

Curriculum Vitae

NAME Erba, Joseph

EDUCATION

- Ph.D.** Journalism and Mass Communication, School of Journalism and Mass Communication, The University of North Carolina at Chapel Hill, December 2013
- M.S.** Journalism and Mass Communication, with honors, William Allen White School of Journalism and Mass Communications, The University of Kansas, May 2008
- M.A.** English, with honors. Department of English, The University of Corsica, May 2005
- B.A.** English, with honors, Department of English, The University of Corsica, May 2003

EMPLOYMENT HISTORY

Assistant Professor, William Allen White School of Journalism and Mass Communications, The University of Kansas, August 2014-Present

Instructor, School of Communication, American University, Washington D.C., August 2012-May 2014

KU TEACHING RECORD

A. List of course taught:

Course Number & Title	Sem/Year	# Enrolled
JOUR 420 Strategic Communication II	Spring 2015	65
JOUR 460 Research Methods in Strategic Communication	Spring 2015	58
JOUR 420 Strategic Communication II	Fall 2014	65
JOUR 460 Research Methods in Strategic Communication	Fall 2014	59

B. Undergraduate Advising Record

Not applicable

C. Graduate and Postgraduate Advising Record

Not applicable

D. Honors and Awards for Teaching:

Teaching Enhancement Grant: \$100 (maximum amount), Fall 2013

Received funds from the American University Center for Teaching, Research and Learning for my Research for Strategic Communication course to conduct a survey using Amazon's Mechanical Turk, an online platform that provides access to a large pool of participants, to show students how communication companies use third-party organizations to collect research data and recommend strategies based on the findings.

Teaching Enhancement Grant: \$100 (maximum amount), Fall 2012

Received funds from the American University Center for Teaching, Research and Learning for my Understanding Media course for small hand counters that students carried with them for two days and clicked every time they were exposed to an advertisement. The purpose of this activity was to actively engage students in recording the pervasiveness of ads.

RESEARCH RECORD

A. Research Publications

Major Publications or Creative Works:

1. **Erba, J.** (2014). Effective or symbolic? Testing the constitutionality of the Matthew Shepard and James Byrd Hate Crimes Prevention Act. *International Journal of Discrimination and the Law*, 14(2), 99-116 (peer-reviewed, single-authored).
2. **Erba, J.**, Phillips, L., & Geana, M. V. (2012). Am I In? Influence of viewers' race and sex on image appeal for higher education advertising. *The Online Journal of Communication and Media Technologies*, 2(4), 1-31 (peer-reviewed).
Contributions: generated research idea, contributed to research design and creation of stimuli, recruited participants, ran the experiment, contributed to data analysis, wrote first draft of the manuscript, edited final version of the manuscript.

Minor publications or Creative Works:

1. Vargas, L. C., **Erba, J.**, & Comfort, R. N. (under contract). A Political-economic analysis of the evolution of Latino media in the New Latino South. In M. E. Cepeda & D. I. Casillas (Eds.), *The Routledge Companion to Latina/o Media*. New York: Routledge (invited).
Contributions: contributed to research design and data collection, wrote parts of the manuscript, edited final version of the manuscript.
2. Vargas, L. C., **Erba, J.** (2013). Latino newspapers in the New Latino South: An economic history and analysis. A. Alvarado Bremer (Ed.), *Evolving Realities of U.S. Hispanic Media*. North Miami: FIU's School of Journalism and Mass Communication. E-book (peer-reviewed).

Contributions: contributed to research design and data collection, wrote parts of the manuscript, edited final version of the manuscript.

Works Submitted or Ready for Submission

Works Submitted:

1. **Erba, J.** Exploring the relationship between media representations of Latina/os and the self-esteem of high-achieving Latino college students. Manuscript submitted to *Latino Studies*.
2. **Erba, J., & Ort, S. A.** Enhancing communication strategies about financial aid programs to low-income students: A study of the Carolina Covenant. Abstract submitted to the *Public Relations Journal*.
Contributions: contributed to research idea, conceptualized research design, collected and analyzed data, wrote first draft of the submitted abstract and manuscript.

Works Ready for Submission

1. Vargas, L. C., & **Erba, J.** Cultural competence development, critical service-learning, and Latina/o youth empowerment: A qualitative case study. Manuscript in preparation for submission to the *Journal of Latinos and Education*.
Contributions: contributed to research idea, collected and analyzed data, wrote parts of the manuscript.
2. **Erba, J.** Media representations of Latina/os and Latino students' stereotype threat behavior. Manuscript in preparation for submission to the *Howard Journal of Communication*.
3. **Erba, J.** Radical militants or sympathetic students? City College's newspaper coverage of Black, Puerto Rican and White students during the 1969 student protests. Manuscript in preparation for submission to *Race Ethnicity and Education*.

B. Scholarly Presentations

Major Presentations (peer-reviewed):

1. **Erba, J.** (2015, May). Media representations of Latina/os and Latino students' stereotype threat behavior. To be presented at the Ethnicity and Race in Communication Division of the International Communication Association, San Juan.
2. Vargas, L. C., & **Erba, J.** (2015, May). Cultural competence development, critical service-learning, and Latina/o youth empowerment: A qualitative case study. To be presented at the Ethnicity and Race in Communication Division of the International Communication Association, San Juan.
Contributions: contributed to research idea, collected and analyzed data, wrote parts of the manuscript, edited final version of the manuscript.
3. DeGategno, K., **Erba, J.**, & Ndolo, R. A. (2015, May). Exploring the relationship between the order of an organization's crisis responses and stakeholders' perceptions of

and attitudes towards that organization: A situational crisis communication theory study. To be presented at the Public Relations Division of the International Communication Association, San Juan.

Contributions: contributed to research design, creation of stimuli and participant recruitment, analyzed data analysis, wrote parts of the manuscript, edited final version of the manuscript.

4. **Erba, J.** (2014, May). Exploring the relationship between media representations of Latina/os and the self-esteem of high-achieving Latino college students. Ethnicity and Race in Communication Division of the International Communication Association, Seattle.
5. **Erba, J., & Parrott, M. S.** (2013, November). Examining the relationship between news media representations of African American and Hispanic males, and white students' perceptions of their African-American and Hispanic peers. Roundtable research in progress session of the National Communication Association, Washington, D.C. Contributions: generated research idea, developed research design, created of stimuli, analyzed data, wrote first draft of the manuscript, edited final version of the manuscript.
6. **Erba, J.** (2013, August). "People expect me to dance it because that's what they see on TV." A qualitative study exploring how Latino students perceive the role media representations of Latina/os play in their college experiences. Minority and Communication Division of the Association for Education in Journalism and Mass Communication, Washington, D.C.
7. Vargas, L. C., & **Erba, J.** (2012, October). Latino newspapers in the New Latino South: An economic history and analysis. Conference on Hispanics and the Media, Miami. Contributions: contributed to research design and data collection, wrote parts of the manuscript, edited final version of the manuscript.
8. **Erba, J.** (2012, March). A life narrative of a white female teacher's racial identity development through her experiences helping high school racial minority students in North Carolina attend college. Triangle Race Conference, Durham, NC.
9. **Erba, J.** (2011, November). An analysis of First Amendment challenges of the Matthew Shepard and James Byrd Hate Crimes Prevention Act. Law Division of the National Communication Association, New Orleans.
10. **Erba, J., Silverman, S., & Ryan, L.** (2011, August). Increasing college access for low-income students via financial aid programs: A process evaluation of the Carolina Covenant's communication strategy. Public Relations Division of the Association for Education in Journalism and Mass Communication, St. Louis. Contributions: contributed to research idea, conceptualized research design, collected and analyzed data, wrote first draft the manuscript, edited final version of the manuscript.

11. Vargas, L. C., & **Erba, J.** (2011, May). Geometry of teaching-learning cultural diversity: A horizontal and vertical approach to drawing diversity projects across journalism curriculum. Ethnicity and Race in Communication Division of the International Communication Association, Boston.
Contributions: contributed to research idea, wrote parts of the manuscript, edited final version of the manuscript.
12. **Erba, J.**, Phillips, L., & Geana, M. V. (2011, May). Am I in? Influence of race and gender on short-exposure higher education advertising image appeal. Ethnicity and Race in Communication Division of the International Communication Association, Boston.
Contributions: generated research idea, contributed to research design and creation of stimuli, recruited participants, ran the experiment, contributed to data analysis, wrote first draft of the manuscript, edited final version of the manuscript.
13. **Erba, J.** (2011, February). Racial tensions in the classroom: A qualitative study of white professors' responses to racial minority students' concerns on attending a predominantly white university. Southeastern Association of Educational Studies, Chapel Hill, NC.
14. **Erba, J.** (2011, February). A detournement of university recruitment images using rap music videos, media portrayals of African Americans and educational expectations of African-American students. Southeastern Association of Educational Studies, Chapel Hill, NC.
15. **Erba, J.** (2010, October). Radicals and Militants on campus in *The Campus*: City College's newspaper coverage of the 1969 student protests. American Journalism Historians Association, Tucson, AZ.

Minor Presentations (peer-reviewed):

1. **Erba, J.**, Jayaswal, L., White, C., Marsh, K., Fields, R., & Yilmaz, Y. (2014, January). What would you do? Addressing culturally insensitive comments in the classroom. Ann Ferren Conference on Teaching, Research and Learning, American University, Washington, D.C.
2. **Erba, J.**, Jayaswal, L., Mason, C., Funches, C., & Tate, S. (2013, January). Intercultural competence and the academic experiences of students of color. Ann Ferren Conference on Teaching, Research and Learning, American University, Washington, D.C.
3. Vargas, L. C., & **Erba, J.** (2012, August). Creating cultural competence development initiatives. UNC faculty diversity workshop: "Teaching So Everyone Can Learn: What's Race got to do with it?" Chapel Hill, NC.

Minor Presentations (invited):

1. **Erba, J.** (2015, January). Introduction to strategic communication: Understanding different types of communication models and publics. Annual spring retreat of Undergraduate Studies staff, University of Kansas.

2. **Erba, J.** (2014, November). How to improve campus climate for racial/ethnic minority students at predominantly white universities. Research Brown Bag, School of Journalism and Mass Communications, University of Kansas.

3. **Erba, J.** (2012, April). A new media directory for the New Latino South: Practical and theoretical implications. Biannual meeting of the Latino Journalism and Media at Carolina Advisory Board, Chapel Hill, NC.
4. **Erba, J., & Silverman, S.** (2011, February). Findings from a process evaluation of the Carolina Covenant's communication strategy. Annual meeting of the Carolina Covenant Board of Directors, Chapel Hill, NC.
5. **Erba, J.** (2010, November). Experimental Design. U.S. Department of Education's McNair Scholar Program, Chapel Hill, NC.

C. Grants and/or other Funded Projects

External Funding

Not applicable

Funded Proposals

1. Faculty Research and Projects Grant

Co-PI with Joseph Graf. Grant from the School of Communication at American University (competitive award). Requested and received \$3,960 for the AY 2013-2014. This project, titled "The role of nonverbal cues in encouraging greater deliberation in online discussion," explored the role photographs, names and race/ethnicity of online commenters play in online news readers' perceptions of and attitudes towards the online discussion.

Proposals Under Review

1. General Research Funds Grant (to be submitted)

In preparation for submission to the William Allen White School of Journalism and Mass Communications by March 13, 2015.

Proposed project's title: Exploring the role of mono- and bi-racial/ethnic identities in advertisements targeting Asian, Asian-American and White American audiences using celebrity athletes.

2. Collaborative Research Seed Grant (to be submitted)

In preparation for submission to the Hall Center for the Humanities at the University of Kansas by March 30, 2015, with Muger Geana and Angela Gist.

Proposed project's working title: Customized identities: Exploring how different types of online racial/ethnic identity presentations affect White-American social media users' perceptions of African Americans and U.S. Latinos.

Other Proposals Submitted, Not Funded

Not applicable

Internal Funding

Not applicable

D. Patents

Approved Patents

Not applicable

Submitted Patents

Not applicable

E. Honors and Awards for Research

2015 second-best faculty paper in the Ethnicity and Race in Communication Division of the International Communication. Paper awarded: Media representations of Latina/os and Latino students' stereotype threat behavior (single-authored).

2013 second-best faculty paper in the Minority and Communication Division of the Association for Education in Journalism and Mass Communication. Paper awarded: "People expect me to dance it because that's what they see on TV." A qualitative study exploring how Latino students perceive the role media representations of Latina/os play in their college experiences (single-authored).

2011 Travel grant award from the Ethnicity and Race in Communication Division of the International Communication. Paper awarded: Am I in? Influence of race and gender on short-exposure higher education advertising image appeal (first of three authors).

2011 Recipient of the William Francis Clingman Jr. Ethics Award. Received \$2,000 from the School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill for my doctoral research exploring the relationship between media representations of Latina/os and the college experiences of Latino students.

SERVICE RECORD

A. University of Kansas Service

William Allen White School of Journalism and Mass Communications:

Member, Diversity Committee, Fall 2014-Present

B. Professional Service outside the University

Local and State:

Presenter, Kansas Scholastic Press Association (KSPA) Conference, Fall 2014

Member, Institutional Review Board, Fall 2013-Summer 2014, American University

Co-chair, Diversity Committee, Fall 2013-Spring 2014, American University, School of Communication

Member, Admissions Committee for Master's students, Spring 2013-Spring 2014, American University, School of Communication

Reviewer, best capstone for the professional MA in strategic communication, Spring 2013, Spring 2014, American University, School of Communication

Member, Working Group on enhancing the academic experiences of international graduate students in communication, Fall 2013, American University, School of Communication

Member, Diversity Committee, Fall 2012-Spring 2013, American University, School of Communication

Advisory Board Member, Latino Journalism and Media at Carolina, Fall 2009-Spring 2012, University of North Carolina, School of Journalism and Mass Communication

Coordinator, Radio Latijam, Fall 2009-Spring 2012, University of North Carolina, School of Journalism and Mass Communication

Public Relations Chair, Graduate and Professional Student Federation, Executive Branch Cabinet, academic year 2011-2012, University of North Carolina

Search Committee Member, Assistant Professor in Strategic Communication and New Media, Spring 2012, University of North Carolina, School of Journalism and Mass Communication

Co-chair, Research Roundtable, academic year 2010-2011, University of North Carolina, School of Journalism and Mass Communication

Discussion Leader, Summer Reading Program, Summer 2010, University of North Carolina

Regional:

Not Applicable

National:

Not Applicable

International:

Reviewer, International Communication Association: Ethnicity and Race in Communication, Intercultural Communication, and Public Relations Divisions, Fall 2015-Present

C. Honors and Awards for Service

University Diversity Award, graduate student category, University of North Carolina at Chapel Hill, 2012: This award “recognizes significant contribution to the enhancement, support and/or furtherance of diversity on the campus and in the community.”