

ABRIDGED CURRICULUM VITAE

Kenton T. Wilkinson, Ph.D.

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Editor, International Journal of Hispanic Media

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Academic Training

- 1990-1995 Ph.D. in Radio-Television-Film, University of Texas at Austin. Emphasis in international communication, specialization in Spanish- and Portuguese-language television. Dissertation: *Where Culture, Language and Communication Converge: The Latin American Cultural-Linguistic Television Market.*
- 1988-1990 M.A. in Latin American Studies, University of California at Berkeley. Thesis: *The Sale of Spanish International Communications Corporation: Milestone in the Development of Spanish-Language Television in the United States.*
- 1980-1986 B.A. in English and History, University of Colorado at Boulder (magna cum laude in History).

Full-Time Teaching

- Since 2006 Thomas Jay Harris Regents Professor in Hispanic and International Communication, College of Media & Communication, Texas Tech University. Appointed in the Department of Journalism & Creative Media Industries. (Promoted to Professor in 2014.)
- 1996-2006 Assistant and Associate Professor, Department of Communication, University of Texas at San Antonio. (Tenured and promoted in 2001.)
- 1994-1996 Assistant Professor, Department of Communication, Instituto Tecnológico de Monterrey, Monterrey, Mexico.

Administrative Positions

- Since 2006 Director, Thomas Jay Harris Institute for Hispanic and International Communication, College of Media & Communication, Texas Tech University. <http://www.depts.ttu.edu/comc/ihic>
- 2004-2006 Graduate Advisor of Record, M.A. in Communication, University of Texas at San Antonio. Leadership role in developing M.A. degree, gaining approvals, and launching program.

Selected Publications

Books

Wilkinson, Kenton T. (2016). *Spanish-Language Television in the United States: Fifty Years of Development*. New York: Routledge. (Routledge Research in Cultural and Media Studies series). <http://url.ie/z2dh>

McAnany, Emile G. & Wilkinson, Kenton T. (Eds.) (1996). *Mass Media and Free Trade: NAFTA and the Cultural Industries*. Austin: Texas Press.

Peer-Reviewed Journal Articles

Leiva Soto, Ricardo, Benavides Almarza, Cristóbal. & Wilkinson, Kenton. T. (2017). Young Hispanics' Motivations to Use Smartphones: A Three-Country Comparative Study. *Communication & Society* 30(4), 13-26.

Bello, Adeniyi. K & Wilkinson, Kenton T. (2017). The Perception of Community Radio as Public Sphere and its Potential Impact on Political Action: Lessons from Tanzania. *Journal of Development and Communication Studies*, 5(1) 22- 43.

Kolyesnikova, Natalia, Wilkinson, Kenton T. & Harp, Shelley S. (2016). Reaching the U.S. Hispanic Wine Market: Highlighting the Opportunities. *Journal of Retailing & Consumer Services*, 22(1), 43-64.

Wilkinson, Kenton. T. & Contreras Diaz, Daniela. (2014). U.S. Spanish-Language Television Management During the Industry's First 50 Years. *Palabra Clave* (Bogotá, Colombia) 17(4), 1168-1193.

Wilkinson, Kenton T. & Merle, Patrick F. (2013). The Merits and Challenges of Using Business Press and Trade Journal Reports in Academic Research on Media Industries. *Communication, Culture & Critique*, 6, 415-431.

Heuman, Amy N., Scholl, Juliann C. & Wilkinson, Kenton T. (2013). Rural Hispanic Populations at Risk in Developing Diabetes: Sociocultural and Familial Challenges in Promoting a Healthy Diet. *Health Communication*, 28(3), 260-273.

Wilkinson, Kenton T. & Saragoza, Alex M. (2012, Fall). Cuando potencias hegemónicas riñen: "Televisa vs. Univision" Communications vista a través de una lente de gestión de medios. (When Hegemons Quarrel: Televisa vs. Univision Communications Viewed Through a Media Management Lens.) *Global Media Journal Mexico* 9, 16-34.

Franklin, M.I. & Wilkinson, Kenton T. (2011). Transnational Communications in Action: A Critical Praxis. *Communication, Culture & Critique*, 4, 361-381.

Wilkinson, Kenton T. (2007, December). Language and the Internationalization of Media Studies." *Global Media and Communication*, 3 (3), 289-293.

Wilkinson, Kenton T. (2006, September). Cultural Policy in a Free Trade Environment: Mexican Television in Transition. *Journal of Broadcasting and Electronic Media*, 50 (3), 482-501.

Wilkinson, Kenton T. (2004, July/August). Language Difference and Communication Policy in the Information Age. *Information Society*, 20 (3), 217-229. (Special issue: Social Determinants of Public Policy in the Information Age).

Wilkinson, Kenton T. (2002, Summer/Fall). Collective Situational Ethnicity and Latino Sub-groups' Struggle for Influence in U.S. Spanish-Language Television. *Communication Quarterly*, 50 (3/4), 422-443. (Special issue: "Identity Negotiation: An Exploration of Racial, Cultural, and Gendered Identities").

McAnany, Emile G. & Wilkinson, Kenton T. (1992). From Cultural Imperialists to Takeover Victims: Questions on Hollywood's Buyouts from the Critical Tradition. *Communication Research*, 19 (6), 724-728.

Peer-Reviewed Book Chapters

Gardner, Liz, Wilkinson, Kenton T., Merle, Patrick F., Cui, Boni, Luo, Yunjuan, Rahimi, Mehrnaz, Rybalko, Svetlana & Van Dyke, Matthew. (2016). Press Coverage of the 2012 U.S. Presidential Election: A Multinational, Cross-language Comparison. In Christof Bieber & Klaus Kamps (Ed.), *Die US-Präsidentenschaftswahl 2012: Analysen der Politik- und Kommunikationswissenschaft (The United States Presidential Election 2012: Political and Communication Science Analyses)* (pp. 241-268). Berlin: Springer VS.

Wilkinson, Kenton T. (2008). Television News, Character Issues and Latino Images in U.S. National Elections of 1988, 1992 and 1996. In Federico Subervi-Vélez (Ed.) *The Mass Media and Latino Politics: Studies of Media Content, Campaign Strategies and Survey Research, 1984-2004*. (pp. 237-255). New York: Routledge.

Wilkinson, Kenton T. (2007). Democracy Sponsored by NAFTA? Mexican Television in the Free Trade Era. In Isaac A. Blankson & Patrick D. Murphy (Eds.) *Negotiating Democracy: Media Transformations in Emerging Democracies* (pp. 199-218). Albany: State University of New York Press.

Wilkinson, Kenton T. (2005). Language, Economics and Policy: Challenges to Public Service Broadcasting in North America and the European Union. In Gregory F. Lowe and Per Jauert (Eds.) *Cultural Dilemmas in Public Service Broadcasting*. (pp. 293-315). Göteborg, Sweden: Nordicom.

Wilkinson, Kenton T. (2003). Blackout, Brownout or Both? The Dynamics of Ethnic-Oriented Media Advocacy. In Diana I. Rios and Ali N. Mohamed (Eds.) *Brown and Black Communication: Latino and African American Conflict and Convergence in Mass Media*. (pp. 217-232). Westport, CT: Greenwood.

Subervi-Vélez, Federico with Ramírez Berg, Charles, Constantakis-Valdés, Patricia, Noriega, Chon, Ríos, Diana I. and Wilkinson, Kenton T. (1997). Hispanic-Oriented Media. In Clara E. Rodríguez (Ed.) *Latin Looks: Images of Latinas and Latinos in the U.S.* (pp. 225-237). Boulder, CO: Westview Press.

Invited Book Chapters

Wilkinson, Kenton T. (2013). Spanish-Language and Latino/a-oriented Television. In P. M. Montilla (Ed.) *Latinos and American Popular Culture*. (pp. 49-68). Santa Barbara, CA: ABC-Clio.

Wilkinson, Kenton T. (2003). Blackout, Brownout or Both? The Dynamics of Ethnic-Oriented Media Advocacy. In Diana I. Rios and Ali N. Mohamed (Eds.) *Brown and Black Communication: Latino and African American Conflict and Convergence in Mass Media*. (pp. 217-232). Westport, CT: Greenwood.

Subervi-Vélez, Federico with Ramírez Berg, Charles, Constantakis-Valdés, Patricia, Noriega, Chon, Ríos, Diana I. and Wilkinson, Kenton T. (1997). Hispanic-Oriented Media. In Clara E. Rodríguez (Ed.) *Latin Looks: Images of Latinas and Latinos in the U.S.* (pp. 225-237). Boulder, CO: Westview Press.

Handbook Chapters and Reference Publication Entries

Wilkinson, Kenton T. (2010). A Cornerstone of American Democracy Threatened. In *Libro Blanco de la Prensa Diaria 2011*. Madrid: AEDE (Asociación de Editores de Diarios Españoles).

Wilkinson, Kenton. T. (2009). The United States. In Alan Albarran, (Ed.) *Handbook of Spanish Language Media*. (pp. 3-16). New York: Routledge.

Wilkinson, Kenton. T. (2008). Cultural Products as Tradeable Services. In Wolfgang Donsbach, (Ed.) *International Encyclopedia of Communication, Vol. 3*. (pp. 1106-1110). Malden, MA: Wiley-Blackwell.

Wilkinson, Kenton T. (2005). Spanish International Network. In Deena J. González and Suzanne Oboler (Eds.) *Oxford Encyclopedia of Latinos and Latinas in the United States*. New York: Oxford University Press.

Selected Honors & Awards

2017 President's Faculty Book Award (3rd Place) Office of the President, Texas Tech University.

2017 Certificate of Global Leadership for the 21st Century, Office of International Affairs, Texas Tech University.

Spring 2016 Fulbright U.S. Scholar Award. To teach and conduct research at Universidad de los Andes in Santiago, Chile.

2010 Induction into Texas Tech University's Teaching Academy. Teaching, Learning and Technology Center, Texas Tech University.

2009 President's Excellence in Teaching Award. Office of the President, Texas Tech University.

2009 College of Media & Communication Outstanding Research Award, Office of the Vice President for Research, Texas Tech University.

2009 Designated as an "Integrated Scholar" by Provost Dr. Bob Smith, Texas Tech University.
<http://www.depts.ttu.edu/provost/attt/2009/09/integratedscholar.php>

2008 Billy I. Ross Faculty Achievement Award for 2007-2008. College of Media & Communication, Texas Tech University. (inaugural recipient)

Grants Received

2017 "Understanding Persuasive Messaging Through Eye-Tracking in Chile." International Research and Development Division, Texas Tech University. Co-investigator with Dr. Cristóbal Benavides, Dr. Glenn Cummins, and Juan Ignacio Brito. \$2000.

2010-2011 "Reaching the Hispanic Wine Market: Highlighting the Opportunities." Texas Tech University College of Human Sciences Seed Grant. Co-investigator with Drs. Natalia Kolyesnikova and Shelley Harp. \$5000.

2008 Texas Higher Education Coordinating Board Grant. Co-investigator and co-administrator on \$43,000 subcontract with Texas Tech University Health Sciences Center School of Pharmacy and the West Texas Area Health Education Center project to help stimulate high school students' interest in pursuing health careers. (Total grant amount: \$342,000.)

2008 College Diversity Development Grant, Division of Institutional Diversity, Equity and Community Engagement, Texas Tech University. Director of \$8,000 grant program to increase student diversity within the College of Media & Communication by bringing to campus students and parents from populations that are underrepresented in higher education.

- 2008-2009 Research Enrichment Fund, Vice President for Research, Texas Tech University. Principal investigator on \$7700 grant to support completion of a book project, *Spanish-Language Television in the United States: 50 Years of Development*.
- 2006-2007 Seed Grant, West Texas Rural EXPORT Center, Texas Tech University Health Sciences Center. Principal investigator on \$50,000 grant to conduct intercept surveys, focus groups and psychophysiological message testing for health literacy and communication project targeting diabetes and obesity among West Texas Hispanics.

Selected Refereed Conference Papers

- May 2018 13th World Media Economics and Management Conference, Cape Town, South Africa, "Managerial Dimensions of Language Difference in Electronic Media."
- May 2018 13th World Media Economics and Management Conference, Cape Town, South Africa, "Audiovisual Consumption in Santiago de Chile and Guadalajara, Mexico: Millennials Jumping from One Screen to Another." Co-authored with Cristobal Benavides and Ligia García.
- May 2017 Research, Intervention and Exchange Across the U.S./Mexican Border Preconference, International Communication Association, San Diego, CA, "Texas Hispanics and Voter Turnout: Explaining the Sleeping Giant," Co-authored with Magdalena Saldaña.
- May 2017 Inter-University Program for Latino Research, Univ. of Texas at San Antonio, "Media Perception, News Consumption and the Salience of Immigration among Texas Hispanics." Co-authored with Magdalena Saldaña.
- Feb. 2017 Hispanic/Latino Media & Marketing International Conference, Association for Latino Media and Marketing Communication Research, Fullerton, California, "Texas Millennials and Their Smartphones: A Uses & Gratifications Study." Co-authored with Magdalena Saldaña.
- May 2016 12th World Media Economics and Management Conference, New York, USA. "Young Adults' Smartphone Use: A Three-Country Comparative Study." Co-authored with Ricardo Leiva, Cristóbal Benavides, María Elena Gutiérrez and Dixie Santana.
- Oct. 2015 AEJMC International Regional Conference Pontificia Universidad Católica de Chile. "Young Adults' Smartphone Use in the Americas: Texas."
- Feb. 2015 5th International Conference on Hispanic/Latino Media and Markets. Florida State University. "U.S. Spanish-Language Television Management During the Industry's First 50 Years." Co-authored with Daniela Contreras Diaz.
- May 2014 11th World Media Economics and Management Conference, Rio de Janeiro, Brazil. "Sanctions and Crisis: A Study of the Translation Industry in Contemporary Iran." Co-authored with Mehrnaz Rahimi.
- June 2013 International Communication Association Preconference, New Histories of Communication Study, London, England. "The Business Press and Trade Journals in Academic Research: Historical and Contemporary Perspectives." Co-authored with Patrick F. Merle.
- June 2013 International Communication Association conference, London, England. "Popular Culture Celebrity and the Viewer: Awareness through Entertainment-Education and Parasocial Interactions in Lebanon." Co-authored with Jessica El-Khoury. (Scholar-to-scholar session)
- Oct. 2012 Hispanics and the Media: The Emerging Power Conference, Florida International University, Miami, FL, "Latinos, Language and Television News."

- Aug. 2012 Association for Education in Journalism and Mass Communication conference, Chicago, IL. "Hispanics' uses and gratifications in the three-screen media environment." Co-authored with Anthony Galvez (Rhode Island College) and Todd Chambers. Presented by Anthony Galvez.
- May 2012 10th World Media Economics and Management Conference, Thessaloniki, Greece. "The Dynamics of a Dispute: *Televisa vs. Univision Communications*, 2008-2010. Co-authored with Alex M. Saragoza (Univ. of California/Berkeley).
- Oct. 2010 Global Fusion conference, Temple University, Philadelphia, PA. "Anatomy of a Showdown: What Can We Learn from Televisa and Univision in Court?"
- Nov. 2010 Assessing the State of Spanish Language Media Conference, University of North Texas. "A Three-Tiered Model for Ethnic Oriented Media: The Case of Portuguese-language Broadcasting in the U.S."
- Sept. 2010 RIPE@2010 conference, University of Westminster, London. "Echoes of the Latin Boom for U.S. Public Service Media."
- June 2010 9th World Media Economics and Management Conference, Bogotá, Colombia. "Tricks from the Trades? Secondary Sources in Academic Research on Media Industries."

Selected Invited Presentations

- Nov. 2017 American Studies Association, Chicago, IL, "Examining the Transnational Histories of Spanish-Language TV."
- March 2017 Texas A&M International Univ., Laredo, TX. Conference on Latin American Communication Research in Transnational Settings. "Discovering and Cultivating Latinx/American@ Connections Through Collaborative Research."
- June 2016 Fulbright Commission, Chile. "Student Life in the U.S.: Balancing Learning, Survival and Enjoyment." Pre-departure orientation for Chilean graduate students awarded Fulbright grants.
- Oct. 2015 Latin American Media Management Association, Santiago, Chile. "La publicación académica: Oportunidades y obligaciones." Keynote address.
- April 2015 University of California at Berkeley. "The Current State of Spanish-Language Media in the U.S."
- May 2014 Universidade Dinâmica das Cataratas, Foz do Iguaçu, Brazil. "Representation of Social Groups in U.S. and International Electronic Media."
- Nov. 2013 Hispanic Communication Conference: Bridging Culture and Behavior, Florida International University, Miami. Roundtable: "Legacy and Prospects of Latin American Communication Research: Hispanic Media Markets Here and There."
- April 2013 League of United Latin American Citizens student conference, Lubbock, Texas. "Reaching Audiences: The Hispanic-Oriented Media Market."
- Feb. 2013 Fourth International Conference on Spanish-Language Media & Latino-Oriented Markets, Texas State University San Marcos. Plenary Session Panelist: "How Spanish-Language Media & Latino-Oriented Markets Are Studied and Researched in Academic Settings Across the Country."
- Feb. 2013 2013 Annual International Arts and Culture Symposium, Sowoon Arts & Heritage and Museum of Texas Tech University. Public Lecture: "Cultural Policy and International Communication."

- Oct. 2012 International Communication graduate seminar, Center for Information and Communication Research (CINCO), Tecnológico de Monterrey, Mexico. "Communication Flows in the Americas." Via Skype (in Spanish).
- Aug. 2012 Omega Delta Phi, 25th Anniversary Convention, Lubbock Texas. "Civic Engagement Workshop."
- April 2012 League of United Latin American Citizens student conference, Texas Tech University. "Latinos and the Media Workshop."
- April 2012 Latino/Hispanic Faculty Staff Association Cultural Awareness Seminar, Texas Tech University. "Challenges and Rewards of Minorities in the Workplace—Media."
- March 2012 Society of Cinema and Media Studies Conference, Boston, MA. "Breaching the Barrier: The Latin Boom, Language and Latina/o-Oriented Television."
- April 2011 Diversity Summit, Division of Institutional Diversity, Equity and Community Engagement, Texas Tech University. "Diversity in the Curriculum."
- March 2011 University of California at Berkeley, Ethnic Studies Department. "Immigration and the Media." Presentation to two classes.
- Aug. 2010 Association for Education in Journalism and Mass Communication conference, Denver, CO. Panelist, "The Evolution of Spanish-Language Television in the U.S.: An Overview."

Selected Conference Organization

- 2018 Conference co-organizer, "7th Hispanic/Latino Media & Marketing International Conference." With Julián Rodríguez of the University of Texas at Arlington. (Feb. 2019)
- 2015 Conference co-organizer, "Reaching Audiences II: Media Management and Big Data Analytics." With Erik P. Bucy. Academic and industry experts participated on nine panels and gave two keynote addresses. College of Media & Communication, Texas Tech University. <http://www.depts.ttu.edu/comc/reachingaudiences/index.php>
- 2013 Conference co-organizer, "Reaching Audiences: Exploring Opportunities in Hispanic Media and Market Research." With Dr. Erik P. Bucy. 13 industry experts participated on 8 panels and gave two keynote addresses. College of Media & Communication, Texas Tech University. <http://www.depts.ttu.edu/comc/reachingaudiences/index.php>
- 1994 Conference co-organizer, Media, Culture and Free Trade: NAFTA's Impact on Cultural Industries in Canada, Mexico and the United States, University of Texas at Austin. With Emile McAnany. (Presentations and roundtable discussions published in the book, *Mass Media and Free Trade* [Texas, 1996].)

Courses Taught

Universidad de los Andes (Santiago, Chile)

- Popular Culture and Rock and Roll (graduate, in Spanish)
- Information Policy: International Communication (in Spanish)

Texas Tech University - Graduate

- Administration of Communications Media
- Seminar in International Communications
- Seminar in Mass Communications Theory
- Special Topics in Electronic Media: Ethnic-Oriented Media

Special Topics in Electronic Media: Hispanic Media: Domestic and International Perspectives
Special Topics in Electronic Media: Popular Culture: Imagery, Industry, Technology
Strategic Communication in a Global Environment (online)

Texas Tech University - Undergraduate

International Electronic Media
Introduction to Electronic Media and Communications
Ethnicity, Race, Gender in Media
Media Theories and Society
Rock and Roll Media (incl. honors)
Special Problems in Mass Communications: Spanish Media (study abroad course)
Special Topics in Electronic Media & Communication: Hispanic Media

Dissertation & Thesis Advising

Doctoral Dissertation - Committee Chair

- Jessica Foumena "Raising Her Voice Across Africa: Women's Empowerment Through Digital Storytelling. Expected completion in spring 2019.
- Jobi Martinez "Framing Diversity in Higher Education." Ph.D. in Mass Communication, Texas Tech University, 2018.
- Nathian Rodriguez "The Role of Organizational Identity in LGBTI Refugee and Asylum Seekers' Post-Asylum Identity Negotiation." Ph.D. in Mass Communication, Texas Tech University, 2016.
- Adeniyi Bello "Community Radio as Public Sphere: Integrating Communities of Africa for Social Change?" Ph.D. in Mass Communication, Texas Tech University, 2015.
- Mehrnaz Rahimi "How Tolerant are People in the Diaspora of Opposing Political Views? An evaluation of Media Use and Political Tolerance Among Iranians in the U.S.A." Ph.D. in Mass Communication, Texas Tech University, 2014.
- Brandon Bouchillon "Patching the Melting Pot: Social Networking and Social Capital in America" Ph.D. in Mass Communication, Texas Tech University, 2014.
- Hyo Jin Kim "Who Will Be *Doctor Who*? The Understanding of Being a Science Fiction Fan in Science Communication: A Case Study of the Fandom of *Doctor Who* in South Korea." Ph.D. in Mass Communication, Texas Tech University, 2014.
- Anthony Galvez "Mediated Messages and Self-Efficacy: An Examination of Entertainment Education, Junk Food Commercials and Healthy Eating Habits." Ph.D. in Mass Communication, Texas Tech University, 2010.

Doctoral Dissertation - Committee Member

- Lindsey Blumell "Waving the Banner: Assessing Human Rights Coverage through the Gatekeeping Lens in a Digital Era." 2016.
- Jessica El-Khoury "Prosocial Effects of an Entertainment-Education Television Sitcom and Celebrity PSA: Investigating the Role of Parasocial Interaction, Humor, and Resistance to Persuasion." 2014.

Doctoral Qualifying Exams - Committee Chair

Jessica Foumena	2017
Jobi Martinez	2016
Nathian Rodríguez	2015
Niyi Bello	2014
Brandon Bouchillon	2013
Mehrnaz Rahimi	2013
Philip Poe	2010
Hyo Jin Kim	2010
Anthony Galvez	2010

Doctoral Qualifying Exams - Committee Member

Lindsey Blumell	2015
Hark-Shin Kim	2014
Jessica El-Khoury	2013
Lakshmi Tirumala	2011

Master's Degree Theses Chaired

Lucinda Holt	“Deadly Lede: Framing and Attacks on the Mexican Press. M.A. in Mass Communication, Texas Tech University. Expected completion spring 2019.
Andrea Smith	“Successful Communication for the Cure: Collaborating for Culturally Competent Breast Health Education.” M.A. in Mass Communication, Texas Tech University, 2009.
Phillip Madison	“An Intercultural Exploration of Journalistic Framing of Immigration in the Mexican Press and the United States Press.” M.A. in Mass Communication, Texas Tech University, 2008.

Master's Degree Theses - Committee Member

Robyn Adams	“The Social Determinants of Health and the Rural Hispanic Community of West Texas.” M.A. in Mass Communication, Texas Tech University, 2018.
Crystal Price	“A Textual Analysis of and Comparison Between Early 20 th Century and Contemporary Marijuana Propaganda.” M.A. in Mass Communication, Texas Tech University, 2015.
Ashik Shafi	“Media Agenda-Setting Effect in Bangladesh.” M.A. in Mass Communication, Texas Tech University, 2011.
Yijia Huang	“A Cross-Cultural Comparison of Gender Role Portrayals in Internet Commercials: China and the United States.” M.A. in Mass Communication, Texas Tech University, 2010.
Lakshmi Tirumala	“Bollywood Movies and Cultural Identity Construction Among Second Generation Indian Americans.” M.A. in Mass Communication, Texas Tech University, 2008.
Marilda Oviedo	“A Qualitative Study of Typology and Representation in <i>Buffy the Vampire Slayer</i> Fanfiction.” M.A. in Mass Communication, Texas Tech University, 2007.

Master's Degree – Professional Track Advisor

Ebony Sayles	M.A. in Mass Communication, Texas Tech University, 2016.
Hilari Vargas	M.A. in Interdisciplinary Studies, Texas Tech University, 2015.

- Andrea Watson M.A. in Interdisciplinary Studies, Texas Tech University, 2015.
- Krit Kachathan "Foreign Aid: Media and Democracy Analysis." M.A. in Mass Communication, Texas Tech University, 2012.
- Nancy Garcia "Preventing Childhood Obesity: The Elaboration Likelihood Model and Healthy Eating Practices." M.A. in Mass Communication, Texas Tech University, 2011.
- Mona Hassanzadeh "College Women's Perception of Gender Stereotypes in Social Media Advertisements." M.A. in Mass Communication, Texas Tech University, 2011.

Teaching Innovations

- 2015 Incorporated 21 videos from NBC Learn: Higher Ed database into Ethnicity, Race, Gender in Media course. The course was featured in an NBC Learn Subscriber Spotlight: <http://www.nbclearn.com/portal/site/learn/nbclearn-in-the-classroom/d8a9e3b42908c410VgnVCM100000c1dad5adRCRD>
- 2011-2015 Developed and implemented an in-class mock city council meeting focused on immigration and the media. Undergraduate students played roles of city council members, representatives of various organizations, and journalists. Difficult Dialogues program, Texas Tech University.
- Nov. 2011 Used videoconferencing software to originate class sessions for "Seminar in International Communications" at Texas Tech University while serving as a visiting professor at the French Institute of the Press (University of Paris II) in France.
- 2010, 2011 Organized College of Media & Communication's study abroad program at Texas Tech's Seville Center. Activities during 2.5 week trips included lectures by Spanish faculty, media site visits, a national communication museum visit (Lisbon) and cultural excursions to other Spanish cities.
- 2010 Organized and conducted three course-related videoconferences related to College of Media & Communication graduate course, "Seminar in International Communications."

Teaching Collaborations

- 2012-2016 Founding member of "Teaching Across the Curriculum: Open Teaching Concept," Teaching, Learning, and Connecting Through Diversity Advisory Council, Cross-Cultural Academic Advancement Center, Texas Tech University.
- 2009-2013 Co-organizer of collaborative project linking students in Texas Tech graduate course, "Seminar in International Communications" with students enrolled in Dr. Marianne I. Franklin's course, "Transnational Communications and Global Media (II)" at Goldsmiths College, London. Students interacted via internet to organize a two-hour, student-run videoconference. (4 semesters)
- Spring 2011 Developed and co-instructed with Mr. Kent Lowry a new undergraduate course, "Rock and Roll Media." This large-enrollment course (168 students) made extensive use of video material, encouraged student input into course topics and lecturing, and produced dozens of high-quality student projects. Five students enrolled in the course presented their projects at Texas Tech University's Seville Center in May, 2011.
- Fall 2010 With Dr. Weiwu Zhang organized and moderated debates regarding media effects among students enrolled in two sections of a graduate-level theory seminar.

International Teaching

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- July 2018 Universidad Panamericana, Guadalajara, Mexico. “Sociología de la comunicación: Hispanics/Latin@s in the U.S. - People, Media, Impact.”
- Spring 2016 Universidad de los Andes, Santiago, Chile. “Popular Culture and Rock and Roll” (doctoral program); “Information Policy: International Communication, U.S. Hispanic Media and Rock and Roll Media.” Courses taught during Fulbright U.S. Scholars grant in Chile (in Spanish).
- Spring 2016 Various presentations to classes in Argentina and Chile during Fulbright U.S. Scholar grant.
- May 2014 Universidade Dinâmica das Cataratas, Foz do Iguaçu, Brazil. “Representation of Social Groups in U.S. and International Electronic Media.”
- Nov. 2011 French Institute of the Press, University of Paris II. Five, two-hour guest lectures to graduate courses. Topics included: U.S. ethnic-oriented media, language difference in electronic media, representation of social groups in U.S./international media, rock and roll media, and U.S. Spanish-language media.
- Nov. 2011 Goldsmith’s College, London. Graduate seminar in transnational media. "Imperialism, Language and Brown Hordes: Hispanic Television in the United States."
- May 2011 University of Seville, Spain. Department of Audiovisual Communication and Advertising. “Spanish-language Media in the United States” (in Spanish).
- April 2010 University of Navarra, Pamplona, Spain. Three, two-hour guest lectures on representation, ethnicity and identity in media to students enrolled in a media globalization course.

Student Recruiting & Mentoring

- 2014-2015 Faculty Lecturer, “Hispanic Rock and Roll,” sample college lecture for Texas Tech Summer College Experience program.
- 2012-2013 TEACH Program mentor for Dr. Laura Lemons, Agricultural Education and Communications. Teaching, Learning & Professional Development Center, Texas Tech University.
- 2010 Faculty lecturer, “How Media Images Communicate,” sample college lecture for juniors and seniors at Estacado High School (Lubbock, TX). College of Education, Texas Tech University.
- 2010 Student recruiting trip to Laredo and McAllen, TX with Texas Tech University President Dr. Guy Bailey and Office of Admissions staff.
- 2009-2011 Faculty lecturer, “Reality Check,” a program introducing college to junior high school students in Lubbock Independent School District. Division of Institutional Diversity, Equity and Community Engagement, Texas Tech University.

Cross-Disciplinary/Inter-Institutional Collaborations

- 2016→ Member, Lubbock Scapes Collective, an interdisciplinary group of Texas Tech scholars committed to creating holistic projects that problematize questions of landscapes through scholarly collaborations that seek to understand, define, evaluate, and represent spaces people inhabit in Lubbock and West Texas. lubbockscapescollective.org

- 2015→ Co-organizer, Tech Tech Hispanic/Latin@ Researchers Group. Initiative to bring together researchers on Hispanic/Latin@ topics from across campus as the university approaches Hispanic Serving Institution status.
- 2013 Principal author and coordinator, Cluster Hire Proposal in Hispanic Media and Culture (partially funded). This program will bring together faculty and graduate students in Texas Tech's Colleges of Architecture, Media & Communication, and Visual and Performing Arts to collaborate on Hispanic oriented research, creative activity and teaching.
- 2007-2012 Co-founder, The Inter-University Consortium for Latinos and Media, a collaborative effort linking Texas Tech's Institute for Hispanic and International Communication with the Center for Spanish Language Media at the University of North Texas (Dr. Alan Albarran, Director) and the Center for the Study of Latino Media & Markets at Texas State University (Dr. Federico Subervi-Vélez, Director). The consortium now has different members that organize and host an International Conference on Hispanic/Latino Media and Marketing biannually.

Service to Profession

Editor – *International Journal of Hispanic Media* (formerly *Journal of Spanish Language Media*, since Feb. 2013) www.internationalhispanicmedia.org.

Editorial Board Service

Since 2012 *Global Media Policy and Business Book Series, Palgrave*

2008-2012 *Journal of Spanish Language Media*

Since 2005 *Global Media Journal México*

Ad Hoc Editorial Review

2013 *What's So Special About Media Management?* (Springer Scientific)

2012 *International Journal of Media and Cultural Politics*

External Reviewer for Tenure/Review Cases

2016 Texas State University

2016 Louisiana State University

2015 Florida International University

2013 Auburn University

2011 Trinity University (Washington D.C.)

Service to Texas Tech University

University Level

2017-2018 Vice President for Diversity, Equity & Inclusion search committee, Office of the President

2017 Hispanic-Serving Institution Committee

2015 Humanities Center Advisory Board

2015-2016 Multicultural Core Curriculum Committee

2014-2015 Latin America Task Force, Office of International Affairs

2013 Provost search committee, Office of the President.

- 2013-2015 Organizing Committee, Open Teaching Concept Student Symposium
- 2013-2014 Department Excellence in Teaching Award selection committee, Teaching Academy
- 2011 External faculty reviewer, Tenure and Promotion case, Department of Human Development and Family Studies.
- 2011 Panel Moderator for “Faculty Diversity: Research and Tenure,” Diversity Summit, Division of Institutional Diversity, Equity and Community Engagement.
- 2010-2011 Department of Communication Studies advisory committee. Office of the Provost.
- 2010 KTXT-TV Station Manager search committee. Office of the Provost.
- 2009-2011 State Employee Charitable Contribution Campaign President’s Cabinet. Office of the President.
- 2009-2015 Distributed Learning Council, Office of the Provost.

College and Department Levels

- 2017 Search Committee Chair, Assistant Prof. in Hispanic Media.
- 2016-2018 College of Media & Communication Graduate Council.
- 2016-2018 Department of Journalism and Electronic Media Re-Branding Committee (ad hoc)
- 2015 Search Committee Chair, Assistant Prof. in Hispanic Media.
- 2013 Search Committee Chair, Assistant Prof. in Hispanic Media and Post-Doc in Hispanic Media
- Since 2013 College of Media & Communication Management Committee.
- 2012-2013 College of Media & Communication Dean’s Search Committee.
- Since 2012 Study Abroad Program Committee.
- Since 2010 Graduate Faculty Tenure and Promotion Policy Advisory Committee (*ad hoc*).
- Since 2007 Regent Professors Graduate Student Research Grant Committee (founding member).
- Since 2006 College of Media & Communication Tenured Faculty Committee.
- Since 2006 College of Media & Communication Graduate Faculty.
- Since 2006 Department of Journalism and Electronic Media Faculty.

Faculty Development Training - As Facilitator

- April 2012 “Immigration and Media Representation of Hispanics/Latinos.” Difficult Dialogues Faculty Series Workshop, Division of Institutional Diversity, Equity and Community Engagement and Teaching, Learning and Professional Development Center, Texas Tech University.

Feb. 2010 “The Trans-Atlantic Virtual Classroom: Graduate Students’ Collaborative Learning Through Technology.” Teaching, Learning and Technology Center, Texas Tech University. Presented with Dr. Marianne I. Franklin, Goldsmiths College, London.

Media Appearances - External

July 2018 – “What’s UP? Topics in English.” Universidad Panamericana radio show guest appearance. <https://soundcloud.com/wade-alley/whats-up-12x13-special-show-encuentro-binacional>

Nov. 2016 “Sizing Up a Half-Century of Spanish TV.” *Broadcasting & Cable*. (11/28/16, p. 6) <http://www.broadcastingcable.com/news/lead/sizing-half-century-hispanic-tv/161375>.

May 2016 “FCom incorporó este semestre a su cuerpo académico a destacado investigador norteamericano.” *Noticia y Agenda UANDES*. <http://www.uandes.cl/noticias/fcom-durante-este-primer-semester-incorporo-a-un-academico-de-lujo-entre-sus-docentes.html>.

March 2016 “Buenos Aires: Kent Wilkinson hablará sobre el mercado hispánico de TV en EE.UU.” *Prensario Internacional* (Argentina). <http://www.prensario.net/15656-Buenos-Aires-Kent-Wilkinson-hablara-sobre-el-Mercado-Hispanico-de-TV-en-EEUU.note.aspx>.

Aug. 2015 “The Donald Trump-Jorge Ramos Dispute.” KURV Radio (McAllen, TX).

June 2014 “Paul McCartney and the Lubbock Connection.” KTTZ – Texas Tech University System Public Broadcasting. <http://kttz.org/term/paul-mccartney>.

March 2014 “Más canales latinos: ¿camino del éxito o el fracaso?” *La Opinion*. (Los Angeles, CA) (March 10). <http://www.laopinion.com/mas-canales-latinos-camino-exito-fracaso>.

Nov. 2013 “La televisión de habla hispana en los Estados Unidos.” Radio Unica, Miami (in Spanish).

Sept. 2013 “Fox 34 News at Nine” (KJTV-TV in Lubbock, TX) Coverage of Thomas Jay Harris gift to Institute for Hispanic and International Communication.

Sept. 2013 “CoMC Honors Late Newspaper Editor. *Daily Toreador*. http://www.dailytoreador.com/news/article_0a687f16-15da-11e3-b21f-0019bb30f31a.html

April 2012 “LULAC Speaker Says Latinos Need to Understand How Companies Look at Them.” By Tommy Magelsson. *Lubbock Avalanche Journal* (April 28) <http://lubbockonline.com/local-news/2012-04-28/lulac-speaker-says-latinos-need-understand-how-companies-look-them#.UZsDsMz8fw4>

March 2012 “Si se puede” (KAMC-TV in Lubbock, TX). Interviewed concerning 2012 Global Lens Film Series and campus visit by Dr. Boris Muñoz (in Spanish).

Oct. 2011 “World Have Your Say: Who's afraid of the Mexican drug cartels?” Guest on BBC World Service radio program. <http://www.bbc.co.uk/programmes/p00k1717>

April 2010 “Si se puede” (KAMC-TV in Lubbock, TX). Interviewed concerning “The Migrant Experience,” a day-long community event organized by the Latino/Hispanic Faculty and Staff Association at Texas Tech and the Texas Department of State Health Services (in Spanish).

Foreign Languages

Spanish – highly functional

Portuguese – conversant

French - conversant