

**TENURE AND PROMOTION CURRICULUM VITAE OF
DAVID J. PARK
SCHOOL OF JOURNALISM AND MASS COMMUNICATION
FLORIDA INTERNATIONAL UNIVERSITY**

EDUCATION

Doctorate of Philosophy, University of Wisconsin-Madison, Mass Communication, 2000-2003
Master of Arts, University of Wisconsin-Madison, Mass Communication, 1997-1999
Bachelor of Arts, University of Minnesota-Minneapolis, African-American and African Studies,
1990-1994

FULL-TIME ACADEMIC EXPERIENCE

Florida International University – Associate Professor (Tenured), Advertising and Public Relations, 2013-Present
Florida International University – Assistant Professor, Advertising and Public Relations, 2009-2013
Florida International University – Graduate Program Director/Coordinator (Global Strategic Communications Master’s of Science), 2012-2014
Florida International University – Program Director, FIU SJMC Study Abroad Program-Seville, 2011-2013, 2015, 2016, 2017, 2018
Xavier University of Louisiana – Assistant Professor and Public Relations Sequence Head, Department of Communications, 2004-2009

PART-TIME ACADEMIC EXPERIENCE

University of Wisconsin, Graduate Teaching Assistant, Mass Communication, 1997-2002
Test Master Center (Argentina), ESL Teacher, ESL, 1995
University of Minnesota, Undergraduate Teaching Assistant, African Studies, 1994
University of Minnesota, Teaching Internship, Project Adapt, 1994
University of Minnesota, Undergraduate Teaching Assistant/Past Participant Consultant, Minnesota Studies in International Development (MSID) Program, 1993

NON-ACADEMIC EXPERIENCE

AMP (Analyzing Media Perspectives), University of Wisconsin-Madison, Co-Founder and Co-Chair, 2002-2003
Inrocktupibles Music Magazine, Reporter and Internet Consultant, March - July 2000
University of Wisconsin-Extension (Office of the Chancellor), Public Relations and Communications Assistant, 1998-1999
ENDA Tiers Monde Africa (Dakar, Senegal), Intern, January - August 1993
University of Minnesota University Radio Station (KUOM), Radio Show Production Director, 1991-1992

EMPLOYMENT RECORD AT FIU

Associate Professor (Tenured), 2013-Present

Assistant Professor, 2009-2013

PUBLICATIONS IN DISCIPLINE

Books

- David J. Park. 2019. *Rethinking Mass Communication to Address the Ecological Crisis*. **Work in progress**.
- David J. Park. 2009. *Conglomerate rock: The music industry's quest to divide music and conquer wallets*. Lanham, MD: Lexington Books (A Division of Rowman & Littlefield Publishers, Inc.). Paperback edition.
- David J. Park. 2007. *Conglomerate rock: The music industry's quest to divide music and conquer wallets*. Lanham, MD: Lexington Books (A Division of Rowman & Littlefield Publishers, Inc.).

Articles

- Park, D. (2019). Social Media, Censorship and US Foreign Policy: Trust in Social Media and the Challenge to US Democracy. *Social Media and Society*. **Under Review**, 2019.
- Park, D. (2019). Rethinking Advertising as a Mitigative Model for Environmental Sustainability. *International Journal of Social Ecology and Sustainable Development*. **Revise and resubmit**, 2019.
- Park, D. (2019). Advertising and its Interdependence with the Roots of Climate Change: Rethinking the Role of Agency to Address Global Warming. *Capitalism, Nature, Socialism*. **Under Review**, 2019.
- Park, D. (2018). Rethinking advertising policy in light of the climate crisis. *Ambitos, International Journal of Communication (Revista Internacional de Comunicacion)*, No. 40 (Spring).
- Park, D. (2018). US news media and climate change in the era of US President Trump. *Integrated Environmental Assessment and Management*, 14(2). DOI: 10.1002/ieam.2011
- Park, D. (2017). Individualization, information asymmetry and consumer exploitation in the advertiser-driven digital era. *The Political Economy of Communication*, 5(2), 22-44.

- Park, D. (2016). The battle over SNS privacy for United States employees and job applicants: An analysis of 2012-2013 state legislation. *Information, Communication and Society*. <http://dx.doi.org/10.1080/1369118X.2016.1202303>
- Park, D., Wang, V & Pinto, J. (2015). Beyond nuclear disaster and risk: Comparison of post-Fukushima news in U.S. and German press. *Communication, Culture and Critique*. Doi:10.1111/cccr.12119
- Park, D. & Wang, W. (2015). LOL in Non-mediated Communication Contexts? Investigating Perceived Appropriateness and Frequency of Using Text Speak in Verbal Communication. *Journal of Social Media Studies*, 1(2). doi:10.15340/2147336612857
- Park, D. & Villar, M.E. (2015). Comparing Frequency of TV and Internet Use among African-American Students and Their Effects on Material Values and Sociability. *Online Journal of Communication and Media Technologies*, 5(1). 21-40.
- De la Llama, V.*, Barreto, C.*, Trueba, I.*, Voges, C.* & Park, D. (2012). At Face(book) value: Uses of Facebook in hiring processes and the role of identity in social networks. *International Journal of Work Innovation*, 1(1) 114-136. Per FIU's policy with research collaborations with graduate students (as indicated by *), faculty mentors are to be considered the first author.
- Park, D. & Villar, M.E. (2011). 'I want to be like people on TV': Effect of perceived realism, character admiration and frequency of sitcom and reality TV viewing among African-American Students. *American Journal of Media Psychology*, 4(1-4), 80-100.
- Park, D & Wright, L. (2007). Giving labor the business? Business and labor reporting from 1980-2000. *Labor Studies Journal*, 32(1), 60-81.
- Cova, B., Pace, S., Park, D. (2007). Global brand communities across borders. *International Marketing Review's Special issue on "Contemporary thinking, topics and trends on international branding,"* 24(3), 313-329.
- Park, D., Tajima, A., Nah, S., Nichols, S. (2004). Party politics and public perspectives: Pre-invasion media coverage and political agendas. *Global Media Journal*, 3(5).
- Park, D. (2002). Media, democracy and human rights in Argentina. *Journal of Communication Inquiry* 26(3), 237-260.
- Pfau, M., Park, D., Holbert, R. L., Cho, J. (2001). The effects of party - and PAC - sponsored issue advertising and the potential of inoculation to combat its impact on the democratic process. *American Behavioral Scientist*, 44(12), 2379-2397.

Proceedings

- Richardson, L. & Park, D. (2011). Beyond service learning: Can we advance a pedagogy of social change for times of crisis? *Improving University Teaching*, Bielefeld, Germany, 225.
- Park, D., Deshpande, S., Cova, B., Pace, S. (2008). Cross border consumption and community. *European Advances in Consumer Research*, 8, 31-32.
- Park, D. & Deshpande, S. (2004). Seeking entertainment through battle: Understanding the meaning of consumption processes for male Warhammer enthusiasts. Association for Consumer Research Conference on Gender, Marketing and Consumer Behavior, Volume 7, Linda Scott and Craig Thompson (Eds.), Madison, WI: *Association for Consumer Research*, 1-8.

Chapters in Books

- Park, D. (2019). Poverty and the Shadow of Utopian Internet Theory: Insights From Interviews with Unemployed Lower Socioeconomic Status (SES) Internet Users. In Shelia Cotter, Laura Robinson & Jeremy Schulz (Eds.), *Theorizing the Digital: Social Theory and Digital Culture*. New York, NY: Emerald Publishing. **Revise and Resubmit**, 2019.
- Park, D. (2018). Contestations and Challenges for Culture and Communication in the Digital Era. In N. Bilge & M. I. Marino (Eds.), *Reconceptualizing New Media and Intercultural Communication in a Networked Society*. New York, NY: IGI Global.
- Park, D. (2017). Toward an ecological critique of advertising. In J. Hamilton, R. Bodle, & E. Korin (Eds.), *Explorations in Critical Studies of Advertising* (pp. 67-80). New York, NY: Routledge.
- Park, D. & Richardson, L. (2013). Advancing a pedagogy of social change in Post-Katrina New Orleans: Participatory communication in a time of crisis. In J. Servaes (Ed.) *Sustainability and Culture in Communication*. Chicago, IL: University of Chicago Press.
- Park, D., Deshpande, S., Cova, B., Pace, S. (2007). Seeking community through battle: Understanding the meaning of consumption processes for Warhammer gamers' communities across borders. In B. Cova, R. V. Kozinets & A. Shankar (Eds.), *Consumer Tribes* (pp. 97-122). Burlington, MA: Butterworth-Heinemann.

Book Reviews

- Park, D. (2014). Review of *The Death and Life of the Music Industry*. *New Media & Society*, 16: 534-535, doi:10.1177/1461444813518888.

Government Reports or Monographs

N/A

Other Publications

- *Restore Wesley United*. (2009). DVD (faculty advisor). 3 minutes and 5 seconds.

PRESENTED PAPERS AND LECTURES

- David J. Park (2019). *Advertising and its Interdependence with the Roots of Climate Change: Rethinking the Role of Agency to Address Global Warming*. Accepted to the European Climate Change Adaptation Conference (ECCA) Annual Conference, Lisbon, Portugal, May 2019.
- David J. Park (2018). *Advertising, Communication and Mitigating the Climate Crisis*. Presented to the International Communication Association's (ICA) Annual Conference, Prague, Czech Republic, May 2018.
- David J. Park (2018). *Poverty and the Shadow of Utopian Internet Theory: Insights From Interviews with Unemployed Internet Users Living Below the Poverty Line*. Presented to the International Communication Association's (ICA) Annual Conference, Prague, Czech Republic, May 2018.
- David J. Park, Robert E. Gutsche, Jr., Ashley Orozco, Andrew Trabazo, Gabriela Redondo & Sofia de la Vega. (2017). *Mediating inequality: Measuring the growing distance between U.S. newspapers and the citizens they serve*. Accepted to the International Association for Media and Communication Research (IAMCR) conference to be held in Cartagena, Colombia, July 16-20, 2017.
- David J. Park. (2014). *Contextualizing Coverage and Media Propaganda in US Mainstream News Media*. Presentation at the "Caught between the EU and Russia. Media coverage of the Ukrainian Crisis: A view from the Americas" Breakfast Seminar. Presenter and Moderator. Event co-sponsored by Miami-Florida European Union Center for Excellence and Florida International University's School of Journalism and Mass Communication. For European diplomats. August 28, 2014. Coral Gables Country Club, Florida.
- Park, D., Pinto, J., Wang, W. (2014). *Opinion toward nuclear energy use and constructions of health and environmental risks in post-Fukushima news*. Peer-reviewed paper presented to the Association for Education in Journalism and Mass Communication's (AEJMC) Conference held in Montreal, Canada, August 6-9, 2014.

- Pinto, J., Wang, W., Park, D. (2014). *News sources and perceptions of health and environmental risks in international Fukushima news coverage*, within the Effects of Fukushima on Media Debates and Public Risk Perceptions in a Globalized World Panel. Presented to the International Communication Association's (ICA) Annual Conference, Seattle, Washington, May 22-26, 2014.
- Park, D., Wang, W., Knuckles, J. (2013). *LOL in non-mediated communication contexts? Perceived appropriateness and text speak frequency in verbal communication*. Presented to the International Communication Association's (ICA) Annual Conference, London, England, June, 2013.
- Park, D., Wang, W., Pinto, J. (2013). *Beyond nuclear disaster and risk: Comparison of post-Fukushima nuclear news in U.S. and German press*. Presented to the International Association for Media and Communication Research's (IAMCR) Annual Conference, Dublin, Ireland, June, 2013.
- De la Llama, V.*, Voges, C.*, Park, D. (2012). *At Face(book) value: Uses of Facebook in hiring processes and the role of identity in social networks*. Presented to the 7th Annual Global Conference: Cybercultures to be held in Prague, Czech Republic, May 3-5, 2012. * indicates FIU graduate students. Per FIU's policy with research collaborations, faculty mentors are to be considered the first author.
- De la Llama, V.*, Trueba, I.*, Voges, C.*, Barreto, C.*, Park, D. (2012). *The online hiring frontier: Employer uses of online social networking sites in hiring processes*. Presented to the Information Fluency Conference to be held at the University of Central Florida in Orlando, March 14-16, 2012. * indicates FIU graduate students. Per FIU's policy with research collaborations, faculty mentors are to be considered the first author.
- Richardson, L. & Park, D. (2011). *Beyond service learning: Can we advance a pedagogy of social change for times of crisis?* Peer-reviewed workshop presentation presented at the 36th Annual International Improving University Teaching Conference held in Bielefeld, Germany, July 19-22, 2011.
- Park, D. & Villar, M.E. (2011). *Reality TV subgenres and cultural orientations: Individualistic vs. collectivistic values among a multiethnic sample of viewers*. Peer-reviewed paper presented at the Association for Education in Journalism and Mass Communication's (AEJMC) Conference held in St. Louis, MO, August 10-13, 2011.
- Park, D., Gil de Zuniga, H., Mironchikov, O., Cedeno, M. (2011). *Online Social Networking and Sociability Among Hispanics*. Peer-reviewed paper presented at the Association for Education in Journalism and Mass Communication's (AEJMC) Conference held in St. Louis, MO, August 10-13, 2011.

- Park, D. & Richardson, L. (2010). *Advancing a pedagogy of social change: Participatory communication in a time of crisis*. Peer-reviewed paper presented to the Participatory Communication Research Division for the 2010 annual conference of the International Association for Media and Communication Research (IAMCR) held in Braga, Portugal, July 18-22, 2010.
- Park, D., Villar, M.E. & Amador, J. (2010). *TV and Internet usage among African-Americans and their effects on material values and socialization processes*. Peer-reviewed paper presented to the Communication and Technology Division for the 2010 annual conference of the International Communication Association (ICA) held in Singapore, June 22-26, 2010.
- Louis, R., Park, D., Chandler, K, Odums, B, Willis, T & Francis, B. (2009). *Rethinking academic identities: A model for departmental service-learning*. Panel presentation at the Gulf South Summit on Service-Learning and Civic Engagement through Higher Education held in Baton Rouge, Louisiana, March 25-27, 2009.
- Chandler, K., Hague, S., Louis, J., Louis, R. & Park, D. (2008). *Recovery matters: communication and service-learning in New Orleans*. Peer-reviewed panel presentation at the Louisiana Communication Association's 10th Annual Conference held in Hammond, Louisiana, September 6th, 2008.
- Park, D. (2008). *Communication studies, activism, and rebuilding during the aftermath of Hurricane Katrina in New Orleans*. Peer-reviewed presentation in the "Communication in action: Scholarly intervention at local and national levels" panel for the International Communication Association's (ICA) annual conference held in Montreal, Canada, May 22-26, 2008.
- Park, D. (2007). *Report card on film & media education*. Panel presentation discussant at the Cutting Edge Music Business Conference held in New Orleans, Louisiana, August 23-25th, 2007.
- Park, D., Deshpande, S., Cova, B., Pace, S. (2007). *Cross border consumption and community*. Peer-reviewed paper presented at the European Conference of the Association for Consumer Research (EACR) held in Milan, Italy, July 10-14, 2007.
- Park, D. (2007). *Music industry conglomeration, new technology, and repeat sales*. Peer-reviewed paper presented to the Communication and Technology Division for the International Communication Association's (ICA) annual conference held in San Francisco, CA, May 24 -28, 2007.
- Reese, K., Butler, T. & Park, D. (2007). *Service learning and disaster response: The 2nd freedom ride*. Panel presentation at the 2007 Gulf South Summit on

Service Learning and Civic Engagement through Higher Education, New Orleans, Louisiana, March 15-17, 2007.

- Morgan, K., Park, D. & Andrews, R. (2005). *Cycle of distortion: Local televised news and African-American women's perspectives in New Orleans*. Peer-reviewed paper presented in the Minorities and Communication Division of the Association for Education in Journalism and Mass Communication's (AEJMC) Conference held in San Antonio, Texas, August, 2005.
- Park, D. (2005). *Is file-sharing the real nemesis? Additional economic mechanisms in the music industry and their impact on value*. Peer-reviewed paper presented in the Communication and Technology Division at the International Communication Association's (ICA) annual Convention held in New York, NY, May 27-31, 2005.
- Park, D. (2004). *Corporate restructuring and cultural diversity in the music industry*. Peer-reviewed paper presented to the Critical and Cultural Studies Division for the National Communication Association's (NCA) Annual Conference held in Chicago, IL, November 11-15, 2004.
- Park, D. (2004). *An incestuous love affair? The conglomerate music industry and recent cross-promotional marketing trends*. Peer-reviewed paper presented to the Seventh Annual Louisiana Communication Association's (LCA) Conference held in New Orleans, Louisiana, September 11, 2004.
- Park, D. & Deshpande, S. (2004). *Seeking entertainment through battle: Understanding the meaning of consumption processes for male Warhammer enthusiasts*. Peer-reviewed paper presented to the Association for Consumer Research's (ACR) Conference on Gender, Marketing and Consumer Behavior held in Madison, WI, June 24-27, 2004.
- Park, D. (2004). *Conglomerate rock: The music industry's quest to divide music and conquer wallets in the online world*. Peer-reviewed paper presented in the Communication and Technology Division at the International Communication Association's (ICA) annual Convention held in New Orleans, Louisiana, May 27-31, 2004.
- Tajima, A., Nah, S., Park, D., Deshpande, S., Nichols, S., Yaros, R. & St. Clair, D. (2003). *Shaping an international issue: Analyzing U.S. media coverage about a 'war with Iraq'*. Peer-reviewed paper presented to the International and Development Communication Division of the annual International Communication Association's (ICA) conference held in San Diego, California, May 23-27, 2003.
- Park D. & Wright, L. (2002). *Giving labor the business? Business and labor reporting from 1980-2000*. Peer-reviewed paper presented in the Cultural and

Critical Division of the Association for Education in Journalism and Mass Communication's (AEJMC) Conference held in Miami Beach, Florida, August 2002.

- Shaw, B. & Park, D. (2000). *Disciplinary mechanisms of computer surveillance in the corporate workplace: A Foucauldian analysis*. Peer-reviewed paper presented in the Communication and Technology Division of the International Communication Association's (ICA) Conference held in Acapulco, Mexico, June 2000.
- Park, D. (1999). *Transnational culture industry and China*. Peer-reviewed presentation at the Union for Democratic Communications' (UDC) Conference held in Eugene, Oregon, October 1999.
- Park, D. (1998). *Media and democracy in Argentina*. Peer-reviewed paper presented in the International Division of the Association for Education in Journalism and Mass Communication (AEJMC) conference held in Baltimore, MD, August, 1998.
- Park, D. (1998). *The transnational culture industry and post-authoritarian politics*. Panel presentation at the Media, Performance, and Identity in World Perspective symposium at the University of Wisconsin- Madison, February, 1998.

Invited Lectures

- Park, D. & Chandler, K. (2008). *Economic globalization and hip-hop*. Across Curriculum Thinking (ACT) Symposium at Xavier University of Louisiana, 2008.
- Park, D. (2006). *Corporate, commercial and government propaganda*. Across Curriculum Thinking (ACT) Symposium at Xavier University of Louisiana, April 4th, 2006.
- Park, D. (2006). *Second freedom rides and service learning at Xavier*. Presented to Congressional Aids and Learn and Serve America at McDonogh 35 High School, New Orleans, Louisiana, October 25, 2006.
- Park, D. (2005). *Politics of Katrina coverage*. University of Wisconsin-Whitewater. September 21, 2005.
- Park, D. (2002). *The music industry and new technology*. Presented in Professor Jack Mitchell's "Introduction to Communication" Class, March, 2002. UW-Madison.
- Park, D. (2001). *A political economy of the big five music labels*. Presented in Professor Jack Mitchell's "Introduction to Communication" Class, October, 2001. UW-Madison.

- Park, D. (1999). *Media concentration and effects on the public*. Presented in Michael Pfau's "Effects of Mass Communication" Class, November, 1999. UW-Madison.
- Park, D. (1998). *Trends in media consolidation*. Presented in Professor Robert Hawkin's "Effects of Mass Communication" Class, April, 1998. UW-Madison.

CREATIVE WORK

N/A

WORKS IN PROGRESS/UNDER REVIEW

- Pinto, J, Wang, W & Park, D. (2014). *The nuclear option: Comparing international news coverage of health and environmental risk in the Fukushima disaster*.
- Park, D. (2016). *Big data, individualization and user exploitation. Work in progress*.

Grant proposals

- Mediating inequality: Measuring the growing distance between newspapers and the citizens they serve. David J. Park (PI), Moses Shumow, Robert E. Gutsche, Jr. Project Date: November, 2013, Amount Requested: \$118,000. Russell Sage Foundation. Status: denied.
- The Communications Institute for Disaster-Response Pedagogy: Incorporating Disaster Aid into Higher Education. David J. Park (PI) and Leslie Richardson. 2011. Status: To be under review. \$550,116.25. 2015.

FUNDED RESEARCH

- Park, D., Wang, V & Pinto, J. (In Press, 2015). Beyond nuclear disaster and risk: Comparison of post-Fukushima news in U.S. and German press. *Communication, Culture and Critique*. Funded by the FIU-SJMC Faculty Research Award, School of Journalism and Mass Communication, Florida International University. \$1,000.00. 2012.
- Park, D., Wang, W., Pinto, J. (2012). *Beyond nuclear disaster and risk: Comparison of post-Fukushima nuclear news in U.S. and German press*. Submitted to the International Communication Association's (ICA) Annual Conference, London, June, 2013. Funded by the FIU-SJMC Faculty Research

Award, School of Journalism and Mass Communication, Florida International University. \$1,000.00. 2012.

- Park, D. & Richardson, L. (2012). Advancing a pedagogy of social change in Post-Katrina New Orleans: Participatory communication in a time of crisis. In J. Servaes (Ed.) *Sustainability and Culture in Communication*, accepted for Publication by Intellect Books (<http://intellectboook.com>). Funded by the Corporation for National and Community Service. (Uncredited contributor, contributed portion with Xavier University's Center for Student Leadership & Service. Grant based on my class project). \$570,000.00. 2006-2008.
- Various signatories (2010). *Journalism, media studies and effective democracy*. Funded with a grant from the Interdisciplinary Research Group Grant program, FIU-LACC/UM-CLAS. \$5,000. 2010.
- Park, D. (2007). *Music industry conglomeration, new technology, and repeat sales*. Peer-reviewed paper presented to the Communication and Technology Division for the International Communication Association's (ICA) annual conference held in San Francisco, CA, May 24 -28, 2007. Funded by a Xavier University Center for Undergraduate Research Award (Mellon Foundation). \$2000.00. 2006.
- Park, D. (2007). *Conglomerate rock: The music industry's quest to divide music and conquer wallets*. Lanham, MD: Lexington Books (A Division of Rowman & Littlefield Publishers, Inc.). Funded by a Howard Hughes Medical Institute Research Sabbatical, \$50,400. Fall 2005-Spring 2006.
- Park, D., Tajima, A., Nah, S., Nichols, S. (2004). Party politics and public perspectives: Pre-invasion media coverage and political agendas. *Global Media Journal*, 3(5). Funded by a Xavier University New Faculty Summer Research Award. \$2000.00. 2004.
- Morgan, K., Park, D. & Andrews, R. (2005). *Cycle of distortion: Local televised news and African-American women's perspectives in New Orleans*. Peer-reviewed paper presented in the Minorities and Communication Division of the Association for Education in Journalism and Mass Communication's (AEJMC) Conference held in San Antonio, Texas, August, 2005. Funded by a Xavier University Center for Undergraduate Research (Mellon Foundation). \$2000.00. 2004.
- David J. Park. 2003. *Conglomerate rock: The music industry's quest to divide music and conquer wallets*. Dissertation. Funded by a Colonel Harry Barsantee Scholarship. Fall Semester 2002. Award of \$500 and Walter J. and C. Charlotte Damm Research Grant through the Milwaukee Foundation. \$1,500. 2001. Fellow, University of Wisconsin-Madison, Fall Semester 2002. Award of \$7,500.

- Park, D. (2002). Media, democracy and human rights in Argentina. *Journal of Communication Inquiry* 26(3), 237-260. Funded by a Tinker/Nave Short Term Field Research Grant through the Department of Spanish and Iberian Studies, University of Wisconsin-Madison. \$2,163.00. 1997.

Additional Funding Awards

- Xavier University Center for Student Leadership & Service. Service Learning Award. \$1150.00. 2004.
- Vilas Travel Fellowship, University of Wisconsin-Madison. Fall Semester 2002. Award of \$600.

PROPOSALS SUBMITTED BUT NOT FUNDED

- Mass Communication Educational Enhancement Collaborative Project Board of Regents (LA) Grant. Janice Haynes (PI) and David J. Park. Status: Not funded. \$159,472.00. 2009.

PATENT DISCLOSURES, APPLICATIONS, AND AWARDS

N/A

MEMBERSHIP ON DOCTORAL COMMITTEES

- Sven Kube (2015). “Music Industry and Cold War Politics” Florida International University, English Department, Ph.D.
- Rocco Sodo (2015). “Control of the Spanish Press Between 1974-1977: The Consignas and the Changes after Franco’s Death.” Department of Communication, University of Seville, Spain. Ph.D.

GRADUATE STUDENTS MASTERS COMMITTEE CHAIRSHIPS

- Erdenesukh Otgonbayer (2018). “Amazon.com, Inc. – Proud and respected employer: A campaign to improve the public positive image of the company culture and working conditions” Master’s of Science (M.S.).*
- Andres Snitcovsky (2018). “XXXX” Master’s of Science (M.S.).*
- Kimberly Chirinos (2018). “Everytown for gun safety-joining the movement: A South Florida campaign” Master’s of Science (M.S.).*
- Mayara Maciel (2018). “Social media engagement within heavy metal music industry” Master’s of Science (M.S.).
- Bonnie Helena (2017). “Instagram micro-celebrities’ impact on U.S. Hispanic millennials’ travel intentions” Master’s of Science (M.S.).

- Lindsey Sandhouse (2015). “United Synagogue Youth at Temple Beth Torah Sha’Aray Tzedek: A campaign to increase youth membership.” Master’s of Science (M.S.).*
- Sandeep Varry (2015). “Mitigation and adaptation mediated narratives in the leading US newspapers’ coverage of climate change.” Master’s of Science (M.S.).*
- Nicole Marie Nunez (2015). “Are you a Real Housewife?: A content analysis of consumerism and advertainment.” Master’s of Science (M.S.).*
- Durant K. Harvin IV (2015). “Slip-n-slide records creative campaign.” Master’s of Science (M.S.).*
- Christian Acevedo (2015). “Icebox Café: A campaign to increase traffic.” Master’s of Science (M.S.).*
- Adriana Gamboa (2015). “305 Ultra Energy – Creating brand awareness: A campaign for the launch of a new energy shot.” Master’s of Science (M.S.).*
- Ana M. Solis (2015). “Tri-4-Success: A campaign for the launch of a triathlon business network.” Master’s of Science (M.S.).*
- Annabelle Bovet (2015). “Daily Table food fight: Reshaping quality perceptions amongst opinion leaders in South Florida.” Master’s of Science (M.S.).*
- Donny Boulanger (2015). “Influencing a digital shift at FIU: A strategic communication campaign for the department of parking and transportation.” Master’s of Science (M.S.).*
- Bianca Jade Morrison (2015). “‘Who does she think she is?’ - A grounded theory exploration of the female audience conceptualization and entertainment television’s construction of the Black woman.” (Co-Chaired with Dr. Robert Gutsche). Master’s of Science (M.S.).*
- Natalie E. Dinkins (2015). “Good guys gone bad: News narrative, myth, and police misconduct in Miami Gardens.” (Co-Chaired with Dr. Robert Gutsche). Master’s of Science (M.S.).*
- Catalina Bantula (2015). “Citibank – issues management communications plan: A public relations campaign for the transfer of Citi’s credit card portfolio sale.” Master’s of Science (M.S.).*
- Angeline Alessandra Gambino (2014). “Social media’s influence on local journalists: Twitter and Facebook usage regarding news gathering and sourcing practices.” Master’s of Science (M.S.).*
- Adriana Rodriguez (2014). “Blogging versus magazines: Measuring the influence of fashion content on magazine and blogs.” Master’s of Science (M.S.).*
- Chantal Lievano (2014). “A study on the relationship between Facebook usage and perceived personal happiness.” Master’s of Science (M.S.).*
- Claudia M. Santana (2014). “New media, new trends, same roles?: An exploration of gender roles within the online electronic dance music festival community.” Master’s of Science (M.S.).*
- Maria Patricia Varela Delgadillo (2014). “Comparing Clarovideo’s Facebook page engagement in Argentina and Colombia.” Master’s of Science (M.S.).*

- Monica B. Silva (2014). “Interacting with hotel brands: How the Mandarin Oriental, the Fontainebleau Hotel and the Viceroy in Miami, Florida are engaging with millennials on Facebook.” Master’s of Science (M.S.).*
- Beatriz Lopez (2014). “The media blind spot: How print media have set the agenda on human trafficking in the United States/India and encouraged policy change.” Master’s of Science (M.S.).*
- Laura Winkler (2014). “Zumba@Fitness - Expanding a healthy business. A campaign for the launch of nutrition bars.” Master’s of Science (M.S.).*
- Naser Almujaibel (2014). “The alternative youtube programming and attitudes toward contemporary social and political issues among users and non-users in Saudia Arabia.” Co-Chaired with Maria Elena Villar. Master’s of Science (M.S.).*
- Tasmia Uppin (2014). “Launch campaign for ReHashed Resumes.” Master’s of Science (M.S.).*
- Nadine Melo (2014). “The Internet and the practice of everyday life: A glimpse into the digital homestead.” Master’s of Science (M.S.).*
- Renata Pompeu-Pividal (2014). “How Taco Bell communicates with millennials through social network sites – strategies affecting engagement.” Master’s of Science (M.S.).*
- Elizabeth L. Pessin (2014). “Theory of planned behavior: Hispanic women’s perceptions of complementary and alternative medicine for mental health.” Master’s of Science (M.S.).*
- Seniqua Williams (2014). “Retention of Guardian Ad Litem volunteers: An IMC campaign for the Guardian Ad Litem Program.” Master’s of Science (M.S.).*
- Herce Remilien (2014). “DJSurg: Integrated marketing communications for rebranding his business.” Master’s of Science (M.S.).*
- Jose Penso (2013). “Liketing: A Branding Model Based on Elements and Behaviors That Develop Positive Emotional Connections Between a Brand and It’s Consumers.” Master’s of Science (M.S.).*
- Eugene Bryan (2013). “Science Fiction & Fantasy Book Marketing.” Master’s of Science (M.S.).*
- Michael Hernandez (2013). “Miami Fit Health Awareness Campaign.” Master’s of Science (M.S.).*
- Ayxa Vecino (2013). “Hispanics’ and Latinos’ Awareness and Knowledge of Crohn’s Disease and Ulcerative Colitis.” Master’s of Science (M.S.).*
- Lorene Bauduy (2013). “The Stigma Surrounding Mental Health Illnesses and Services Among Hatians and/or Haitian-Americans.” Master’s of Science (M.S.).*
- Alizabeth Weisberg (2013). “Brand Campaign for LA Fitness.” Master’s of Science (M.S.).*
- Andres Bermeo Sierra (2013). “Rebranding Ricoh: A Communication Challenge.” Master’s of Science (M.S.).*
- Soley Gonzalez (2013). “Aprons by ChefRLI.” Master’s of Science (M.S.).*
- Melody Regalado (2013). “KaraMel Cupcakes’ Launch Communications Plan.” Master’s of Science (M.S.).*

- Caitlin Longwood (2013). “Rebranding Switzerland.” Master’s of Science (M.S.).*
- Roshana Gossoff (2013). “Choosing Spanish or English Language for Advertising to a Young, Hispanic Demographic in South Florida via Radio.” Master’s of Science (M.S.).*
- Odette Garcia (2013). “The Use of Social Media and Online News as a Compliment for Traditional News Media Content.” Master’s of Science (M.S.).*
- Shawn M. McAskill (2013). “Buying the Horse’s Ass: Perception of Accuracy of Male Portrayals in Television Commercials.” Master’s of Science (M.S.).*
- Cynthia Perez (2013). “Information Snackers vs Full News Readers: The Influence of Twitter in Reshaping the Landscape of News Consumption for Generation Y.” Master’s of Science (M.S.).*
- Maria Ponce (2013). “It is Never too Late to Discover Ecuador Campaign.” Master’s of Science (M.S.).*
- Ana Jimeno (2013). “Zona ESPN Target Definition and Awareness Campaign.” Master’s of Science (M.S.).
- Grimm, Thomas (2012). “Report on Fukushima: A Comparison of Nuclear Coverage Between Agenda-Setting Newspapers in Germany.” Master’s of Science (M.S.).
- Jackson, Andrea (2012). “A New Age of Music Consumption: Comparing Avenues of Music Consumption with Purchase Behavior.” Master’s of Science (M.S.).
- Corin, Felicia (2012). “Branding Miami Comedy Fest.” Master’s of Science (M.S.).
- Crowley, Kristin (2011). “North American Tourism in South Africa.” Master’s of Science (M.S.).
- Knuckles, Joseph (2011). “An IMC Campaign for The Miami Coalition for the Homeless.” Master’s of Science (M.S.).
- Assenine, Karine (2011). “Perceptions of Five Groups of the World Bank and the Ministry of National Education of Cote d'Ivoire's Recommendations.” Master’s of Science (M.S.).
- Julien, Jenny (2010-2011). “Working for the People: A study of Journalism Education in South Florida.” Master’s of Science (M.S.).
- Ottati, Daniela (2010). “You in Uruguay: A Promotional Tourism Campaign Targeting U.S. College Students, Families, and Baby Boomers.” Master’s of Science (M.S.).
- Magnavacca, Lorenzo (2010). “Burani Lusso Collection: Rebranding the Italian Fashion Brand Mariella Burani.” Master’s of Science (M.S.).
- Krithika Ganesh (2009-2010). “First Generation Indians in America: Assessment of Acculturation, Visual Media Preferences and Reactions to Visual Media Messages.” Master’s of Science (M.S.).
- Christine Okoye (2009-2010). “The Characteristic Relationship Between Readers of Online Magazines vs. Traditional Print Magazines.” Master’s of Science (M.S.).

- Jorge Amador (2009-2010) “The Battle for Online Behavioral Advertising Regulation and Legislation, 1995-2010: A Contemporary History.” Master’s of Science (M.S.).

* means completed as part of a class.

MEMBERSHIP ON GRADUATE STUDENT COMMITTEES (MASTERS)

- Larson, Aline (2012). Master’s of Science (M.S.).
- Varjabedian, Tina (2012). Master’s of Science (M.S.).
- Akoure-Devain, Antonia (2012). Master’s of Science (M.S.).
- Handfield, Crystal (2012). Master’s of Science (M.S.).
- LeMasters, Yvette (2012). Master’s of Science (M.S.).
- McPherson, Katherine (2012). Master’s of Science (M.S.).
- Mavares, Daniela (2011). Master’s of Science (M.S.).
- Moran, Maria Daniella (2011). Master’s of Science (M.S.).
- Vachirapapun, Vachira (2011). Master’s of Science (M.S.).
- Prado, Juan (2010-2011). Master’s of Science (M.S.).
- Ekpo, Patience (2010-2011). Master’s of Science (M.S.).
- Garcia, Danielle (2010-2011). Master’s of Science (M.S.).
- Huyhn, Thoa Kim (2010). Master’s of Science (M.S.).
- Vollrath-Bueno, Sabrina (2010). Master’s of Science (M.S.).
- Erika Vogt-Lowell (2009-2010). Master’s of Science (M.S.).
- Sean Sawicki (2009-2010). Master’s of Science (M.S.).
- Joseph Quinones (2009-2010). Master’s of Science (M.S.).
- Jodi-Ann Reid (2009-2010). Master’s of Science (M.S.).
- Jordan Wiener (2009-2010). Master’s of Science (M.S.).

LIST OF COURSES TAUGHT

Graduate Courses

PUR 5406 Multi-Cultural Communication (as Advertising and Society)
 PUR 5602 Integrated Communications Pro-Seminar
 MMC 5932 Special Topics
 MMC 6402 Theories of Mass Communication
 MMC 6412 Applied Media Communication Skills
 PUR 6607 Advertising and PR Management
 MMC 6635 Mass Communication Contemporary Issues
 PUR 6808 Integrated Communication Account Planning
 MMC 6900 Independent Study
 PUR 6935 Advanced Seminar
 MMC 6950 Mass Communication Professional Project
 MMC 6950 Professional Project II

Undergraduate Courses

ADV 4201 Advertising and Society

ADV 4201 Advertising and Society (Online)
 MSCM 2007-4007 Public Relations Practicum
 MSCM 2030 Principles of Public Relations
 MSCM 2222 Writing for Print Media
 PUR 3000 Principles of Public Relations
 MSCM 3060 Writing for Public Relations
 MSCM 3600 Introduction to Mass Communication Research
 MSCM 4060 Public Relations Campaigns
 PUR 4106 Advanced PR Writing
 MSCM 4133 Independent Study
 MMC 3303 Global Media and Society
 MMC 4302 Social Media and Globalization
 MMC 4302 Social Media and Globalization (Online)
 MMC 4303 Seminar
 MMC 4304 Strategic Communication Seminar: Multicultural Marketing Communication
 MMC 4410 Integrated Campaigns
 MSCM 4410 Internship
 MMC 4905 Independent Study
 MMC 4930 Seminar
 MMC 4936 Special Topics

PROFESSIONAL HONORS, PRIZES, FELLOWSHIPS

- FIU Recognition Award/Community Award (2012), Digital Rap Sessions, Florida International University.
- Faculty Research Award/Stipend (May 2012), School of Journalism and Mass Communication, Florida International University.
- Certificate of Appreciation (April 2012), Global Strategic Master's Graduate Program, School of Journalism and Mass Communication, Florida International University.
- Research Associate, Center for Intercultural New Media Research (Marquette University).
- 2010-2011 Award of Excellence for Exceptional Research/Scholarly/Professional Activity. School of Journalism and Mass Communication. Florida International University August 8, 2011.
- Outstanding Faculty Contributions to Service-Learning Instruction in Higher Education Award. Executive Committee of the Gulf-South Summit for Service-Learning and Civic Engagement in Higher Education. March 27, 2009.
- Honorary Fellow, University of Wisconsin-Madison, Fall Semester 2005.
- Howard Hughes Medical Institute Sabbatical to University of Wisconsin-Madison. Fall 2005. Award of \$50,400.
- Fulbright Scholar to Trinidad, Tobago and Barbados (Fulbright-Hays Group Project Abroad) July-August 2005.
- Fellow, University of Wisconsin-Madison, Fall Semester 2002. Award of \$7,500.
- Tinker-Nave Scholar to Argentina, July-August 1997.
- Rotary Exchange Student to Belgium 1989-1990.

- Finalist - Norman C. Francis Excellence in Scholarship 2009, Xavier University.
- Nominee – Battle of the Brains – Favorite Professor, Xavier University, March 2006.
- Nominee - Henry C. McBay Research Fellowship Spring 2006.
- Xavier University’s Center For Undergraduate Research Faculty Mentor Award, Spring 2005.
- Xavier University’s Center For Undergraduate Research Faculty/Undergraduate Collaboration Award , Spring 2005.
- Recipient of the Teaching Assistants’ Association (TAA) Departmental Award 1999.
- Recipient of the University of Minnesota OSLO (Office of Special Learning Opportunities) Award 1993.

OFFICES HELD IN PROFESSIONAL SOCIETIES

N/A

OTHER PROFESSIONAL ACTIVITIES AND PUBLIC SERVICE

- Member, Advisory Board, *Ambitos*, International Journal of Communication
- Board Member, Spring Garden Civic Association (Elected), 2017
- Member, CARTA Integrations Committee (Appointed by Provost), 2015
- Director, FIU Communications Department Study Abroad Program, 2017-18
- Member, Department of Communications Promotion Committee, 2017
- Co-Chair, Department of Communications Doctoral Proposal Committee, 2017
- Chair, Tenure and Promotion Committee (Department of Communications), 2017
- Member, Search Committee for Assistant Professor Position, 2017
- Chair, GSC Graduate Admissions Committee, 2014
- Senator, Florida International University, SJMC (Elected), 2014-15
- Member, editorial board for *Journal of Social Media Studies*
- Member, Search Committee for SJMC Department Chair Position, 2014
- Chair (elected), SJMC Graduate Committee, 2014
- Member, Search Committee for SJMC Visiting Position, 2014
- Reviewer, *New Media and Society*, 2012
- Chair, Search Committee for SJMC AD/PR Department Chair, 2012
- Director, FIU SJMC Study Abroad Program-Seville, 2011-2012
- Member, Scripps-Howard Day Planning Committee, 2012
- Member, Argentina Study Abroad Planning Committee, 2012
- Reviewer, *Public Relations Journal*, 2012
- Member, University Search Committee for the SJMC Dean, 2011
- Reviewer, *Taiwan Journal of Democracy*, 2011
- Reviewer, *Journal of Intercultural Communication Research*, 2011-2012
- Member, editorial board for *Public Relations Journal*, 2011
- Member, advisory board for *Global Media Journal (American Edition)*, 2011
- Chair, Undergraduate Admissions Waiver Committee, 2010-present

- Member, Scholarship and Awards Committee, 2009-present
- Member, Undergraduate Admissions Waiver Committee, 2009-present
- Member, Global Strategic Communications Graduate Program Admissions Committee, 2010-2011
- Member, Search Committees for Three Tenure-Track Faculty Positions, 2009-2010
- Member, Digital “Rap Session” Curriculum Committee, 2010-2011
- Member, SJMC Graduate Admission Revision Committee, 2009-2010
- Member, Advertising and PR Curriculum Committee, 2010
- Member, Research Forum Committee for Tenure Track Faculty, 2009-present
- Member, SJMC Marketing Coordinator Search Committee, 2010
- Member, Castor Advertising Scholarship Committee, 2010
- Participant, FIU’s New Faculty Symposium/Orientation, 2010
- Member, Faculty Salary Advisory Committee, Xavier University, Elected Position, 2008
- Co-author, Mass Communication Strategic Proposal for the Major, Xavier University, 2008
- Member, University Laptop Investigation Committee, Xavier University, 2007
- Supervised over 20 undergraduate students and their research presentations at AEJMC and LCA conferences, 2004-2008
- Supervised the student recipient's research of the Top Student Award at the LCA conference, 2006
- Provided \$5,000 worth of new equipment and technology to the Communications Department (Xavier University) through a Learn and Serve Grant 2007.
- Created and Supervised student organization X-PRO (Xavier Public Relations Organization), Xavier University, 2007
- Initiated concept for the now functioning Undergraduate Communication Research Center (UCRC), Xavier University, 2006
- Member, New Faculty Search Committees, Xavier University, 2003-2007
- Chair, New Faculty Search Committee, Xavier University, 2008
- Chair, Faculty Research Committee (Elected Member), Xavier University, 2005-2008
- Tobacco Free Campus campaign supervisor, Xavier University, 2006
- Co-advisor to *The Communicator*, Communication Department Newsletter, Xavier University, 2005 – 2009
- Judge, Louisiana Speech Tournament February 2005
- Member, Xavier University Faculty Association, 2007-2009
- Member, Communication Department Awards Night Co-Organizer, Xavier University, 2005-2008
- Member, Center for Student Leadership and Service's Service Learning Advisory Board 2008-2009
- Website Supervisor, Xavier University Communications Department, 2004-2009
- Campus Coordinator for the Institut Fur Auslandsbeziehungen (IFA) International Study Abroad Program to Germany 2004-2006

- Chair, Student Selection Committee for the Institut Fur Auslandsbeziehungen (IFA) International Study Abroad Program to Germany 2004-2007
- “Get out the Vote” Xavier Campus Campaign Organizer, 2004
- Member, Mass Communication Research Center (MCRC) Steering Committee, University of Wisconsin-Madison, 2002
- Member, Project ADAPT (Appreciating Differences Among People and Things) Selection Committee, University of Minnesota-Minneapolis, 1994

Published Interviews and Quoted Publications

- Interviewed by faculty at NYU’s Interactive Telecommunications Program (ITP). Selections from the interview to inform the book "Superfandom: How our Obsessions Affect What We Buy and Who We Are" to be published by W.W. Norton & Co. in 2016.
- “Campaña de Bacardí saca provecho de su larga historia” By Celeste Matos. April 2014. *Diario Las Americas*.
<http://www.diariolasamericas.com/locales/campana-bacardi-saca-provecho-larga-historia.htm>.
- "5 Qs with Professor David Park" in CARIMAC's Intercom Newsletter Issue 17. Published by University of the West Indies Mona Campus and CARIMAC. Spring 2007.
- "Payola suit citing Triple M is settled: Entercom pays \$4.25 million but admits no wrongdoing." In the *Isthmus*. January 11, 2007. Albertoni, Rich.

Radio Interviews

- WORT 89.9 F.M. Madison, Wisconsin. September 21, 2005. Guest on “In Our Back Yard” news program. Interviewed about media coverage of hurricane Katrina.
- WORT 89.9 F.M. Community Radio Station. Madison, Wisconsin. Tropical Riddims program on International Music, Politics and Culture. June 5th, 2004.
- KUOM, University of Minnesota-Minneapolis Radio Station. Radio K International, Program on International Music, Politics, Culture and Economics. January 13th, 2002.
- KUOM, University of Minnesota-Minneapolis Radio Station. Radio K International, Program on International Music, Politics, Culture and Economics. July 22nd, 2001.
- KUOM, University of Minnesota-Minneapolis Radio Station. Radio K International, Program on International Music, Politics, Culture and Economics. January 21st, 2001.
- KUOM, University of Minnesota-Minneapolis Radio Station. Radio K International, Program on International Music, Politics, Culture and Economics. August 6th, 2000.

Community Service and Service Learning

- Faculty advisor for www.savewesleyunited.org and www.restorewesley.org, non-profit community groups organized to save the Wesley United Methodist Church, which is the 8th oldest African Church in the United States, and the 2nd oldest in New Orleans. The Church/Community Center is a historic landmark and was affiliated with the abolitionist and civil rights movements. My students and I created a national media campaign, DVD, website, brochure and other media products. The results of this campaign **generated over \$700,000 in free labor and materials**. Fall, Spring and Summer 2008-2009.
- Initiated a get-out-the vote campaign to register students for the election by conducting voter registration drives, placing articles in the student newspaper, and by creating events on campus.
- Faculty supervisor. Conducted a national campaign to raise financial and material resources for the Lower 9th Ward Community Center in New Orleans. This center is in the process of creating a professional commercial kitchen training facility, a local cafe, after-school programs, an art studio, a recording studio, a gym, computer lab, as well as other components to meet community needs. We organized media lists, created a radio psa, wrote several articles and news releases, as well as worked on their website. We hope to raise financial, volunteer and material resources to aid in the economic advancement and training of lower 9th ward community members.
- Planned, coordinated, placed, mentored and supervised PR students with the Department of Social Services (DSS), Office of Community Services located in the OCS Greater New Orleans Region Office, 1010 Common St. They worked closely with the DSS to create flyers, articles, news releases and other items to foster awareness of important community-related information (2008).
- My public relations students worked on a publicity campaign "Faith to Rebuild Together Initiative" to assist the rebuilding process within New Orleans. The students worked closely with Service Learning to design websites, brochures, articles, news releases and other items to help promote a program that offered free community-oriented construction classes, as well as aided in promoting a program that would rebuild several houses for families of lower socio economic statuses. These effects informed local residents about these opportunities when the skilled laborers arrived in New Orleans (2007).
- Promoted a fundraiser for NGO Common Ground Relief, which brought into New Orleans several famous African American Poets (2007).
- Conducted a national campaign targeting HBCU students and church groups to volunteer at Xavier University to help the university and the community rebuild

(2007). This campaign was funded by a Learn and Serve Grant. Over five hundred volunteers from twelve different Universities came to New Orleans to assist. This campaign generated at least \$50,000 of pro bono labor to the university.

- Worked with Woodlands Housing Community (Algiers, New Orleans) and Common Ground Relief: implemented an alternative crime prevention campaign and helped organize “Community Unity Days” (2006).
- My public relations students also created news releases, PSAs, articles, as well as contacted various media in New Orleans to sponsor a car wash benefit for a local computer resource center in the Woodlands housing complex. The students raised close to \$200.00 which went to Common Ground Relief for the items (2006).
- Worked with local non-profit Common Ground Relief from 2005-2008: implemented a national campaign to attract volunteers to rebuild New Orleans and the lower 9th ward. Brought in over 5,000 volunteers to help rebuild New Orleans, which *contributed over \$500,000 in free labor* for people-in-need. This group with the volunteers also gutted Martin Luther King elementary school in the lower 9th and saved it from being demolished. Today it is a functioning school.
- Worked with the following non-profit groups to create websites: Gert Town Community Center, Velocity Foundation, Gert Town Redevelopment Initiative and the Gert Town Senior Center (2004-2005).
- My students worked on public relations campaigns with the following university organizations throughout the semester: Pharmacy School, Forensics, and Language Department (2005).
- Conducted a campus-wide get-out-the vote campaign. My students and I were able to register over three hundred students on Xavier's campus (2004).