

Laura Castañeda, Ed.D
 Professor of Professional Practice
 Annenberg School of Journalism
 Annenberg School for Communication & Journalism
 University of Southern California
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ACADEMIC EMPLOYMENT:

UNIVERSITY OF SOUTHERN CALIFORNIA, Los Angeles

*Professor of Professional Practice
Annenberg School of Journalism*

Summer 2014 to Present

*Associate Director
Professor of Professional Practice
Annenberg School of Journalism*

Summer 2011 to Summer 2014

*Assistant Director
Professor of Professional Practice
Annenberg School of Journalism*

Summer 2010 to Summer 2011

Administrative responsibilities included: Revision, implementation, and hiring for the Core journalism multimedia curriculum; graduate curriculum revision (moving from a two-year M.A. to a one-year M.S.); development and implementation of an assessment program for ACEJMC accreditation purposes; course scheduling for more than 40 full-time faculty and up to 90 adjunct faculty during the Fall and Spring semesters; implementation of Fault Lines diversity training throughout Core courses; overseeing academic integrity issues for Core students; developing and overseeing the development of online self-paced learning modules on the Blackboard Content Management system for grammar, spelling and punctuation, AP Style, and Introduction to Legal Issues.

*Associate Professor of Professional Practice
Annenberg School of Journalism*

Fall 2007 to Spring 2010

*Assistant Professor
Annenberg School of Journalism*

Fall 2000 to Spring 2007

TEMPLE UNIVERSITY, Philadelphia, PA.*Assistant Professor*

School of Journalism, Public Relations and Advertising

Fall 1999, Spring 2000

ARCADIA UNIVERSITY, Glenside, PA.*Adjunct Professor*

Department of Communications

Fall 1999

EDUCATION:**UNIVERSITY OF SOUTHERN CALIFORNIA**, Los Angeles 2010

-- Ed.D. Higher Educational Leadership

-- Committee Chair: Prof. Guilbert Hentschke

-- Dissertation: Disruption and Innovation: Online Learning at Accredited Journalism Schools and Programs. Published in the Winter 2012 Edition of *Journalism and Mass Communication Educator*.**COLUMBIA UNIVERSITY**, New York

1993

-- Master of International Affairs

Specialization in International Political Economy

-- Knight-Bagehot Fellowship

1992

Certificate in business and economics reporting

UNIVERSITY OF SOUTHERN CALIFORNIA, Los Angeles 1985

-- Bachelor of Arts degrees in Print Journalism and International Relations

-- Cum Laude

PROFESSIONAL EMPLOYMENT:**FREELANCE WRITER**

1998 to present

Bylined articles have appeared in *the Los Angeles Magazine* website, *USA Today's Hispanic Living*, *LifeScript* website, *The Los Angeles Times* Op-Ed section, *The New York Times*, *BusinessWeek Online*, *Women's Wire*, *American Journalism Review*, *Columbia Journalism Review*, and *Latina* magazines.

THE SAN FRANCISCO CHRONICLE

1996 to 1998

Business reporter and *columnist* covering personal finance, small business, and consumer news

THE DALLAS MORNING NEWS

1993 to 1996

Business reporter and *columnist* covering advertising, marketing, and media

THE ASSOCIATED PRES

1985-1991

-- *General assignment reporter* in Monterrey, Mexico

1990 to 1991

-- *International Desk editor* in New York

1988 to 1990

-- *General assignment reporter* in San Francisco

1985 to 1988

PUBLICATIONS:

Books:

News and Sexuality: Media Portraits of Diversity, By Laura Castañeda and Shannon Campbell, Eds. Sage Publications. October 2005.

Guía Para Manejar Su Propio Dinero, the Spanish translation of the *Latino Guide*, was published in October 2001, by Seven Stories Press.

The Latino Guide to Personal Money Management, By Laura Castañeda and Laura Castellanos, co-authors. Bloomberg Press, 1999.

Academic Articles, Book Reviews:

“Disruption and Innovation: Online Learning at Accredited Journalism Schools and Programs,” by Laura Castaneda. Dissertation presented at the national AEJMC Convention in Denver, Colo., in August 2010.

“Teaching Print, Broadcast and Online Journalism Concurrently: An Assessment of the University of Southern California’s Convergence Core Curriculum,” by Laura Castañeda, Sheila Murphy and Heather Hether. Published in *Journalism and Mass Communication Educator*, Spring 2005.

“African-American Press Response to the Growing Southern Latino Community: A Survey of African-American Editors in the Deep South,” co-written with Dr. Susan Weill, Texas State University, San Marcos. *Journalism Studies*, November 2004.

“The Press and Race: Mississippi Journalists Confront the Movement,” edited by David R. Davies. Book review. *Journalism and Mass Communication Educator*. Autumn 2001. Pgs. 94-95.

“Puerto Rican Newspaper Coverage of the Puerto Rican Independence Party: A Content Analysis of Three Elections,” by Maria Cristina Santana. Book review. *Journalism & Mass Communication Quarterly*. Summer, 2001, Pgs. 400-402.

Trade Articles:

“Living the Dream: Special Programs can Help new Homebuyers.” “To Buy or Not to Buy?” and “Never too Soon: When Saving for Retirement, Start Early and Be Consistent.” By Laura Castañeda. *USA Today’s Hispanic Living Magazine*. Fall 2015.

“What to Eat and Not for Breast Cancer.” By Laura Castañeda. *LifeScript*. Oct. 20, 2015.

“Can’t Afford Unpaid Internship? Help is Here.” *Columbia Journalism Review*. By Laura Castañeda. Aug. 14, 2015.

“Dr. Rita Eichenstein Helps Parents Cope with the Loss of an ‘Ideal’ Child.” By Laura Castañeda. *Los Angeles Magazine*. April 16, 2015.

“Romancing the source: When Journalists Become Involved with Newsmakers, it Doesn’t Necessarily Mean they’ve Written their Professional Obituaries.” By Laura Castañeda. *Los Angeles Times* Op-Ed Section. July 29, 2007.

“Ethnic Media as Advocates: Is there a Problem Here?” By Laura Castañeda and Shannon Campbell. *New America Media* Op-Ed. April 7, 2006.

“Teaching Convergence.” *Online Journalism Review*. March 6, 2003.

“One-Man Grad School.” *American Journalism Review*. October 2001, Pgs. 16-17.

“Latino Net Markets Unlocked.” *Online Journalism Review*. Aug. 21, 2001.

“Latino Web Sites Need Deep Pockets: Ethnic Sites Struggle With Their Weak Business Models,” and a sidebar titled, “Advertising Dollars in Latino News Online: Despite Large Audiences, Ad Revenues Drop.” *Online Journalism Review*. Reprinted on the following Web sites: *MediaChannel.com*, *HispanicAd.com*, *LatinoLibrary.com*, and *HispanicMarket.com*. July 5, 2001.

“Bilingual Defectors,” plus two sidebars titled “Media Explosion” and “Schooling in Spanish.” *American Journalism Review*. June 2001, Pgs. 44-49.

“High School Journalism – We’re Trying to Inspire Folks to Believe Again.” *Columbia Journalism Review*. March/April, 2001, Pgs. 11-12. Article was reprinted in *Education Update*.

Almost 1,000 bylined articles published by *The Pasadena-Star News*, *The Hartford Courant*, *The Washington Post*, *The Los Angeles Times*, *The Associated Press*, *The Dallas Morning News* and *the San Francisco Chronicle*.

AWARDS and HONORS:

Third Place, Introduction to Court Reporting, “Teaching News Terrifically in the 21st Century” competition, AEJMC National Convention, Boston, August 2009.

Top 25 “Great Ideas for Teachers (GIFT) competition,” Introduction to Court Reporting, AEJMC National Convention, Boston, August. 2009.

The 2002 Baskett Mosse Award given by the Association of Educators in Journalism and Mass Communication (AEJMC), which recognizes an outstanding young or mid-career faculty member.

Named by the USC Student Senate as one of the 10 most effective professors for the entire university (tied for 7th place with a rating of 9.17 out of a possible maximum score of 10). Fall 2002.

Ranked the top-rated instructor in the Journalism News Writing sections (6.78 out of a possible maximum score of 7). Fall 2002.

FELLOWSHIPS and GRANTS:

Awarded a competitive Minority Writer's Fellowship by the Association of Opinion Journalists, The Poynter Institute, St. Petersburg, Fla., in November 2015.

Awarded a \$10,000 Teaching with Technology grant in 2010 to test a Second Life module in an experimental iPad course.

Awarded a \$10,000 2008-2009 Dean's Three-I grant to study distance education/e-learning in journalism schools.

Awarded a competitive fellowship to attend a workshop on teaching business reporting at the Donald W. Reynolds National Center for Business Journalism at Arizona State University in January 2008.

Awarded a competitive \$10,000 faculty fellowship in 2006 from The John Randolph Haynes and Dora Haynes Foundation for a project about the Lozano family's La Opinión media empire.

Awarded a competitive fellowship to attend a seminar titled, "Teaching About Emotional Trauma" in September 2003, which was co-sponsored by the Dart Center for Journalism & Trauma, and the Western Knight Center for Specialized Journalism at USC.

Awarded a competitive fellowship to attend a seminar sponsored by the American Press Institute for Journalism Educators in Washington D.C., June 1-6, 2003.

Awarded a competitive fellowship for a seminar titled "Convergence for College Educators" sponsored by The Poynter Institute in St. Petersburg, Fla., Feb. 2-7, 2003.

Awarded a competitive fellowship to the Teaching Fellows Workshop at Indiana University in Bloomington, IN., for journalism faculty who have been teaching three years or less, June 16-22, 2002.

Awarded a competitive fellowship to a seminar titled, "Diversity Across the Curriculum," sponsored by The Poynter Institute in St. Petersburg, Fla., June 2-9, 2001.

Awarded a competitive fellowship to the Investigative Reporters and Editors national convention in New York in May 2000.

Awarded a Knight-Bagehot Fellowship in Business and Economics Reporting from Columbia University's School of Journalism, 1999.

TEACHING:

Courses taught

News Writing (undergraduate and graduate)

Digital News Immersion (graduate)

Reporting (undergraduate and graduate)

Investigative Reporting (undergraduate)

Business Reporting (undergraduate)

The American Press and Issues of Sexual Diversity (undergraduate and graduate)

Gender and the News Media (undergraduate and graduate)

TEACHING MATERIALS DEVELOPED:

Edited a 39-page electronic guide titled, "On the Paper Trail: A Guide to Public Records in Los Angeles County," for use in Journalism courses, Spring, 2006.

Co-wrote a 250-page binder and CD-ROM titled, "News Writing for All Media: Newspapers, Radio, Television and Online," for use in Journalism courses, Fall 2002.

PRESENTATIONS (Selected):

Invited Panelist, Media in America: What Constitutes News? Sponsored by the Hispanic Public Relations Association, May 2015.

Invited Panelist, "Blackboard Jungle: From the Newsroom to the Classroom," National Lesbian and Gay Journalists Association, in Miami on Sept. 9, 2006.

Invited Panelist, Leroy F. Aarons Summer Institute on Sexual Orientation Issues in the News, Association for Education in Journalism and Mass Communication's National Convention on Aug 2, 2006.

Invited Panelist, "Killing the Messenger on Race, Gender, Sexual Orientation in Media Courses: Teaching Challenges and How to Handle Them," AEJMC's National Convention in San Francisco, Aug. 5, 2006.

Invited Panelist, "The Latino Press Today: Continuing the Tradition of El Clamor Público at a conference titled "*El Clamor Público: 150 Years of Latino Newspapers in Southern California*," in San Marino, Calif., on Oct. 28, 2005.

Organizer, moderator and panelist, "How to Get the 'Out' Into the Classroom," National Lesbian and Gay Journalists Association, in Chicago on Sept. 24, 2005.

Panelist, "Diversity Courses and JMC Education," AEJMC National Convention, on Aug. 11, 2005, San Antonio.

Panelist, "Covering GLBT Issues," Leroy F. Aarons Summer Institute on Sexual Orientation Issues in the News, AEJMC National Convention in San Antonio, Texas, on Aug. 9, 2005.

Keynote speaker, USC's Lavender Commencement, May 2005. Topic: How LGBT issues have influenced by teaching and research.

Invited panelist, AEJMC 2003 Annual Convention, Kansas City, Mo. "Convergence and Journalism Curricula: The Challenges Ahead."

Invited panelist, AEJMC 2003 Annual Convention, Kansas City, Mo.: "Converged Journalism: Preparing Students to work in Print, Broadcast and Online Media."

Invited panelist for a session about Convergence and Education at the AEJMC National Convention in Kansas City, Mo., in August 2003.

Keynote speaker at the annual Job Opportunities Conference, sponsored by the California Chicano News Media Association and the Annenberg School, October 2002. Topic: The need for young journalists to learn cross-platform skills.

Invited panelist, AEJMC 2002 Annual Convention in Miami, Fla., "Spanish Explosion: Career and Internship Opportunities in the Spanish Language Media."

Invited panelist, AEJMC 2001 Annual Convention, Washington D.C.: Sexual Diversity Issues.

Invited panelist, 2001 National Association of Hispanic Journalists Convention in Phoenix, AZ.: "Getting Away from the Daily Grind: Fellowship Opportunities," and

“Moving from the Newsroom to the Classroom: The need for more Latino Journalism Professors.”

SERVICE, 2000 to present (Selected):

Faculty Advisor, Intersections, The South Los Angeles Report, 2015-2016

Faculty Advisor, USC NAHJ student organization, 2015-2016

Member, Assessment Committee, 2015-2016

Member, Faculty Affairs Committee, 2014-2015

Chair, Undergraduate Curriculum Committee, 2011 to Summer 2014

Chair, Graduate Curriculum Committee, 2011 to Summer 2014

Chair, Assessment Committee, 2010 to Summer 2014

Co-Chair, Curriculum Committee, 2010-2011

Chair, Search Committee, Associate Director for Distance Learning, ASCJ, Fall 2010-2011.

Member, Working group on Master's Theses/Projects and Comprehensive Examinations, 2010-2011.

Member, USC Online Learning Council, 2010-2011

Member, USC Faculty/TA Learning Management System Assessment Task Force, 2010 to Present

Member of the Journalism Undergraduate and Graduate Curriculum Committees, 2009-2011.

Member of the Journalism Core Curriculum Committee, 2001-Summer 2014

Member, Advisory Board, Leroy F. Aarons Journalism Education Program, 2005-2007.

Teaching Co-Chair of the AEJMC's Newspaper Division, 2005-2007.

Journalism Diversity Committee member, 2003-2006.

Program Director, The Media and American Democracy Project, June 12-14, 2002, in conjunction with Harvard University's Graduate School of Education and the Joan Shorenstein Center on the Press, Politics and Public Policy at the John F. Kennedy School of Government.

Annenberg Faculty Council member, 2000-2002, 2006.

PROFESSIONAL AFFILIATIONS:

Association for Education in Journalism and Mass Communications (AEJMC)

National Association of Hispanic Journalists (NAHJ)

Latino Journalists of California (CCNMA)

National Association of Lesbian and Gay Journalists (NLGJA)

Investigative Reporters and Editors (IRE)

Journalism and Women's Symposium (JAWS)

Society of American Business Editors and Writers (SABEW)

Online News Association (ONA)

Association of Opinion Journalists (AOJ)