VITA

Paul Villagran, Assistant Professor of Practice, Texas State University

Courses taught:
MC 1301 - Introduction to Mass Communication
MC 3343 - Introduction to Public Relations
MC 3313 – Foundations of Public Relations Writing
MC 4313 - Writing for Public Relations
MC 4320 - Public Relations Campaigns
MC 4326 - Advanced Social Media

Paul Villagran is an Assistant Professor of Practice in the School of Journalism and Mass Communication at Texas State University. With a background of more than 20 years of experience as an Air Force Public Affairs officer, his focus is on the Public Relations sequence with emphasis on the impact social media has had on the practice. In 2017 he was recognized by the Alpha Chi National Honor Society as a "favorite professor."

While at Texas State University, Villagran has been involved in various programs designed to support student Veterans on campus including working on a $900K federal grant designed to educate Veterans about the impacts of drug and alcohol abuse as well as potential risks from unprotected sex. Villagran is also the faculty Veteran representative on the University's Equity and Access committee. As a member of the committee he contributed to the rewrite of the university's diversity policies for the 2017-2021 university strategic plan.

In addition to his teaching responsibilities, Villagran is the faculty advisor for Texas State University chapter of the Public Relations Student Society of America. As the faculty advisor, he was responsible for a 1-year growth of more than 200% in membership. He also guided students in their bid and selection to host a PRSSA regional conference and the 2018 PRSSA National Conference. The regional conference hosted more than 150 students from 10 universities across three states. The National conference slated for October 2018 is expected to host more than 1,500 students from across the U.S. In 2018 the PRSSA chapter was selected as a PRSSA Star Chapter, was named a national pacesetter chapter and won a University Scholarly award for a student-run academic program.

Prior to coming to Texas State University, Villagran was the Deputy Director for the United States Air Force Public Affairs Agency. In addition to having oversight of the Air Force's premiere combat camera photographers and videographers and two Department of Defense award-winning multi-media production centers, he also had management responsibilities of the Air Force's social media programs, which currently have more than two million followers.

In previous assignments, Villagran was the Director of Air Force's Special Operations Public Affairs, worked on the Air Force's Press desk in the Pentagon and managed the

Department of Defense's televisions and radio broadcast network in the Republic of Korea. As a Public Affairs officer he has worked with national and international media including The New York Times, the Washington Post, NBC, ABC, CNN, Fox, NPR, BBC and Al Jazeera.

His previous teaching experience includes courses in Communication Theory and Leadership at the University of Oklahoma as well as the Assistant Head Track Coach at Umpqua Community College. He has also twice been published in the top peer-reviewed communication academic journal of the National Communication Association.

Villagran has a M.A. in Communication from the University of Oklahoma and a B.S. in Broadcast Journalism and Public Relations from the University of Oregon. He also has a M.S. in Military Operational Art and Sciences from the Air Force's Air Command and Staff College. In 2010 he was a two-time Public Relations Society of America Silver Anvil award recipient including the "Best-of-the-best" for that year.

EDUCATION
- Master of Arts, Communication, University of Oklahoma, 2001
- Master of Science, Military Operational Art and Sciences, Air Command and Staff College, 2007
- Bachelor of Science, Broadcast Journalism and Public Relations, University of Oregon, 1995

ADDITIONAL TEACHING EXPERIENCE
- Taught Introduction to Communication, University of Oklahoma, 2000-2001
- Taught National Merit Scholar Leadership, University of Oklahoma, 2000-2001
- Assistant Head Track Coach, Umpqua Community College, 1990-1991

PUBLICATIONS
Johnson, A. J., Wittenberg, E., Villagran, M. M., Mazur, M., & Villagran, P. (2003) Turning points in friendships: Examining the relational development of casual, close, and best friends. Communication Monographs, 70, 115-131.

Mitchell, M., Brown, K., Villagran, M., & Villagran, P. (2001). The effects of anger, sadness, and happiness on persuasive health message processing: A test of the negative state relief model. Communication Monographs, 68, 347-359.

CONFERENCE PRESENTATIONS
Ngondo, P. S., Ehmer, E., Villigran, P., Panel at Public Relations Society of America Educators Academy Mini-Friday, "Crisis Communication in the Digital Era," Baylor University, Waco, TX. (April 2017).

Villagran, P., Burney, M., "Sexual Health Assessment and Risk Education, Substance Abuse and Mental Health Services Administration," Texas State University, Texas State University, San Marcos, TX. (February 2017)

Villagran, P. D., International Organization of Social Sciences and Behavioral Research, "Veteran Transition and Assimilation to Higher Ed," International Organization of Social Sciences and Behavioral Research. (October 2016).

ADDITIONAL HONORS AND EXPERIENCE

- Veteran with 23+ years serving in the U.S. Air Force
- Created and executed award-winning media plan, earning Public Relations Society of America *Silver Anvil for Excellence in Issues Management and Silver Anvil Best-of-the-Best for 2010*
- Twice (2000, 2001) recognized by the University of Oklahoma Hispanic Student Association for outstanding graduate school scholastic achievement
- Air Force ROTC Distinguished Graduate
- Officer of the Year awards (1998, 2001, 2005) for three separate Air Force units
- Twice selected from over 1000+ applicants as White House Fellow regional finalist
- Two-time Student Athlete of the Year (1990, 1991)
- Conducted media and community engagement during deployments/assignments to the Middle East, Africa, Asia, Central America and Europe
- Extensive experience working with the State Department and U.S. Embassies abroad
- Extensive international engagement with partner-nation embassies in Washington D.C.