

# **JENNY H. MOORE**

## **Curriculum Vitae**

Associate Clinical Professor, Communication  
Department of Communication, History and Philosophy  
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### **SUMMARY PROFILE**

Jenny Moore is an associate clinical professor of communication at Texas A&M University-San Antonio. She has received regional and national recognition for her academic initiatives with under-represented populations and first-in-family college students.

Moore served as the founding director of Jaguar Student Media and program coordinator of the TAMU-San Antonio's Communication Program. She built both programs from the ground up, expanding from 8 communication majors to 200+ majors in the span of a decade. She directs programming, including the fiscal, student managerial and creative operations for three award-winning experiential learning labs: a student-produced digital news site, a bi-annual print magazine, and the Emmy-award winning television capstone program at Univision Media Lab at KWEX/Ch. 41. In addition, she serves as the Communication program's first internship director, administering 50 students annually in agency settings in central and south Texas.

Drawing on her professional experience in journalism, advertising and public relations, Moore left industry in 2010 to launch a strategic plan for the campus' media program, designed as a competitive training ground and career preparation model at a Hispanic Serving Institution. Using her experience as an experiential learning consultant in the K-12 system, she collaborated with the Texas A&M University-San Antonio to launch English and Spanish media labs that are responsive to market needs and encourage media collaboration and innovation between students and professionals. Her nationally recognized experiential learning program university-funded training opportunities and mentorship for students to gain the necessary skills, experience and portfolios to enter entry-level industry positions.

Since changing careers from the media industry to clinical teaching, her students have earned recognition and scholarships from the National Association of Hispanic Journalists, Google, the Online News Association, and the Society of Professional Journalists. In 2012 and 2017, her students earned Lone Star Emmy awards in collaboration with Univision 41-San Antonio. Her first-generation college students have landed graduate studies acceptances and fellowships, including Boston University's Graduate College of Communication, Rutgers University, and the University of California at Berkeley Graduate School of Journalism. Alumni of the program are interning and working professionally in markets across the country including WNYC, Twitter, Forbes, Wired Magazine and other companies.

## EDUCATION

2001 M.S., School of Journalism and Communication, University of Oregon, Journalism  
1996 B.A., The University of Texas at Austin, Cultural Studies  
1991 The Maine Coast Semester School, Environmental Studies

## UNIVERSITY EXPERIENCE

2016 - Associate Clinical Professor of Communication, Director of Student Media  
2010-2015 Assistant Clinical Professor of Communication, Director of Student Media  
2009-2010 Lecturer, Communication  
2000-2001 Graduate Teaching Fellow, University of Oregon, School of Journalism & Communication

## ADMINISTRATIVE EXPERIENCE at TEXAS A&M UNIVERSITY-SAN ANTONIO

2010 - **Director of Jaguar Student Media**, Texas A&M-San Antonio

### **Director of Student Media Activities and Accomplishments:**

*Planning, design and creation of an award-winning digital media and student publications program. Under my direct supervision, students create a daily hyperlocal news site, weekly podcast programming, a bi-annual print magazine, and an Emmy-award winning broadcast program in collaboration with Univision.*

- Supervise digital and print publications serving 7,000 undergraduate and graduate students
- Monthly purchasing, billing and credit card reconciliation for three labs
- Annually oversee hiring, management and training of 75 student staff across digital, print and broadcast outlets
- Create and supervise a Work-Study Media Fellows Program
- Initiate and maintain community relationships with media agencies seeking student produced content and perspectives
- Assist faculty and students prepare contest materials for local, regional and national contests
- Under my supervision, students have won over 100+ state and regional awards.
- Created a 14-member media advisory board to govern student publications; identified scholarship, internship and job opportunities through maintaining board relations
- Designed A&M-San Antonio's first three Mac Labs and convergence newsrooms as student-centered experiential learning labs, ranging in cost \$75,000 to \$350,000.
- Designed and oversaw the planning, renovation and installation of the Univision Media Lab for KWEX, Ch. 41

2010-2016 **Program Coordinator Activities and Accomplishments:**

*Responsible for strategic planning and leadership for the Communication Program in the College of Arts & Sciences during its first six years of development.*

### **Curriculum Coordination:**

- Developed 2010-2015 Strategic Plan
- Created 26 new courses in Communication
- Developed 2, 3 and 4 year course rotation plans
- Established Rodgers Fellowship pipeline with UC Berkeley

- Coordinated the teaching and lab schedule for 14 full-time and adjunct faculty

**Faculty Management/Mentorship:**

- Recruited and hired 10 new adjunct faculty and lecturers
- Assigned adjunct instructors to courses and coordinated hiring procedures
- Wrote and implemented annual evaluation protocol in coordination with the College
- Created a faculty mentorship program
- Created a syllabi review round-table for adjunct faculty

**Program Recruiting/Marketing:**

- Responsible for highest percentage enrollment growth (64%) in College of Arts & Sciences in my third year as coordinator (2013)
- Developed and maintained program brochures and program website
- Met with external organizations regarding program collaborations
- Established recruiting incentives including internal scholarships

**Budget Management:**

- Secured the initial \$375,000 in annual operations for equipment funding and student worker wages for student media
- Prepared and provided program budget inputs to the department chair
- Implemented financial planning software to track purchasing and encumbrances

**Program Assessment:**

- Developed program's first Institutional Effectiveness Plan (IEP)
- Collected IEP data and prepared Institutional Effectiveness Reports (IERs)

**Internship Coordination:**

- Launched the College of Arts & Sciences' first formal internship program
- Developed internship opportunities for program's majors by maintaining active contact and collaborative relations with external entities such as service providers, industries, governmental agencies, businesses, and research laboratories
- Placed interns with competitive internships including National Geographic, the Boston Globe, Forbes and Twitter.

**CAMPUS/COMMUNITY MEDIA PARTNERSHIPS**

*My media collaborations and partnerships are an outgrowth of my mission to create a culture of service and prepare workforce ready graduates. My teaching and service projects are specifically designed to broaden opportunities for underserved students. My collaborations include:*

- |              |   |
|--------------|---|
| 2010-Present | <b>Guest Speaker Series w/ Society of Professional Journalists, Region 8</b> (Est. 2010) - <i>SPJ members provide ongoing support for A&amp;M-San Antonio's SPJ student chapter and offers students ongoing training and volunteer service opportunities hours, including the opportunity to raise funds at an annual fundraiser.</i> |
| 2010-Present | <b>Guest Speaker Series w/ San Antonio Association of Hispanic Journalists (SAAHJ):</b> <i>SAAHJ members provide ongoing support in the form of guest speakers, conference planning and training workshops.</i>   |
| 2016-Present | <b>Content-Sharing Collaborative w/ the Southside Reporter, the San Antonio Express-news, News Taco and NOWCastSa:</b> <i>Created a publishing collaborative providing local news sites with student-produced content and perspectives for their weekly editions.</i>   |

- 2011-2019 **Collaboration with Association of Women in Communications, and San Antonio College:** “Meet the Pros” offers networking opportunity for journalism-communications students.
- 2012-2016 **Content-Sharing Collaborative w/ La Prensa Newspaper:** *The newspaper and the College’s student-produced newspaper shared a publishing collaborative providing the local newspaper with student-produced content and perspectives for its weekly education section.*
- 2013-2015 **Educational Pipeline Partnership w/ University of California at Berkeley Graduate School of Journalism–** Created an *undergraduate partnership between A&M-San Antonio and UC Berkeley providing 1-2 Rodgers Fellowships for graduating seniors (or program alumni) to attend the graduate school’s annual Open House annually in mid-October.*
- 2012-2015 **Proyecto U w/ KWEX / Univision 41:** *Created the innovative Emmy-award winning student-produced Spanish newscast, as a partnership between Univision and TAMU-San Antonio. Proyecto U was designed to enhance curriculums for a larger student audience and allow student-related issues to be a part of the local newscast. The groundbreaking scholastic initiative pairs students from seven universities and colleges in San Antonio, TX with the local Emmy award-winning KWEX Univision 41 station with the goal of improving academic achievement for U.S. Hispanics. I served as the program coordinator and faculty liaison for all participating universities.*
- 2012-2014 **Mobile Newsroom / Texas A&M-San Antonio w/ College of Arts & Sciences:** *Created an undergraduate partnership between student reporters and the College of Arts & Sciences to design a collaborative forum with students majoring in History and Political Science to broaden communications students understanding of other disciplinary areas. Course Connections: POLS 4316: American Political Behavior; HISTORY 4340 United States Social and Cultural History; HISTORY 4318: Europe Since 1914*
- 2010-13 **How I Wrote the Story Workshops w/ San Antonio Express-News:** *Communications students enrolled at TAMU-San Antonio hold quarterly meetings at the San Antonio Express-News for the purpose of “How I Wrote the Story” workshops, an opportunity for seasoned reporters to share the back story, or process involved in the writing of in-depth or investigative works of non-fiction.*
- 2013 **Town Hall w/ Texas Public Radio and League of Women Voters:** *Launched an undergraduate partnership between A&M-San Antonio and Texas Public Radio station to plan a civic engagement project, including co-hosting city council forums and town halls during election season.*
- 2012 **Undergraduate Reporting Project w/ John S. and James L. Knight Foundation and NOWCastSA.org–** *Collaborated in an undergraduate partnership to plan an immersive health reporting project that put a spotlight on the prevalence of diabetes in the region of South Texas.*
- 2011 **Light of Day Project w/ The Freedom of Information Foundation of Texas:** *Participated in the collaborative program aimed at increasing awareness and use of public information laws. Each year, an advisory committee selects a topic that lends itself to a long investigative series. Projects: Campus Crime/Clery Act; An investigation of student fees*
- 2010 **Immersive Internship w/ National Geographic Channel (Nat Geo TV):** *Interns shadowed and assisted a freelance producer to shoot and edit a 50-minute segment of “Lockdown” at the Bexar County Detention Center. “Lockdown” is a televised series produced by the National Geographic Channel offering an inside look at U.S. prisons.*

## REVIEWS OF COMMUNITY/CAMPUS MEDIA PARTNERSHIPS

2015	KWEX/Univision San Antonio. Reporter Antonio Guillen spotlights his visit to Texas A&M San Antonio and guest lecture to students. Air Date: Nov 12, 2015
2013	San Antonio Express-News, "TAMU-SA and Univision sign multi-year lease agreement," (August 9, 2013). <i>The segment documents the "Proyecto U" collaboration with KWEX / Univision 41.</i>
2013	James Aldridge, "Univision inks lease agreement at Texas A&M-San Antonio's Downtown Campus," San Antonio Business Journal (August 12, 2013). <i>The article documents the "Proyecto U" collaboration with KWEX / Univision 41.</i>
2013	Benjamin Olivo, "Univision opening studio at former Alameda," San Antonio Express-News (August 10, 2013). <i>The article documents the "Proyecto U" collaboration with KWEX / Univision 41.</i>
2013	Marisa Villa, "Behind the Scenes in TV," Conexion (March 14, 2012). <i>The article documents the "Proyecto U" collaboration with KWEX / Univision 41.</i>
2010	Nowcast, televised interview on the subject of A&M-San Antonio's reach into the community SA2020 Forum Roosevelt High School, Nov 21, 2010.
2010	FOX 29/KABB San Antonio. Morning news anchor Ernie Zuniga spotlights his visit to Texas A&M San Antonio and guest lecture to students. Air Date: April 7, 2010 2010

## FUNDED GRANTS AND CONTRACTS

### SOLICITED GIFTS

2018 \$75,000	Monetary donation from Univision Corporate for start-up funding for the Univision Media Lab at TAMU-San Antonio
2017 \$75,000.00	Monetary donation from Univision Corporate for start-up funding for the Univision Media Lab at TAMU-San Antonio (Second Installment. Total Gift: \$150,000)

### FUNDED GRANTS

9/1/2020 – \$50,000	"Interlocal Agreement Between the City of San Antonio & TAMU-San Antonio Regarding Programming for the Educational Access Channel", (PI), City of San Antonio
5/1/2018 – 5/1/2019 \$10,000	General Interest Magazine Student Media Fellows Program" (co-PI) Texas A&M University-San Antonio Strategic Planning Seed Grant for Magazine Journalism
4/1/2018- 10/1/2018 \$1,200	Foundational Mentoring Partnerships in the Univision Media Lab (PI) Online News Association Journalism Mentorship Collaborative
1/2/2005- 3/30/2007 \$115,000	"First-Generation College Bound Programming Infrastructure" Good Samaritan Community Services w/San Antonio Independent School District
1/1/2014- 9/14/2014 \$350.00	"Community News Site Training Workshop Reporting in San Antonio's Southern Sector" (PI) Society of Professional Journalists Chapter Grant

## **FUNDED MEDIA TECHNOLOGY PROJECTS/TAMU-SAN ANTONIO**

2018 \$20,000	Creative Nonfiction Magazine Media Fellows/Student Worker Funding, TAMU-San Antonio Approved Proposal & Annual Base Funding
2016- \$20,000	Univision Media Lab Media Fellows/Student Worker Funding, TAMU-San Antonio Approved Proposal & Annual Base Funding
2015 \$40,000	Photo & Multimedia Equipment, Student Newsroom Launch, TAMU-San Antonio, proposal approved by TAMU-San Antonio for programmatic start-up funds
2015 \$175,000	MacLab Hardware, 27" iMac dual platform machines, proposal approved by TAMU-San Antonio for programmatic start-up funds
2012- \$23,000	Hyperlocal News Media Fellows/Student Worker Funding, TAMU-San Antonio Approved Proposal & Annual Base Funding

## **TEACHING at TEXAS A&M UNIVERSITY-SAN ANTONIO**

### **COURSES TAUGHT (Undergraduate) - Texas A&M San Antonio**

COMM 3301	Reporting
COMM 3302	Interviewing
COMM 3303	Creative Nonfiction Writing
COMJ 3304	Features and Special Articles
COMJ 3311	Publication Design and Production
COMM 4301	Online Community Reporting
COMJ 4302	Editorial Writing
COMM 4390	Publications Lab
COMM 4392	Internship, Public Relations
COMM 4392	Internship, Journalism
COMM 4391	Portfolio & Professional Development
COMM 4306	Selected Topics in Communications
COMM 4306	Reporting II

### **COURSES TAUGHT (Undergraduate) - University of Oregon, School of Journalism & Communication**

J330 Introduction to Electronic Media  
J331 Television Studio Production

### **GUEST TEACHING:**

2020	Center for Applied Research & Technology, CAST Stem High School
2019	Brackenridge High School, Media Arts Program
2018	The University of Texas at Austin, Moody College of Communication Radio Reporting and editing, in Collaboration with Next Generation Radio

## **ADVISING/MENTORING of STUDENTS**

### **Graduate School Placement**

Boston University, MS Public Relations  
University of California at Berkeley Graduate School of Journalism, Masters of Journalism  
in New Media  
Rutgers University, doctoral program in Communication Studies  
CUNY, Newmark Graduate School of Journalism  
The University of Texas at Austin, Red McCombs School of Business, MS Marketing  
Texas State University, Mass Communication & Journalism  
University of Texas at San Antonio, MA Higher Education Administration  
University of Texas at San Antonio, New Media & Digital Communications

### **STUDENT AWARDS / Recognition for Jaguar Student Media Work (Under My Direct Supervision):**

2019 Texas Intercollegiate Press Association  
8 First Place  
5 Second Place  
5 Third Place  
2 Honorable Mentions

2019 College Media Association  
Pinnacle Award Second Place, Best Magazine Feature/Spread

2018 Student Organization of the Year, Nominee  
Society of Professional Journalists

2018 Texas Intercollegiate Press Association  
5 First Place  
5 Third Place  
2 Honorable Mentions

2017 Society of Professional Journalists, Region 8 Mark of Excellence Awards  
1 First Place  
Best Digital News Site  
Finalist, Best Use of Multimedia  
Finalist, Sports Reporting

2015 Texas Intercollegiate Press Association  
8 Third Place Awards  
3 Honorable Mentions

2014 National Academy of Television Arts & Sciences  
Two Lone Star Student Emmy Award Nominations

Texas Intercollegiate Press Association, 13 Individual Student Awards

Society of Professional Journalists, Mark of Excellence Awards, Region 8  
1<sup>st</sup> Place, Best Digital-Only Student Publication  
1<sup>st</sup> Place, Online Opinion and Commentary

2013 Texas Intercollegiate Press Association  
1 First Place  
1 Second Place  
2 Third Place  
3 Online Distinctions

National Academy of Television Arts & Sciences. Lone Star Emmy Nominee, Category: Community Service, for “Proyecto U,” a collaboration with KWEX/Univision, Channel 41

2012 American Advertising Federation San Antonio ADDY Awards. Responsive Design award for Mobile Journalism

Lone Star Emmy in conjunction with Univision/KWEX for “Proyecto U” city-wide scholastic Spanish broadcast collaborative. Category: Community Service  
Lone Star Emmy Nominee, Category: Education/Schools – News Single Story/Series/Feature

Texas Intercollegiate Press Association  
1 First Place  
1 Second Place  
5 Third Place

**STUDENT SCHOLARSHIPS Based on Coursework (Under Direct Supervision):**

*Through direct support and mentorship of student portfolios and publications, I have assisted students secure more than \$75,000.00 in tuition scholarships.*

**Mays Center for Experiential Learning & Civic Engagement Internship Grant**

Competitive stipends to support unpaid student interns, funded by the Mays Family Foundation  
Total: \$13,200 between 2019-2020

**San Antonio Association of Hispanic Journalists (SAAHJ)**

Competitive academic scholarships dedicated to helping Latinos and young professionals of all backgrounds pursue their careers in journalism and other areas of the communications sector.  
Total: \$48,000 between 2011-2020

**Association for Women in Communications**

**Ajay Castro Scholarship for Re-entering Women**

Competitive academic scholarships for women in communications who are re-entering college after a 3-year minimum absence.  
Total: \$6,500 between 2012-2018

**Society of Professional Journalists, Region 8 Scholarships**

Competitive academic scholarships for students pursuing careers in journalism  
Total: \$10,000 between 2013-2020



## PROFESSIONAL CERTIFICATIONS:

- 2020      **SA2020 The Board Game, Non-profit Leadership**  
*Day-long leadership development training and certification matching program for non-profit board service*
- 2020      **San Antonio Area Foundation Non-Profit Supervisory and Management Certification**  
*A five-month series in partnership with the HEB School of Business and Administration at the University of the Incarnate Word, Funded by TAMU-San Antonio (\$700.00)*
- 2020      **Transformational Leadership Development Program**  
*A six-part series provided by the San Antonio Women's Chamber of Commerce (Nomination received from the Office of the President, TAMU-San Antonio)*
- 2010      **National Writing Project (NWP) Certification, Teacher Consultant**  
University of Texas at San Antonio  
NWP's Invitational Leadership Institute create and expand a cadre of local teacher leaders (called "teacher-consultants") who lead a diverse array of high quality continuing education and research opportunities for teachers at all levels.
- 1998-2002      **Reading Specialist Certification, Literacy Volunteers of America**

## TEACHING and RESEARCH FELLOWSHIPS:

- 2020      **Solutions Journalism Educators Academy Fellowship**  
*Three-day fellowship, in partnership with the Solutions Journalism Network and the University of Oregon School of Journalism and Communication*
- 2020      **Summer Faculty Research Fellowship**  
Faculty Advocacy in the Development of High Quality Virtual Internship Programs (PI)  
TAMU-San Antonio
- 2019      **Teachapalooza Teaching Institute Fellowship**  
*Front Edge Teaching Tools for College Journalism Educators*  
*Poynter Institute, St. Petersburg, Florida*
- 2018      **Journalism Mentorship Collaborative Fellowship**  
*Four-month project & 2 day conference travel stipend. Project supported inclusive mentorship opportunities in newsrooms*  
*Online News Association, St Louis, Missouri*
- 2016      **Dow Jones Multimedia Training Academy Fellowship**  
*Week-long multimedia storytelling fellowship for HSI journalism professors*  
*University of Texas at El Paso*
- 2015      **Clarion Award for Curriculum Design**, given by the Association for Women in Communications (AWC), for creation and implementation of undergraduate broadcast courses in collaboration with KWEX Univision 41
- 2014      **Ted Scripps Leadership Institute Fellowship**  
*Two-day fellowship, in partnership with the Society of Professional Journalists and the Scripps Howard Foundation (Houston, Texas)*
- 2013      **Finalist, LSU Scripps Howard Leadership Academy Fellowship**  
*Manship School of Mass Communication (Louisiana State University)*

- 2010 **National Writing Project (NWP) Fellow**  
*Three-month summer funded teaching fellowship for writing faculty  
College of Education and Human Development, The University of Texas at San Antonio*
- 2010 **McCormick Foundation Fellowship Award**  
*Two-day teaching institute for journalism faculty  
Associated Press Managing Editors (APME) NewsTrain Workshop*
- 2002 **Council for Advancement and Support of Education (CASE) Journalism Fellowship**
- 2000 **University of Oregon Graduate Teaching Fellow**  
*Year-long teaching fellowship, University of Oregon School of Journalism and  
Communication*

## PANELS & PRESENTATIONS

- 2020 Panelist, Intra-institutional Collaboration on Experiential Learning, Association of Collegiate Marketing Instructors Federation of Business Disciplines, 47<sup>th</sup> Annual Conference, Austin, TX
- 2018 Panelist, Newsrooms and Libraries, Texas Library Association District 10 Conference
- 2018 Speaker, Online News Association Mentorship Collaborative, Lighting Talk
- 2017 Panelist, “Dealing with Difficult Situations in the Newsroom” with Robert Muilenburg, Matthew Ward and Rhonda Ross, Texas Intercollegiate Press Association Spring Convention, Dallas, TX
- 2017 Presentation, “Starting an SPJ Chapter, Grab It, Build It, Own It,” Texas Intercollegiate Press Association Spring Convention, Dallas, TX
- 2016 El Paso Social Services Respond to Cuban Migrant Surge, Miami Herald, May 31, 2016
- 2016 Workshop Facilitator, Teaching First-Generation Students, Center for Teaching & Learning, Texas A&M University-San Antonio
- 2014 Panelist, First Year Faculty Development Workshop, College of Arts & Sciences, Texas A&M University-San Antonio
- 2014 Panelist, Teaching Clinic: Building a Cultural Shift in Student Achievement and Performance, Faculty Retreat, College of Arts & Sciences, Texas A&M University-San Antonio
- 2014 Panelist, Future of Campus Journalism, Southern States Communications Association
- 2013 Panelist, CBI National Student Electronic Media Convention, “Broadcast Internships: Increase your Takeaway”
- 2012 Panelist (Invited), Association of Women in Communications “When Rights Collide” (March 27, 2012)
- 2009 Presentation: Beyond Words, Visual Thinking Strategies for Middle School Writers at the National Writing Project, University of Texas at San Antonio
- 2009 Presentation: Building Writing Communities at the National Writing Project, University of Texas at San Antonio
- 2009 Presentation: Sharing Practice among Peers: Mentoring in the Classroom at the National Writing Project, University of Texas at San Antonio
- 2006 Presentation: Visual Storytelling for Middle-Schoolers at St. Mary’s Hall in San Antonio, Texas
- 2005 Presentation: Water’s Memory: Stories of African-American Bath House Attendants at Hot Springs National Park Visitor Center

## INDUSTRY EXPERIENCE

### 2002-2008 **Writer-in-Schools (K-12)**

San Antonio, Austin and Houston, Texas

Grant funded positions through United Way, Office of Cultural Affairs, City of San Antonio, and select school districts to provide writing workshops and individual mentoring and instruction for low-income college-bound students.

- St. Mary's Hall Summer Newswriting Camp (2006-2008)
- St. Paul's Episcopal Montessori School Young Writers' Workshop (2006)
- Alamo Heights High School College Essay Writing Workshop (2005)
- Girl Scouts of San Antonio Young Writers' Workshop (2005)
- URBAN 15 Creative Writing Workshop (2005)
- Good Samaritan Community Services Young Writers Camp (2004-2006)
- Guadalupe Cultural Arts Center Dia de Los Muertos Writing Workshop (2004)
- San Antonio Public Library Storytelling Workshop (2004)

### 2004-2006 **Director of Literary Services / College Counselor**

Good Samaritan Community Services

San Antonio, TX

Pre-College Writing Instructor for the Mentoring Others through Developmental, Educational and Leadership Opportunities (MODELO) Program. The goal of the program was to provide educational, employment and leadership skills to assist youth improve academic performance, attendance and college preparation. (Ages: 15-19)

Director of Literary Services: The Literary Arts program was funded by the Department of Protective and Family Services' Community Youth Development Program. The fiscal agent was the San Antonio Independent School District (Grant Amount: \$115,000). (Ages 6-14)

### 2001-2002 **Copy Writer**

Big Advertising

San Antonio, TX

Produced copy for a full service design and mid-size advertising agency; Logo design, web design and the writing of scripts for radio and television commercials. Clients: San Antonio Zoo, USAA, Stone Werks, Marks on the Riverwalk, Emily Morgan Hotel

### 2000-2001 **Reporter**

Oregon Daily Emerald Newspaper

Eugene, OR

Recruited freelance writers, assigned and edited stories. Produced monthly special sections and advertising supplements.

### 1998-2000 **Quality Analyst and Copy Writer**

Top Drawer Multimedia Production

Austin, TX

Designed storyboards and educational and corporate training software for multimedia developer of custom e-learning applications for educational publishers and corporate training. Clients: Chase Bank, Addison Wesley Longman, Simon & Schuster

### 1997-1998 **Marketing Assistant**

Texas Monthly Magazine  
Austin, TX

Managed promotional materials. Facilitated short lead press and media kits for special projects and promotions.

1996-1997

**New Media Assistant**

Texas Monthly Magazine  
Austin, TX

Assisted with the design and implementation of the magazine's first web site

1996-1997

**Marketing Assistant**

University of Texas Press, University of Texas at Austin  
Austin, TX

Proofed jacket copy, planned book signings and provided general assistance to Marketing Director

**INDUSTRY AWARDS:**

2007

Creative Nonfiction Finalist given by the Artist Foundation of San Antonio

2005

Journalist in Residence, given by the Writer-in-Residence Program at the United States National Park Service at Buffalo National River

2005

Journalist in Residence, given by the Writer-in-Residence Program at the United States National Park Service, Hot Springs National park

2002

Literary Arts Nonfiction Semester Study with NPR commentator Marion Winik given by Gemini Ink Writing Arts Center

2001

Story of the Year, 1<sup>st</sup> Place in Feature Writing given by the Los Angeles Times

2001

Best Editor Award of Flux Magazine, given by the University of Oregon's School of Journalism & Communication

2001

Mark of Excellence Award, Best Student Produced Magazine, given by the National Society of Professional Journalists

2001

National Magazine Pacemaker Award given by the Associated Collegiate Press

2001

Mark of Excellence Award/Best Student Magazine, given by the Society of Professional Journalists 1998 Rice University Publishing Program (RUPP) Fellowship given by Rice University School of Continuing Studies

**SERVICE**

**Service Awards:**

2019

**Faculty Champion**, given by the Mays Center for Experiential Learning, TAMU-San Antonio

2018

**Advisor of the Year Award** (Nominee) for Faculty Advising to the Society of Professional Journalists Campus Chapter, given by TAMU-SA Student Activities

2010

**Faculty Excellence Award in Service**, given by Texas A&M University-San Antonio

**Service to the Profession:**

2020

National Society for Experiential Education, Professional Development Committee

2020

Association of Fundraising Professionals, Youth in Philanthropy

2019

Tenure and Promotion External Review, Texas State University

2018

#Press for Education Volunteer, Society of Professional Journalists Education Committee

2018

Online News Association, Journalism Mentorship Collaborative

2018 College Media Association, Student Leadership Committee  
 2018 Journalism Mentorship Collaborative, Online News Association  
 2018 AEJMC Minorities and Communication Interest Group  
 2018 AEJMC Internships and Careers Interest Group  
 2018 Faculty Mentor, College Media Association  
 2017 KUT Radio, Next Generation Radio, University of Texas at Austin, Faculty Mentor  
 2017 Session Organizer/Spanish Broadcast, ACP/CMA National College Media Convention, Dallas Texas  
 2015 College Media Association, Media Tour Organizer  
 2015 Communication Professional Mentor to Communication Arts High School Students  
 2014 Texas Intercollegiate Press Association, Convention Planning Committee  
 2013 Texas Intercollegiate Press Association, Live News contest planning committee  
 2012 Texas Intercollegiate Press Association, Contest Judge  
 2009 College Media Advisers National Convention, Student Critique, Magazine Design

### **Service to the Community**

2020 Student Critique (Grade 10), Center for Applied Science & Technology (CAST STEM)  
 2019 Student Critique (Grade 11), Center for Applied Science & Technology (CAST STEM)  
 2019 GridIron Scholarship Fundraiser Committee, Society of Professional Journalists  
 2018 GridIron Tricentennial Scholarship Drive, Society of Professional Journalists  
 2017 Advisory Board, Folio Media, H. E. Butt Family Foundation  
 2016 Word Camp, Regional Technology Conference at TAMU-San Antonio  
 2016 San Antonio Association of Hispanic Journalists, Spring Conference Planning Committee  
 2015 Society of Professional Journalists, Region 8 Conference Planning Committee  
 2014 Texas Public Radio, Pledge Drive Volunteer Coordinator with TAMU-San Antonio  
 2014 San Antonio Association of Hispanic Journalists– Gala planning committee member  
 2013 Society of Professional Journalists – GridIron Fundraiser/SPJ student volunteer advisor  
 2013 Lone Star Chapter of National Academy of Television Arts & Sciences– Advised student volunteer committee, 2013 Emmy Awards  
 2013 Texas Public Radio Pledge Drive – Advised student volunteer committee  
 2013 San Antonio College Urban Journalism Workshop – Member, candidate interview panel  
 2013 McCollum High School – Guest Speaker, Yearbook Class  
 2012 Jefferson High School – Guest Speaker, Film Class  
 2010 Comfort ISD, Morning News Program – Media Consultant  
 2011 Southwest High School and SWISD – Media Program Consultant  
 2011 Edgewood Independent School District – Media Partnership, Elementary News  
 2010 City Year San Antonio – Urban Journalism Project Founder  
 2010 Northside Independent School District Journalism Forum – Member, Guest Speaker  
 2003 Society of Professional Journalists Student Chapter - Guest Critique, Trinity University.  
 2003 Association of Women Journalists of South Texas Regional Meeting/ Publicity Coordinator

### **Service to the University**

2020 Member, U.S. Department of Education Federal Work Study Experimental Initiative w/ Mays Center for Experiential Learning and Community Engagement  
 2020 Faculty Representative, SA Works Job Shadow Day, Career Development Programming for Area High School Students  
 2020 Member, Zoom Proof of Concept Team, Information Technology Services  
 2020 Participant, Virtual Academic Internship Course Fair, w/ Mays Center for Experiential Learning and Community Engagement

2020 Member, Staff Hiring Committee, Internship Director, Mays Center for Experiential Learning and Community Engagement Internship Director

2019 Faculty Representative, SA Works Job Shadow Day, Career Development Programming for Area High School Students

2019 Member, Administrative Assistant Staff Hiring Committee, College of Arts & Sciences

2017 Member, High Impact Practice Committee, Experiential Learning & Service-Learning

2016 Member, Experiential Learning & Service Learning Committee: research and implement policies related to instituting experiential and service learning opportunities at Texas A&M University-San Antonio

2016 Member, Marketable Skills Workgroup for Communications & Journalism, Texas Higher Education Coordinating Board

2016 Member, College of Arts & Sciences Administrative Assistant Hiring Committee

2016 Member, High Impact Practice Committee regarding Experiential Learning & Service-Learning

2015 Member, College of Arts & Sciences Administrative Assistant Hiring Committee

2015 Member, Psychology Search Committee

2015 Member, Centro de Artes Administrator Search Committee

2015 Member, Student Academic Success Task Force

2015 Member, Adjunct Faculty Handbook Revision Committee

2014 Univision 41/KWEX Designee, Academic and Financial Memorandum of Agreement

2014 University Committee on Space Sharing, Technology Resources across Colleges

2013 Texas A&M-San Antonio Centro de Artes, University Focus Group

2012-14 Member, Information Technology Advisory Committee

2011 Member, College of Arts & Sciences Assessment Committee

2011 Member, Public Relations/Special Events Coordinator Search Committee

2011 Co-chair, Student Engagement Assessment Committee

2011 Member, Strategic Planning Committee

2010 Peer Reviewer, Southwest Learning and Teaching Conference

2009 – 2010 Session Facilitator, Southwest Learning and Teaching Conference

### **Service to the Department**

2019 - Communication Program Academic Strategic Planning Committee

2017 Member, Faculty search committee to identify and hire adjunct Speech faculty in the Communication Program

2017 Faculty Search Committee Chair, faculty search committee to identify and hire lecturer for the Univision Media Lab-Capstone Program Lecturer in the Communication Program

2017 Faculty Search Committee Chair Search committee to identify and hire a Magazine Lecturer in the Communication Program

2017 Faculty Search Committee Chair, faculty search committee to identify and hire adjunct Photojournalism faculty in the Communication Program

2017 Faculty Search Committee Chair, faculty search committee to identify and hire adjunct multimedia literacy faculty in the Communication Program

2017 Faculty Search Committee Chair, faculty search committee to identify and hire adjunct faculty to teach Single Camera Television

2017 Faculty Search Committee Chair, faculty search committee to identify and hire adjunct faculty to teach Multicamera Television Production

2017 Faculty Search Committee Chair, faculty search committee to identify and hire adjunct faculty to teach lower division courses in Intro. to Mass Media, News Writing and News Editing

2016 Faculty Mentor, Communication Program

2015 Chair, Non-Tenure Track Communication Faculty Hiring Committee

2015 Chair, Assistant Professional Track Faculty Hiring Committee  
2015 Member, Tenure-Track Communication Faculty Hiring Committee  
2015 Founder, Journalists-in-Residence Program  
2014 Univision 41 / KWEX Internship Adviser  
2014 Society of Professional Journalists Faculty Adviser  
2014 Founder, Bilingual Journalism Education Advisory Committee  
2013 Judge, Public Relations COMJ 4322 Group Work with Service Client  
2012 Faculty Adviser, Society of Professional Journalists Student Chapter, Chapter Founder  
2011 Member, Curriculum Committee, School of Arts & Sciences  
2010 Assessment Development Team  
2010 Founder, Communications Club Brown Bag Lunch Series Founder  
2009-2011 Faculty Adviser, Communications Club, Chapter Founder  
2009-Present Chair, Student Media Board

### **PROFESSIONAL MEMBERSHIPS**

Association of Fundraising Professionals (AFP)  
Associated Collegiate Press (ACP)  
Broadcast Educators Association (BEA)  
College Media Advisers (CMA)  
Education Writers Association (EWA)  
National Society of Experiential Learning (NSEE)  
Online News Association (ONA)  
San Antonio Association of Hispanic Journalists (SAAHJ)  
Society of Professional Journalists (SPJ)  
Texas Intercollegiate Press Association (TIPA)