference*. April 7-10, 1994. Reno, Nevada.

PANELS, WORKSHOPS AND INVITED PRESENTATIONS (SELECTED)

"What Doesn't Stay in Vegas": Closing the Loop on the 2022 ASJMC Workshop

Presenter, moderator and co-organizer of 'Call to Leadership' series of national webinars of the Association of Schools of Journalism and Mass Communication (ASJMC). March 30, 2022.

Strategies for Increasing Enrollment in Journalism and Media Programs

Panel (in-person) at the Annual Winter Workshop of the Association of Schools of Journalism and Mass Communication (ASJMC). Las Vegas, NV, Feb. 23-24, 2022. Panel organizer, moderator and presenter.

Uso de Tecnologias Digitais e Redes Sociais no Jornalismo

Presented virtually to over 60 journalists in Porto Alegre, Brazil, on August 19, 2021.

U.S. Speaker Program sponsored by the *United States Department of State* and the *U.S. Embassy in Brazil*.

What's Next? Post Pandemic Strategies for ASJMC Programs

Presented virtually at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference. August 3-6, 2021.

Looking Forward: How Higher Ed is Adjusting and Transforming

Presented virtually at the Institute for Diverse Leadership (IDL) of the Association for Education in Journalism and Mass Communication (AEJMC). August 3, 2021.

Novas Tecnologias e Novas Mídias Digitais: How to Use Social and Digital Media in Journalism

Series of six video presentations delivered virtually in Portuguese to over 60 journalists in Maputo and other cities in Mozambique. August 27-29, 2020.

U.S. Speaker Program sponsored by the *United States Department of State* and the *U.S. Embassy in Mozambique*.

Covering COVID, Black Lives Matter and the Elections: A Conversation to Prepare You to Teach in an Unprecedented Time

Presented live and virtually to the National Convention of the *Association for Education in Journalism and Mass Communication (AEJMC)* in San Francisco, CA, August 5-9, 2020.

Global Reach: Adjusting the Focus on International Programs

Presented at the Annual Winter Conference of the Association of Schools of Journalism and Mass Communication (ASJMC) in New Orleans, LA, March 5-7, 2020

Looking for Funding: Practical Ideas for Expanding Your Resource Base

Presented at the Winter Workshop of the Association of Schools of Journalism and Mass Communication (ASJMC) in New Orleans, LA, March 5-7, 2020

Periodismo Digital: How to Use Digital and Social Media Tools in Journalism

Three days of digital journalism workshops taught in Spanish to over 200 journalists and university students in David, Santiago de Veraguas and Panama City, Panama, December 1-4, 2019.

U.S. Speaker Program sponsored by the *United States Department of State* and the *U.S. Embassy in Panama*.

Global Diplomacy in Africa—Teaching New Media Technologies to Journalists and Journalism Students in Angola

Presented at the Emerson-Blanquerna Annual Global Communication Summit. Barcelona, Spain, November 13-15, 2019.

The Past, Present and Future of the Media Studies Field

Keynote Speaker at the University of Oregon's School of Journalism and Communication (SOJC) Colloquium on the 25th Anniversary of the Media Studies Ph.D. program. Eugene, OR, November 8, 2019.

Mídias Sociais como Pontes e Plataformas para o Ativismo Ambiental na Amazonia e no Brasil
XII National Symposium of the Brazilian Association of Ciberculture Research (ABCiber). July 23-25, 2019. Porto Alegre, Brazil.

Nuevas Tecnologías, Redes Sociales y Fake News

Presented live and virtually to Mexican journalists in Nuevo Laredo and Matamoros, Mexico. June 28, 2019.

U.S. Speaker Program sponsored by the *United States Department of State* and the *U.S. Embassy in Mexico*.

Como Usar as Mídias Digitais e Rede Sociais no Jornalismo

Six days of digital journalism workshops taught in Portuguese to over 280 journalists and university students in Luanda, Benguela and Cabinda, Angola. June 3-8, 2019.

U.S. Speaker Program sponsored by the *United States Department of State* and the *U.S. Embassy in Angola*.

Helping Latinx Candidates Prepare for Administration

Association of Schools of Journalism and Mass Communication (ASJMC) Call for Leadership. November 29, 2018. National webinar for ASJMC members and guests.

Building Bridges in Political Communication: Addressing our Current Global Challenges

Opening Address at the Emerson-Blanquerna Annual Global Communication Summit at the United States Capitol. Washington, DC, October 4-6, 2018.

Opening Address

Emerson-Blanquerna Annual Global Communication Summit, October 2017, Barcelona, Spain.

The Rosarito Experience

Presented to the Emerson-Blanquerna Global Communication Summit, October 2017, Barcelona, Spain.

The Status of Communication Education in the United States

Keynote speaker at Brodeur Partners' Research Colloquium Series. Boston, MA, May 15, 2017.

J-School Programs Are Speaking a New Language—Spanish

Panel presenter at the Association for Education in Journalism and Mass Communication (AEJMC). Minneapolis, MN, Aug. 4-7, 2016.

Trends in Communication and Innovation in Brazil

Keynote speaker at the 7th US-Brazil Colloquium on Communication Research. Boston, MA, July 31-Aug. 1, 2016.

Hacking the Curriculum for the Next Generation

Panel presenter at the Association of Schools of Journalism and Mass Communication (ASJMC) Annual Conference. Savannah, GA, Feb. 15-16, 2016.

El Futuro de los Medios Digitales e del Periodismo: Tendencias, Desafios y Oportunidades

Taught three daylong workshops on digital media tools for journalists and students in the Dominican Republic. Sponsored by the U.S. Department of State and the U.S. Embassy in Santo Domingo. Dominican Republic, Nov. 2-6, 2015.

Social Media and Education: Training Millennials for Successful Professional Careers

Panel presenter and moderator at the 2015 Social Media Week Miami. Miami, FL, June 16-18, 2015.

Communicating to Diverse Audiences Vulnerable to Impacts of Climate Change: Scholarly & Professional Journalism

Panel moderator at the 2015 Conference on Communication and the Environment. International Environmental Communication Association (IECA). Boulder, CO, June 11-14, 2015.

La Comunicación Política y el Periodismo en la Era Digital

Keynote speaker at a special event at Universidad de Sevilla's Master's program in Political Communication. Seville, Spain, June 1, 2015.

La Comunicación Estratégica en la Era Digital y su Impacto en las Masas

Keynote speaker at a special event at Universidad Americana (UAM) in Managua, Nicaragua. May 11, 2015.

The 2015 State of Hispanic Journalists Report: Survey Results Reveal Hispanic Journalists' Beliefs about Their Careers, Tech and Social Media

Presenter at Hispanicize 2015. Miami, March 16-20, 2015.

Dealing with Sea Changes: New Names, New Majors, New Programs

Presenter at the Association of Schools of Journalism and Mass Communication (ASJMC) Winter Workshop. Tampa, FL, February 20-21, 2015.

Pressing Issues and Research Perspectives on Latinos and Latin America

Moderated/presided ICD awards panel at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference. Montreal, Aug 6-10, 2014.

It's Not Just About the Money: Building Better Relationships with Funders

Moderated/presided Foundations panel at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference. Montreal, Aug 6-10, 2014.

Mitos e Realidades: Como as Mídias do Brasil, Estados Unidos e Inglaterra veem a Amazônia Brasileira

Presented to the II National Conference on Environmental Journalism Research. Porto Alegre, Brasil, May 28-31, 2014.

The Promises and Perils of Digital Media in a Democracy

Panel at the First International Communication Science & Media Studies Congress. Kocaeli, Turkey, May 12-14, 2014.

The Impact of Social Media on Journalism and Journalists

Presented at the First International Communication Science & Media Studies Congress. Kocaeli, Turkey, May 12-14, 2014.

Brazil Risk: Why and How to Invest in the USA

Panel moderator. Brazil International Foundation, Miami, FL, May 7, 2014.

The 2014 State of Hispanic Journalists Report: Survey Results Reveal Hispanic Journalists' Beliefs about Their Careers, Tech and Social Media

Presenter at Hispanicize 2014. Miami, April 1-4, 2014.

De 'Pulmão do Mundo' à Emissora de Carbono: Um Estudo Comparativo da Cobertura da Amazônia pelas Mídias do Brasil e dos Estados Unidos, 1992-2012

Presented at the Brazilian Association of Interdisciplinary Studies in Communication (Intercom) National Conference, Manaus, Brazil, Sept. 4-8, 2013.

Redes Sociais, Novas Tecnologias e a Mídia Digital

Presented at the Brazilian Association of Interdisciplinary Studies in Communication (Intercom) National Conference, Manaus, Brazil, Sept. 4-8, 2013.

Workshop on Reporting and Interviewing Techniques

Presented to the *Beacon Newspaper*. North Miami, FL, Nov. 14, 2012.

Opportunities for Business, Investment, and the Social Media Revolution in Brazil

Presented at Doral Chamber of Commerce—Brazilian Marketing Annex. Doral, FL, Nov. 14, 2012.

Por um Jornalismo do Século XXI: Os Novos Desafios da Imprensa

Presented at the Midia.JOR Conference, *IMPRESA* magazine, São Paulo, Brazil, Sept. 12-13, 2012.

The New Media Landscape in Brazil: Challenges and Opportunities

Presented at Focus Brasil 2012: North America. Ft. Lauderdale, FL, May 2-3, 2012.

La Ética Periodística en la Era Digital

Presented to Cuban journalists and bloggers as part of a digital media training workshop. U.S. State Department/U.S. Interest Section in Havana, Cuba. April 11, 2012.

The Future of Media in Brazil

Presented at the 4th Latin American and Caribbean Center Colloquium. Florida International University. Miami, FL, Feb. 15, 2012.

Promotion and Tenure: Talking About What Nobody Wants to Talk About.

International Communication Association (ICA). Pre-conference ICA workshop scheduled for May 26, 2011. Boston, MA.

The Future of Journalism and Being a Journalist in the Community: A Panel Discussion and Q&A Session with Author Steve Lopez (“The Soloist”)

California State University Long Beach, Long Beach, CA, Mar. 3, 2010.

The Future of Journalism in the Community: A Panel Discussion and Q&A Session with Author Steve Lopez (“The Soloist”)

Jordan High School, Long Beach, CA, Mar. 3, 2010.

Challenges for the Foreign Media: Profile of the New Foreign Correspondent

CSULB Journalism Day, Long Beach, CA, Apr. 28, 2009.

Chávez, Press Freedom and the U.S. Media

Presented to “What is Really Happening in Venezuela? Chavéz, Bush and the U.S. Media”, a panel organized by the Anthropology Department, and co-sponsored by Journalism, Sociology, and the Center for Peace and Social Justice. CSULB, Long Beach, CA, Nov. 12, 2008.

Journalism 2.0: What Students Need to Know to Succeed in a Multimedia World

Presented to the Society of Professional Journalists (SPJ), Los Angeles chapter, panel on Multimedia Journalism. Los Angeles, CA. Jan. 31, 2008.

Multimedia Journalism: Essential Skills to Survive and Thrive

Training Workshop for the 49er Publications students. Long Beach, CA. Jan. 17, 2008.

Different Countries, Different Jobs?: What Is Expected from Journalists and Foreign Correspondents in Brazil and the U.S.

VIII Brazilian Studies Association International Conference. Nashville, TN. Oct. 12-16, 2006. Organized and chaired.

Media and Religion in Brazil: The Igreja Universal do Reino de Deus

Is God Brazilian? Conference on Media and Religion in Brazil. University of Texas, Austin. Austin, TX. Feb. 17-18, 2005.

Creative Collaboration Strategies for Service-Learning & Civic Engagement

8th Annual Colloquium on Community Service Learning. CSU Chancellor’s Office, Sacramento, CA. Feb. 23-24, 2004. Co-presented with Michael Jones and Carina Sass.

International Law in a Changing World

39th Annual Journalism Day. CSU Long Beach, Long Beach, CA. Apr. 24, 2003. Co-organized and chaired.

Service Learning

Forum on Community Pedagogy. Centro Federal de Tecnologia (CEFET), Rio de Janeiro, Brazil. Apr. 16, 2003.

Service Learning and the Retention, Tenure & Promotion Process

7th Annual CSU Colloquium on Community Service Learning. CSU Chancellor’s Office, Long Beach, CA. Feb. 24-25, 2003. Co-organized and co-presented with Patricia Rozee.

Service to the Community

CSULB College of Liberal Arts Annual Faculty Retreat. Long Beach, CA. Jan. 31, 2003. Co-organized and co-presented with Malcolm Finney and Carina Sass.

Balancing Our Roles

CSULB College of Liberal Arts Annual Faculty Retreat. Long Beach, CA. Jan. 31, 2003. Presented on the topic of balancing our faculty roles as teachers and researchers.

Ways of Teaching: Educating New Journalists

Association for Education in Journalism and Mass Communication (AEJMC) annual convention. Miami, FL. Aug. 7-10, 2002. Organized, moderated and chaired the panel.

Online Journalism in Brazil and in the United States

Guest lecture at the Universidade Federal de Santa Catarina, Department of Journalism. Florianopolis, Brazil. July 18, 2002.

New Trends in Journalism: Representation, Pedagogy and Digital Communication

VI Brazilian Studies Association International Congress. Atlanta, GA. Apr. 4-7, 2002. Organized, moderated and chaired the panel.

Measuring the Intangible: How to Assess Changes in Political and Ethical Consciousness

5th Annual CSU Fullerton Assessment Conference. Fullerton, CA. Mar. 1-2, 2001. Co-designed and co-presented with David Reichard.

Trends in Media Ethics: Implications for Theory and Teaching Practices

Panel chair. National Communication Association (NCA) annual convention. Seattle, WA, Nov. 8-11, 2000.

10th Annual California Forum for Diversity in Graduate Education

Presenter on the panel "Discipline Workshop for the Humanities." Stanford University. Apr. 2000. Palo Alto, CA.

Communication Works!

Facilitator and keynote presenter on the topic of Empathic and Effective Listening. Organized by California State University Monterey Bay, Department of Human Resources. Oct. 1999. Seaside, CA.

Workshop Teorias e Métodos de Pesquisa em Comunicação (Workshop on Theories and Research Methodologies in Communication)

Facilitator and keynote presenter. Organized by Museu Paraense Emilio Goeldi. July 1999. Belém, Brazil.

Workshop Internacional Comunicação Pública da Ciência na Amazônia (International Workshop on Scientific Public Communication in the Amazon Region).

Guest lecturer on the topic of Environmental Journalism. Sept. 09-20, 1996. Belém, Brazil.

SCHOLARSHIPS, GRANTS AND AWARDS (Selected, only funded awards listed)

Hearst Foundation (\$150,000)

Co-authored a grant proposal for transforming the South Florida News Service into a digital-first, 24-hour newsroom. Funded in September 2015.

Knight Foundation (\$10,000)

Requested and secured a gift toward the organization of Media Party Miami, an international event that brought media innovators from the US and Latin America to the SJMC in February 2015. Funded in December 2014.

Knight Foundation (\$150,000)

Requested and secured a grant to fund media innovation activities in the School of Journalism and Mass Communication. Funded in December 2013.

Knight Foundation (\$1.6 million)

Negotiated the transfer of a \$1.6 million Knight Foundation endowment to the School of Journalism and Mass Communication, to permanently fund a Knight Innovator in Residence position at the SJMC. Funded in December 2013. Position started in August 2014.

Knight Foundation (\$50,000)

Requested and secured a grant from the Knight Foundation to fund an award-winning exhibition about the "Pulitzer Photographs". The February-April 2014 exhibition, organized by the SJMC at the FIU Frost Museum, broke all attendance records for the museum. Funded in spring 2014.

Lillian Lodge Kopenhaver (\$1.25 million)

Proposed and steered a \$1.125 million gift (augmented to \$1.25 million in 2015) to create the Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication at the School of Journalism and Mass Communication. Annual funding started in 2012; LLK Center was created in 2013.

FIU Tech Fee Grant (\$90,000)

Proposed and secured a \$90,000 grant to establish the Media Innovation Incubator Lab at FIU-SJMC. Funded in 2013.

Scripps Howard Foundation (\$250,000)

Requested and secured a \$250,000 grant from the Scripps Howard Foundation to fund the South Florida News Service for five years. Funded in 2012.

COPC-HUD Grant (\$450,000)

Coordinated the writing and application process for a community service grant from the U.S. House and Urban Development Office for a long-term collaborative project in North Long Beach. Fall 2003.

CSULB Scholarly and Creative Achievement Award (SCAC). Spring 2007.

CSULB Scholarly and Creative Achievement Award (SCAC). Spring 2006.

CSULB International Projects Award. Fall 2005.

Kappa Tau Alpha Research Award. Spring 2005.

CSULB Scholarly and Creative Achievement Award (SCAC). Fall 2002.

CSULB Short Trip Abroad Award. Spring 2002.

First Annual Marian Penn Community Partnership Award (2000).

Awarded by CSU Monterey Bay's Service Learning Center for three years of community service and service learning in the Monterey Bay area. This was the first time that award was given.

Promising Professor Award

Association for Education in Journalism and Mass Communication (AEJMC). Mass Communication & Society division. Phoenix, AZ. August 2000.

Fieldwork Research Grant (\$22,000)

Earthwatch Institute. Value: \$22,000. Brazil, summer 2000. Was the principal researcher and led a group of 25 international data collection volunteers.

Best 1997-1998 International/Intercultural Dissertation Award

National Communication Association (NCA), Chicago, IL November 1999

Best 1997-1998 Doctoral Dissertation Award

School of Journalism and Communication. University of Oregon, Eugene, OR June 1998

Graduate Teaching Fellowship

University of Oregon, Eugene, OR 1994/1997

Graduate Teaching Assistantship

Kansas State University, Manhattan, KS Academic year 1993/1994

Reader's Digest Research Grant

Grant to research and write Master's thesis Spring 1994

Rotary International Scholarship (\$21,000)

Kansas State University, Manhattan, KS Academic year 1992/1993

UNIVERSITY SERVICE (Selected)

Emerson College

- Member of the Deans' Council, Fall 2016-Present
- Member of the Academic Cabinet, Fall 2016-Present
- Member of the COVID Task Force and Response Team, Spring-Summer 2020

Florida International University

- Chair of the Task Force in International Education. Spring 2012
- Member of the Task Force on Virtual Cohorts. Spring-Summer, 2012

California State University, Long Beach

- CSULB Academic Senate (2006-2009 and 2002-2005)
- Chair of the College of Liberal Arts Faculty Council (2006-2008)
- CSULB representative on the CSU Academic Council for International Programs (2004-present)
- Chair, Academic and Fiscal Affairs Committee, CSU ACIP (2009-2010)
- Chair, Internal Programs Fee Advisory Committee, CSU ACIP (2009-2010)
- Serving on the Department of Journalism's RTP committee.
- Chair of the Journalism Curriculum Committee (2001-2006). Responsible for planning, designing and implementing the new curriculum for the Journalism major. Re-designed created core courses for Journalism and all new online media courses.
- College of Liberal Arts Awards Committee (2002-2006).
- Board of the University Publications (2000-2002)
- Latin American Studies program executive committee (2001-2004)
- International Education Committee (2000-Present)
- College of Liberal Arts Faculty Council (2000-2002).

California State University, Monterey Bay

- Served on university-wide committees on Community Participation and Service Learning; English Communication; and Ethics, and on various institute-wide faculty planning and work committees.
- Served on two tenure-track faculty search committees.
- Designed, organized and coordinated a media literacy educational project that placed university students as workshop facilitators in elementary schools in the Salinas area.

Kansas State University

- Participated in a university-wide Community Planning and Service project during the spring and summer of 1994.

PROFESSIONAL SERVICE, MEMBERSHIPS, HONORS and AFFILIATIONS (Selected)

Association of Schools of Journalism and Mass Communication (ASJMC)

Elected for the 4-year leadership ladder in Spring 2020

- **Vice-President in 2020-2021**
- **President-Elect in 2021-2022**
- **President in 2022-2023**
- **Past President in 2023-2024**

Media and Communication Journal

Co-editor from Fall 2016-Summer 2021

ASJMC Representative on the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) Council

Elected in 2013 for a three-year term.

External Reviewer for Internal Assessment of the Master of Arts Program in Mass Communication

California State University Northridge, Mar. 23-24, 2010.

Phi Beta Delta – Honor Society for International Scholars

- Initiated in October 2000

Fulbright Teacher Exchange Program, U.S. Department of State

- Interviewer for the Los Angeles area program

Journal of Broadcasting & Electronic Media

- Manuscript Reviewer

Science Communication

- Manuscript Reviewer

Kappa Tau Alpha—National Honor Society in Journalism and Mass Communication

- Initiated in May 1995. Serving as the CSULB Faculty Advisor from 2000-2011.

Association for Education in Journalism and Mass Communication (AEJMC)

- Particularly active in the Mass Communication & Society and International Communication divisions (manuscript reviewer, awards judge)

National Communication Association (NCA)

- Particularly active in the Latino/Latina, and International/Intercultural Communication divisions