

Christopher Boulton, PhD

Professor of Communication • [University of Tampa](#)

Director of UTampa's Master's Program in Social and Emerging Media • [MASEM](#)
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EDUCATION

PhD in Communication, University of Massachusetts, Amherst (2012)

[Rebranding Diversity](#): Color-Blind Racism Inside the US Advertising Industry

Committee: Dr. Emily West, Dr. Sut Jhally, Dr. Julie Hemment, and Dr. Enobong Branch

MA in Communication, University of Massachusetts, Amherst (2007)

[Trophy Children Don't Smile](#): Fashion Advertisements for Designer Children's Clothing

Committee: Dr. Emily West and Dr. Erica Scharrer

BA in History, cum laude, Macalester College (1996)

Concentration in Communication Studies / Sandeen Award for Creative Historical Inquiry

Advisors: Dr. Jim Stewart and Dr. Clay Steinman

LEADERSHIP ROLES

Director, [MA in Social and Emerging Media](#), University of Tampa (2023-present)

Coordinator, [Controversies in Communication Lecture Series](#) (2020-23)

Coordinator, [Internships for the Department of Communication](#) (2016-present)

College Representative, Faculty Senate Executive Committee (2019-20, 2022-23)

Interim Chair, Department of Communication, University of Tampa (2022)

Chair, Internship Committee, University of Tampa (2016-18)

Chair, Student Media Committee, University of Tampa (2015-17)

RESEARCH

Single-Author Journal Articles

[Secret Agencies](#): How a Critical Media Scholar Got Inside Advertising. (2022) *Advertising & Society Quarterly*. 22(4). doi:10.1353/asr.2021.0047

[Power Trip: A Videographic Essay](#). (2020) *[in] Transition Journal of Videographic Film & Moving Image Studies*. 7(2).

[Confessions of a Media Literacy Scholar-Practitioner](#): Job Market Advantages, Research Agenda Challenges, and Theory-Driven Production. (2016) *Journal of Media Literacy Education*, 8(1): 85-92.

[Black Identities Inside Advertising](#): Race Inequality, Code Switching, and Stereotype Threat. (2016) *Howard Journal of Communications*, 27(2): 1-15.

[Under the Cloak of Whiteness](#): A Circuit of Culture Analysis of Opportunity Hoarding & Colour-blind Racism Inside US Advertising Internship Programs. (2015) *tripleC: Communication, Capitalism & Critique*, 13(2): 390-403.

[The Mother's Gaze and the Model Child](#): Reading Print Ads for Designer Children's Clothing. (2009) *Advertising & Society Review*, 10(3): 1-28.

[Porn & Me\(n\)](#): Sexual Morality, Objectification, and Religion. (2009) *The Communication Review*, 11(3): 247-273.

[Don't Smile for the Camera](#): Black Power, Para-proxemics and Prolepsis. (2007) *International Journal of Communication*, 1(1): 758-788.

Single-Author Book Chapters

[In Defense of "Slacktivism"](#): How KONY 2012 Got the Whole World to Watch. (2015). In *Debates for the Digital Age: The Good, the Bad, and the Ugly of Our Online World*, (Eds. Danielle Sarver Coombs & Simon Collister).

[Fight for Your Copyrights](#): Mashups, Fair Use, and the Future of Freedom. (2015). In *Media Education for a Digital Generation*, (Eds. Julie Frechette & Rob Williams).

[Anti-Porn Agendas](#): Feminism, Internet Filtering, and Religious Strategies. (2015). In *New Views on Pornography*, (Eds. Lynn Comella & Shira Tarrant).

[The Ghosts of Mad Men](#): Race and Gender Inequality Inside American Advertising Agencies (2013). In *The Routledge Companion to Advertising and Promotional Culture*, (Eds. Matthew McAllister & Emily West).

Collaborative Publications

[Branding Exclusion in White Hot](#): The Rise and Fall of Abercrombie & Fitch with Raegan L. Burden, Joanna L. Jenkins, Sharrona Pearl, and Edward Timke (2022) *Advertising & Society Quarterly*. 23(3) doi:10.1353/asr.2022.0023.

[Author Meets Critics](#): Pushing Cool: Big Tobacco, Racial Marketing, and the Untold Story of the Menthol Cigarette with Keith A. Wailoo, Tamara R. Piety, Marcel Rosa-Salas, and Edward Timke. (2022) *Advertising & Society Quarterly*. 23(2) doi:10.1353/asr.2022.0021.

[Salvage: A Film and Commentary](#). (2020) *Hyperrhiz: New Media Cultures*. 16(1). doi:10.20415/hyp/022.g01

[Roundtable on Race and Brand Mascots](#) with Kevin D. Thomas, Jason P. Chambers, Judy Foster Davis, Marcel Rosa-Salas, and Wan-Hsiu Sunny (2020) *Advertising & Society Quarterly* 21(3). doi:10.1353/asr.2021.0010

[Shifting Currents in Media Awareness](#). (2006) *Academic Exchange Quarterly*, 10(3): 154-159.

Reviews

Boulton, C. (2024). [Tom Burrell and Capitalist Activism in Advertising](#), review of *Advertising Revolutionary: The Life and Work of Tom Burrell* (2024) by Dr. Jason Chambers in *Black Perspectives of the African American Intellectual History Society*.

Boulton, C. (2009). [Code of Best Practices in Fair Use for Media Literacy Education](#). *Journal of Media Literacy Education*, 1 (1): 81-82.

Boulton, C. (Sept-Oct, 2009). [Consuming kids](#). *Afterimage* 37(2): 61.

Boulton, C. (Sept-Oct, 2009). [Capitalism hits the fan](#). *Afterimage* 37(2): 62.

Boulton, C. (Sept-Oct, 2009). [The price of pleasure](#). *Afterimage* 37(2): 63-64).

Boulton, C. (2009). [Whopper Virgins](#): Nanook Revisited?. In *Media Res*.

Boulton, C. (2008). Fair Game: Adventures in Fair Use and Copyright. *Open Students*.

Boulton, C. (2007). [Porn Nation](#): Come Hither and Repent. In *Media Res*.

Trade/Popular Press

[MediaVillage Advancing Diversity](#): 25 columns on inequality and media culture (2020-21)

[NBC THINK Thought Experiment](#): Corporate ads said Black Lives Matter. But the industry creating them is nearly all white. The stunning lack of diversity in the advertising industry goes back decades and those in power have done little to change it. It's time for action. (2020)

[Ad Age Opinion](#): Agencies Say Black Lives Matter. But Only a Shock to the System Will Drive Real Change. Five steps to jolt the industry out of complacency. (2020)

[AdWeek Voice](#): The Richards Group Incident Is Advertising's Diversity Déjà Vu. It's time to sue for radical change in the industry. (2020)

Conference Presentations

- Case Studies in Collaborative Documentary Abroad* at the Case Studies of International Collaboration panel at the “Global Frames: Cinema, Culture, and Collaboration” University Film and Video Association (UFVA) Online Conference (2026)
- Protecting Our Territory* screening exhibition and discussion at the “Global Frames: Cinema, Culture, and Collaboration” University Film and Video Association (UFVA) Online Conference (2026)
- Chair of the [Launching New Programs: Lessons Learned](#) panel at the University Film and Video Association (UFVA) Online Conference (2025)
- [Nuevos Medios, Nuevos Relatos, ¿Nuevos Públicos?](#) panel at Narrar El Futuro Festival at La Universidad de Bogotá Jorge Tadeo Lozano, Colombia (2024)
- Cosmic Atomic: Un Estudio de Caso de Realidad Virtual Archivística a Través de un Proceso Reiterativo* workshop at Narrar El Futuro Festival de Cine y Nuevos Medios at La Universidad de Bogotá Jorge Tadeo Lozano, Colombia (2024)
- Cosmic•Atomic: Una Experiencia 360º para la Articulación de la Realidad Virtual, Nuevos Medios e Investigación* at the Escuela Profesional de Comunicación Social de la Universidad Nacional Mayor de San Marcos (2024)
- [Legados de Extracción y Futuros Co-Creativos en el Cine Documental](#) at the Departamento Académico de Comunicaciones de la Pontificia Universidad Católica del Perú (2024)
- [Documentary: From Extractive Past to Co-creative Future](#) as part of the Controversies in Communication lecture series at the University of Tampa (2024)
- Virtually Unlimited: Unlocking Student Potential Through Virtual Studio Video Production* panel and discussion at the 77th Annual University Film and Video Association (UFVA) Conference at Savannah Georgia Southern University (2023)
- Chair of the *Putting Documentary Accountability into Practice: Lessons Learned in the Field and Classroom* panel and discussion at the 77th Annual University Film and Video Association (UFVA) Conference at Savannah Georgia Southern University (2023)
- Cosmic•Atomic* screening exhibition and discussion at the 76th Annual University Film and Video Association (UFVA) Conference at SUNY Fredonia (2022)
- Progress* screening panel and discussion at the 76th Annual University Film and Video Association (UFVA) Conference at SUNY Fredonia (2022)
- Every Body Dances* screening panel and discussion at the 75th Annual University Film and Video Association (UFVA) Conference hosted as a virtual event (2021)
- [The Ghosts of Mad Men](#): Why advertising is so white and what to do about it. GTB Talks: Ads Need Soul. (2021)
- [Work Smarter](#): Advancement Strategies From Advertising Scholars: ADCOLOR Everywhere Conference and Awards (2020)
- [Salvage](#) screening panel and discussion at the 74th Annual University Film and Video Association (UFVA) Conference hosted as a virtual event (2020)
- Power Trip* screening panel and discussion at the Pluralities Nonfiction Film Conference: Medias Movements Migrations Conference at San Francisco State University (2019)
- Life After Life* screening panel and discussion at the 73rd Annual University Film and Video Association (UFVA) Conference in Minneapolis, MN (2019). Ranked 3rd out of 20 feature-length documentaries in juried competition.
- American Pickers*, Making Videographic Criticism: The Videographic Epigraph Workshop, Society for Cinema and Media Studies (SCMS): Toronto, CA (2018)

- The Faculty Perspective*, Social Purpose Documentary in Developing Countries Panel, University Film and Video Association (UFVA): Las Cruces, NM (2018)
- [Pop Science Cinema](#), Research Creation Panel, Society for Cinema and Media Studies (SCMS): Chicago, IL (2017)
- Media Research at the Intersections*, Transition and Change in the Field Panel, UMass Amherst Communication Conference: Amherst, MA (2016)
- Under the Cloak of Whiteness*, Academics and Collegiate Culture Panel, Popular Culture Association & American Culture Association (PCA/ACA): Seattle, WA (2016)
- Powers of Ten*, Critical Karaoke Panel, International Communication Association (ICA): San Juan, PR (2015)
- [Let's Talk Equality](#), 4C4Equality Action Hub, Conference on College Composition and Communication (CCCC), Tampa, FL (2015)
- Diversity in the Media* panel and *Not Just a Game* screening, University of South Florida's 12th Annual Diversity Summit, Tampa, FL (2015)
- Other Channels: Research Visualization Online*, Research Creation Panel, International Communication Association: Seattle, WA (2014)
- Intersections of Black Identity Inside Advertising: Class Fractions, Code Switching, and Stereotype Threat* Poster Presentation, International Communication Association: Seattle, WA (2014)
- Add Color: How Diversity Triumphalism in Sports, Entertainment, and Advertising Support the White Savior Complex*, Invited talk for Diversity Lecture Series sponsored by the Office of Diversity, Inclusion, and Equal Opportunity, USF (2014)
- KONY 2012: Beyond the Brand*, Pre-Conference Working Group, International Communication Association (ICA): London, UK (2013)
- Criticizing Unequal Communities: Race Inside U.S. Advertising Agencies*, Race in Context Panel, National Communication Association (NCA): Orlando, FL (2012)
- KONY 2012: Africa Through the Gift Shop*, The Evolving Church: How the Communication of Evangelical Young Adults is Changing Tradition Panel, NCA: Orlando, FL (2012)
- [The Ghosts of Mad Men](#), Diversity & Inclusion Gaps in Advertising & Media Supply Chains Panel, Sustainability Summit: Sentry Center, NYC (2012)
- Take My Survey! How Junior Ad Executives Use Facebook to Exploit Their Friends*, Voices for Sale: Monetizing Social Media Panel, NCA: New Orleans, LA (2011)
- Documenting Dave Zirin*, Critical & Cultural Studies Division, Roundtable on Engaged Writing, on Sport, Media and Culture, NCA: San Francisco, CA (2010)
- Ads as Entertainment*, Media Effects/Affective Media Panel, Passions: Promises and Perils: Amherst, MA (2009)
- Fair Use, Author Rights, and Digital Repositories*, Asserting Fair Use Rights in Communication Panel, International Communication Association (ICA): Chicago, IL (2009)
- Digital Repositories and the Author Rights Addendum*, The Scholarly Publishing and Academic Resources Coalition (SPARC) Meeting: Baltimore, MA (2008)
- Porn & Me(n)*, Questions of Pleasure and Desire Panel, Media, Spiritualities and Social Change International Conference at the Center for Media, Religion, and Culture: Boulder, CO (2008)
- Trophy Children Don't Smile*, Everyday Visuals: Children and Family as Visual Focus Panel, International Communication Association (ICA): San Francisco, CA (2007)
- Grad Caucus*, Caucus Development Panel, National Association for Media Literacy Education (NAMLE) Biannual Conference: St. Louis, MO (2007)
- Encoding Cute: Selling Children to Adults*, Youth, Femininity, and the Allure of Imagery Panel, Communication in Crisis: Amherst, MA (2006)
- Founding the Graduate Student Caucus*, Caucus Development Panel, National Media Education Conference, St. Louis, MO (2007)
- Selling Children to Adults*, Communication in Crisis Conference, UMass, Amherst, MA (2006)

- The Soft Sell: How Ads Persuade Us*, The ABC's of Media Literacy, Farmington River Regional Elementary School: Otis, MA (2006)
- Decoding Cute*, Perspectives on Childhood in Illustration and Imagery Panel, Association for Research in Popular Fictions Conference: Liverpool, UK (2005)
- Documentary/Democracy*, Film as Organizing Tool Panel, Visible Evidence XII Conference on Critical Documentary Studies, Concordia University: Montreal, CA (2005)
- Transmedia Narrative*, mit4 Conference on The Work of Stories, Cambridge, MA (2005)
- Documentary/Democracy*, Visible Evidence XII, Montreal, Canada (2005)
- Taking Media Awareness Beyond the Sermon*, NCA Convention, Boston, MA (2005)
- Crashing the System*, Youth Media Panel, ACME Summit, San Francisco, CA (2004)

Juried Screenings

Protecting Our Territory: community VR project in Peru connects youth to nature.

- 37th Girona Film Festival, Spain (2025)
- 30th Portobello Film Festival, London, UK (2025)
- 21st INKAFEST Mountain Film Festival, Arequipa, Peru (2025)
- 13th Monadnock International Film Festival, Keene, NH (2025)
- 7th Vertical Movie, Rome, Italy (2025)
- 7th Mobile Film Festival, Ibagué, Colombia (2025)

Cosmic•Atomic: 360 degree immersive trip across space and time for VR headset.

- 11th Narrar el Futuro, Bogotá, Colombia (2024)
 - 20% acceptance rate (60/300) [[Interview](#)]
- 38th ALPINALE Short Film Festival, Bludenz, Austria (2023)
 - 6% acceptance rate (63/1100) [[Jury](#) + [Official Selection](#)]
- 27th New Media Art Festival VIDEOMEDEJA Novi Sad, Serbia (2023)
 - 7% acceptance rate (5/70)
- 76th University Film and Video Conference (2022)
 - 2nd Place - [New Media Section](#)
- 63rd Thessaloniki International Film Festival, Greece (2022)
 - 10% acceptance rate (135/1300) [[Jury](#) + [Official Selection](#)]
- 30th Florida Film Festival (2022)
 - 7% acceptance rate (166/2521) [[Official Selection](#)]
- 25th Guanajuato International Film Festival, Mexico (2022)
 - 6% acceptance rate (181/3200) [[Jury](#) + [Official Selection](#)]
- 18th Vox Popular Media Arts Festival in Thunder Bay, Canada (2022)
 - 23% acceptance rate (47/207) [[Official Program](#)]
- 15th LICHTER Filmfest Frankfurt International (2022)
 - Finalist - [VR Storytelling Award](#) 10% accepted (5/50) [[Jury](#)]
- 15th Byron Bay International Film Festival, Australia (2022)
 - 13% acceptance rate (80/600) [[Official Selection](#)]
- 12th Twin Cities Film Fest in Minneapolis, MN (2022)
 - 20% acceptance rate (80/400) [[Official Selection](#) + [Intro Video](#)]
- 11th Adelaide Film Festival, Australia (2022)
 - 22% acceptance rate (127/570) [[Official Program](#)]
- 11th CineGlobe Film Festival in Geneva, Switzerland (2022)
 - Winner - [Immersive Competition](#) 5% accepted (52/1000) [[Jury](#) + [Ceremony](#)]
- 10th FIVARS: Festival of International Virtual and Augmented Reality Stories (2022)
 - 21% acceptance rate (31/150) [[Spotlight Interview](#)]
- 7th Melbourne Documentary Film Festival (2022)

Winner - [Best VR Interactive Documentary](#)

6th Festival ECRĂ in Rio de Janeiro, Brazil (2022)

13% acceptance rate (110/833) [[Official Selection](#)]

4th VRE Virtual Reality Experience in Milan, Italy (2022)

30% acceptance rate (30/100) [[Jury + Official Selection](#)]**[Progress](#): a creative couple ponders the allure of old, obsolete objects.**

17th Sunscreen Film Festival in St. Petersburg, FL (2022)

Winner - [Best Short Documentary Award](#) [[UT Article](#)]

15th Gasparilla International Film Festival in Tampa, FL (2022)

26% acceptance rate (65/250) [[TBAE Filmmaker Spotlight](#)]

15th Jacksonville Film Festival (2022)

30% acceptance rate (83/279) [[Q&A](#)]

14th Naples International Film Festival (2022)

8% acceptance rate (64/800)

12th Love Your Shorts Film Festival in Sanford, FL (2022)

21% acceptance rate (82/400) [[Indie Cinema Showcase](#)]

7th Blackbird Film Festival in Cortland, NY (2022)

11% acceptance rate (136/1196)

13th Festival Angaelica (2021)

22% acceptance rate (400/1848)

8th Soo Film Festival in Sault Ste. Marie, MI (2021)

25% acceptance rate (91/361)

3rd Dunedin International Film Festival (2021)

14% acceptance rate (71/521)

[Salvage](#): meditation on aesthetics, inequality, and the consequences of taste.

69th Columbus International Film & Animation Festival (2021)

16% acceptance rate (80/514)

48th Athens International Film and Video Festival (2021)

8% acceptance rate (200/2500)

40th Thomas Edison Film Festival in Hoboken, NJ (2021)

Winner - [Director's Choice Award](#)

24th Indie Memphis Film Festival (2021)

18% acceptance rate (200/1,100)

20th Common Good Festival in Salem, OR (2021)

17% acceptance rate (15/88)

18th Indy Film Fest in Indianapolis, IN (2021)

15% acceptance rate (130/850) [[Q&A](#)]

17th Orlando Film Festival (2021)

Winner - [Best Video Essay](#)

17th Vox Popular Media Arts Festival in Thunder Bay, Canada (2021)

17% acceptance rate (53/320)

16th DocsMX in Mexico City (2021)

Winner - [Special Mention: Fragments](#) [[Presentation Ceremony](#)]

16th Festimatge in Calella, Spain (2021)

14% acceptance rate (89/642)

16th Diecimintuti Film Festival in Ceccano, Italy (2021)

5% acceptance rate (37/689)

16th Cinema on the Bayou Film Festival in Lafayette, LA (2021)

- 15% acceptance rate (150/1000)
 15th River Film Festival in Padua, Italy (2021)
 10% acceptance rate (150/1500)
 13th Canadian Labour International Film Festival in Toronto, Canada (2021)
 16% acceptance rate (16/98)
 11th Besides the Screen Festival in Ningbo, China (2021)
 18% acceptance rate (7/40) [[Q&A](#)]
 8th ME Film Festival in Milledgeville, GA (2021)
 14% acceptance rate (217/1546)
 8th New Haven Documentary Film Festival (2021)
 12% acceptance rate (70/600)
 8th Americas Film Festival NY in New York City (2021)
 9% acceptance rate (37/400)
 4th Vidlings & Tapeheads Film Festival in Detroit, MI (2021)
 23% acceptance rate (38/165)
 33rd Dallas VideoFest (2020)
 13% acceptance rate (17/127) [[Q&A](#)]
 32nd Girona Film Festival in Girona, Spain (2020)
 23% acceptance rate (450/2000)
 18th International Festival Signes de Nuit in Bangkok, Thailand (2020)
 9% acceptance rate (45/500)
 12th Percé International Film Festival in Percé, Canada (2020)
 13% acceptance rate (38/300)
 10th Broken Screen in Buenos Aires, Argentina (2020)
 25% acceptance rate (101/399)
 8th Summer Short of the Year in Madrid, Spain (2020)
Winner - [Best Experimental \(Summer\)](#) / 10% acceptance rate (50/500)
 5th Adirondack Film Festival in Glens Falls, NY (2020)
 12% acceptance rate (120/1000)

[Every Body Dances](#): accessible dance film with captions and audio description.

- 3rd Reflection Of Disability (R.o.Di.) Festival in Thessaloniki, Greece (2020)
 5% acceptance rate (42/786)

[Life After Life](#): feature documentary about aging, ability, and artistic expression.

- 15th Cinema on the Bayou Film Festival in Lafayette, LA (2020)
 16% acceptance rate (190/1200)
 13th Rincon International Film Festival in Rincon, Puerto Rico (2020)
 12% acceptance rate (211/1804)
 11th Chagrin Documentary Film Festival in Chagrin, OH (2020)
 18% acceptance rate (88/476)
 2nd Dunedin International Film Festival (2020)
 14% acceptance rate (170/1200)
 21st Sarasota Film Festival (2019)
 14% accepted (210/1500) [[Q&A](#) + [SNN](#) + [CL](#) + [WMNF](#) + [UT Article](#)]

[Power Trip](#): nostalgic voyage through interstellar and subatomic space.

- 22nd Tel Aviv International Student Film Festival "Thinking Images" Section (2020)
 13% acceptance rate (80/600)
 10th Besides the Screen Festival in São Paulo, Brazil (2020)

- 2% acceptance rate (39/1893)
- 32nd Stuttgart Filmwinter Festival for Expanded Media in Stuttgart, Germany (2019)
 - 10% acceptance rate (150/1500)
- 22nd Revelation Perth International Film Festival in Perth, Australia (2019)
 - 15% acceptance rate (67/450)
- 8th On Art Open Air Film Festival in Bydgoszcz, Poland (2019)
 - 30% acceptance rate (90/300)
- 7th Short Film Breaks Festival in Kathmandu and Everest Basecamp, Nepal (2019)
 - 9% acceptance rate (198/2294)
- 6th RATMA International Film Festival in Keighley, England (2018)
 - Winner - [Art Category](#)*

Quoted in Media

- [Triple Pundit](#): Why Critical Race Theory Should be Taught in Schools. (July 7, 2021)
- [Calgary Journal](#): How I've learned to 'code switch' to fit in here. (April 7, 2021)
- [The Journal Gazette](#): Marketing to the entire mass. (April 4, 2021)
- [Adweek](#): Consumers Are Fine With Politics in Super Bowl Ads. (Jan 14, 2021)
- [Star Tribune](#): Ad agencies post racial employment data. (July 26, 2020)

Media Appearances

- [FOX 13](#): UT Showcases Grad Student Capstone Projects (August, 2025)
- [SRQ Magazine](#): Failure to Land: "Losing Grip" at the Sarasota Film Festival (May, 2023)
- [TBAE](#): Filmmaker Spotlight: "Progress"(Dec 6, 2022)
- [Indie Cinema Showcase](#): "Progress" at the Love Your Shorts Film Festival (April 19, 2022)
- [Creative Loafing](#): Filmmaker Marries Grandmas with Modern Dance (Aug 14, 2019)
- [SNN](#): "Life After Life" Premieres at the Sarasota Film Festival (April 7, 2019)
- [88.5 WMNF](#): "Life After Life" cast and crew interview on Art in Your Ear (Aug 16, 2019)

Video Essays

- [VMLY&R Case Study](#) (2021)
- [The Ghosts of Mad Men Update](#) (2021)
- [The Ghosts of Mad Men](#) (2012)
- [Rebranding Diversity](#) (2012)
- [The Mother's Gaze and the Model Child](#) (2009)
- [Fair Game: Open Access in the Emerging Digital Commons](#) (2008)
- [Porn and Me\(n\): Sexual Morality and Religion](#) (2008)
- [Trophy Children Don't Smile](#) (2006)
- [Mythical Structure in The Lord of the Rings \[spanish version\]](#)(2006)

Pro-bono

- Charlie Crist for Governor: director, [Too Far](#) (2022)
- Mohonk Preserve: producer, [Trapps Mountain Hamlet Path Audio Tour](#) (2018)
- Abby's Organic Community Farm: director, [Farm](#) & [Memorial](#) (2018)
- Brandi Geoit for Pasco County Commission, director, [TV spot](#) & [Profile](#) (2018)
- Chris Hunter for Congress, director, [Service](#) & [Caught](#) (2018)
- Hyde Park United Methodist: camera/editor, [The Portico Cafe](#) (2017)

Client

- GBT: writer/producer, [Assemble the Team](#) (2021)
- Media Education Foundation: co-writer/producer, [Not Just a Game](#) (2010)
- Palo Alto High School: director, [TEAM: Together Everyone Achieves More](#) (2001)

Global Business Network: director, [Back to the Future](#) (2000)
 Western Pennsylvania Writing Project: director, [Young Writers' Institute](#) (1998)
 Minnesota Historical Society: editor, *A North Shore Portrait*, (1994)
 St. Paul Public Schools: director, *Choices Make a Difference* (1994)

Television

Discovery Channel: writer, [nD-Structible](#) and producer, [Science Smack-down!](#) (2002-03)
 Court TV: writer/producer, [I, Detective](#), non-fiction interactive crime series (2002-03)
 Travel Channel: writer/producer, [Top Ten & World's Best](#), travel series (2001-03)
 PBS: production assistant, [Mister Rogers' Neighborhood](#) during 3 seasons (1996-98)
 KTCA Public Television: producer, [Second Story Man](#) (1996)

UNDERGRADUATE RESEARCH

Presentations

Co-presenter with Juliana Kasmanas '23 [Co-Creative Production Agreements](#): How Open-ended Consent Changes the Documentary Production Process (UFVA) at the 77th Annual University Film and Video Association (UFVA) Conference at Savannah Georgia Southern University (2023)

Moderator, Steven Nye's '22 community screening of [Losing Grip](#), a feature documentary about the gymnast Shane Wiskus and the decline of collegiate gymnastics at the Ferman Center for the Arts (2022)

Advisor for Greg Bowdler's interactive oral history project [Jane and Tom](#) which won Honorable Mention (and \$500) from a panel of external judges after presenting at MASEM's inaugural Capstone Exhibition (2022)

Faculty Supervisor for Kevin O'Hare's presentation of *When a Storyteller Dies, a Library Burns - Moroccan Storytelling in a Globalizing World* at the Butler Undergraduate Research Conference: Indianapolis, IN (2017)

Co-host (with David Wheeler) of the University of Tampa's Second Annual *Nonfiction Media Festival* in Falk Theatre: UT (2017)

Faculty Supervisor for Angel Rivera and John Keschl's trip to to present *Solace in Amal* at the Visions Film Festival and Conference: Wilmington, NC (2017)

Faculty Supervisor for John Keschl, Tim Cross, Kevin O'Hare, Andrea Fowler, and Jamie Zimmerman's presentation of *Documentary Abroad in Morocco* as an Honors Symposium screening and Q&A: UT (2017)

Faculty Supervisor for John Keschl, Angel Rivera, Kevin O'Hare, and Nathan Legger's presentation of "Social Justice Communication" at the United Nations Association Tampa Bay Chapter's [Human Rights Day Conference](#): UT (2017)

Faculty Supervisor for UT's Black Student Union President Brianna Mercer's hosting of the WEDU screening of *Black Panthers: Vanguard of the Revolution* in Reeves Theater. Brianna also moderated a Q&A with Steve Long, Communications Director National Alumni Association of the Black Panther Party: UT (2016)

Faculty Supervisor for Lisa Aquilino and Zane Moulton's [Documentary Abroad](#): Student Research on Set and Behind the Scenes, presented at the Butler Undergraduate Research Conference: Indianapolis, IN (2015)

Faculty Mentor for Eric Langhoff and Eric Post's presentation of [Grand Debut](#): A Documentary About Modern Dance at the University of Tampa Honors Undergraduate Research Fellows Symposium: UT (2015)

Faculty Supervisor for Kiera Andrews, Santannah Manning, Zane Moulton, Lisa Aquilino, Gabby Cabrera's presentation of *Documentary Abroad in Ecuador* as an Honors Symposium screening and Q&A: UT (2014)

Productions

- Production Supervisor for [The Guardians](#), which has screened in Costa Rica, Mexico, Serbia, Korea, and for a month at the Exploratorium in San Francisco as part of the Cultural Riches Cinema Arts program curated by the Latino Film Festival, [Stitch by Stitch](#), Special Mention winner at the 10th Americas Film Festival New York [\[reel\]](#) and an official selection of the 34th RAM Film Festival in Rovereto, Italy, the 10th New Haven Documentary Film Festival, and the 6th Foça International Archaeology and Cultural Heritage Documentary Film Festival in Foça, Turkey, and [Dreamland](#), which has screened in Mexico, Italy, and the United States. All shot in Felipe Carrillo Puerto, Mexico for COM 212 Co-Creative Documentary Abroad. [\[UT Article\]](#) (2023)
- Producer for [Losing Grip](#), a feature-length documentary on the fate of Men's Collegiate Gymnastics through the eyes of U.S. Olympic Team hopeful Shane Wiskus, an official selection of the 25th Sarasota Film Festival, 42nd Minneapolis St. Paul International Film Festival, 18th Sunscreen Film Festival, and the 11th Monadnock International Film Festival. [\[SRQ Article\]](#) (2023)
- Production Supervisor for [Boo Boo](#), an official selection of the St. Francis College Women's Film Festival and Winner at the MY HERO International Film Festival, [Hope](#), an official selection of the Vero Beach Wine, Black Warrior, and Show Me Justice film festivals, and [Perception](#), Best Documentary at UT's Black Box Film Festival and an official selection of the Melrose, Dunedin International, and Tampa Bay Underground film festivals. All shot in Chiang Mai, Thailand for COM 212 Social Justice Documentary Abroad. (2019)
- Faculty Supervisor for the E! Network's [Total Bellas shoot](#) on location at the University of Tampa. Students from UTTV: Spartan News acted as crew and the episode got 734,000 viewers (the show's second biggest audience) plus another 150,000 views across the WWE and WWETotalDivas and The Bella Twins YouTube Channels. [\[Tampa Bay Times Coverage\]](#) (2018)
- Production Supervisor for [One Story at a Time](#), an official selection at the Embarras Valley, XpoNorth, Independent Talents International, Zlatna International Ethnographic, My HERO International, and Oregon Cinema Arts film festivals, and for [Solace in Amal](#), Audience Award winner for Best Documentary at UT's Black Box Film Festival and an official selection at the Reality Bytes, Visions, and Gasparilla International film festivals. Both shot in Marrakech, Morocco for COMH 212 Social Justice Communication. [\[UT Article\]](#) (2017)
- Executive Producer/Writer for [The Identity Puzzle](#), produced with students in COM 475 for the Sustained Dialogue Institute Headquarters in Washington DC (2016)
- Writer/Director for [UTTV: Spartan News](#), produced with students in COM 236 (2016)
- Executive Producer/Writer for [Epic Chef Showdown](#), produced with students in COM 313 for the Epicurean Hotel and Feeding Tampa Bay [\[UT Article\]](#) (2016)
- Executive Producer/Actor for [Straightforward](#), produced with students in COM 443 (2015)
- Camera Operator/Editor for [Speaking Privilege](#), produced with students in SPE 208 for Let's Talk Equality [\[UT Article\]](#) (2015)
- Production Supervisor for [Cada Mano](#), a finalist, and [This is my Place](#) 3rd Place winner in the College Documentary Category at [My Hero International Film Festival](#). Both shot and edited in Cuenca, Ecuador for COMH 212. [\[Blog & UT Article\]](#) (2014)

Filmmaker in the Classroom for [CRNN: Civil Rights News Now](#), sponsored by the Urban Dreams Video Project, Oakland Public Schools, CA (2004)
 Filmmaker in the Classroom for [Si Se Puede: Cesar Chavez](#), sponsored by the U.S. Dept. of Education and screened at the [San Francisco International Film Festival](#) (2002)
 Producer and Editor for [It Goes Both Ways](#), sponsored by the Pew Trusts Indivisible Project and screened at the [Atlanta Film Festival](#) (2001)

TEACHING

Positions/Titles

Professor, Department of Communication, University of Tampa (2024-present)
 Associate Professor, Department of Communication, University of Tampa (2018-present)
 Assistant Professor, Department of Communication, University of Tampa (2012-2018)
 Instructor, Department of Communication, UMass, Amherst (2004-10)
 Graduate Assistant, Department of Communication, UMass, Amherst (2005-09)
 Adjunct Professor, Department of Communication, Westfield State University (2008)
 Filmmaker in the Classroom, Urban Dreams Video Project, Oakland, CA (2003-04)
 Television Production Instructor, San Francisco University in Quito, Ecuador (2000)
 Professor of Cinema and Audiovisuals, University of Cuenca, Ecuador (1999-2000)
 Instructor of English Grammar and Conversation, WorldTeach, Ecuador, (1998)
 Video Production Trainer: Macalester College Media Services, St. Paul, MN (1993-96)

University of Tampa

SEM 603 Audio and Video Production for Emerging Media, 4 sections (2024-25)
 COM 226 Introduction to Scriptwriting, 11 sections (2015-17, 2021, 2023-2025)
 SEM 700 Capstone Supervision, 9 sections (2022-25)
 COM 236 UTTV Practicum, 20 sections [[Fall15](#), [Spring16](#), [Fall16](#),] (2015-25)
 COM 354 Internship in Communication, 400+ supervised [[online guide](#)] (2012-25)
 SEM 611 Media Creation and Project Management, 4 sections (2022-24)
 COM 212 Co-Creative Documentary Abroad: Mexico [[NYC premiere](#)] (2023)
 COM 303 Studio TV I, 21 sections [[promo](#)] (2012-2023)
 MAPC 700 Capstone Supervision (2022)
 COM 333 Studio TV II (2022)
 COM 325 Writing for Broadcast News (2021)
 COM 261 World Cinema, 7 sections (2019-2021)
 COM 300 Documentary Tradition, 3 sections (2013, 2014, 2021)
 COM 490 Portfolio Review 2 sections (2019, 2020)
 COM 224 Mass Media and Society 6 sections (2012, 2017, 2019, 2020)
 COM 392-99 Independent Study, 19 sections (2013-20)
 COM 242 Digital Citizenship, 2 sections (2019)
 COM 212 Social Justice Communication: Thailand (2019) [[behind-the-scenes](#)]
 COM 224T Mass Media and Society: Cuba, 2 sections [[promo](#)] [[blog](#)] (2017, 2019)
 COM 470 Communication Research Methods, 3 sections (2017-2018)
 HON 102 Pathways to Honors, 4 sections (2014-17)
 HON 101 Pathways to Honors, 6 sections (2013-17)

COM 499 Senior Project, 4 sections (2016-17)
COM 443 Communication and Cultural Studies, 2 sections [[video project](#)] (2015, 2017)
COM 313 Documentary Production, 6 sections [[promo](#)] (2013-17)
COMH 224 Mass Media and Society, Honors, 2 sections (2013, 2014, 2017)
COM 475 Seminar in Critical Media Practice [[video project](#)] (2016)
COM 241 Sound, Image, and Motion, 3 sections (2013, 2016)
COMH 212 Social Justice Communication: Morocco [[promo](#)] [[article](#)] [[films](#)] (2016)
COMH 212 Social Justice Communication: Ecuador [[promo](#)] [[article](#)] [[blog](#)] [[films](#)] (2014)

University of Massachusetts, Amherst

Comm 375 Writing as Communication (2009-10)
UNIVRSTY 191 Power Up (2008-10)
Comm 226 Social Impact of Mass Media (2008)

University of Massachusetts, Amherst (Assistantships)

History of Film I (2011)
Comm 287 Advertising as Social Communication (2007-09)
Comm 387 Advertising and PR as Social Control (2007-09)
Comm 342 History of Film (2006)
Comm 331 Program Processes in TV (2004-05)

Westfield State University

MCOM/COMM 0216 Issues in Advertising (2008)

Universidad San Francisco de Quito

Television Production (2000)

Universidad de Cuenca

Film Production (2000)
Film Directing and Film Editing (1999)
Idiomas, Especialidades, Profesionales (1998)

SERVICE

Advising

Advisor for an annual average of 38 advisees at the University of Tampa (2013-present)
Excellence in Academic Advising Award: University of Tampa (2017-2018)
Student Success Conference Program Committee, UMass Amherst (2011)
Social & Behavioral Sciences Global Education Advisor, UMass Amherst (2010)
Museum Exhibit Consultant for *Offspring*, Boston University Art Gallery, MA (2006)
ExpoCine National Film Forum Festival Advisor, Cuenca, Ecuador (1999-2000)

Department

Communication and Law Tenure-track Search Committee Member (2024)
Communication Teaching Faculty Search Committee Member (2024-24)
Lead author, CMC major redesign in preparation for ACEJMC accreditation (2022-2023)
Communication Tenure-track Search Committee Member (2022-23)
Communication Tenure-track Search Committee Chair (2022-23)
Media Specialist Search Committee Member (2022-23)
Project Director, TV Studio 4K Update, Department of Communication (2021-2022)

Video Editor for [CMC Virtual Graduation Ceremony](#) (2021)
 Communication Tenure-track Search Committee Member (2021)
 Communication Visiting Assistant Professor Search Committee Member (2021)
 Video Editor and Host for [CMC Virtual Commencement](#) (2020)
 Video Producer for Communication Department's [Travel Courses](#) (2020)
 Communication Tenure-track Search Committee Member (2019)
 Communication POI Search Committee Chair (2019)
 Video Editor for Communication Department's [CALapalooza Reel](#) (2019)
 Video Editor for Communication Department's [Scholarship and Creative Work Reel](#) (2018)
 Film and Media Arts Tenure Line Search Committee member, UT (2015)
 Multimedia Journalism Tenure Line Search Committee member, UT (2015)
 Departmental Committee for Alumni Outreach, Chair (2008-2009)
 Departmental Committee for Community, Diversity, and Social Justice (2007-2008)
 Communication Dept Career Night Panelist, UMass, (2006/08)
 Graduate Employee Organization Departmental Steward, UMass (2005)

College

MASEM Steering Committee Member (2022-present)
 Student Media Committee member, UT (2013-14, 2018-present)
 Segment Producer for [Together Merrily](#) for CAL and WEDU (2023)
 Communication Department Representative on CAL Curriculum Committee (2021-22)
 Producer for [Let Heaven and Nature Sing: A Holiday Celebration](#) for CAL/WEDU (2019)
 Producer for Kacy Tillman's *Stripped and Script* [book trailer](#) (2019)
 CAL liaison for the Center for Teaching and Learning (2018-19)
 Journalism Committee member, UT (2016-19)
 Video Editor: [Campus Media](#) (2017)
 CAL Rep for a panel and reception for Canadian Ambassador to the U.S. (2015)
 Director for [Building Community Through Dance](#) for UT's Dance Department (2014)
 Project Director, TV Studio Renovation, Department of Communication (2013-2014)

University

Member, UTampa Athletic Director Search Committee (2025)
 Faculty Advisor to *UTTV: Spartan Television*, UT (2013–present)
 Guest facilitator on social media activism for the Diversity Advisory Group (2024)
 Chair, Community Engagement and Responsible Citizenship Committee (2022-23)
 Member, Career Services Task Force for Spartan Studies (2021-2023)
 Senator, Faculty Senate of the University of Tampa (2019-2023)
 Admissions host for 30+ annual high school counselor "fly-in" events (2017-2023)
 Video Producer for [Community-based Learning](#) on behalf of the CERC Committee (2022)
 Panelist for UT Employer Institute (2022)
 Speaker for UT Board of Trustees Special Topics Session on internships (2022)
 Faculty Representative for Northeast portion of Admissions Sunshine Tour (2022)
 Honors Program Coffee Conversation: *Do Black Lives Matter on Madison Avenue?* (2021)
 NTI Connect and Collaborate Speaker: [Managing Expectations of Me](#) (2020)
 Video Producer of [Intern Video](#) with student testimonials (2020)
 Speaker for *Making Faculty Scholarship Accessible in the UT Institutional Repository* (2019)
 Writer/Producer/Editor for [The Chiselers](#) promo video (2019)
 Producer/Editor for [Chiselers Volunteer Tribute](#) (2019)
 Host for [Drawing the Tiger](#) documentary filmmakers screening and keynote (2017)
 Faculty Advisor to *Respond: Journal of Undergraduate Research and Scholarship* (2016-17)
 Internship Committee secretary (2015-16)

Let's Talk Equality: Students in Social Justice Conversation, CTL Lunch & Learn (2015)
 Women's Self-Defense Workshop Instructor (2013–15)
 Academic Standards Committee member (2014)
 Honors Committee member (2013-14)
 Faculty Advisor for *La Fe* (2013-14)
KONY 2012: How the White Savior Complex Went Viral, Honors Symposium (2013)
 Guest speaker for UMass Open Access Week Panels (2008, 2009)

Discipline

External reviewer for Kristen Shaeffer's full professor application, Chatham College (2025)
[Journal of Current Issues & Research in Advertising](#) Article Reviewer (2024)
[Editorial board member](#) at Advertising and Society Quarterly (2021-present)
 Invited Guest for Advertising Confronts Gender Colloquium at the Smithsonian (2022)
[Advertising and Society Quarterly](#) Journal Article Reviewer (2022)
 UFVA review letter for Media 360°: A How-to Collaboration

- Rebecca Ormond and Dann Sargent, Cal State University Chico;
- Jennifer Zaylea, University of the Arts; and Laura Zaylea, Temple University (2022)

 UFVA review letter for Elisa Herrmann, Sam Houston State University (2022)
 External reviewer for Shaun Clarke's tenure application, Emerson College (2022)
 Adweek Academic Council member (2020-22)
 UFVA review letter for David Safin at St. Vincent University (2021)
[Advertising and Society Quarterly](#) Journal Article Reviewer (2021)
 Guest speaker, [Dr. Wan-Hsiu Sunny Tsai](#)'s advertising class at U of Miami (2021)
[Media and Communication](#) Journal Article Reviewer (2021)
 UFVA review letter for Cameron Bruce Nelson at Columbia's School of the Arts (2020)
[European Journal of Cultural Studies](#) Article Reviewer (2020)
[Social Identities](#) Journal Article Reviewer (2020)
 UFVA Screening Juror (2020)
 UFVA review letter for Jonathon Quam at Midwestern State University (2019)
 UFVA review letter for Christopher Winkler at Rowan University (2018)
 Editorial Consultant for [Drawing the Tiger](#): a Nepalese family struggles to survive (2015)

- world premiere at [HotDocs](#) Canadian International Documentary Festival
- winner of UNICEF's best film on children's issues at [Film South Asia](#)

 Journal of Media Literacy Education ([JMLE](#)) Reviewer (2015-17)
[Porn Studies](#) Journal Article Reviewer (2014)
 Popular Communication Division Paper Reviewer, ICA (2013-14)
[Sexualities Journal](#) Article Reviewer (2013)
[Popular Communication Journal](#) Article Reviewer (2012)
 Syracuse University Library "Managing Online Scholarly Identities" speaker (2012)
 NCA Critical and Cultural Studies Division Paper Reviewer (2011)
 NCA Mass Communication Division Panel Chair for "Voices from the Field" (2011)
 ICA Pop Comm Division Panel Chair for "Media Spaces, Media Times" (2011)
 ICA Viz Comm and Pop Comm Divisions Paper Reviewer (2010-11)
[NAMLE](#) Media Literacy Education Grad Student Caucus co-founder (2005-11)
 Co-Chair, ICA Ad-Hoc Committee on Fair Use and Academic Freedom: Clipping Our Own Wings: Copyright and Creativity in Communication Research, Online (April, 2010)
 ICA Committee on Fair Use and Academic Freedom Co-Chair (2008-10)

- [Asserting Fair Use Rights in Communication](#): ICA multi-division pre-conference

 Pre-Conference Convener: Fair Use and Academic Freedom: Asserting Fair Use Rights in Communication, International Communication Association, Chicago (2009)
 Author Rights Guest Speaker: SPARC Institutional Repositories Mtg, Baltimore (2008)

SPARC Addendum Advocate: Organized and won important author rights concession from Taylor and Francis, setting a new precedent in the field of communication (2008)

- [Clipping Our Own Wings](#): Copyright & Creativity in Communication Research
- [Code of Best Practices](#): Fair Use for Scholarly Research in Communication

Taylor & Francis [Author Rights Agreement](#) lead organizer (2008)

Community

Guest speaker for TBAE's Intern Industry Workshop (2022)

Community Screening of "Life After Life" with a [welcome from Mayor Jane Castor](#) (2019)

Panelist following screening of "Paragraph 175" along with St. Pete Clearwater Film Commission Commissioner Tony Armer, Department Head of Film at Ringling College of Art and Design Bradley Battersby, President of the Gasparilla International Film Festival Rachel Feinman, and Tampa-based Casting Director Rose Rosen, CSA with Casting by Rose Rosen at the Florida Holocaust Museum, St. Petersburg, FL (2017)

[DocNight at the Portico](#), Tampa, FL (2014-17)

PEACE Into the Streets/MLK Day of Service, Tampa, FL (2012, 2015, 2017)

Trinity Cafe Weekly Volunteer, Tampa, FL (2012-15)

Amherst Survival Center Food Pantry Weekly Volunteer, Amherst, MA (2008-11)

Mercy House Community Outreach Coordinator, Amherst, MA (2009-10)

Grants & Awards

Education Abroad Award: University of Tampa (2023-24)

Annual Travel Grants: University of Tampa (2013-24)

RISE Grant: University of Tampa for "The Bishu Cine Process" (2024-25)

RISE Grant: University of Tampa for "Progress" (2021-22)

RISE Grant: University of Tampa for "Producing Immersive Video Essays" (2020-21)

RISE Grant: University of Tampa for "Life After Life" (2019-20)

RISE Grant: University of Tampa (2018-19)

Certificate of Appreciation: Sigma Nu Chapter of the Alpha Kappa Alpha Sorority (2019)

Learning Enrichment Grant: University of Tampa (2016-17)

Dana Grant: University of Tampa for "Media Literacy Scholar/Practitioner" (2016-17)

Delo Grant: University of Tampa for "Moving Stories" (2016-17)

Dana Grant: University of Tampa for "Black Identities Inside Advertising" (2015-16)

Delo Grant: University of Tampa for "Salvage" (2015-16)

Honors Fellowship Supervisor: University of Tampa (2014)

Best Reviewer: ICA's Popular Communication Division (2013)

Graduate School Fellowship: University of Massachusetts Amherst (2010-11)

ICA Fair Use Pre-Conference Grant: The Ford and MacArthur Foundations (2009)

Author Rights Grant: Scholarly Publishing and Academic Resources Coalition (2009)

\$300 Travel Grant: UMass Department of Communication (2008)

Digital Storytelling Travel Grant: ICA Popular Communication Division (2007)

Media Literacy Curriculum Development: The Care Center, Holyoke, MA (2007)

Deconstructing Disney: Pioneer Valley Performing Arts Unity Day, Hadley, MA (2006)

NCA Membership Prize: UMass Department of Communication (2006)

Skills & Certificates

Professional working proficiency in Spanish

Adobe Premiere CC, non-linear video editing software

DSLR and camcorder field production, multi-cam live-switching studio production

Pittsburgh Filmmakers Avid Editing Course, Pittsburgh, PA (1996-97)

Team Leader, MIT/Sony Pictures Video Game Design Workshop, Cambridge, MA (2005)