

Julian M. Rodriguez

julian.rodriguez@uta.edu

APPOINTMENTS

Broadcast Journalism Specialist

Director – Hispanic Media Initiative

Department of Communication, University of Texas at Arlington, 2018-Present

Lecturer

Department of Communication, University of Texas at Arlington, 2008-2018

TEACHING COURSES

- Television Production (BCMN 2358). Service-learning element.
- Electronic News (BCMN 3340). Service-learning element.
- Television Reporting (BCMN 3350-4350). Experiential learning.
- Media Workshop (BCMN 4191). Experiential learning with public-private partnerships.
 - Spanish-Language Television News Production.
- Special Topics (BCMN 4393).
- Conference Course (BCMN 4391). Service-learning element.
 - Drone Videography and FAA Remote Pilot Certification.

EDUCATION

University of Texas at Arlington

Department of Communication

M.A. in Communication, 2008

University of Nebraska-Lincoln

College of Journalism and Mass Communications

B.A. in Journalism, 2005

Concentrations: Film, History, and English

CERTIFICATIONS

Remote Pilot — Federal Aviation Administration (FAA)

TEACHING INTERESTS

Broadcast journalism. Hispanic American media. Audiovisual production for multiplatform distribution. New and emerging media technologies affecting journalism and content-driven industries. News media industry adoption of online social networks in transmedia environments.

RESEARCH INTERESTS

Hispanic American media and their adoptions of online tools and social networks to distribute content, crowdsource, and interact with followers. The effects of media messages on news information consumers. Industry and societal adoption of new and emerging media technologies to develop and nurture awareness systems.

FELLOWSHIPS AND AWARDS

- Broadcast Education Association (BEA), Short-Form Documentary Award of Excellence, 2024.
- National Academy of Television Arts & Sciences Student Production Award: Proyecto U, 2023.
- Éxito Latino Journalism Award - 2022, Presented by The Success Club (El Club del Éxito)
- Centers for Disease Control and Prevention (CDC) and Tarrant County Public Health (TCPH) 2021-2023: Multidisciplinary \$500K grant to help Tarrant County residents better understand COVID-19 health information.
- NBCU Academy 2022-2023: \$175K grant to support multi-platform journalism training and development program.
- Nominee: 2021 Regents' Outstanding Teaching Award (ROTA), University of Texas at Arlington.
- The President's Volunteer Service Award — Bronze Medallion, 2020.
 - AmeriCorps: Presidential Recognition — The White House, USA.
- Provost Award for Excellence in Teaching, University of Texas at Arlington, 2020.
- UTA CARES Innovation Grant, University of Texas at Arlington Libraries, 2020.
- National Academy of Television Arts & Sciences Student Production Award: Proyecto U, 2019.
- College of Liberal Arts Endowment for Faculty Research, 2019.
- Catholic University of Colombia: Internal Call for Research Projects (Co-Investigator).
 - Colombian Transparency Law and Access to Public Information, 2016-Present.
- ROTA Nominee for Consideration, University of Texas at Arlington, 2017.
- Broadcast Education Association (BEA), 2nd Place Multicultural Studies Division Paper Competition, 2018.
- National Academy of Television Arts & Sciences Student Production Award: Proyecto U, 2017.
- Broadcast Education Association (BEA), 1st Place Multicultural Studies Division Paper Competition, 2017.
- Presidential ¡Dale! Award 2016, National Association of Hispanic Journalists (NAHJ).
- UTA College of Liberal Arts 2016 Research Grant (Co-Investigator): Hispanic Youth Media Use.
- Bingham Fellowship Award 2015: Association of Opinion Journalists.
- UT Arlington HSI Task Force: \$2.63 Million DoED Grant for "IDEAS Center".
- Blue Ribbon Finalist 2015: College Television Awards, Television Academy Foundation.
- Faculty Fellow, Academy of Television Arts & Sciences, Faculty Seminar 2014.
- Outstanding Lecturer Award, College of Liberal Arts, UT Arlington, 2014.
- Dean's Accolade Award, College of Liberal Arts, UT Arlington, 2014.
- Broadcast Education Association (BEA), 2nd Place News Division Paper Competition, 2014.
- North Central Texas Council of Governments (NCTCOG), Air North Texas.
 - Outstanding Advertising and Partner Involvement of the Year, 2010-2014.
- Faculty Fellow, UTA Center for Community Service-Learning (CCSL), 2013-2014.
- Grant for E-Course Materials, Television Production, 2012.
- Documentary – Against the Wind: The Voice of the UmoNhoN (Co-Producer, Director & Editor).
 - First Prize Northwest Broadcast News Association: Documentary, 2005.
- Documentary – Cuba: Illogical Temple (Sound Recording/Translator).
 - Third Place National Student Academy Awards (Oscars) Documentary, 2004.
 - Broadcast Education Association (BEA) Student Documentary of the Year, 2004.
 - First Prize Northwest Broadcast News Association: Documentary, 2004.
- High Achievement, J-Days Honors Convocation, University of Nebraska-Lincoln, 2004-2005.
- Student Academic Achievement, University of Nebraska-Lincoln, 2003.

PROFESSIONAL AFFILIATIONS, APPOINTMENTS, AND SERVICE

- Broadcast Education Association (BEA).
 - Co-Chair, BEA Conference in Latin America: Ecuador, 2024.
 - Co-Chair, BEA Conference in Latin America: Colombia, 2022.
 - Chair, News Division, 2020-2022.

- Interest Division Task Force.
- Vice-Chair, News Division, Broadcast Education Association, 2018-2020.
- Research Chair, BEA Conference in Latin America: Mexico, 2019.
- Research Chair, News Division, 2016-2018.
- Reviewer: Journal of Broadcasting & Electronic Media (JoBEM), 2015.
- Co-Vice-Chair of Communication, News Division, 2014-2016.
- Association for Education in Journalism and Mass Communication (AEJMC).
 - Name and Identity Task Force, 2022.
- Hispanic Media Initiative (HMI) at UT Arlington.
 - Founder & Director, 2010-Present.
 - Executive Director: 6th Hispanic Media Conference at UTA, 2024.
 - Executive Director: 5th Hispanic Media Conference at UTA, 2023.
 - Executive Director: 4th Hispanic Media Conference at UTA, 2022.
 - Co-Chair, 3rd Hispanic Media Conference at UTA, 2021.
 - Chair, 2nd Hispanic Media Conference at UTA, 2020.
- Association for Latino Media, Markets & Communication Research (ALMMACR).
 - President, 2019-2020.
 - Co-Chair, Hispanic/Latino Media & Marketing International Conference, 2017-2019.
- Texas Association of Broadcast Educators (TABE).
 - Co-Chair: TABE Spring Meeting/Conference, 2024
 - Vice President, 2023-Present.
 - President, 2013-2014.
 - Vice President, 2012-2013.
 - Second Vice President, 2011-2012.
- University of Texas at Arlington.
 - Hispanic-Serving Institution (HSI) Core Team, 2022-Present.
 - UTA Libraries, UTA CARES Grant Review Committee, 2024.
 - Search committee: Senior Director of UT Arlington's Hispanic-Serving Institution (HSI) Initiatives, 2022-2023.
 - Search committee: Director of UT Arlington's Center for Community Service-Learning (CCSL), 2014.
 - Hispanic-Serving Institution (HSI) Task Force, 2013-2022.
- Center for Mexican American Studies (CMAS) at UT Arlington.
 - Advising board, 2014-2022.
- National Association of Hispanic Journalists (NAHJ).
 - Faculty Advisor: NAHJ UTA Student Chapter, 2014-Present.
- Society of Professional Journalists (SPJ).
 - Journalism Education Committee, 2021-2023.
- National Association of Black Journalists (NABJ).
 - Faculty advisor: NABJ UTA Student Chapter, 2014-2017.
- Latinx Faculty and Staff Association (LaFSA) at UT Arlington.
 - Treasurer, 2023-Present.
 - Secretary, 2020-2023.
- Hispanic Communicators Dallas-Fort Worth (HCDFW).

PUBLICATIONS, PRESENTATIONS, AND DEVELOPMENTS

Frantz, Benjamin, Martinez, Albert, **Rodriguez, Julian**, & Ruiz, Sussy. (Forthcoming). Open Educational Resource (OER): Guía de referencia sobre el tiempo y el clima en español en Estados Unidos de América - Reference guide to weather and climate in Spanish in the United States of America. UTA Libraries.

Karishma Chatterjee, Charla Markham Shaw, Grace Ellen Brannon, Chyng-Yang Jang, Thomas Bryan Christie, **Julian Rodriguez** & Vinicio Sinta (2023): COVID-19 Vaccination Hesitancies: A Spanish-Language Focus Group Analysis in Texas. *Health Communication*. DOI: 10.1080/10410236.2023.2258310.

Clark, Andrew & **Rodriguez, Julian**. (2023). Book Chapter: Teaching Television News Online: a handbook for journalism educators. United Nations Educational, Scientific and Cultural Organization (UNESCO). ISBN 9789231005916.

Rodriguez, Julian. (2023). Open Educational Resource (OER): Producción de Noticias Televisivas en Español en Estados Unidos de América (In Spanish) — Spanish-Language Television News Production in the United States of America. UTA Libraries.

Rodriguez, Julian & Sinta, Vinicio. (2023). Twenty-First Century Changemakers: Building Resilience to Disinformation and Foreign Malign Influence. *U.S. Department of State's International Visitor Leadership Program*. Arlington, TX.

Castaneda, Laura, Garza, Melita, & **Rodriguez, Julian**. (2023). Making the Switch to Academia. *Panel presentation at the National Association of Hispanic Journalists national conference*. Miami, FL.

Becerra, Jairo, Martinez, Albert, **Rodriguez, Julian**, & Ruiz, Sussy. (2023). Produciendo sobre el tiempo y el medio ambiente – Producing content about weather conditions and the environment. *Workshop at Congreso Latinoamericano de Comunicación CIESPAL FELAFACS*. Quito, Ecuador.

Alvarado, Alejandro, Becerra, Enrique, Chapa, Sindy, Chavez, Manuel, **Rodriguez, Julian**, & Ruiz, Sussy. (2023). Una mirada al pasado orientada al futuro de colaboraciones latino-americanas – A look at the past oriented to the future of Latin American collaborations. *Panel presentation at Congreso Latinoamericano de Comunicación CIESPAL FELAFACS*. Quito, Ecuador.

Rodriguez, Julian, & Soto, Jose. (2023). Ficción y realismo: producciones televisivas en español en América del Norte – Fiction and realism: television productions in Spanish in North America. *Panel presentation at Congreso Latinoamericano de Comunicación CIESPAL FELAFACS*. Quito, Ecuador.

Becerra, Jairo, **Rodriguez, Julian**, Velandia, John, & Dirección General Marítima de Colombia. (2023). Development of Mobile Application: Navega Seguro. *Catholic University of Colombia and Dirección General Marítima de Colombia*. Colombia.

Becerra, Jairo, Hernandez, Jeice, Martinez, Albert, **Rodriguez, Julian**, & Ruiz, Sussy. (2023). Documental: Decisiones: Datos y Cambio Climático – Documentary: Decisions: Data and Climate Change. *The Weather Channel en Español Documentary Premiere at the Catholic University of Colombia*. Bogota, Colombia.

Blasingame, Dale, Newman, Jessica, & **Rodriguez, Julian**. (2023). Retracing the Future of Drones: Courses, Projects, Photogrammetry, and Beyond. *Panel presentation at the Broadcast Education Association Conference*. Las Vegas, NV.

Allred, Kate, Bogardus, Ben, Finklea, Bruce, **Rodriguez, Julian**, & Sinta, Vinicio. (2023). Aircheck Series: Retracing the Future of the University TV Newscast. *Panel presentation at the Broadcast Education Association Conference*. Las Vegas, NV.

Ayala, Jesus, Mudvari, Neemekh, **Rodriguez, Julian**, & Sanchez, Alfredo. (2022). Programas de Radiodifusión Universitarios en Estados Unidos de América — University Broadcast Programs in The United States of America. *Panel presentation at the Broadcast Education Association Conference in Latin America*. Bogota, Colombia.

Rodriguez, Julian. (2022). High-Impact DEI Public-Private Media Partnerships. *Presentation at the Fall Convening of the Association of Public & Land Grant Universities and the Coalition of Urban Serving Universities.* New Orleans, LA.

Mudvari, Neemekh, Ramirez, Jorge, & **Rodriguez, Julian.** (2022). Shift Your Mindset: The Power of Automation in Bilingual Television Newsrooms. *Panel presentation at the NABJ-NAHJ National Conference.* Las Vegas, NV.

Becerra, Jairo & **Rodriguez, Julian.** (2022). Los Datos Públicos y Su Rol en los Medios de Comunicación — Public Data and Its Role in Media. *Panel presentation at the XVII International Symposium of Information and Communication Technologies Law.* Catholic University of Bogota, Colombia.

McHugh, Michelle, Nix-Crawford, Brittney, & **Rodriguez, Julian.** (2022). Intentional Inclusion of Journalists. *Panel presentation at the Broadcast Education Association Conference.* Las Vegas, NV.

Puente, Teresa, **Rodriguez, Julian,** & Sinta, Vinicio. (2022). News Production and Workflows for Media Partnerships. *Panel presentation at the Broadcast Education Association Conference.* Las Vegas, NV.

Mudvari, Neemekh, **Rodriguez, Julian,** & Sinta, Vinicio. (2022). University Television News Production Workflows Using a Media Object Server Protocol. *Panel presentation at the Broadcast Education Association Conference.* Las Vegas, NV.

Mudvari, Neemekh, **Rodriguez, Julian,** Saldana, Brenda, & Willeford, Katherine. (2021). OERs for Our Changing Demographics: Hispanic American Media Education. *Panel presentation at the virtual Open Education Southern Symposium.*

Alexandrino, Dania, **Rodriguez, Julian,** & Sinta, Vinicio. (2021). Aircheck: Spanish-Language Television Newscasts in Times of COVID-19. *Panel presentation at the Broadcast Education Association Virtual Conference.*

Rodriguez, Julian. (2021). Guest Lecture: Hispanic Television News Markets, Salaries, and Hispanic Student Content for News Deserts. *University of Nebraska-Lincoln.*

Balas, Glenda, Roberts, Shearon, **Rodriguez, Julian,** & Smith, Laura. (2021). Research Panel: Revisiting Hyperlocal News: Student Media Mashup with Citizen Journalism. *Panel presentation at the Association for Education in Journalism and Mass Communication Southeast Colloquium.*

Clark, Andrew & **Rodriguez, Julian.** (2021). Big Data and Journalism: How American Journalism is Adopting the Use of Big Data. *Novum Jus.* January-June, Issue 1, Vol. 15.

Boardman, Bonnie, Reed, Michelle, **Rodriguez, Julian.** (2020). Inclusion by Building Capacity: Advancing STEM and Multicultural Programs with OER. *Panel presentation at the Open Education (OE) Global 2020 online conference.*

Alvarado, Alejandro, Puente, Teresa, **Rodriguez, Julian,** & Sinta, Vinicio. (2020). Hispanic Media Employment Prospects and Salaries. *Panel presentation at the Broadcast Education Association On-Location Virtual Conference.*

Becerra, Jairo, Biswas, Masudul, DeMars, Tony, Herrera, Alejandro, **Rodriguez, Julian,** Shrader, John, & Soto, Jose. (2020). Diverse Voices in the Curriculum: Opportunities and Challenges. *Panel presentation at the Broadcast Education Association On-Location Virtual Conference.*

Eidemiller, John, Goodhart, David, Hildebrand, Randy, Peschau, Matt, & **Rodriguez, Julian.** (2020). Ross Solutions for Education — 2020 Live Video Production Instruction. *Panel presentation at the Broadcast Education Association On-Location Virtual Conference.*

- Becerra, Jairo, Perez, Paula, & **Rodriguez, Julian**. (2020). Book Chapter: The Colombian Freedom of Information Act: Using Media Literacy to Understand and Implement the Law. In *Media Literacy in a Disruptive Media Environment*. Routledge. ISBN 9780367414856.
- Rodriguez, Julian**. (2020). Documentando Espacios: Fotogrametría, Data y Periodismo — Documenting Spaces: Photogrammetry, Data, and Journalism. *Virtual research and development presentation at the XI Jornada de Investigación Institucional*. Bogota, Colombia.
- Coats, Jane, Kraxberger, Lynda, **Rodriguez, Julian**, Silcock, Bill, & Wenger, Debora. (2020). Taking Care of Yourself in the Midst of Massive Change. *Panel presentation at the Association for Education in Journalism and Mass Communication Annual Conference*.
- Rodriguez, Julian** & Sinta, Vinicio. (2020). Aircheck: Spanish-Language TV Newscasts Reimagined. *Panel presentation at the Broadcast Education Association Virtual Conference*.
- Alvarado, Alejandro, Puente, Teresa, **Rodriguez, Julian** & Wilkinson, Kent. (2020). Hispanic Media Trends: Foresight, Industry & Education. *Panel presentation at the Broadcast Education Association Virtual Conference*.
- Becerra, Jairo, Cotino, Lorenzo, **Rodriguez, Julian**, Sanchez, Marco, Torres, Jheison, & Velandia, John. (2019). Book: Application of the Colombian Transparency Law and Access to Public Information (In Spanish). Tirant Lo Blanch. ISBN 9788491905462.
- Ayala, Jesus, Rendon, Hector, & **Rodriguez, Julian**. (2019). Periodismo en español en Estados Unidos: Recursos académicos para enseñarlo en las aulas de Las Américas. *Panel presentation at the Broadcast Education Association Conference in Latin America*. Mérida, México.
- Creighton, Jasmine, Likes, Terry, Swift, Kevin, Rackam, Brian, Rodriguez, Michael & **Rodriguez, Julian**. (2019). A Young Heart for Television Networks: National Distribution of Student Content. *Panel presentation at the Broadcast Education Association Conference*. Las Vegas, NV.
- Becerra, Jairo, Perez, Paula, & **Rodriguez, Julian**. (2019). The Colombian Freedom of Information Act: Media, Information, and Law Literacy. *Research symposium at Broadcast Education Association Conference*. Las Vegas, NV.
- Alexandrino, Dania, Ayala, Jesus, Rice, Stephanie & **Rodriguez, Julian**. (2019). Bilingual Media Education on the Road: Travel, Partner, Create. *Panel presentation at the Broadcast Education Association Conference*. Las Vegas, NV.
- Rodriguez, Julian**. (2018). Editing Techniques for Spanish-Language TV News Reports. *Workshop at the Broadcast Education Association On-Location Conference*. University of Houston, TX.
- Castillo, Jose Luis, Chiecchi, Dino, **Rodriguez, Julian**, Slocum, Phyllis, & Strait, Mel. (2018). The Advantages and Challenges of Bilingual Journalism Programs. *Panel presentation at the Broadcast Education Association On-Location Conference*. University of Houston, TX.
- Clark, Andrew & **Rodriguez, Julian**. (2018). Big Data and Journalism: How American Journalism is Adopting the Use of Big Data. *Guest lecture and panel presentation at the XII International Symposium of Information and Communication Technologies Law*. Catholic University of Bogota, Colombia.
- Harp, Dustin, **Rodriguez, Julian**, & Tremayne, Mark. (2018). Second Place Research Paper: Social Media as a Bridge to Political Involvement for Young U.S. Hispanics. *Multicultural Studies division paper winners' presentation at the Broadcast Education Association Conference*. Las Vegas, NV.
- Ledbetter, Robyn, **Rodriguez, Julian**, & Smith, Laura. (2018). Aircheck: The Student Newscast Experience. *Panel presentation at the Broadcast Education Association Conference*. Las Vegas, NV.

Alexandrino, Dania, Ayala, Jesus, Ortegon, German, **Rodriguez, Julian**, Ruiz, Vanessa, & Slocum, Phyllis. (2018). The Hispanic Media Exchange: An Inclusive Network of Universities Sharing Television News Reports Across the Americas. *Panel presentation at the Broadcast Education Association Conference*. Las Vegas, NV.

Rodriguez, Julian. (2017). Guest Lecture: Artificial Intelligence, Awareness Systems, and Hispanic Media. *Thomas Jay Harris Institute for Hispanic and International Communication (HIHIC) at Texas Tech University*. Lubbock, TX.

Esquivel, Maritza, Moreno, Manuel, & **Rodriguez, Julian**. (2017). Hispanic Media and the Awakening Giant: How College Media Can Effectively Address America's Changing Demographics. *Panel presentation at the 2017 ACP/CMA Fall National College Media Convention*. Dallas, TX.

Becerra, Jairo, Koerner, Andrei, **Rodriguez, Julian**, & Velandia, Jhon. (2017). Artificial Intelligence and Awareness Systems. *Guest lecture and panel presentation at the X International Symposium of Information and Communication Technologies Law*. Catholic University of Bogota, Colombia.

Arrieta, Rolando, Moreno, Jairo, & **Rodriguez, Julian**. (2017). Television and Radio Reporting With Smartphones: Record, Edit, and Go Live! *Professional workshop at the Excellence in Journalism Conference*. Anaheim, CA.

Arocha, Zita, Carbajal, Alfredo, Contreras, Gustavo, Bonmati, Damia, & **Rodriguez, Julian**. (2017). Without Accents. *Invited participation: panel presentation at the Excellence in Journalism Conference*. Anaheim, CA.

Rodriguez, Julian. (2017). First Place Research Paper: Spanish-Language Media Journalists in the United States: Media Training and Work Satisfaction. *Multicultural division paper winners' presentation at the Broadcast Education Association Conference*. Las Vegas, NV.

Coronado, Katie, Georges, Beth, **Rodriguez, Julian**, Slocum, Phyllis, & Tristan, Claudia. (2017). Creative and Innovative Media Programs: Re-inventing Broadcast Journalism to Match Tomorrow's Industry and Audience Demographics. *News division panel presentation at the Broadcast Education Association Conference*. Las Vegas, NV.

Rodriguez, Julian. (2016). The Echo of Public Information: Data, Generations and Journalism. *Guest lecture and panel presentation at the IX International Symposium of Information and Communication Technologies Law*. Catholic University of Bogota, Colombia.

Becerra, Jairo, & **Rodriguez, Julian**. (2016). The Role of Private Property Law in Outer Space, Three Case Studies. *Rev. Cient. Gen. José María Córdova*. January-June, Issue 17, Vol. 14.

Becerra, Jairo, Carter, Joseph, Christie, Thomas, & **Rodriguez, Julian**. (2016). Freedom of Information Laws and Newsrooms: Digital Mining Tools for News Content Sharing Networks. *Ongoing research and software development panel presentation sponsored by the Broadcast Education Association News and Law Divisions*. Las Vegas, NV.

Aiken, LaDonna, Ingram, Thomas, Liguez, Lance, & **Rodriguez, Julian**. (2016). Service Learning in the Classroom: Partnering, Creating and Impacting. *Panel presentation at the Broadcast Education Association conference*. Las Vegas, NV.

Becerra, Jairo, Obando, Tatiana, Restrepo, Marcela, **Rodriguez, Julian**, & Tellez, Julio. (2015). Technology, Access and Power: The United States and the Echo of Public Information. *Panel presentation at the VII International Symposium of Information and Communication Technologies Law*. Bogota, Colombia.

Rodriguez, Julian, & Slocum, Phyllis. (2015). Partnering with the Industry: Funding, Content Sharing, and Employment Opportunities. *News division panel presentation at the Broadcast Education Association Conference*. Las Vegas, NV.

Rodriguez, Julian. (2014). Unauthorized immigrant population of Texas: Technology adoption and news media consumption. *News division paper winners' presentation at the Broadcast Education Association Conference*. Las Vegas, NV.

Rodriguez, Julian. (2014). Student news aircheck: Español. *Panel presentation at Broadcast Education Association Conference*. Las Vegas, NV.

Rodriguez, Julian. (2013). Book Chapter: Twitter use among English and Spanish language television stations: A traffic and content analysis of Dallas-Fort Worth local television Twitter accounts. In *Media Management and Economics Research in a Transmedia Environment*. Taylor and Francis. ISBN 9780415818155.

Rodriguez, Julian. (2011). Are Hispanics fairly represented in the media? In *Hispanic Executive Magazine*. May/June 2011, Issue 14, Vol. 4.

Albarran, Alan, Carter, Joseph, Coffey, Amy, & **Rodriguez, Julian**. (2013). Media economics and audience dynamics: The fight for eyeballs, clicks, and comments at the dawn of Web 3.0 – Partnerships: Closing the gap between media companies and academic research. *Panel presentation at Broadcast Education Association*. Las Vegas, NV.

Geller, Valerie, Heifetz, Terry, **Rodriguez, Julian**, Shrader, John, Taylor, Dick, & Weaver, Brad. (2013). Building a Digital Newsroom: Every digital newsroom needs a lab rat. *Panel presentation at Broadcast Education Association*. Las Vegas, NV.

Flores, Jose, Garcia, Cheri, **Rodriguez, Julian**, & Tamez, Carlos. (2013). Closing the Spanish/English media gap: Contrast in coverage. *Panel presentation at Hispanic Communicators – DFW, NAHJ Dallas Chapter*. Arlington, TX.

Cichock, Mark, Deen, Rebecca, Farrar-Myers, Victoria, & **Rodriguez, Julian**. (2012). Presidential election panel: media coverage, social media and instantaneous communication. *Panel presentation at Pi Sigma Alpha, National Political Science Honor Society*. Arlington, TX.

Albarran, Alan, Arango, German, Gutierrez, Maria E., Otteson, Gabe, Perrillat, Jessica, **Rodriguez, Julian**, & Santana, Josefina. (2012). Latin American and Hispanic media management and economics research. *Research symposium panel presentation at Broadcast Education Association Conference*. Las Vegas, NV.

Rodriguez, Julian, & Carter, Joseph. (2011). Digital media compression, streaming, and workflows. *Presentation at Society of Broadcast Engineers*. Dallas, TX.

Albarran, Alan, DeMars, Tony, **Rodriguez, Julian**, & Santana, Maria. (2011). Hispanic media is American media: A high definition view of Hispanic media demand and supply in higher-ed and American society. *Panel presentation at Broadcast Education Association Conference*. Las Vegas, NV.

Flores, Jose, **Rodriguez, Julian**, & Sanchez, Alfredo. (2010). From Telemundo Production Center (TPC) to local newscast productions. *Panel moderator at Center for Spanish Language Media Annual Conference: A Panorama of Opportunities*. Denton, TX.

Carbajal, Alfredo, Flores, Jose, **Rodriguez, Julian**, & Torres, Jay. (2010). Hispanic media today and prospects for the future. *Panel moderator at UT-Arlington Communication Day*. Arlington, TX.

Albarran, Alan, DeMars, Tony, Liguez, Lance, **Rodriguez, Julian**, & Santana, Maria. (2010). Hispanic media and the forces of change. *Panel presentation at Broadcast Education Association Conference*. Las Vegas, NV.

Albarran, Alan, DeMars, Tony, **Rodriguez, Julian**, Santana, Maria, & Soto, Jose. (2009). Preparing students for careers in Spanish-language media. *Panel presentation at Broadcast Education Association Conference*. Las Vegas, NV.

Clark, Andrew, Hubbard, Glenn, Jaskulske, Brenda, **Rodriguez, Julian**, Tiner, Richard, & Turner, Pat (2009). The benefits and potential of internet radio. *Panel presentation at Broadcast Education Association Conference*. Las Vegas, NV.

Christie, Thomas, Clark, Andrew, Ingram, Thomas, & **Rodriguez, Julian**. (2009). Beyond listening and viewing: Policy, direction and effectiveness of international broadcasting services. *Panel presentation at Broadcast Education Association Conference*. Las Vegas, NV.

DeMars, Tony & **Rodriguez, Julian**. (2009). The mixed metaphor of Spanish-language student media: new media and new opportunities. *Panel presentation at Western States Communication Association Conference*. Phoenix, AZ.

Duarte, Edgar, & **Rodriguez, Julian**. (1998). Tu tumba tiene mi nombre. In *Se Nos Dañó el Radio*. Sistemas y Computadores Ltda. Bucaramanga, Colombia.

INVITED PUBLICATIONS

Rodriguez, Julian. (2022). Book Preface in *Digital Visual Culture: Communication, Image, ICT, and Society* (In Spanish). Guadalajara University Press, Guadalajara, Mexico. International Virtual University, Bogota, Colombia.

Rodriguez, Julian. (2018). Book Review for *LatinX Voices: Hispanics in Media in the U.S.* Routledge. ISBN 9781138240308.

Rodriguez, Julian. (2015). Book Preface in *The Responsibility of the State on the Use of Information and Communication Technologies* (In Spanish). Catholic University of Colombia Press. Bogota, Colombia.

OTHER PRESENTATIONS, SYNERGISTIC ACTIVITIES, AND SERVICE

External Reviewer for University of Delaware's journalism minor. (2021).

Cityscape Schools. (2021). Train educators/staff on the use of screen recorders to create videos to communicate with students, parents, and the community at large effectively and efficiently.

Professional Development for College and Career Readiness Coaches at Fort Worth Independent School District. (2020). Keynote — Chasing Light: The Impact of Education.

TRIO Pre-College Programs at UTA. (2019). Speak to Arlington youth about being a minority student and always pursuing high goals.

Hispanic Career Week. (2018). Host/moderate keynote with Norma Garcia, news anchor and journalist at Telemundo39 in Dallas, TX. Partnership with the Center for Mexican American Studies (CMAS) at UTA.

Immigration as Social Phenomenon. (2018). Host/Moderate keynote with Noe Pernía, faculty from the Universidad Complutense de Madrid, Spain. Partnership with the Center for Mexican American Studies (CMAS) at UTA.

Women Without Limits. (2017). Educational conference at UTA for Hispanic women in the Dallas-Fort Worth area.

Rodriguez, Julian. (2014-2017). Faculty advisor: National Association of Black Journalists (NABJ) student chapter at UT Arlington.

To College, Together (Juntos a la Universidad). (May, 2015). Organizing committee: Educational conference for the Hispanic community of Dallas-Fort Worth; the conference educates families on how to attend an institution of higher education in Texas. Sponsors: UTA Department of Communication, UTA News en Español, Latinos Stand Up, University Crossroads, Magdaleno Leadership Institute, and UTA Parent & Family Center.

Professional Workshop. (May, 2015). Creating your website; workshop organized in partnership with the National Association of Hispanic Journalists (NAHJ) Dallas-Fort Worth Chapter.

Professional Workshop. (February, 2015). Lighting and video production using smartphones; workshop organized in partnership with the National Association of Hispanic Journalists (NAHJ) Dallas-Fort Worth Chapter.

Rodriguez, Julian. (2015). Reviewer: Journal of Broadcasting & Electronic Media (JoBEM).

Women Without Limits (Mujeres Sin Límites). (March 29, 2014). Organizing committee: Hispanic women conference in Spanish at The University of Texas at Arlington. Sponsors: UTA Department of Communication, UTA News en Español, Latinos Stand Up, University Crossroads, and UTA Center for Mexican American Studies (CMAS).

To College, Together (Juntos a la Universidad). (October, 2014). Organizing committee: Educational conference for the Hispanic community of Dallas-Fort Worth; the conference educates families on how to attend an institution of higher education in Texas. Sponsors: UTA Department of Communication, UTA News en Español, Latinos Stand Up, University Crossroads, Magdaleno Leadership Institute, UTA Center for Mexican American Studies, and UTA Parent & Family Center.

Rodriguez, Julian. (Sept. 24, 2013). Host and master class moderator. UTA Maverick speaker series: Jose Antonio Vargas. *Define American: my life as an undocumented immigrant* (CNN Films: Documented).

Rodriguez, Julian. (2012-Present). Paper reviewer: Broadcast Education Association (BEA) News Division and Radio & Audio Media Division.

Rodriguez, Julian. (2010-Present). Editorial board: The International Journal of Hispanic Media at Texas Tech University. Lubbock, TX.

Rodriguez, Julian. (2013). Thesis committee at the University of North Texas. *Gabriel Vazquez: Programming for the Latino youth: A content analysis of prime-time television programs by three Spanish-language broadcast networks*. Denton, TX.

Rodriguez, Julian. (2013). Judge: NBC/Universal Foundation, 21st Century Solutions Grant. Fort Worth, TX.

Garza, Saul, Martinez, Laura, Piña, Gary, Ramirez, Karina, and Rodriguez, Julian. (2013). *Conexiones: Closing the Spanish/English media gap. Conferene organized in collaboration with Hispanic Communicators Dallas-Fort Worth (NAHJ Dallas Chapter)*. Arlington, TX.

Rodriguez, Julian. (2012). Judge: The National Academy of Television Arts and Sciences (Emmys) – Southeast Chapter.

Rodriguez, Julian. (2010-Present). Creator and news director of UTA News en Español. *UTA News en Español (UTANE) is the only university Spanish-language television newscast in Texas produced entirely with original content, involved in research, and advised by bilingual faculty. The newscast is part of the broadcast sequence in the Department of Communication; it prepares Hispanic/Spanish-speaking students for careers in multimedia journalism (www.utanews.com)*. Arlington, TX.

Rodriguez, Julian. (2012). Wordpress.com workshop. *The event was organized in collaboration with Hispanic Communicators Dallas-Fort Worth (NAHJ Dallas Chapter) to teach media professionals how to use Wordpress.com to create and maintain their online presence*. Arlington, TX.

Rodriguez, Julian. (2011). Rumbo a la Universidad (Road to higher education). *UT-Arlington and Telemundo-Dallas: College Financial Aid Audiovisual Education*. Arlington, TX.

Rodriguez, Julian. (2011). Online tools and Twitter workshop. *The event was organized in collaboration with Hispanic Communicators Dallas-Fort Worth (NAHJ Chapter) to train media professionals on the use of online tools and Twitter to improve their online experience and presence*. Arlington, TX.

Rodriguez, Julian (2011). Video production seminar. *Seminar organized at UT-Arlington in collaboration with Hispanic Communicators Dallas-Fort Worth (NAHJ Chapter); the seminar targeted media professionals in need of audiovisual production training*. Arlington, TX.

Rodriguez, Julian. (2010). Una charla con Bill White (A talk with Bill White). *UT-Arlington and Telemundo-Dallas: Texas governor race symposium*. Arlington, TX.

Rodriguez, Julian. (2008-Present). Department of Communication special events committee. *The University of Texas at Arlington*. Arlington, TX.

IN THE MEDIA

UdeC Radio, 99.5 FM. (2024). New exposition at the Naval Museum of the Caribbean in Cartagena, Colombia.

Telemundo-Dallas. (2022). The dangers of instant gratification and Facebook lives. Dallas, TX.

The Asahi Shimbun. (2020). Diversity in American newsrooms. Tokyo, Japan.

Press Club Institute. (2020). 'We are seeking a higher standard': J-schools can improve newsroom diversity.

Univision 23 (KUVN). (2020). Higher education challenges and opportunities in times of COVID-19. Dallas, TX.

Telemundo-Dallas Online. (2017). Comment on NE Tarrant Tea Party's social media calls to "body slam every journalist." Dallas, TX.

Telemundo 39 (KXTX). (2017). Misinformation dissemination on social networks. Dallas, TX.

Univision 23 (KUVN). (2017). The dissemination and impact of "Fake News" in awareness systems. Dallas, TX.

Telemundo. (2016). Online interactions, social validation, and the power of algorithms in CMC. USA National distribution.

La Estrella. (2016). Journalist murder profile: Jay Torres. Dallas, TX.

Telemundo 39 (KXTX). (2016). Enfoque (Focus): Journalist murder investigation. Dallas, TX.

Telemundo 39. (2016). Journalist murder investigation. Dallas, TX.

La Estrella. (2016). UTA lecturer recognized with national award. Fort Worth, TX.

Telemundo 39 (KXTX). (2016). Viral video impact and relevance. Dallas, TX.

Univision 23 (KUVN). (2016). Misinformation on Social Networks. Dallas, TX.

Star Telegram. (2015). The Trump-Ramos dustup: great for Univision, not so for Trump. Fort Worth, TX.

Univision 23 (KUVN). (2015). Donald Trump and the Media. Dallas, TX.

CBS 11 (KTVT). (2015). WDBJ shootings: reactions from academic institutions. Dallas, TX.

Telemundo 39 (KXTX). (2015). WDBJ Shootings: analysis and reactions. Dallas, TX.

Telemundo 39 (KXTX). (2015). Internet privacy and transnational scams. *Late News*. Dallas, TX.

Univision 23 (KUVN). (2014). Interview for sweeps: UTA News en Español and the future of journalism education. Dallas, TX.

UniMas 49 (KSTR). (2014). In-studio interview: Women Without Limits conference. *Morning News, Univision Communications*. Dallas, TX.

La Estrella. (2014). Gloria Campos retiring from WFAA: What this means for the Hispanic community and Hispanic journalists. Fort Worth, TX.

Telemundo 39 (KXTX). (2013). Online social media practices to prevent burglaries and thefts. *Late News*. Dallas, TX.

Univision 23 (KUVN). (2013). Texas legislation house bill 122 and senate bill 437. *Late News and univisiondallas.com*. Dallas, TX.

Univision 23 (KUVN). (2012). Interview: Sandy Hook Elementary School shootings and Media Effects. *Late News, Univision Communications*. Dallas, TX.

Univision 23 (KUVN) and Telefutura 49 (KSTR). (2012). Television profile: Hispanos de 5 Estrellas (Five Star Hispanics). *Morning News, Univision Communications*. Dallas, TX.

Telefutura 49 (KSTR). (2012). In-studio interview about UTA News en Español. *Morning News, Univision Communications*. Dallas, TX.

Telemundo 39 (KXTX). (2012). Aurora Colorado, shootings: media and gun control. *Acceso Total, Telemundo-Dallas, (NBC/Universal)*. Dallas, TX.

Castillo, José Luis. (June 2012). Texas university news program trains future Hispanic journalists. By *EFE Agency, published by FOX News Latino, Yahoo! News, MSN Latino*. Dallas, TX.

Bowen, Bill. (Apr. 2012). Grads-to-be getting a crash course in landing a job. *The Dallas Morning News*. Dallas, TX.

Telemundo 39 (KXTX). (2011). Tu conexión con las estrellas (Dallas Cowboys connection with the stars). *Telemundo-Dallas, (NBC/Universal)*. Dallas, TX.

Univision 23 (KUVN). (2010). Noticiero universitario en español (College Spanish-language newscast). *Noticias 23, Univision Communications*. Dallas, TX.

Torres, Jay. (2010). Estudiantes de UTA lanzan noticiero en español (College students launch Spanish-language newscast). *Diario La Estrella*. Fort Worth, TX.

Telemundo 39 (KXTX). (2010). Una charla con Bill White (A talk with Bill White). *Telemundo-Dallas, (NBC/Universal)*. Dallas, TX.

Maldonado, Viviana. (Aug. 2004). Música para tu mente y tus raíces, además de tus pies (Music for your mind and your roots, also for your feet). *Hispanos Unidos newspaper*. Lincoln, NE.

WORKS IN PROGRESS

— Sixth Hispanic Media Conference at UT Arlington. September 28, 2024.

- Convenes universities with Latino media programs and prominent legacy and new media companies.

— The Hispanic Media Initiative (HMI) in the UTA Department of Communication.

- Program for the advancement of Hispanic media education, journalism, and research.

— Ross Video, NBC Universal-Telemundo, and UT Arlington partnership to develop an Automated Production Control (APC) training center at the UTA Department of Communication.

RESEARCH EXPERIENCE

Researcher

Department of Communication, The University of Texas at Arlington. Centers for Disease Control and Prevention (CDC) and Tarrant County Public Health (TCPH): Multidisciplinary \$500K grant to help Tarrant County residents better understand COVID-19 health information. 2021-2023.

Department of Communication, The University of Texas at Arlington, and Facultad de Derecho (Law School), Universidad Católica de Colombia, 2016-Present.

Becerra, Jairo and Rodriguez, Julian. (Ongoing). Research and development of online platforms to request and access Colombian public data.

Department of Communication, The University of Texas at Arlington, 2019-Present

Rodriguez, Julian. (Ongoing). National Survey: Spanish-language media salaries in the United States of America.

Department of Communication, The University of Texas at Arlington, 2016
Harp, Dustin, Rodriguez, Julian & Tremayne, Mark. (2016). Hispanic youth, digital media fluency and political capital. *Second place, multicultural studies division paper competition presentation at Broadcast Education Association Conference*. Las Vegas, NV.

Department of Communication, The University of Texas at Arlington, 2015-2016
Rodriguez, Julian. Spanish-language media journalists in the United States: Media Training and Work Satisfaction. *First place, multicultural studies division paper competition presentation at Broadcast Education Association Conference*. Las Vegas, NV.

Department of Communication, The University of Texas at Arlington, 2013
Rodriguez, Julian. (2014). Unauthorized immigrant population of Texas: Technology adoption and news media consumption. *Second place, news division debut paper competition presentation at Broadcast Education Association Conference*. Las Vegas, NV.

Department of Communication, The University of Texas at Arlington, 2012
Rodriguez, Julian. (2013). Twitter use among English and Spanish language television stations: A traffic and content analysis of Dallas-Fort Worth local television Twitter accounts. In *Media Management and Economics Research in a Transmedia Environment*. Taylor and Francis.

Research Assistant

Department of Communication, The University of Texas at Arlington, 2006
Worked for Associate Professor Chyng-Yang Jang.

- Collected information on World of Warcraft factions, mined information on herds, and organized data on spread sheets.

PROFESSIONAL SERVICES

Consultant. (2021). Data, Humanities, & Society Symposium. Humanities Texas.

Consultant. (2020). General Motors Company. Arlington, TX.

Consultant. (2015-2018). No Whining Talent. Dallas, TX.

Consultant. (2016-2017). Pavlov Agency. Fort Worth, TX.

Contributor. (2013-2016). Online columnist for Univision-Dallas. *Univision Communications, univisiondallas.com*. Dallas, TX.

Consultant. (2012). Dallas-Fort Worth television station Twitter use. *Univision Communications, Noticias23 (KUVN)*. Dallas, TX.

Consultant. (2011). Social networking media integration: social networking services and their integration in audiovisual news operations. *Telemundo-Dallas (NBC/Universal)*. Dallas, TX.

Consultant. (2009-2012). Audiovisual producer: development of audiovisual content for training and marketing purposes. *Getinge Infection Control (GETINGE USA)*.

Photojournalist. (2004-2006). Covered breaking news, produced and edited news stories, researched for investigative reporting, covered sports events, updated online content, and performed live-truck operations. *KOLN-KGIN, CBS Affiliate*. Lincoln, NE.

Freelance Reporter. (Nov. 2004-Jan. 2005). Reported on diabetes in the Hispanic community. *KETV, ABC Affiliate*. Omaha, NE.

Director. (2003-2004). Directed the Brownbag Lecture Series, operated production truck. *5City-TV*. Lincoln, NE.

Announcer, Music Director. (2002-2004). Created and hosted a weekly radio show: "Latin Music for Your Feet," announced in English and Spanish. *KRNU 90.3 FM, College of Journalism and Mass Communications, University of Nebraska-Lincoln*. Lincoln, NE.

VOLUNTEER WORK

- University Crossroads. (2010 - Present).
- Society of Hispanic Professional Engineers – DFW Chapter. (2019 - Present).
- Asociación Colombiana de Glaucoma (Colombian Glaucoma Association). (2005 - 2018).
- Vitiligo Support International. (2013 - 2019).