

CURRICULUM VITA

Alex Avila
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Education:

PhD, Journalism, College of Communication
University of Texas at Austin, May 2017

DISSERTATION: *Ethnic newspapers and journalistic advocacy in the 21st Century: A content analysis using immigration frames.*

MA, Journalism, College of Communication
University of Texas at Austin, May 2009

THESIS: *Exploring a New Radio Audience: A Podcast Case Study in Public Radio's Conversion from Analog to Digital Audiences*

B.S., Radio-Television-Film, College of Communication,
University of Texas at Austin, May 1994.

Continuing Education, Film Production, New York University, 1989-1990.

Professional Experience:

Assistant Professor of Mass Communication, School of Mass Communication,
Sam Houston State University (January 2017 – present)

Visiting Assistant Professor of Journalism, School of Humanities, University of
Mary Hardin-Baylor (August 2014 – May 2015)

Teaching Assistant, Journalism Dept., College of Communication, University of
Texas at Austin (Summer 2010, Aug. 2012 – May 2014)

Adjunct Professor, RTVB Department, San Antonio College, Alamo Community
College District (Aug. 2010 – May 2012)

Adjunct Faculty, Communications Dept., School of Humanities, St. Edward's
University, Austin, Texas (June 2007 – Dec. 2011)

Senior Producer & Correspondent, NPR's Latino USA, produced by KUT-FM in
the University of Texas at Austin and distributed by National Public Radio.
For information see www.latinousa.org (January 1998 to May 2010)

Assistant Editor, HISPANIC MAGAZINE, Austin, Texas (January 1996 – December 1997).

Managing Editor, Arriba Art & Business News, Austin, Texas (January 1991 – December 1995).

Assistant Editor, FilmSeach/Image Bank, New York (December 1990 – October 1991).

Technical Assistant, Video Production, New York University (September 1990 – December 1990).

Teaching Experience:

Assistant Professor of Mass Communications, School of Mass Communication, Sam Houston State University (January 2017 – present)

Courses Taught:

MCOM 3364 NEWS EDITING

This ONLINE course focuses on the editor's functions in handling news copy from writing to the printed page or script with emphasis on writing quality and new technologies of production. Content includes copy editing and headline writing, computers as tools of the trade, picture cropping, caption writing, working with wire service copy, typography, and graphics. (Fall 2017 & Spring 2018)

MCOM 3361 BROADCAST REPORTING & EDITING

This course is an intensive media production workshop designed to simulate broadcast news production requirements. This includes: "Philosophy and techniques of electronic journalism" practice in writing and editing news copy; development of audio/video skills applied to news; and, discussion of current issues facing broadcast journalism. (Spring 2017, Fall 2017, Spring 2018)

MCOM 2362 NEWS REPORTING

This course teaches students how to identify good news stories, learn interviewing techniques, learn researching skills for supporting information, and how to report the news with accuracy, precision and balance on a deadline. This course covers the theory and practice of writing specialized stories covered by the news media. Emphasis was also placed on knowledge of current events. (Spring 2017 & Fall 2017)

MCOM 1332 WRITING FOR MASS MEDIA

This introductory course focuses on writing for mass media with a particular emphasis on the basics of journalistic writing. The course is designed as a gateway course for majors and minors in the Department of Mass Communication at Sam Houston State University. This class is designed to introduce writing for media across a wide spectrum of disciplines and to provide hands-on practice in basic writing skills for news, broadcast, the web, and public relations. Emphasis is placed on the enhancement of language and grammar skills. (Spring 2017)

MCOM 3375 SCRIPTWRITING

This course introduced students to the process of writing screenplays for television and film. Topics covered include character development, genre, plot structure, dialogue, audience analysis, and writing/revision. Students leave this class with a short screenplay ready for production. (Spring 2018)

Visiting Assistant Professor of Journalism, School of Humanities, University of Mary Hardin-Baylor (August 2014 – May 2015)

Courses Taught:

COMM 2320 INTRODUCTION TO THE MASS MEDIA

This introductory course is a survey of mass media effects and careers including the history and use of books, magazines, newspapers, radio, movies, music, television, the Web, advertising, public relations, regulation and research. Study includes media theory, ethics and trends toward commercialization, conglomeration, converging technologies and globalization. (Fall 2014, Spring 2015)

COMM 2360 INTRODUCTION TO MEDIA WRITING

This introductory journalism course Comm 2360-01 (fall 2013) is a course using news values to locate stories; interviewing sources; and locating, retrieving, assessing and verifying information, including computerized databases. Writing news, features, entertainment, sports, columns and editorials for print, broadcast and the Web. Associated Press Stylebook and design. (Fall 2014, Spring 2015)

COMM 3365 ADVANCED MEDIA WRITING & DESIGN

This advanced course offers students the skills and background necessary for advanced writing across platforms in the mass media, including print and online journalism and public relations as well as basic knowledge in online and print design and production skills using layout and editing software. (Fall 2014, Spring 2015)

COMM 3368 Broadcast

This advanced journalism course presents students with a variety of writing assignments to develop broadcast writing and media production skills. By the end of the course the student should be able to successfully complete a variety of journalistic assignments on deadline demonstrating improved audio and video reporting skills. (Spring 2015)

COMM 2240 SCREENWRITING

This film course presents students with a variety of writing assignments to develop writing and communication skills. By the end of the course the student should be able to successfully complete a variety of writing assignments on deadline demonstrating improved writing skills and an understanding of the format required for screenwriting. (Fall 2014)

Teaching Assistant, Journalism Dept., College of Communication, University of Texas at Austin (Summer 2010, Aug. 2012 – present)

Courses Taught:

J 331G AUDIO STORYTELLING

Basic radio news gathering skills, including recording and editing audio, pitching, planning and executing audio storytelling, and writing and producing news packages. (INSTRUCTOR – K. Dawson - Spring 2014, Spring 2013)
(INSTRUCTOR – K. Wilson – Fall 2015, Fall 2014, Fall 2013)

J 302F DIGITAL STORYTELLING (Fall 2012)

Led combination lab/lecture on multiple aspects of digital storytelling including writing AP Style, Photoshop, blogging, basic audio editing and writing, basic video editing and writing, slideshare, and tutorials on software. (INSTRUCTOR – B. Buckaloo)

J f353D TELEVISION REPORTING-W (Summer 2010)

Basic television news gathering skills, including shooting and editing videotape, pitching planning and executing visual storytelling, and writing and producing news packages. (INSTRUCTOR – K. Dawson)

J f372D TELEVISION PRODUCING-W (Summer 2010)

Philosophy and execution of producing television news programs. Advanced writing and reporting skills. (INSTRUCTOR – K. Wilson)

Adjunct Faculty, Texas A&M University-Commerce

Commerce, Texas (Fall 2013)

Courses Taught:

RTV 215 ANNOUNCING

Students learned announcing for broadcast, including writing and studio production and editing techniques.

**Adjunct Faculty, San Antonio College, Alamo Community College District,
San Antonio, Texas (Fall 2010 – May 2012)**

Courses Taught:

COMM 2303 AUDIO/RADIO PRODUCTION

Advanced audio/radio media broadcast production course (Spring 2011, Fall 2011, Spring 2012)

COMM 1307 MASS COMMUNICATION

Introduction to Mass Communication (Spring 2011)

COMM 2300 MEDIA LITERACY

Skills development in Media Literacy (Spring 2011)

RTVB 1307 COMPUTERS & MEDIA PRODUCTION

Introduction to computers, computer software, and media production (Fall 2010)

**Adjunct Faculty, School of Humanities, St. Edward's University, Austin,
Texas (Fall 2007 to Fall 2011)**

Courses Taught:

COMM 3301 COMMUNICATION RESEARCH METHODS

Introduction to designs, uses, and limitations of communication research (Spring 2011, Fall 2011)

COMM 2307 MEDIA COMMUNICATION

Exploration of various theories, history and media practices and their societal effects. (Fall 2010)

COMM 2391 SPEC-TOPICS: PODCASTING

Broadcast Journalism & Podcast Production (SU 2010)
<http://hilltoppernews.wikispaces.com> (Podcast Pages)

JOUR 2328 BROADCAST JOURNALISM

COMM 2399 PODCAST PRODUCTION

Introduction to Broadcast Journalism and Podcast Production
Cross-listed course
(Spring 2010) (Fall 2008) (Spring 2008)

COMM 4354 SPEC TOPICS - RHETORICAL STUDIES
Social Movements in America
Co-taught with Prof. Cecilia Martinez-Avila
(Summer 2009) (Summer 2008)

COMM 4399.02 SOCIAL MOVEMENTS IN AMERICA
History of social movements and resistance (Spring 2009)
Course co-taught with Prof. Cecilia Martinez-Avila

COMM 2312 INTERPERSONAL COMMUNICATION
Introduction to the theory and practice of
Interpersonal Communication (Fall 2007)

**Artist-in-Residence, School of Humanities, St. Edward's University, Austin,
Texas (Summer 2007)**

COMM 4354 SPEC TOPICS - RHETORICAL STUDIES
Social Movements in America (Summer 2007)
Co-taught with Prof. Cecilia Martinez-Avila

**Mentor, NPR's Next Generation Radio Training Workshop, 1999 – 2003,
2005.**

**Mentor, Independent Study, St. Edward's University, School of Humanities
(Fall 2005)**

Published Research Articles:

Avila, A. J. (2014). Bienvenido a Miami y Más: Immigration Frames in English and Spanish Newspapers During the 2012 Florida Republican Primary. # *ISOJ Journal*, 4(1).

Chadha, M., Avila, A., & Gil de Zúñiga, H. (2012). Listening In: Building a Profile of Podcast Users and Analyzing Their Political Participation. *Journal of Information Technology & Politics*, 9(4), 388-401.

Conference Papers:

- Avila, A. (2014, April 14) *Bienvenido a Miami y Mas: Immigration Frames in English and Spanish Newspapers During the 2012 Florida Republican Primary* at the International Symposium on Online Journalism held in Austin, Texas and online.
- Avila, A. (2012, August 10) *Beyond Uses and Gratifications: How Context Affects Communicative Decision-making in the Texting Generation*, poster presentation at AEJMC Conference in Chicago, IL, Mass Communication & Society Division.
- Avila, A. (2011, December 2) *The Texting Generation: Decision-making, Context and Digital Media Use Beyond Uses and Gratifications*, paper presentation at AEJMC Mid-Winter Conference at the University of Oklahoma, Communication Technology Division.
- Chadha, M., Avila, A., and Gil de Zúñiga, H. University of Texas at Austin (2010) *Listening in: Profiling podcast users and their political participation*, conference paper presented to the Mass Communication & Society division of the Association for Education in Journalism and Mass Communication (AEJMC).
- Chadha, M., Avila, A., and Gil de Zúñiga, H. University of Texas at Austin (2010) *Plugged in: Predicting podcast audiences and their political participation* conference paper presented at the International Symposium on Online Journalism (ISOJ).
- Avila, Alex, (2010) “*Radio Podcast Audiences*,” conference paper presented to the Radio Interests Section of the 2010 National Popular Culture & American Culture Associations Annual Conference April 1, 2010 in St. Louis
- Avila, Alex, (2007) “*Exploring A New Radio Audience: A study of early adopters of Latino podcast media*,” juried paper presented at the Eighth International Symposium on Online Journalism at the University of Texas at Austin (Knight Center for Journalism in the Americas) Austin, TX.
- Avila, Alex (2004) panel presentation at the National Association of Latino Independent Producers annual conference, “Making Pitches to News Gatekeepers.”
- Avila, Alex (2003) panel presentation at the National Association of Hispanic Journalists Conference “Freelance Pitching to Networks.”

Invited Lectures:

Class Lecture titled “Journalism in an Era of Media Convergence,” delivered March 24, 2010 to COMM 1306 Introduction to Communication, St. Edward’s University, Austin, Texas, Dr. Shannan Butler, instructor.

Class Lecture on Latino USA and podcasting delivered November 20, 2008 to RTF 337 RADIO FUNDAMENTALS, University of Texas at Austin, Maria Emilia Martin, instructor.

Class Lecture titled “Journalism in an Era of Media Convergence,” delivered March 24, 2010 to COMM 1306 Introduction to Communication, St. Edward’s University, Austin, Texas, Dr. Shannon Butler, instructor.

Class Lecture on Latino USA and podcasting delivered November 20, 2008 to RTF 337 RADIO FUNDAMENTALS, University of Texas at Austin, Maria Emilia Martin, instructor.

Class Lecture on journalism careers delivered October 18, 2007 to COMM 1306 (two classes), St. Edward’s University, Austin, Texas, Dr. Lori A. Peterson, instructor.

Class Lecture on Latino USA and ethnic media delivered April 18, 2006 to J 340C LEADRSHP, MANAGMNT, THE MEDIA, University of Texas at Austin, Dr. Paula Poindexter, instructor.

Class Lecture on Immigration and Media delivered April 12, 2006 to J 349T COVERING US LATINO COMMUNITY, University of Texas at Austin, Dr. Maggie Rivas Rodriguez, instructor.

Class Lecture on Latino USA in the Public Radio realm delivered November 15, 2005 to RTF 365 RACE, CLASS, AND MEDIA-W, University of Texas at Austin, Dr. America Rodriguez, instructor.

Lecture on Latino Immigration and the Changing Religious Landscape, delivered May 2002 to the “Oblates in Border Migrant Ministry Workshop” in Houston, Texas. Story on p. 10 of www.omiusajpic.org/docs/newsletter/July2002.pdf (as of April 17, 2007).

Media Production Experience

Film/Video Experience:

Writer & producer, *Closer to Bottom* (2017) independent feature film. Winner of Best Made in Texas Feature Film at the 2017 Austin Indie Fest.

Producer & Editor of *St. Andrew Kim Korean Catholic Church* (2010), an industrial video (HD video) produced in Austin, Texas.

Co-Producer & Editor of *San Antonio's Las Tesoros del Westside* (2010-11), a feature-length documentary (HD video) currently in production in San Antonio.

Producer & Editor of *Iron Workers Local 66: A Century of Brotherhood* (2009), a 55-minute documentary/industrial video produced to commemorate the 100th Anniversary of the founding of the local union based in San Antonio, TX.
<available at <http://www.vimeo.com/7588562>>

Co-director of the Austin, TX-based Chicano/Latino Film Forum, 1994 – 2000.

Director and producer of *Punto y Aparte* 1/2" VHS color videocassette; seven video segments consisting of brief conversations among friends from various parts of the Spanish-speaking world; thematically coordinated with the "Situaciones" sections of the chapters of the textbook *Punto y aparte* (©1999 McGraw-Hill) by Foerster, Lambright and Alfonso-Pinto; interviews with Spanish speakers address the themes contained in the "Hablando del tema" section of each chapter; multiple copies; 32 minutes.

Assistant Cinematographer for Xaibe Production's "Dolores Dulces" produced and directed by Ira Abrams (1993).

Editor for Lupita Production's "Sueño de Simón" written, produced and directed by James Borrego (1994). <available at <http://www.vimeo.com/4854918>>

Lighting Designer for Yerba Buena Production's "Painflower" produced by Fernando Cano and directed by Fred Garcia (1994).

Lighting Design, Cinematographer for Lupita Production's "Flat Time" produced and directed by Jesse Borrego (1996).

Lighting Coordinator, Backup Digital Camera Operator for Matador Production's "A Lowrider Spring Break in San Quilmas" written, directed and produced by Efraim Gutierrez, 2000.

Radio Journalism:

Samples are available at <http://alexavila.wikispaces.com/>

Avila, Alex “Conjunto Legend Issues First CD in 18 Years,” NPR’s Latino USA March 19, 2010.

Avila, Alex “Más Club,” NPR’s Weekend All Things Considered, August 22, 2009. <http://www.npr.org/templates/story/story.php?storyId=112141941>

Avila, Alex “No Rules: The Life and Music of Esteban ‘Steve’ Jordan,” NPR’s Latino USA and PRX.ORG, September 15, 2008.

Avila, Alex “PBS, Latinos & Ken Burns,” NPR’s Latino USA, April 6, 2007.

Avila, Alex “Latinos in Mainstream Culture,” Epicentro, Hispanic Radio Network, October 12, 2006.

Avila, Alex “Language Debate,” Epicentro, Hispanic Radio Network, September 20, 2006.

Avila, Alex “Tejano Music Legends,” NPR’s Latino USA, April 28, 2006.

Avila, Alex “WWII Play: Voices of Valor,” NPR’s Latino USA, March 31, 2006.

Avila, Alex “Los Grandes de Mexico: Lola Beltran,” NPR’s Latino USA, November 25, 2005.

Avila, Alex “Soldier/Politician,” NPR’s Latino USA, January 21, 2005.

Avila, Alex “Alamo Myth Explored,” NPR’s Latino USA, April 9, 2004.

Avila, Alex “Border Patrol Ride Along,” NPR’s Latino USA, January 30, 2004.

Avila, Alex “Bilingual Musical Educator Jose Luis Orozco,” NPR’s Latino USA, November 14, 2003.

Avila, Alex “Baldo Comic Strip,” NPR’s Latino USA, February 21, 2003.

Avila, Alex “Border Security,” NPR’s Latino USA, September 14, 2001.

Avila, Alex “Latinos in the Negro Major Leagues,” NPR’s Latino USA, July 30, 1999.

Print Journalism:

Avila, Alex, (Nov 1997) “Does Jesse Jackson mean business?” *Hispanic*, 10, p38(5).

Avila, Alex (Oct 1997) “Cine movimiento: across the country, Latino film

festivals take off" *Hispanic*, 10, p61(3).

Avila, Alex. "HTV to penetrate Mexican cable," *Hispanic*, Sep1997, Vol. 10 Issue 9, p84, 3/8p.

Avila, Alex. "State-of-the-art Latino print company," *Hispanic*, Jul/Aug1997, Vol. 10 Issue 7/8, p88, 2/5p.

Avila, Alex. "HACR touts new 'Hispanic-owned media' seal." *Hispanic*, Jul/Aug1997, Vol. 10 Issue 7/8, p88,

Avila, Alex. "Taken for a ride: Hispanic filmmakers experience the ups and downs of Hollywood and ask, 'What's next?'" *Hispanic* 10.n6 (June 1997): 34(5).

Avila, Alex. "Morales takes Hopwood heat" *Hispanic* 10.n4 (April 1997): 10(2).

Avila, Alex. "Trading punches: Spanish-language television pounds the competition in the fight for Hispanic advertising dollars." *Hispanic* 10.n1-2 (Jan-Feb 1997): 38(5).

Avila, Alex. "Latino influence felt in elections," *Hispanic* 9.n12 (Dec 1996): 8(2).

Avila, Alex. "Political stability comes to Central America. (Guatemala and Nicaragua)." *Hispanic* 9.n12 (Dec 1996): 10(2).

Avila, Alex. "Soledad O'Brien, host of MSNBC's The Site, tackles interactive news." *Hispanic* 9.n10 (Oct 1996): 9(2)

Avila, Alex. "New show on ABC features Giraldo," *Hispanic* 9.n10 (Oct 1996): 16(1).

Avila, Alex. "High-tech Hispanics: LatINNs excel at mINNr computer companies. (Cover Story)." *Hispanic* 9.n10 (Oct 1996): 42(4).

Avila, Alex. "The new Hispanic Congress." *Hispanic* 9.n9 (Sept 1996): 24(1).

Avila, Alex. "Rodriguez back in Texas," Sep1996, *Hispanic* Vol. 9 Issue 9, p14.

Avila, Alex. "School defends diversity programs.(Hispanic Journal)." *Hispanic* 9.n7 (July 1996): 8(2).

Cantu, Tony, and Alex Avila. "Cashing in on Selena: how the Tejano queen's murder caused an economic phenomenon. (Cover story)." *Hispanic* 9.n6 (June 1996): 18(5).

Avila, Alex. "Lago Entertainment recaptures Tejano music history," *Hispanic*, Jun1996, Vol. 9 Issue 6, p37.

Avila, Alex. "25 most powerful Hispanics in Hollywood. (Cover Story)." *Hispanic* 9.n4 (April 1996): 20(7).

Avila, Alex. "English-Plus Initiative," *Hispanic*, Mar1996, Vol. 9 Issue 3, p9, 2p.

Avila, Alex. "Freedom fighter. (profile of Dr. Hector P. Garcia, founder of the American G.I. Forum)." *Hispanic* 9.n2 (Jan-Feb 1996): 18(3).

Avila, Alex. "Tune in to Songs of the Homeland," *Hispanic*, Sep1995, Vol. 8 Issue 8, p8, 2p.

Avila, Alex. "Documenting Tejano: Hector Galan's Songs of the Homeland," *Austin Chronicle*, Sep. 15, 1995 available at <http://www.austinchronicle.com/issues/vol15/issue3/arts.film.html> (as of 4/17/2007).

Awards/Honorees:

Avila, A.J. “Alex” (2017) writer/producer *Closer to Bottom*, “Best Texas-made Feature Film,” Austin Indie Fest, November 2017.

Avila, Alex (2005) “Outstanding Mentor” St. Edward’s University School of Humanities.

Latino USA, (2003) “Edward R. Murrow Award “ Radio Award by the RTNDA (Radio, Television News Directors Association) for Latino USA’s body of work.

Avila, Alex & Martin, Maria, (2002) “Golden Reel,” National News/Public Affairs Programming, “World Trade Center Special Report,” National Federation of Community Broadcasters.

Avila, Alex, “Texas Achievement Award” scholarship given by the University of Texas at Austin (1983).

Avila, Alex “Thom Prentice Award” given by the Dow Jones Newspaper Fund (1983).

Professional Associations/Memberships:

Association for Education in Journalism and Mass Communication (AEJMC)
2013 - present

National Association of Hispanic Journalists, 1998 – 2011; 2017 - present

Association of Educators in Journalism & Mass Comm., 2010 – 2014

Investigative Reporters & Editors, 2004 – 2009.

National Federation of Community Broadcasters, 1998 – 2008.

National Association of Latino Independent Producers, 2006 – 2011.

Association of Independent Reporters (AIR), 1999 – 2003, 2006-08.