

Carol L. Adams-Means, Ph.D.
P.O. Box 143151, Austin, Texas 78714
(512) 587-1960, clmeans@onebox.com

EDUCATION

Post Doctorate, Marketing & Management, Academically Qualified (AQ)
University of Florida, Hough Graduate School of Business,
Warrington College of Business Administration, Gainesville Florida
(September, 2008)

Doctor of Philosophy, Journalism, The University of Texas at Austin (December, 2006)
Dissertation: *The Knowledge Age: African Americans in the Information Society*
Advisor: Dr. George Sylvie

Certificate, Public Communication, University of Texas at Austin,
Thompson Center for Continuing Education, 2000

Master of Arts, Journalism, University of Texas, Austin, 1991
Thesis: *AIDS: Knowledge, Attitudes and Behaviors in African American Women in Travis County, Texas.*
Advisor: Dr. Pamela Shoemaker

Post-Baccalaureate Certificate, Biomedical Communication and Instructional Design
School of Allied Health Sciences, University of Texas Health Science Center,
Houston, Texas, 1981

Bachelor of Arts, Theater Arts, University of Houston, Houston, Texas, 1978

EMPLOYMENT

August 2008 to Present	Assistant Professor, Director Media Center Department of Languages & Communications Prairie View A & M University, Prairie View, Texas
Subjects taught:	Television Studio Production, Digital Media Production, Broadcast Writing, Research Methods
May 2008 to September 2008	Post-doctorate, Marketing and Management Hough Graduate School of Management Warrington School of Business University of Florida, Gainesville, Florida
September 2003 to May 2007	Instructor, Department of Communication University of Texas at San Antonio, San Antonio, Texas,
Subjects taught:	Conduct of Inquiry (research methods) Introduction to Communication Technology Multicultural Reporting Professional Presentation

October 1992 to August 1999 Assistant Professor and Project Director, Title III, U.S. Department of Education Grant Program, Prairie View A & M University, Prairie View, Texas,

Subjects taught: Media Production & Internships
Communication Technologies
Advertising Layout and Design
Advertising Copywriting
Public Relations

October 1982 to 1999 Instructor/News Director, KPVU-FM (NPR), Department of Communication, Prairie View A & M University, Prairie View, Texas,

Subjects taught: Advertising
Public Relations
New Media and Telecommunication Policy
Statistical Analysis
Research Methods
Instructional Design and Evaluation
Student Internship

1994-1996 Campus-liaison, Host Broadcast Training Program, Atlanta Olympic Games, International Olympic Committee, Atlanta, Georgia

June 1981 to January 1982 Administrator, Control Data Learning Center, Houston, Texas

May 1977 to November 1979 News Announcer/Public Affairs Moderator, KULF-AM Radio, Houston, Texas

January 1977 to May 1977 News Announcer/Public Affairs Moderator, KENR-AM, Radio, Houston, Texas

July 1975 to January 1977 Promotion Assistant, KHOU-TV, Houston, Texas,

Other employment (Contract, graduate, part-time)

October 2007 to December 2007 Adjunct Professor, Department of English, Huston-Tillotson University, Austin, Texas

Subject taught: Communication Theory

August 2001 to May 2002 Adjunct Professor, Department of Communications, Saint Edward's University, Austin, Texas,

Subjects taught: Public Relations
Broadcast Management
Advertising
Documentary News Production

September 2000 to June 2001 Assistant Instructor, Department of Journalism, College of Communication,
University of Texas, Austin, Texas

Evaluated development of online resources for information dissemination to public as a
showcase of College of Communication endeavors including research and media projects.

January 2000 to June 2000 Program Coordinator, Digital Archive Project, College of Communication,
University of Texas, Austin, Texas

Evaluated online media usability, media streaming and Internet for education and research.

January 15, 2000 to June 30, 2000 Social Science Research Associate V, College of Communication,
University of Texas, Austin, Texas

Coordinated adaptation of faculty and student projects in various media forms for inclusion in
archive project. Primary focus was use of online media, media streaming and Internet for education
and research.

Sept. 1, 1999 to Jan. 15, 2000 Social Science Research Associate V, Digital Archive Project,
College of Communication, University of Texas, Austin, Texas

Conducted research and developed working model of a digital archive using Internet and digital
technology.

September 1 to December 31, 1999 Assistant Instructor, Management and Information Science, Red
McCombs School of Business, University of Texas, Austin, Texas

Subjects taught: Data Communications and Information Systems

GRANTS AWARDED

Jack and Jill of America Foundation, Children's History Program 2001 (\$3500)

U.S. Department of Education, Title III, Prairie View A & M University 1992-1999 (\$500,000)

Texas Commission for the Arts, Film Exhibition, Prairie View A & M University 1994 (\$3500)

AWARDS AND COMMENDATIONS

1st Place Faculty Award, Top Paper Panel, Entertainment Studies, Agenda Setting: The Hip Hop
Factor in Decision 2004, with Maria Flores Guterrez and Dr. Maxwell McCombs, Association for
Educators in Journalism and Mass Communication Conference, August 2005, San Antonio, Texas

International Olympic Committee for Service to the 1996 Atlanta Olympic Broadcasting as a University
Host Broadcast Training Liaison, Prairie View A & M University, 1994-1996.

Teaching Excellence Award, National Institute for Staff and Organizational Development 1995

Teaching Excellence Award, Prairie View A & M University 1995

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Texas State Network, Reporting Excellence, 1979

Houston Fire Fighters' Association, 2nd place News Award, Brookside Pipeline Explosion, 1979.

PUBLICATIONS/EXHIBITS

Adams-Means, C. L. (Ed). (2009). (In progress) Resilience: Talking Lives - Helga and other stories about women, an essay (working title).

Adams-Means, C.L. (2008). And now, the rest of the story: Cathy's story (In progress).

Adams-Means, C.L. (2009-) (In progress). *Texas Black History Preservation Project. Vol. 1*
Contributing author. Hurd, M. and Evans, R. (Eds.) The University of Texas Press, Austin, Texas.

Adams-Means, C.L. (2008) (In press). Television, Associated Negro Press, Eyes on the Prize, Jim Crow Museum, Railroads. In N. Brown & B. Stentiford (Eds.), *The Jim Crow Encyclopedia [Two Volumes]: Greenwood Milestones in African American History*, Westport, CT: Greenwood Press.

Adams-Means, C.L., Page, D. & Johnson, C.C. (2008). Art imitates Life. In A.J. Narro & A.C. Ferguson (Eds.), *Diversity and Mass Communication: Evidence of Impact*, (pp. 49-65) Fountainhead Press, Southlake, Texas.

Adams-Means, C.L., Flores-Guiterrez, M. & McCombs, M. (2009) (Under revision). Agenda-Setting and Civic engagement: The Hip Hop factor in the 2004 Presidential Election (Invited book chapter in review). In A. Tait & A.S. Hayes, *Essays on African American Media*. NY: Edwin Mellen Press.

Performances/Exhibitions/Multimedia

Suppertime on the Garr'y, part one of an eight-part performance titled, *We Emancipated Men and Women of the Texas Republic*, performance of historic Texas WPA slave narratives. Festival of the Arts, San Gabriel Park, Georgetown, Texas (June 2, 2007, May 31 & June 1, 2008)

Suppertime on the Garr'y, part one of an eight-part performance titled, *We Emancipated Men and Women of the Texas Republic*, multimedia exhibition of the Texas WPA slave narratives performed at the Institute of Texan Cultures, San Antonio, Texas (March 23 & 24 and April 7, 2007).

Hidden in Plain View: The story of the underground railroad. Director, video production of the play, *Hidden in Plain View*. Book by Jackie Tobin, Doubleday. Completed February 2007.

Book Reviews

Book Review, Moores, D.F. & Martin, D. S. (2006). *Deaf learners: Developments in curriculum and instruction in Disability Studies Quarterly*, Vol. 26 (4).

PRESENTATIONS/SEMINARS/CONFERENCES

Refereed Conference Presentations:

Adams-Means, C.L., M. A. Flores, Tameka Robinson, "Cultivating the feminine." Feminist Studies Division, National Communication Association, upcoming in November, 2009.

Adams-Means, C.L. The cheese stands alone: Implementation of a community-based Alzheimer's Awareness Campaign in the African American community. National Communication Association, San Diego, CA, November 22, 2008.

Adams-Means, C.L. Reimagining New Orleans after Katrina, Academy of Marketing Science Cultural Perspectives in Marketing Conference. New Orleans, LA, January 16-19, 2008.

Khabele, D., Adams-Means, C.L. et al. A community health campaign for cervical cancer awareness and prevention for African American women, American Public Health Association (full scientific presentation), Washington, D.C. November 5, 2007.

Adams-Means, C.L. People just like a good story. Soaps, Telenovelas and reality shows: What is the world coming to? Entertainment Studies Interest Group and Minorities and Communication Division. Association for Education in Mass Communication, Washington, D.C., August 12, 2007.

Adams-Means, C.L. The social dimensions of videogames. Entertainment Studies Interest Group, Educational applications of Video Games Panel, Association for Educators in Journalism and Mass Communication Conference. Washington, D.C., August 11, 2007.

Adams-Means, C.L. Ethnography and thick description in health and behaviors of African American women. Methodological Techniques to Reduce Health Disparities (full scientific presentation). American Public Health Association, Boston, MA, November 7, 2006.

Adams-Means, C.L., Local media and San Antonio community perceptions following Katrina evacuee resettlement. Vice-president's Spotlight Presentation, National Communication Association, San Antonio, TX, November, 2006.

Adams-Means, C.L., Rojas, V., Guitierrez-Flores, M. The citizen journalist in the public sphere. Federación latinoamericana de facultades de comunicación social (FELAFACS), National Communication Association, San Antonio, TX, November, 2006. Panel chair and presenter.

Adams-Means, C.L., And now, the rest of the story: Cathy's story, paper presentation 2006 International Communication Association Conference, Dresden, Germany, June 22, 2006.

Adams-Means, C.L., and Martin, D., Voter education and merchandising the Hip Hop way, Center for Black Business History, University of Texas at Austin, Austin, TX, October 28, 2005.

Adams-Means, C.L., Flores-Guitierrez, M. & McCombs, M., First-place faculty paper, top panel, Agenda Setting: The Hip Hop factor in decision 2004, Association for Educators in Journalism and Mass Communication National Conference, San Antonio, TX, August 10, 2005.

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Other Presentations

- Adams-Means, C.L. Ethnographic methods in the African American community, Department of Communication, Texas A & M University, College Station, TX, March 11, 2009.
- Adams-Means, C.L. Black History Explosion performance of slave narratives, University of Texas at San Antonio, San Antonio, TX, February 6, 2009.
- Adams-Means, C.L. Project Alert: Alzheimer's Information Awareness Program. Austin, TX, April 1, 2008.
- Adams-Means, C.L., Miller, B., Calvert, T.C., Clay-Little, Houston, G. Salas, M. and Rockeymore, T. Moderator: F. Williams. State of Black San Antonio, University of Texas at San Antonio, San Antonio, TX, February 27, 2007.
- Adams-Means, C.L., Martin Luther King Celebration Hip Hop Summit. Hip Hop and Health. Martin Luther King Committee, San Antonio, TX, January 13, 2007.
- Adams-Means, C.L., Martin Luther King Celebration Hip Hop Summit, Hip Hop and Black America, Martin Luther King Committee, San Antonio, TX, January 13, 2007.
- Means, C.L., Johnson, C. & Chan, D., Inclusive learning for students with disabilities. Innovations in Online Learning, Teaching, Excellence, Advancement and Mentoring Center (TEAM), University of Texas at San Antonio, San Antonio, TX, December 1, 2006.
- Chair, Intercultural contact zones and post-colonial communication studies, 2006 International Communication Association Conference, Dresden, Germany, June 22, 2006.
- Panelist, The News We Need: Finding balance in an age of spin: The media and the African American community with KLRN-TV Preview Forum, San Antonio, TX August 2005.
- Panelist, Democratizing communication scholarship: Ethnicity, race and feminisms in the academy, Ethnicity and Race in Communication, International Communication Association, Dresden, Germany, June 21, 2006.
- Site-Coordinator, University of Texas/*San Antonio Express-News* Credibility Roundtable, San Antonio, TX, April 11, 2005.
- Panelist, European Cinema in Transition: The Second San Antonio Forum on Contemporary French, German, Italian and Spanish Film, University of Texas at San Antonio, San Antonio, TX, March 2005.
- Panelist, Portraits of American Courage: African Americans you wish you had known, University of Texas at San Antonio, San Antonio, TX, February 2005.
- Presenter, Hip Hop Factor in Decision 2004, Global Fusion Conference, St. Louis, MO, October 29-31, 2004.
- Panelist, Digital Divide, Texas Black Legislative Summit, Austin, TX, February 27, 2004.
- Presentation, Fast-forward, rewind...focus on film, Institute of Texas Cultures, February 2004.
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Panelist, Opportunities in new media, National Association of Black Journalists, Region V Conference, San Antonio, TX, March, 2001.

Presenter, Higher Education in a new Century: What Texas teachers, counselors and administrators must know,” Texas A & M University, San Antonio, TX, March 1, 1999.

Presenter, Preparing communication programs for the 21st century, US Department of Education Title III Conference, San Diego, CA, December 10, 1998.

Presenter, FCC and Telecommunications Act of 1996, National Association of Black Journalists, Region VII Conference, Houston, TX, Spring 1998.

Panelist, Focus Frenzy: Finding your place in the communications industry, National Association of Black Journalists, Region VII Conference, Dallas, TX, March 1997.

Panelist, Telecommunications and African Americans, Freedom Forum for Media Studies, Black College Communication Association, Arlington, VA, October 1996.

Panelist, Helping students land internships, National Association for Education in Journalism and Mass Communication, and Black College Communication Association Conference, Kansas City, MO, August 1993.

Moderator, From the Ivory Tower to the real world: Understanding the importance of professional development to the journalism educator, National Association for Education in Journalism and Mass Communication, Black College Communication Association Conference, Kansas City, MO, 1993.

Delegate, Black College Communication Association Conference (AEJMC), Montreal, Canada, August 1992.

Presenter, Public Speaking workshop, INROADS/Houston, Inc., Houston, TX, June 1996.

Presenter, Gender and social Differences in AIDS: Knowledge, attitudes and behaviors in Travis County, TX, University of Texas at Austin, TX, 1991.

Delegate, organizational meeting, Association for Black Colleges with Programs in Journalism and Mass Communications (now BCCA), AEJMC, Minneapolis, MN, 1990.

Panelist, Getting the most out of your communications education, National Black Media Coalition Conference, Washington, D.C. 1985.

REVIEWER

American Public Health Association, Public Health Education & Promotion Division, 2009, 2008
 Judge and Chair, Skills USA News Reporting Competition, Texas Competition, 2007
 International Communication Association 2007
 Hawaii International Conference on Arts and Humanities 2005
 International Communication Association 2006
 Judge, Hearst Corporation, Hearst Newspaper Fellows 2006
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FELLOWSHIPS and SCHOLARSHIPS

Women of Color Leadership Project, National Women's Studies Association, June 2007

Poynter Institute for Media Studies, Convergence Media for Educators, January 2006 (\$300)

Visiting Scholar, University of Texas Permian Basin, Fall 2004 (\$2000)

Poynter Institute for Media Studies, Diversity Seminar, Summer 2004 (\$500, approximately)

Telecommunications Policy Research Conference, Alexandria, Virginia 2002
(\$1000, approximately)

Ada Frances Miller Fellowship, University of Texas at Austin, 2003 (\$1000)

Walter Kaitz Foundation, Women in Cable & Telecommunications Scholarship, Denver, Colorado,
2002 (\$1000, approximately)

FOCUS Fellowship, Georgia Institute of Technology, Atlanta, Georgia 2002 (\$1500)

Doctoral Fellowship, Aspen Institute, Reinventing minority media in the 21st Century (monograph
of proceedings available), Aspen, Colorado, 2000 (\$1000)

Visiting Scholar, University of Iowa, National Security Education Program, Russian and Ukrainian
Studies Program, Iowa City, Iowa; Russia, and Ukraine 1997 (\$10000)

Scholarship Recipient, KPMG Foundation, PhD Project, Chicago, Illinois 1997 (\$1000)

Scholar-in-Residence, New York University, Faculty Resource Network, New York 1995, 1996
(\$6000)

Faculty Fellow, National Association of Television Program Executives, 1995 (\$7000)

Communications Technology Seminar, Freedom Forum Center for Media Studies, Columbia
University, New York, N.Y. February 1992 (\$1000)

College Educators Seminar, National Cable Television Association Conference, Dallas, TX 1992 &
1995 (\$500)

Reader's Digest Excellence in Journalism Scholarship, University of Texas at Austin 1987
(\$3500)

APPOINTMENTS/AFFILIATION/OFFICES HELD

Diversity Director, Texas New Media Association, Austin, TX 2000 to 2004

Austin Film Society, Internship Development Task Force, Austin, TX 2000-2001

Austin Film Society, Digital Directives Initiative, Austin, TX 2000

University Corporate Cluster Executive Committee, Prairie View A & M University, 1997

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Texas International Education Consortium Response Team, 1997
Athletic Council, Prairie View A & M University, 1995-1997
Chair, Distance Learning Committee, Prairie View A & M University, 1995-96
Member, Data Governance Steering Committee, Prairie View A & M University, 1992-1996
Advisor, Prairie View Association of Black Journalists, 1994 to 1998
Co-advisor, National Association of Black Journalists, University of Texas at Austin, 1999 to 2002
Faculty Senate Representative, College of Arts and Sciences, Prairie View A & M University, College of Arts and Sciences, Prairie View A & M University, 1983-84, 1992-93, 1993-94, 1996-98
National Chair, Professional/Instructional Standing Committee, Black College Communication Association, 1990-92, member to 1999
Historian, Alpha Kappa Alpha Sorority, Incorporated, Alpha Kappa Omega Chapter, Houston, TX 1982

MEMBERSHIPS

Association for Education in Journalism and Mass Communication
American Public Health Association
San Antonio Association of Black Communicators
National Communication Association