

**Félix F. Gutiérrez**  
**Professor of Journalism and Communication**  
**Annenberg School for Communication**  
**Affiliate Professor**  
**American Studies & Ethnicity**  
**College of Letters, Arts and Sciences**  
**University of Southern California**  
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**Present University of Southern California Appointments**

Professor of Journalism, 2004-Present; Professor of Communication, 2005-Present;  
Affiliate Professor of American Studies & Ethnicity, 2005-Present. Visiting  
Professor of Journalism, August 2002-June 2004. Retenured June 2004.

**Full-time Experience**

**Newseum, Freedom Forum, Gannett Foundation (1990-2001)**

Senior Vice President, Newseum (2001) and The Freedom Forum (1996-2000),  
Executive Director, The Freedom Forum Pacific Coast Center (1993-2000),  
Vice President, The Freedom Forum (1991-1996) and the Gannett Foundation  
(1990-1991).

Responsibilities for the privately-endowed international media foundation  
included research for media diversity exhibits for a new Newseum to open in  
Washington, D.C. in 2007; administration and development of foundation  
programs and grants directed to advance the learning, teaching and practice of  
journalism through professional associations, universities and targeted programs;  
administration of regional, national and international journalism national  
programs at the Pacific Coast Center, including related print and digital  
publications; participation in international journalism conferences, and service on  
the foundation's management and operating committees.

**University of Southern California (1979-1990)**

Dean of Student Academic Services and Special Programs, College of Letters,  
Arts, and Sciences (1989-1990).

Responsibilities included launching the Neighborhood Academic Initiative (NAI)  
and administration of The College's Joint Education Project (JEP), academic  
advisement, academic relations, admissions, media services, and academic  
judicial processes.

Professor (1985-1990) and Associate Professor (1979-1985), School of  
Journalism, College of Letters, Arts, and Sciences. Tenured 1981.

**California State University Northridge (1974-1981)**

Associate Professor (1978-1981) and Assistant Professor (1974-1978),  
Department of Journalism. Tenured 1978. On leave to USC 1979-1981.

**Stanford University (1969-1970)**

Assistant Dean, Office of the Dean of Students.

**Economic Youth and Opportunities Agency of Greater Los Angeles (1968-1969)**

Public Information Specialist, Office of Public Information.

**California State College at Los Angeles (1967-68)**

Assistant Director, Educational Participation In Communities (EPIC).

**Part-Time & Campus Journalism Experience**

**The Associated Press.** One of two minority journalism faculty members selected nationally to work summer assignments as AP news writers and reporters, Los Angeles, Summer 1984. Upon completion of the program continued as a permanent AP Writer, working weekly from September 1984-April 1989. Covered media issues and twice nominated for Associated Press Managing Editors Story of the Month for AP Extra stories on new communication media uses in 1987 and 1988.

**Pasadena Star-News.** One of 16 minority journalism faculty members selected nationally for summer editorial employment on daily newspapers by the American Society of Newspaper Editors, Summer 1983. Upon completion of the program continued weekly as Special Correspondent to Summer 1984 and as Columnist through December 1986. Nominated for the Pulitzer Prize by the *Pasadena Star-News* in 1983 for local coverage of an international news story.

**California Chicano News Media Association.** Executive Director, 90% time 1979-80. Directed and launched educational and professional programs to advance diversity and inclusion in news media. The first minority association executive director.

**Nuestro: The Magazine for Latinos.** West Coast Co-Editor for a New York-based magazine, 1976-77. Assigned and edited regional stories for the news section.

**College Times, California State College at Los Angeles, 1964.** Executive Editor in Spring-Summer 1964 when the newspaper was chosen "Best Overall Newspaper in the Daily Class" by the California Intercollegiate Press Association. Business manager in Autumn 1964 when the newspaper was chosen "Best Campus Newspaper" by the California Newspaper Publishers Association.

**Education**

Ph.D., Department of Communication, Stanford University, 1976. Dissertation Title: Spanish-language Radio and Chicano Internal Colonialism.

A.M., Department of Communication, Stanford University, 1972.

M.S., Medill School of Journalism, Northwestern University, 1967.

B.A., Social Studies, California State College at Los Angeles, 1965.

**Publications in Press**

Félix F. Gutiérrez, Clint C. Wilson, II, and Lena M. Chao, Eds., **One Freedom/Many Voices: Frontline Reports the Fight for Racial Justice in Media.** Sage Publications Inc. Manuscript submitted in March 2005. Scheduled for publication in Autumn 2007.

Foreword to Federico Subervi-Velez, Ed., **The Mass Media and Latino Politics,** Lawrence Erlbaum Associates. Manuscript submitted in January 2007. Scheduled for publication in Summer 2007.

### **Books**

- Clint C. Wilson, II, Félix Gutiérrez, and Lena M. Chao, **Racism, Sexism, and the Media: The Rise of Class Communication in Multicultural America**, (Thousand Oaks, CA., Sage Publications, Inc., 2003). Third Edition.  
Awarded the Society of Professional Journalists 2003 Sigma Delta Chi Medal for Research About Journalism.
- Clint C. Wilson, II and Félix Gutiérrez, **Race, Multiculturalism and the Media: From Mass to Class Communication**, (Thousand Oaks, CA., Sage Publications, Inc., 1995). Second Edition.  
Awarded the Gustavus Myers Award for Outstanding Book on Human Rights in North America in 1996.
- Clint C. Wilson, II and Félix Gutiérrez, **Minorities and the Media: Diversity and the End of Mass Communication**, (Beverly Hills, CA., Sage Publications, Inc. 1985).
- Jorge Reina Schement, Félix Gutiérrez and Marvin Sirbu, Eds. **Telecommunication Policy Handbook**, (New York: Praeger Publications, 1982).
- Félix Gutiérrez and Jorge Reina Schement, **Spanish-language Radio in the Southwestern United States**, Monograph No. 5, Center for Mexican American Studies, (Austin: University of Texas at Austin, 1979).

### **Chapters and Essays in Books**

- “Journalism Ethics and Ethnics” in Peter French and Jason A. Short (Eds.) in **War and Border Crossings: Ethics When Cultures Clash** (Rowman & Littlefield Publishers, Inc., 2005).
- “The Manifestations of Destiny: The U.S.-Mexico Border” in David Halberstam, Ed., **Defining A Nation: Our America and the Sources of Its Strength**, (Washington, D.C.: National Geographic Society, 2003), pp. 42-49.
- “The Western Jurisdiction” in Justo L. González, Ed., **Each in Our Own Tongue: A History of Hispanic United Methodism**, (Nashville: Abingdon Press, 1991), pp. 65-83.
- “Precision Reporting” in Bruce Porter and Tim Ferris, **The Practice of Journalism**, (Englewood Cliffs, N.J.: Prentice-Hall, 1988).
- “Latino Telecommunications Employment and Ownership” in Armando Valdez, Ed., **Telecommunications and Latinos: An Assessment of Issues and Opportunities**, (Stanford: Stanford Center for Chicano Research, 1986).
- “Latinos and the Media” in Michael Emery and Ted Curtis Smythe, Eds., **Readings in Mass Communication**, Sixth, Fifth, Fourth, and Third Editions, Revised and Updated for Each Edition, (Dubuque, IA: Wm. C. Brown Publishers, 1988, 1986, 1982, 1980, 1976).
- “A Retrospective Analysis of Project CASA” (With Jorge Reina Schement) in Bradley Greenberg, Michael Burgoon, Judee Burgoon and Felipe Korzenny, **Mexican Americans and the Mass Media**, (Norwood, N.J.: Ablex Publishing Corporation, 1983).
- “Hispanic-Americans and the News Media” in Michael Rice, Ed., **Hispanic-Americans and the Mass Media**, (New York: Aspen Institute for Humanistic Studies, 1981).
- “Uses and Evaluation of Media in Disseminating Health Information” in Thomas J. Moore, Amelie Gutiérrez and Patricia L. Slayton, **Proceedings of the Conference**

- on Communicating with Mexican Americans: Por Su Buena Salud**, (Washington, D.C.: National Institutes of Health, 1981).
- “Minority Media: Problems of Ownership and Control of Spanish-language Broadcasting in the United States” (With Jorge Reina Schement) in Emile McAnany, Noreene Janus and Jorge Schnitman, Eds. **Structure and Communications: National and International Issues**, (New York: Praeger Publishers, 1980).
- “The Roots and Reality of Chicano Periodicals” in Richard Chabrán, Ed., **Index to Chicano Periodicals 1968-1980**, (Boston: G.K. Hall, Inc., 1981).
- “Mexico’s Television Network in the United States: The Case of Spanish International Network” in Herbert Dordick, Ed., **Proceedings of the Sixth Annual Telecommunications Policy Research Conference**, (Lexington, Mass.: Lexington Books, Inc., 1981).
- “The Intrigues of Educational Vouchers: Schools and Parents” in **Parameters of Educational Change: Chicano Experiences in Education**, (Hayward, CA: Southwest Network, 1974).

### Forewords to Books

- “Foreword” in Maggie Rivas-Rodríguez, **Brown Eyes on the Web: Unique Perspectives on an Alternative U.S. Latino Online Newspaper**, (New York: Routledge, 2003).
- “Foreword” (With Clint C. Wilson) in Diana I. Ríos and A.N. Mohamed, Eds., **Brown and Black Communication: Latino and African American Conflict and Convergence in Mass Media**, (Westport, CT.: Praeger, 2003).
- “Foreword” in Ana Veciana-Suarez, **Hispanic Media U.S.A.**, (Washington, D.C.: The Media Institute, 1987).

### Scholarly, Professional and Specialized Publications

- Co-editor with William Deverell and José Luis Benavides, Eds., Special Issue on *El Clamor Público: Southern California’s First Latino Newspaper*, **California History: The Magazine of the California Historical Society**. Vol. 84, No.2, Winter 2006-2007.
- Editor, Special Issue: Ethnic Media and Audiences in America: Growing Beyond the Margins, **Journalism: Theory, Practice and Criticism**, Vol. 7, No. 3, August 2006.
- “The Stanford Center for the Study of the West American North?” Conference discussion paper posted on “Starting West: The Region’s Image and Identity in National Media and Culture,” **The Bill Lane Center for the Study of the North American West**, Stanford University, February 25, 2005.
- Federico Subervi-Velez with Collaborators Félix F. Gutiérrez and Diana Ríos, *NAHJ Survey of News Professionals Working at Spanish-Language Media Companies in the United States*,” Advance Report (Washington, D.C.: **National Association of Hispanic Journalists**), August 2004, 10 printed pages.
- “Communicating To and About *All* Californians,” A Report to the James Irvine Foundation. Posted on the **USC Annenberg Institute for Justice and Journalism** website, February 2004.

- “The House That Once Was In Mexico,” *Los Angeles Times*, Sunday Opinion Section, January 11, 2004, p. 3. Revision and expansion of essay in **Defining A Nation. Has the Dream Stalled?** Symposium Essay in *Journalism & Mass Communication Educator*, Spring 2003, pp. 16-20
- “Francisco Ramírez, Californio Editor and Yanqui Conquest” *Media Studies Journal*, Spring-Summer 2000, pp. 16-23.
- “Advertising and the Growth of Minority Markets and Media” *Journal of Communication Inquiry*, Winter 1990, pp. 6-16.
- “Racial Inclusiveness: A Second Chance for Journalism Education?” *Insights*, Association of Schools of Journalism and Mass Communication, December 1987, pp. 14-21.
- “Marketing the News in Third World America” *Gannett Center Journal*, Spring 1987, pp. 88-96. (Selected for republication in three textbooks).
- “Racial Inclusiveness: A Second Chance for Journalism Education?” *Insights*, Association of Schools of Journalism and Mass Communication, December 1987, pp. 14-21.
- “Marketing the News in Third World America” *Gannett Center Journal*, Spring 1987, pp. 88-96. (Selected for republication in three textbooks).
- “Minorities: Journalism Education’s Renewed Opportunity” *Insights*, Association of Schools of Journalism and Mass Communication, March 1987, pp. 1-3.
- “La Raza Reporta: Historia del Periodismo Latino,” *La Opinión*, Tercera Sección, Los Angeles, CA, September 16, 1986, pp. 1,9+. (Translation and Reprint)
- “The Increase in Spanish-language Media in California in 1970 to 1975: An Index to the Growing Use of Spanish” *International Journal of the Sociology of Language*, 53, 1985, pp. 115-125.
- “Nuevas Oportunidades de Ministerios con los Latinos” *El Interprete*, July-September 1985, pp. 6-7, 15.
- “Minorities: A Change of Focus” *The Journalist*, June 1985, pp. 17-24.
- “Ethnic Diversity in Los Angeles” *Urban Resources*, Spring 1984, pp. LA-4—LA-6.
- “Spanish International Network: The Flow of Television from Mexico to the United States” (With Jorge Reina Schement), *Communication Research*, April 1984, pp. 241-258.
- “Moving Up from the Barrio Beat” *Institute for Journalism Education Outlook*, Spring 1984, p. 7.
- “Moving Beyond Ethnic Stereotypes: Latino Americans” *Television and Children*, Winter 1984, pp. 16-19.
- “175<sup>th</sup> Anniversary: Spanish-language Media in the U.S.” *Caminos*, January 1984, pp. 10-12.
- “Henry Rivera: Hispanic on the Federal Communications Commission” *Caminos*, March 1983, pp. 22-24, 50.
- “The Latino Package” *The Journalist*, February 1983, pp. 14-19.
- “Breaking Through the Media Employment Wall” *Agenda: A Journal of Hispanic Issues*, May-June 1981, pp. 13-16.
- “Latinos and the Media: The Sound and the Vision” *Equal Opportunity Forum*, February 2, 1980.
- “Latinos in the Media” *Hispanic Heritage Week Magazine-1980*, September 1980.

- “The 1541 Earthquake: Dawn of Latin American Journalism” (With Ernesto Ballesteros), *Journalism History*, Autumn 1979.
- “Demographic Dilemma” (With Clint Wilson), *Columbia Journalism Review*, January-February 1979.
- “Making News: Media Coverage of Chicanos” *Agenda: A Journal of Hispanic Issues*, November-December 1979.
- “Reporting for La Raza: The History of Latino Journalism in America” *Agenda: A Journal of Hispanic Issues*, July-August 1978.
- “One Critic’s View: The News is Not All Good” *Nuestro*, March 1978.
- “Spanish-language Media in America: Background, Resources and History” and (With Jorge Reina Schement) “Chicanos and the Media: A Bibliography of Selected Materials” *Journalism History*, Summer 1977.
- “The Anatomy of a License Challenge” (With Jorge Reina Schement), *Journal of Communication*, Winter 1977.
- “A Critical Look at Channel 60” *El Tecolote*, December 20, 1974.
- “Chico and the Racist” *The Review of Southern California Journalism*, Fall-Winter 1974-75. (Also published in *El Tecolote* and *El Popo*).
- “Chicanos Urge Bilingual Operators” (With Mario Evangelista), *Race Relations Reporter*, October 7, 1974.
- “Spanish-Speaking Media in the United States,” *Chicanismo*, Stanford University, Spring 1973.

### **Other Productions and Publications**

- Co-Producer with Luís Torres, “**Latinos and the Media: Ayer, Hoy y Manana**” Sound-Synchronized Slide Presentation, California Chicano News Media Association and Plaza de la Raza Media Arts Education Project, Los Angeles, 1979.
- Producer, “Chicanos and the Media” Slide Presentation and Script, Vis-Com, Minneapolis, 1976.
- Chief Researcher/Writer, **El Calendario Chicano**, Southwest Network, Hayward, and La Causa Publications, Santa Bárbara, 1972-1976.
- Contributor, **Directorio Chicano**, Directory of Chicano Publications, Southwest Network, Hayward, CA, 1975 and 1976.
- Researcher/Writer. *The Chicano Chronicle*. Chicano History Newspaper. Center for Mexican American Studies, The Claremont Colleges, Part-time, February-August 1973.

### **Teaching Effectiveness**

**Recent Teaching Experience.** Teaching assignments since returning to the USC full-time faculty in Spring 2003 include two graduate seminars: J500 Media and Society and J505 American Media History Seminars; two upper division undergraduate courses for majors and non-majors: J466 People of Color and the News Media and J499 Latino News Media in the United States; and one lower division large lecture course: J201 History of News in Modern America.

**Previous Teaching Experience.** Seven courses at the graduate and undergraduate levels were taught from Autumn 1979 through Summer 1989. Graduate courses were J502 Precision Reporting, J500 Mass Communication Theory, and J497/501 Mass

Communication Research. Undergraduate courses were J466 Minorities and the Media, J460 Social Responsibility of the News Media, J440 Specialized Reporting (Precision Journalism) and J190 Introduction to Journalism.

**National Awards Won by Students:** National awards won by students for class or thesis projects include: 1985 Frank O'Connor Memorial Student Television Award of the Academy of Television Arts and Sciences (Student Emmy Competition), First Place in Investigative-Information Division,, Joe Domanick; 1982 Allen Bussell Award of the Minorities and Communication Division of the Association for Education in Journalism, First Place National Student Research Paper First, María Elena Montano; 1982 First Runner-Up for Theses in Public Relations, Steve Swinney.

**Outstanding Faculty Award for Excellence in Journalism Education.** First recipient faculty teaching award by the USC Graduate Journalism Students Association, 1988.

**Part-time Teaching in Journalism or Chicano Studies.** California State University Northridge, Chicano Studies journalism course, 1974-1979; Pepperdine University, Autumn 1974; Stanford University, Winter and Spring 1970, DeAnza College, Spring 1970, and the High School Equivalency Program (HEP) California State College at Los Angeles, 1967-68.

#### **Memberships and Offices (1998-Present)**

**Freedom Forum Diversity Institute at Vanderbilt University.** Trustee, 2003-present.

**California Press Association of the California Newspaper Publishers Association.** California News Executive of the Year Judging Committee: Chair, 2003; Member 1999-present.

**Scripps Howard Foundation National Journalism Awards.** Judge, 2006.

**Medill School of Journalism, Northwestern University.** Board of Advisors Member, 2001-2006. Chair of the Diversity Committee.

**James K. Batten Distinguished Achievement Awards, Knight Ridder.** Selection Committee Judge, 1998-2004.

**Medill Medal for Courage in Journalism,** Medill School of Journalism, Northwestern University, Selection Committee Judge, March 2005.

**Copley Newspapers Ring of Truth Corporate Awards.** Judged editorials and columns, Autumn 2004.

**California Chicano News Media Association.** Executive Director, 1979-80; Board of Directors member, 1982-1989; Member, 1981-present.

**National Association of Hispanic Journalists.** Founding Member, 1984; Professional Member, 2002-present.

**National Center on Disabilities in Journalism.** Member, 2003-Present.

**Society of Professional Journalists.** Founding member of the California State College at Los Angeles chapter, 1965; Member.

**Association for Education in Journalism and Mass Communication.** Member, 1972-Present. Member, Minorities and Communication Division.

### **Fellowships and Part-time Appointments**

**Scholar, The Tomás Rivera Center.** The Claremont Graduate School, Claremont, CA, Summer 1987-Spring 1988. For analysis of the increase in bilingual media.

**ANPA Foundation Minority Faculty Fellowship.** American Newspaper Publishers Association Foundation Fellowship for Training Program for Newsroom Managers, University of Chicago, November 1985.

**Visiting Scholar, Graduate School of Journalism, Columbia University.** For research on the end of mass audience media funded by the Gannett Foundation. Summer 1985.

**University Scholar, University of Southern California.** One of 15 faculty members selected by the USC Provost to participate in a year-long program for potential future administrators, 1983.

**Post-Doctoral Fellowship.** National Chicano Council on Higher Education/The Ford Foundation. In support of research and publication of materials on Chicanos and the media, 1978.

**Assistant Professor.** Department of Radio/Television/Film, University of Texas Austin, Summer 1977.

**Researcher/Writer.** The Southwest Network Clearinghouse for Chicano Alternative Education, Part-time, Hayward, CA, Winter-Summer 1974.

**Dissertation and Doctoral Study Fellowship.** The Ford Foundation, 1973-1974.

**Dissertation Research Grant.** California La Raza Media Coalition/Starr Broadcasting Co., 1974.

**Fellow.** The Chicano Fellows Program, Stanford University, 1972-1973.

**Fellow.** Chicano Studies Research Program in Mexico City, University of California Santa Bárbara and U.S. Office of Education, Summer 1972.

**National Defense Education Act (NDEA) Doctoral Fellow.** Department of Communication, Stanford University, 1971-1973.

### **Honors and Awards**

**Distinguished Diversity Award for Lifetime Achievement, National Association of Minority Media Executives, Washington, D.C., 2007.** In recognition of being “a media leader whose ideas and accomplishments have advanced the cause of diversity in the media business.”

**Honor Roll, New California Media Ethnic Pulitzer Banquet, San Jose, CA, 2006.** In recognition of early and continued support of this organization of ethnic print and broadcast media on its 10<sup>th</sup> anniversary.

**Hall of Fame, Stanford University Alumni Association, 2002.** “For your distinguished accomplishments and outstanding contributions to our community and society.”

**Hall of Fame, National Association of Hispanic Journalists, 2002.** “In recognition of your outstanding contributions to journalism.”

**Distinguished Alumnus, California State University Los Angeles, 2002.** Selected as Distinguished Alumnus of the College of Arts and Letters.

**Banquet Honoree, California Chicano News Media Association, 2002.** “In recognition of your commitment to diversity in journalism.”

**Distinguished Service Award, Association for Education in Journalism and Mass Communication, 2001.** For distinguished service to journalism education.

- Founder's Honoree, National Lesbian and Gay Journalists Association, 2000.** In appreciation for encouragement of formation of NLGJA on its 10<sup>th</sup> anniversary.
- Merv Aubespin Award, Black College Communication Association, 1999.** "For distinguished support of journalism education."
- Missouri Medal, Honor Award for Distinguished Service in Journalism, University of Missouri, School of Journalism, 1999.** Recognizing "his creative and innovative approaches to journalism in the classrooms and newsrooms of America; his role in advocating diversity through teaching, writing and actions; and his passion for advancing the role of journalism and journalism education in American media and society."
- Distinguished Service to Journalism, Society of Professional Journalists Northern California Chapter, 1998.** For "efforts to improve journalism education and diversity in newsroom."
- Profile of Excellence Award, KGO-TV, 1998.**
- Inaugural Inductee, Medill School of Journalism Hall of Achievement, Northwestern University, 1997.** The hall "honor(s) Medill alums whose distinctive careers have had positive impacts on their fields."
- Founders Award, Asian American Journalists Association, 1996.** In appreciation of encouragement and support of the founding of AAJA on its 15<sup>th</sup> anniversary.
- James M. Cleary Award, California State University Northridge, School of Communication, Health and Human Services, 1996.** "For outstanding leadership in the field of communication."
- Pachanga Honoree, La Raza Media Educational Fund of the San Francisco Foundation, 1996.** "In appreciation of your continued support in keeping the dream of media careers alive for Chicanos/Latinos."
- El Padrino of Latino Journalists, National Association of Hispanic Journalists, 1995.** Named Godfather of Latino journalists for efforts encouraging the education, employment and advancement of Latinos in journalism.
- President's Award, Association for Education in Journalism and Mass Communication, 1987.** For advancement of diversity in journalism education.
- Eddie Rodríguez Community Service Award, California Association of Latinos in Broadcasting, 1983.** For increasing awareness of need for more Latinos in media.
- Honoree, La Raza Media Scholarship Committee, 1981.** For professional achievements after being a scholarship recipient in 1974.
- Eddie Rodríguez Community Service Award, California Association of Latinos in Broadcasting, 1980.** For promoting the entry of Latinos in media careers.
- Silent Achiever Award, *Nuestro: The Magazine for Latinos*, 1980.** For doing good work as CCNMA Executive Director, but not making a lot of noise about it.
- Certificado de Reconocimiento, CAUSA, Soledad State Correctional Facility, 1972.** For organizing classes taught by Stanford students to Chicano prison inmates.
- Community Service Award, Community Service Organization, 1969.** For gaining news coverage of Chicano community activities in general audience news media.
- Outstanding Young Men of America, 1968.** For overall achievement and service.
- Outstanding Male Journalism Graduate, Sigma Delta Chi, California State College at Los Angeles, 1966.** For achievements as an undergraduate journalism student.

**Associated Students President (1965-66) and Vice President (1964-65), California State College at Los Angeles.**

**Who's Who Among Students in American Colleges and Universities, 1965.** In recognition of undergraduate student activities at California State College at Los Angeles.

**Awardee, Mexican American Professional and Businessmen's Scholarship, 1964.** Selected as California State College at Los Angeles' recipient.

**Outstanding Journalist, *College Times*, California State College at Los Angeles, Spring 1963.** Award presented to one member of the newspaper staff.

**Awardee, Armando Castro Memorial Scholarship, 1961.** First semester college scholarship upon graduation from South Pasadena High School.

### **Selected Recent Academic and Professional Presentations**

Panelist/Presenter, National Media Forum on Poverty, Inequality and Race: Forty Years After the Kerner Commission, The Milton S. Eisenhower Foundation, Washington, D.C., December 12, 2006.

Panelist, "Achieving Diversity," Association for Education in Journalism and Mass Communication Convention, San Francisco, August 4, 2006.

Organizer and Moderator, "Black Press Elders: Leading Us From the Past Into the Future," Association for Education in Journalism and Mass Communication Convention, San Francisco, August 3, 2006.

Co-Director, Roy Aarons Institute on Sexual Orientation and the Media, a one-day workshop for journalism and mass communication educators on sexual orientation issues and ways to better prepare their students to report them, Association for Education in Journalism and Mass Communication Convention, San Francisco, August 1, 2006.

"Scene Setting: The United States Experiences," Conference on Them and Us: Moving Beyond the Clichés, Free University of Brussels, Brussels, Belgium, June 26, 2006.

"Immigration and the News Media: Lessons from the Spring Demonstrations," Conference on Immigration and Philanthropy, Four Freedoms Foundation, San Francisco, June 15, 2006.

Opening Speaker, "Ethnic Media and Journalism Education: An Overview," Roundtable on Ethnic Media and Journalism Education, The Ford Foundation, New York City, June 13, 2006.

"Latinos in the News: Ayer, Hoy y Manana," Latino Newsroom Employees Group, *San Jose Mercury News*, September 30, 2005.

"How Will Journalists Survive the End of the Mass Media?" Graduate Student Orientation, USC School of Journalism, August 17, 2005.

"The Legacy of the WLBT Case and the United Church of Christ," Association for Education in Journalism, San Antonio, Texas, August 11, 2005.

"Rubén Salazar: On the Border of Danger," Panel on Reporters in Danger, Association for Education in Journalism and Mass Communication, San Antonio, Texas, August 11, 2005.

Respondent, Panel on Latino Media, Association for Education in Journalism and Mass Communication, Association for Education in Journalism and Mass

- Communication, San Antonio, Texas, August 10, 2005.
- Chair, Panel on Race, Ethnicity and Media, International Communication Association, New York City, May 29, 2005.
- “Spanish-language Newspapers in the United States: More Questions Than Answers,” Panel on The Growth and Impact of Spanish-Language Newspapers in the United States, International Communication Association, New York City, May 27, 2005.
- Respondent/Commentator, Release of “National Survey on Latino Media Preferences,” Pew Hispanic Center, Los Angeles, April 19, 2005.
- “Media Ethics and Social Responsibility: People of Color and the Media,” Loyola Marymount University, Los Angeles, October 19, 2004.
- “Impact of the Pulitzer on Journalism and Society,” Latinos and Media: 20 Years After the Pulitzer Prize Conference, University of Arizona, October 8, 2004.
- Keynote Speaker, Opening Reception, and Panel Moderator, “Connecting Cultures by Connecting Media,” New California Media EXPO, Fresno, September 23-24, 2004.
- Presenter/Discussant “Does Journalism Education Have a Future Without Unity?” UNITY: Journalists of Color Convention, Washington, D.C., August 6, 2004.
- Moderator, Mini-Plenary on “Plagiarism and Deceit Rock Elite Media: Recent Examples from the *New York Times* and *The New Yorker*,” and Respondent, Minorities and Communication Division Research Papers Session, Association for Education in Journalism and Mass Communication annual convention, Kansas City, August 2003.
- “Ya Los Tiempos Han Cambiado” (Now Times Have Changed), Opening Address, Conference on Covering the Latino Community Effectively, University of North Carolina-Chapel Hill School of Journalism and Mass Communication, April 2003.
- Moderator of two panels on racial diversity and the media at the Conference in Ethics and Ethnicity: When Cultures Clash, Arizona State University, February 2003.
- “One Freedom/Many Voices: Diversity and the Media,” Frederick Siebert Lecture, Michigan State University College of Communication, October 2001.
- Commencement Speaker, Department of Communication, Stanford University, June 2001.
- Commencement Speaker, School of Communication, Health and Human Services, California State University Northridge, May 2001.
- “Where Will You Take Your Cal State LA Education? Where Will Your Cal State LA Education Take You?” Honors Convocation Speech, California State University Los Angeles, April 2001.
- “Latinos in the Acropolis: Have We Come a Long Way to Nowhere?” Tomás Rivera Lecture, American Association for Higher Education (AAHE), Hispanic Caucus, Washington, D.C., March 2001.
- Speaker, Minorities and Communication and Scholastic Division Luncheon, Association for Education in Journalism and Mass Communication, New Orleans, August 1999.
- “Journalists and Academics: Two Bastions Out of Carolina,” Reed Surratt Distinguished Lecture, University of North Carolina School of Journalism and Mass Communication, October 1997.
- Commencement Speaker, University of Texas El Paso, December, 1995.

### **Past Board Memberships and Offices**

#### **Accrediting Council on Education in Journalism and Mass Communications.**

Accrediting Committee member, 1987-1990.

**American Cancer Society.** California Division Communications Committee member, 1981-1983.

**Gannett Center for Media Studies, Columbia University.** Founding member of the National Advisory Board, 1984-1990.

**Gannett Foundation.** National Journalism Scholarship Selection Committee, 1980-1989.

**Hispanics In Philanthropy.** Board of Directors member 1990-1996.

**National Association of Chicano/Chicana Studies (NACCS).** Southern California FOCO member, 1976-1979, founding editor of *Noticias de NACS*, 1978.

**National Conference of Christians and Jews (NCCJ).** Hispanic Media Task Force member, 1982-1985.

**National Latino Communications Center.** Board of Directors member, 1993-1999.

**National Research Council, Washington, D.C.** Review panelist for Postdoctoral Fellowships for Minorities, 1979-1983.

**Plaza de la Raza.** Media Arts Education Program Board of Directors member, 1978-1980.

**Society of Professional Journalists/Sigma Delta Chi.** Los Angeles Professional Chapter Board of Directors member, 1981-1983.

**Telecommunications Policy Research Conference, Airlie House, VA.** Organizing Committee member and Editor of conference papers for publication, 1979.

**The Howard Journal of Communications.** Founding member of the Editorial Board, 1987-1990.

**United Methodist Communications.** Lay professional member of the General Commission on Communications, 1984-1988 and 1996-2000. Chair of Scholarship Committee and member of General Secretary Search Committee.

**Verified Audit Circulation (VAC).** Board of Governors member, 1984-1989.

### **University Service**

**Current Academic Year:** Co-Chair, Annenberg Resource Center Committee; Member, Annenberg Dean Search Committee, Autumn 2006; School of Journalism Faculty Affairs Committee and Diversity Committees, Founding Co-Advisor, Annenberg Latino Student Association, 2005-present.

**Recent University Service:** Chair, School of Journalism Diversity Committee, 2004-2006; Member, School of Journalism Pre-Visit Self-Study Accreditation Report, 2004-2005; Member, Provost's Arts & Humanities Initiative Committee, 2005-2006; Member, Search Committee for a faculty in Race, Ethnicity and Social Change, 2004-2006, and faculty in Journalism Studies, 2003-2004, in the School of Communication. Member, School of Journalism Curriculum Committee, 2002-2003, and Search Committee for the Director of the School of Communication, 2002-2003.

**1979-1990:** Member of numerous university, college, division, and school committees, task forces and conferences contributing to the governance and advancement of the

University of Southern California. These included the University Affirmative Action Committee, University Admissions and Financial Aid Committee, Faculty Senate, Chicano Faculty Caucus, Ethnic Studies Task Force, Chair of Journalism Graduate Studies, Advisor to the Hispanic Journalism Students Association and Graduate Journalism Students, Media Institute for Minorities Advisory Committee, among other responsibilities.

### **Papers and Presentations as a University Professor 1974-1990**

More than 125 invited or refereed speeches, papers and panel presentations to meetings of scholarly societies, professional associations, university conferences, community groups or government agencies on fields related to my research and professional activities. Between 1974 and 1990 papers and presentations made as a university faculty member included:

**Scholarly Societies:** Refereed or invited presentations at conferences of the: National Association for Chicano Studies (NACS), 1976, 1978, 1981; Association for Education in Journalism and Mass Communication (AEJMC), 1976, 1978-80, 1983, 1987; Organization of American Historians (OAR), 1984; International Communication Association (ICA), 1980; Speech Communication Association (SCA), 1980.

**Professional Meetings:** Invited speeches or presentations at meetings organized by the: McClatchy Newspapers, 1989; Indiana Journalism Educators, 1988; Asian American Journalists Association (AAJA), 1987; Institute for Journalism Education (IJE), 1987; Gannett Center for Media Studies, 1985, 1988; American Society of Newspaper Editors (ASNE), 1978-80, 1982, 1984-85; National Hispanic Media Conference, 1982, 1984-88; California Chicano News Media Association, 1979-85; National Association of Hispanic Publications (NAHP), 1984; National Broadcasting Company, 1983; National Association of Broadcasters, 1983; National Council for Children and Television, 1983; Society of Professional Journalists/Sigma Delta Chi, 1983; Western Association of University Publications, 1981; Gannett Corporation, 1981; California Newspaper Publishers Association, 1979, 1981; Aspen Institute for Humanistic Studies 1981; Mexican American Bar Association of Los Angeles County, 1979-80; Capital Cities Communications, 1980; Chicano Media Association, 1980; National Endowment for the Humanities, 1980; Associated Press Managing Editors (APME), 1979.

**Universities and Colleges:** Invited speeches or presentations at: Northwestern University, 1988; University of Michigan, 1988; University of North Carolina Chapel Hill, 1987; Howard University, 1979, 1987; University of Maryland, 1987; Stanford University, 1984; East Los Angeles College, 1983-84; El Camino College, 1984; University of California Riverside, 1984; University of Arizona, 1980, 1984; University of California Santa Bárbara, 1983; California State University Northridge, 1981, 1983, 1985; Ventura College, 1980-82; San Diego State University, 1981; California State University Los Angeles, 1980; UCLA, 1980; University of California San Diego, 1979-80; Sonoma State University, 1980; The Claremont Colleges, 1979; Indiana University, 1979, 1986.