# TEXAS STATE VITA

## I. Academic/Professional Background

A. Name and Title

Name: Dr. William T. Kaufhold Title: Associate Professor

B. Educational Background

| *Degree* | *Year* | *University* | *Major* | *Thesis/Dissertation* |
|---|---|---|---|---|
| PHD | 2011 | University of Texas at Austin | Journalism | |
| MA | 2007 | University of Miami | Communication Studies | |
| BA | 1983 | Univ of Dayton | Communication Arts- Broadcasting | |

C. University Experience

| *Position* | *University* | *Comments* | *Dates* |
|---|---|---|---|
| Assistant Professor of Digital Media, School of Journalism & Mass Communication | Texas State University. San Marcos, TX, United States | | January 2015 - Present |

D. Relevant Professional Experience

| *Position* | *Entity* | *Comments* | *Dates* |
|---|---|---|---|
| Assistant Professor | Journalism and Electronic Media Texas Tech University | | September 2011 - December 2014 |
| Faculty Advisor | MCTV Weekday Update, Texas Tech's daily student newscast | | August 2011 - December 2014 |
| Host/Advisor | The Devil's Advocate, Texas Tech weekly political-talk radio show | | January 2013 - November 2014 |
| Teaching Assistant | Univ. of Texas at Austin School of Journalism | | September 2007 - May 2011 |
| Director of Media Relations | University of Miami Leonard M. Miller School | Responsible for UM physician media placements and for | 2002 - 2007 |

| *Position* | *Entity* | *Comments* | *Dates* |
|---|---|---|---|
| | of Medicine | extensive writing for University publications, including many articles for the quarterly magazine, _Miami __Medicine_. <http://www6.miami.edu/ummedicine-magazine/> | |
| Adjunct Lecturer | Barry University, Miami, FL | | 2001 - 2002 |
| News Producer | WFOR-TV, CBS-4, Miami, FL | Responsible for supervising and producing a variety of newscasts at the CBS-owned station in Miami. | 2001 - 2002 |
| Nieman Affiliate (not a Fellow) | Harvard University | Accompanied wife, Nuri Vallbona, when she was awarded a Nieman Foundation Fellowship. | 2000 - 2001 |
| Senior Producer | WAMI-TV, USA-69, Miami Beach, FL | Supervised the production of â€œThe Times on WAMI-69,â€ a daily newscast. | 2000 |
| Senior Reporter | College Press Network, CPNet.com, Miami, FL | Senior staff reporter writing feature articles for a college wire service and online magazine. | 1999 - 2000 |
| News Producer | WTVJ-TV, NBC-6, Miami, FL | Supervised and produced aVariety of newscasts on the NBC-owned station in Miami, including the inaugural â€œWB-39 News at Ten,â€ a shared newscast produced by WTVJ to air on independent WBZL. | 1996 - 1999 |
| News Producer | WSVN-TV, | Produced a variety of | 1996 |

| *Position* | *Entity* | *Comments* | *Dates* |
|---|---|---|---|
| | Fox-7, Miami, FL | daily newscasts | |
| News Producer | WPLG-TV, ABC-10, Miami, FL | Produced a variety of newscasts for the Post/Newsweek-owned station in Miami. | 1994 - 1996 |
| Graphics producer | WTVJ-TV, NBC-6, Miami, FL | Composed on-air graphics for multiple daily newscasts. | 1993 - 1994 |
| Animator, Graphic Designer | Taft Broadcasting, Houston, TX | Responsible for a variety of 3-dimensional animations and graphics at NASAâ€™s Johnson Space Center, Houston. | 1991 - 1993 |
| Graphic Designer | WFAA-TV, ABC affiliate in Dallas, TX | | 1986 - 1991 |
| News producer, videographer, video editor, graphic designer | WDTN-TV, Dayton, OH | Performed a wide variety of tasks at the ABC affiliate in Dayton. | 1981 - 1986 |
| Reporter, producer, disk jockey | WVUD-FM, Dayton, OH | Performed a wide variety of tasks at the University of Daytonâ€™s student-run FM radio station. WVUD at the time was the #3-ranked FM radio station in the market and broadcast at 50,000 watts. | 1979 - 1983 |

## II. TEACHING

A. Teaching Honors and Awards:

Award / Honor Recipient: Presidential Distinction Award for Excellence in Teaching, School of Journalism and Mass Communication.
January 2022 - August 2022

Award / Honor Recipient: Presidential Distinction Award for Excellence in Teaching, Texas State University.
August 2020

August 2019

B. Courses Taught:

Texas State University:

MC 1100E - DIGITAL TOOLS

MC 1100Q - POST-PRODUCTION VIDEO

MC 3115 - DIGITAL MEDIA TOOLS AND SKILLS

MC 3121 - TV NEWS PRODUCTION

MC 3312 - TELEVISION NEWS

MC 3319 - VISUAL COMM

MC 4302 - HIST OF MASS MEDIA

MC 4309 - VISUAL LIT FILM

MC 4311 - INDEPENDENT STUDY

MC 4323 - MULTIMEDIA JOURNALISM

MC 4324 - VISUAL STORYTELLING

MC 4328 - DIGITAL MEDIA INNOV CAP

MC 4328 - DIGITAL MEDIA INNOV CAPSTONE

MC 4356I - VISUAL STORYTELING

MC 5199B - THESIS

MC 5306A - DIGITAL ENTREP

MC 5307 - PROJECT

MC 5311 - INDEPENDENT STUDY

MC 5316 - DIGITAL MEDIA

MC 5323 - CURRENT ISSUES

MC 5334 - STORYTELLING ACROSS PLATFORMS

MC 5399A - THESIS

MC 5399B - THESIS

Barry University:

COM 204 - Writing for the Media

COM 241 - The Press in Contemporary Society

JOU 403 - Public Affairs Reporting

Texas Tech University:

EMC 6315 - MoJo: Storytelling by Smart Phone graduate

JOUR 3311 - News Presentation II (advanced multimedia journalism)

JOUR 3315 - Digital News Packaging

JOUR 4301 - MoJo: Storytelling by Smart Phone undergraduate

JOUR 4301 - Producing MCTV

JOUR 4350 - Multiplatform News Delivery (capstone in multimedia journalism)

JOUR 6315 - Special Topics in Journalism: Persuasion (Online course)

MCOM 3300 - Mass Media Theories and Society

MCOM 5366 - Seminar in Mass Media Theories

MCOM 6336 - Digital Media, Advanced Web Design

Univ. of Texas at Austin School of Journalism:

J 321 - Multimedia Reporting

J 322 - Radio News Writing and Reporting (two concurrent classes)

J 353 - Television News Reporting, the introduction to TV reporting

J 372 - Television News Producing

J 395 - Advanced Writing and Public Affairs Reporting

C. Directed Student Learning (i.e. theses, dissertations, exit committees, etc.):

Member, Dissertation, "How Contemporary Media Economics Adversely Affect The Quality of Journalism", Status: Proposal. (August 2023 - Present). College of Media, Communication and Information, University of Colorado, Boulder.
Student(s): Nicola Redl, Doctoral, Ph.D.

Additional Comments: I served as a research discussant for our international academic Association (AEJMC) and this student, Nicki Reidl, asked me to serve on her committee. I've been added as provisional faculty at UC Boulder.

Supervisor / Chair, Project, "Newspapers' Lost Digital Archives", Status: Proposal. (July 2023 - Present). School of Journalism and Mass Communication, Texas State University.
Student(s): Tina Phan, Graduate, M.A.

Supervisor / Chair, Project, "The Rigors of Managing an Austin Band: A Documentary Film", Status: Completed. (September 2023 - April 2024). School of Journalism and Mass Communication, Texas State University.
Student(s): Jamie Gonzalez, Graduate, MA.

Additional Comments: This project yielded an exceptional documentary which the student intends to enter in the SXSW Film Festival.

Supervisor / Chair, Applied Research Project, "History of Standup Comedy in Austin, Texas: A Documentary Film", Status: Completed. (August 2022 - May 2023). School of Journalism and Mass Communication, Texas State University.
Student(s): Lisa Kwiecien, Graduate, M.S.

Additional Comments: This project, a documentary video of the history of comedy in Austin, will be submitted to film festivals.

Supervisor / Chair, Applied Research Project, "The Relationship Between Social Media Use and Student Anxiety: A Podcast", Status: Completed. (August 2022 - May 2023). School of Journalism and Mass Communication, Texas State University.
Student(s): Lydia Crow, Graduate, M.S.
CrowL_FInal Paper-1.docx
Additional Comments: This extensive podcast is the student's first-ever use of this form of media but she intends to continue to produce these in the future.

Member, Project, "Parasocial Relationships and K-POP", Status: Completed. (August 2021 - August 2022). School of Journalism and Mass Communication, Texas State University.
Student(s): Ke'Anna Bullard, Graduate, Master's.

Supervisor / Chair, Project, "A Framing Approach to Brazilian Dissent Entrepreneurial Media On YouTube", Status: Completed. (August 2021 - May 2022). School of Journalism and Mass Communication, Texas State University.
Student(s): Marina Petric, Graduate, M.A.

Additional Comments: This student is now enrolled in a Ph.D. program at Texas Tech University

Member, Project, "Screen to Self: How the Portrayal of Latinx Women in Latinx Films Informs How They See Themselves", Status: Completed. (August 2021 - December 2021). School of Journalism and Mass Communication, Texas State University.
Student(s): Joanne Ortega, Graduate, Master's.

Member, Master's Thesis, "Cringey White People and the Black Lives Matter Movement", Status: Completed. (September 2020 - November 9, 2021). Sociology, Texas State University.
Student(s): Edward Smith, Graduate, M.A.

Additional Comments: Sociology graduate director Dr. David Deitrich reached out to me and asked if I would join this Sociology master's thesis because of my social media expertise.

Member, Dissertation, "Predictors of Foreign Embassies' Communication at their U.S. Embassies", Status: Completed. (November 2019 - May 7, 2021). Gaylord College of Journalism, University of Oklahoma.
Student(s): Imran Palash, Doctoral, Ph.D.

Additional Comments: Dr. Kaufhold was added as provisional faculty at the University of Oklahoma to serve on this dissertation committee. This grew out of Dr. Kaufhold's many visits to the AEJMC Midwinter Conference hosted at OU.

Supervisor / Chair, Project, "Don’t Mess with Texas… Waterways!", Status: Completed. (January 2021 - April 2021). School of Journalism and Mass Communication, Texas State University.
Student(s): Victoria Burkhardt, Graduate, M.S. Mass Communication.

Supervisor / Chair, Independent Study, "Don’t Mess with Texas… Waterways!", Status: Completed. (August 2020 - November 2020). School of Journalism and Mass Communication, Texas State University.
Student(s): Victoria Burkhardt, Graduate, M.S. Mass Communication.
ProjectProposal_BurkhardtNov10-1.docx

Supervisor / Chair, Project, "Aissa's Iconic Media: A Digital Marketing Website", Status: Completed. (January 2020 - April 2020). School of Journalism & Mass Communication, Texas State University.
Student(s): Aissa Martinez, Graduate, MS.
Aissa Martinez MC 5307 project paper April 26-1.docx

Supervisor / Chair, Project, "Thinking Globally, Acting Locally: A Documentary on Climate Change Framing", Status: Completed. (January 2020 - April 2020). School of Journalism & Mass Communication, Texas State University.
Student(s): Mairi Vannella, Graduate, MS.
MC 5307 Project Mairi Vannella April 29-1.docx

Member, Dissertation, "Assessing Gatekeeping Factors and Juriust and Journalist Perceptions of Gatekeeping and Framing in Media Coverage of the Texas High Courts", Status: Completed. (April 2, 2014 - November 2019). College of Media and Communication, Texas Tech University.
Student(s): Ken Pybus, Doctoral.

Additional Comments: This student, Ken Pybus, is on the faculty of Abilene Christian University.

Supervisor / Chair, Master's Thesis, "Evolving Habits of Political News Consumption and Analysis", Status: Completed. (August 2017 - May 7, 2018). School of Journalism & Mass Communication, Texas State University.
Student(s): Debra Price, Graduate, M.A.

Supervisor / Chair, Master's Thesis, "Evolution of Nike's portrayal of women athletes: A longitudinal study", Status: Completed. (February 6, 2017 - May 1, 2018). School of Journalism & Mass Communication, College of Fine Arts & Communication, Texas State University.
Student(s): Brooke Taylor, Graduate, MA.

Additional Comments: This study grew out of my Digital Media Issues course, fall, 2016. This student, Brooke Taylor, now teaches at the University of Nevada, Las Vegas.

Supervisor / Chair, Master's Thesis, "Affordances of Snapchat: Professionalism and Motivations for Social Media Video", Status: Completed. (August 2017 - April 2, 2018). School of Journalism & Mass Communication, Texas State.
Student(s): Eun Jeong Lee, Graduate, MA.

Additional Comments: This student, Eun Jeong Lee, is now on the faculty at Southwest Missouri State University.

Supervisor / Chair, Master's Thesis, "Transgender portrayals on social media", Status: Completed. (January 25, 2017 - November 28, 2017). School of Journalism & Mass Communication, College of Fine Arts & Communication, Texas State University.
Student(s): Michael Coker, Graduate, MA.

Additional Comments: This thesis topic grew out of a class paper in my Digital Media Issues course, fall 2016.

Supervisor / Chair, Master's Thesis, "Advertising to the Modern Female Athlete", Status: Completed. (May 2017 - November 27, 2017). School of Journalism & Mass Communication, Texas State University.
Student(s): Brooke Taylor, Graduate, MA.

Supervisor / Chair, Independent Study, "Presidential debates and second screening: Evolving habits of political viewing and analysis", Status: Completed. (January 18, 2017 - May 2017). School of Journalism & Mass Communication, College of Fine Arts & Communication, Texas State University.
Student(s): Debra Price, Graduate, MA.

Additional Comments: This study grew out of my Fall, 2016 Digital Media Issues course.

Supervisor / Chair, Independent Study, "Professionalism and Motivation for Use of Snapchat Video", Status: Completed. (January 12, 2017 - May 2017). School of Journalism & Mass Communication, College of Fine Arts & Communication, Texas State University.
Student(s): Eun Jeong Lee, Graduate, MA.

Member, Master's Thesis, "Twitter Use by Millennial Black Women During the 2016 Presidential Election", Status: Completed. (July 13, 2016 - May 2017). School of Journalism & Mass Communication, College of Fine Arts & Communication, Texas State University.
Student(s): Carissa Kelly, Graduate, MA.

Additional Comments: Carissa successfully defended her thesis on Wednesday, March 29, and will graduate in May.

Supervisor / Chair, master’s report, "marketing research, Chevron Corporation", Status: Completed. (August 29, 2014 - December 7, 2014).
Student(s): Katelyn Billings, Graduate.

Supervisor / Chair, master’s report, "audience research for KLBK/KAMC TV", Status: Completed. (August 29, 2014 - December 7, 2014).
Student(s): Roxie Bustamante, Graduate.

Member, Dissertation, "Five Decades after Wolfe’s New Journalism: Ethical Dilemmas Faced By Literary Narrative Journalists", Status: Completed. (July 29, 2013 - October 2014).
Student(s): Kim Jones, Doctoral.

Additional Comments: This student, Kim Jones, is now on the faculty of Abilene Christian University.

Supervisor / Chair, master’s report, "radio production in the digital age", Status: Completed. (February 14, 2014 - May 5, 2014).
Student(s): Kelly Krupa, Graduate.

Supervisor / Chair, master's report, "long-form television sports production", Status: Completed. (September 1, 2013 - December 1, 2013).
Student(s): Amy Hatcher, Graduate.

Member, Dissertation, "studying the spiral of silence in social media", Status: Completed. (February 28, 2012 - May 23, 2013).
Student(s): Sherice Gearhart, Doctoral.

D. Courses Prepared and Curriculum Development:

MC 4348 Visual Capstone, New Course, Texas State University. Approved: February 2023 - April 2024.
MC 4348 Proposal-1.doc
Additional Comments: This course offers a new capstone option to Electronic Media majors, many of whom have requested an alternative to TV News (which we also still offer). And for the first time, Journalism majors can enroll in Electronic Media capstone courses.

MC 5334 Storytelling Across Platforms, New Course, Texas State University. Proposed: August 2018 - Present.
MC_5334_Storytelling Across Platforms-1.docx

MC 3115 Digital Tools Adobe Premiere Editing, New Course, Texas State University. Taught: August 2023 - December 2023.
Syllabus MC3115 Digital Tools Adobe Premiere Fall 2023-1.docx
Additional Comments: This course was created to answer demand from Electronic Media faculty for students to be more comfortable with an essential tool in video production, Adobe Premiere video editing software.

MC 1100Q Digital Video Post Production, New Course, Texas State University. Taught: September 2019 - October 2019.
Syllabus - MC1100 Post Production Video Fall 2019 081919-1.pdf
Additional Comments: This was a 1-credit hour course developed by Kaufhold

MC 1100 Data Journalism, New Course, Texas State University. Taught: January 2018 - March 2018.
MC 1100P Form-1.docx
Syllabus MC1100 Data Journalism Spring 2018-1.docx
Additional Comments: One of our innovative 1-hour short courses to expose students to important concepts not available to them in our existing curriculum

F. Other:

Continuing Education, Foundations of Online Course Design and Development, Texas State University Office of Distance and Extended Learning. San Marcos, TX, United States. 11. (May 2019 - June 2019).

Guest Lecture, Dr. Kaufhold taught about "capturing moments" in photography to a grad class at UT Austin, University of Texas at Austin. Austin, TX, United States. 6. (September 1, 2023 - Present).

Additional Comments: This was a master's-level class of experienced photojournalists. Dr. Kaufhold gave the lecture, then spent an hour walking around with students assisting them, then critiqued their images in this 3-hour evening class.

Guest Lecture, I lectured to a large undergraduate class at UT Austin on how aperture works in manual settings on DSLR and mirrorless cameras, University of Texas at Austin. Austin, TX, United States. 40. (August 30, 2022 - Present).

Additional Comments: I was invited to lecture on manual settings for a large photo class at UT Austin

Seminar, Alkek Library Maker Day: Storytelling by Smartphone, Alkek Library. San Marcos, TX. 20. (March 2020).

Additional Comments: Dr. Kaufhold was invited by Texas State librarian Tara Smith to present Storytelling by Smartphone (select lectures from Multimedia Journalism) as what turned out to be the final Alkek Maker Space lecture before the pandemic.

Student Accomplishments:

Published Work:

Mentor, Peer-Reviewed Journal Publication. "Bordering on Empathy: The Effect of Selective Exposure on Immigration Attitudes." Status: Completed. (2019). School of Journalism and Mass Communication, Texas State University.
Student(s): Debra Price, Graduate, M.A.

Additional Comments: This student published her first peer-reviewed journal article from her master's thesis.

Mentor, Published Book Chapter. "Journalistic Professionalism and User Motivations for Snapchat Video." Status: Completed. (2019). School of Journalism and Mass Communication, Texas State University.
Student(s): Eun Jeong Lee, Graduate, M.A.

Additional Comments: This is one of two publications derived from the student's master's thesis.

Supervisor. "Journalistic Professionalism and User Motivations for Snapchat Video," International Journal of Interactive Communication Systems and Technologies. Status: Completed. (June 1, 2018).

Student(s): Eun Jeong Lee, Graduate, MA.

G. Teaching Professional Development Activities Attended

Workshop, "TeachaPalooza," Poynter Institute for Journalism Education, St. Petersburg, FL, United States. (August 2021 - Present).

Additional Comments: This is an intensive 2-day training session on best practices and emerging technology in teaching journalism and mass communication taught by staff at the country's premier journalism training facility.

Workshop, "Foundations on Online Course Design and Development," Texas State University Office of Distance and Extended Learning, San Marcos, TX, United States. (June 2020 - Present).

Additional Comments: This is a rigorous week-long summer course taught by Texas State's Office of Distance and Extended Learning (ODEL) which immerses students in course design and, in this case, introduced us to the University's new course management system, Canvas.

Workshop, "After the Storm—What Students Need Right Now," Texas State University, San Marcos, TX, United States. (February 22, 2021).

Additional Comments: This was a tutorial on best practices for the emotional and academic support of our students following the historic snow/ice storm that struck Texas in February of 2021.

Workshop, "Dow Jones Fund Multimedia Training," Dow Jones Fund, El Paso, TX, United States. (June 1, 2018 - June 7, 2018).

Additional Comments: This is a competitive, national training seminar offered by the Dow Jones Fund targeting faculty from minority-serving institutions.

**III. SCHOLARLY/CREATIVE**

A. Works in Print (including works accepted, forthcoming, in press):

1. Books:

c. Edited Books:

Non-refereed:

Kaufhold, W. T., Hinsley, A. W., & Lewis, S. C. (2012). *The future of news: An agenda of perspectives* (2nd ed.). San Diego, CA: Cognella.

Kaufhold, K. (2012). *The Future of News: An Agenda of Perspectives*. (K. Kaufhold, A. Willard Hinsley, S. C. Lewis, & W. Kaufhold, Eds.) (Second). San Diego, CA: Cognella. https://doi.org/2012https://titles.cognella.com/the-future-of-news-9781609273491.html

Additional Comments: Dr. Kaufhold was the lead editor of the second edition and author of Chapter
2, Dark Days Ahead: A Pessimistic View

McCombs, M., Hinsley, A. W., Kaufhold, W. T., & Lewis, S. C. (2010). *The future of news: An agenda of perspectives* (1st ed.). San Diego, CA: Cognella.

McCombs, M., Hinsley, A. W., Kaufhold, K., & Lewis, S. C. (2009). *The Future of News: An Agenda of Perspectives* (First). San Diego, CA: Cognella. https://doi.org/2009http://www.amazon.com/The-Future-News-Agenda-Perspectives/dp/1935551841

d. Chapters in Books:

Refereed:

Lee, E. J., & Kaufhold, K.(2019). Journalistic Professionalism and User Motivations for Snapchat Video. In *Journalism and Ethics: Breakthroughs in Research and Practice* (pp. 597–612). Hershey, PA, USA: IGI Global. https://doi.org/https://doi.org/10.4018/978-1-5225-8359-2.ch033

Kaufhold, K.(2020). Chapter 14 News and Information Industry. In *Handbook of Media Management and Industry* (pp. 243–264). New York, USA: Rowman & Littlefield.

Non-refereed:

Lee, E. J., & Kaufhold, K.(2019). Journalistic Professionalism and User Motivations for Snapchat Video. In *Journalism and Ethics: Breakthroughs in Research and Practice* (pp. 597–612). Hershey, PA, United States: IGI Global.

Additional Comments: Lee, E. J., & Kaufhold, K. (2019). Journalistic Professionalism and User Motivations for Snapchat Video. In I. Management Association (Ed.), Journalism and Ethics: Breakthroughs in Research and Practice (pp. 597-612). Hershey, PA: IGI Global. doi:10.4018/978-1-5225-8359-2.ch033

Kaufhold, W. (2014). Age (Social Media and Politics). In K. Harvey (Ed.), *Encyclopedia of Social Media and Politics*. Thousand Oaks: CQ Press/Sage Reference.

Kaufhold, W. (2013). Hostile Media: Did the New York Times Declare War on Iraq as a Campaign Issue in the 2008 Presidential Campaign? In M. McCombs & M. M. Algarra (Eds.), *Communication and Social Life: Studies in Honor of Professor Esteban Lopez-Escobar*. Pamplona: University of Navarra.

Kaufhold, W. (2012). Dark Days Ahead: The Pessimistic View. In K. Kaufhold, A. Hinsley, & S. C. Lewis (Eds.), *The Future of News: An Agenda of Perspectives* (2nd ed.). San Diego: Cognella.

Kaufhold, W. (2010). Dark Days Ahead. In M. McCombs, A. W. Hinsley, K. Kaufhold, & S. C. Lewis (Eds.), *News in the Future, an Agenda of Perspectives*. San Diego: Cognella.

2. Articles:

a. Refereed Journal Articles:

Kaufhold, K.(2024). Tribe Trumps Facts: Novel Measures of Hostile Media and Hypocrisy. *Electronic News*. Published. https://doi.org/https://doi.org/10.1177/19312431241277960

Additional Comments: This study has just been revised a third time at the invitation of the editor.
This study won top paper at the AEJMC Midwinter conference and was derived from a competitive internal funding mechanism, the Texas State University Research Enhancement Program.

Kaufhold, K.(2024). Locating the Media's Role in Empathy for Immigration. *Community News*, *10*. Published. Retrieved from https://tccjtsu.com/category/journal/volume-10/https://tccjtsu.com/category/journal/volume-10/

Additional Comments: This study derived from a top paper award winner presented at the AEJMC Midwinter Conference.

Bello, A., & Kaufhold, K. T. (2023). Power to the People: Social Media as a Catalyst for Political Participation in Nigeria. *International Journal of Interactive Communication Systems and Technologies (IJICST)*, *12*(1). https://doi.org/https://doi.org/10.4018/ijicst.320652
Power-to-the-People_-Social-Media-as-a-Catalyst-for-Political-Participation-in-Nigeria-1.pdf

Zheng, N., Ng, M. Y. M., Chyi, H. I., & Kaufhold, K.(2021). Digital Sustainability: Assessing U.S. Newspapers' Online Readership with the

Multidimensional Attention Model. *International Journal on Media Management*, *23*(3-4), 149–175. https://doi.org/https://doi.org/10.1080/14241277.2022.2038606https://doi.org/10.1080/14241277.2022.2038606

Digital Sustainability Assessing U S Newspapers Online Readership with the Multidimensional Attention Model-1.pdf

Kaufhold, K.(2020). What if Newspapers are Still (Slowly) Dying? *Newspaper Research Journal*, *41*(1), 8–63. https://doi.org/https://doi.org/10.1177/07395329199006https://doi.org/10.1177/0739532919900639

Marking-40-years-of-newspaper-research-journal-1.pdf

Additional Comments: I was invited by the journal editor, Dane Claussen, to join top scholars in media economics to contribute to this 40th Anniversary issue.

Price, D. M., & Kaufhold, K.(2019). Bordering on Empathy: The Effect of Selective Exposure on Immigration Attitudes. *Journal of Broadcasting and Electronic Media*, *63*(3), 494–511. https://doi.org/ttps://doi.org/10.1080/08838151.2019.1659089https://doi.org/10.1080/08838151.2019.1659089

Bordering on Empathy The Effect of Selective Exposure and Border Residency on Immigration Attitudes-1.pdf

Additional Comments: This is a special issue of JoBEM on Effects of The Great Information and Communication Divides

Kaufhold, K.(2019). Mediating Empathy: The role of news consumption in mitigating attitudes about race and immigration. *Newspaper Research Journal*, *40*(2), 222–238.

kaufhold-2019-mediating-empathy-the-role-of-news-consumption-in-mitigating-attitudes-about-race-and-immigration-1.pdf

Lee, E. J., & Kaufhold, K.(2018). Journalistic Professionalism and User Motivations for Snapchat Video. *International Journal of Interactive Communication Systems and Technologies*, *8*(1), 1–19. https://doi.org/https://doi.org/10.4018/IJICST.2018010101

Shafer, A., Kaufhold, W. T., & Luo, Y. L. (2017). Applying the Health Belief Model and an Integrated Behavior Model to Promote Breast Tissue Donation Among Asian Americans. *Health Communication*. Published. https://doi.org/https://doi.org/10.1080/10410236.2017.1315678http://www.tandfonline.com/toc/hhth20/current

Additional Comments: Authors received an invitation to revise and resubmit, which was resubmitted at the end of January.

Kaufhold, K., & Kaufhold, K. (2015). Seriously Social: Young Adults, Social Media and News. *International Journal of Interactive Communication*

*Systems and Technology*, (4), 1–13. Retrieved from http://facstaff.pointpark.edu/tdumova/ijicst/ijicst_archive.html#vol4_2http://facstaff.pointpark.edu/tdumova/ijicst/ijicst_archive.html#vol4_2

Kaufhold, K., & Kaufhold, K. (2014). Youngest Adults Less Likely to Read News Online. *Newspaper Research Journal*, *35*(4), 128–140.

Zheng, N., Chyi, I., Kaufhold, K., Zheng, N., Chyi, I., & Kaufhold, K. (2012). Capturing "Human Bandwidth": A Multi- Dimensional Model for Measuring Attention on Web Sites. *International Journal on Media Management*, *14*(2), 157–179.

Kaufhold, K., Kaufhold, K., Valenzuela, S., & Gil de Zuniga, H. (2010). Citizen Journalism and Democracy: How User-Generated News Use Relates to Political Knowledge and Participation. *Journalism and Mass Communication Quarterly*, *87*(3/4 Autumn/Winter), 515–529.

Lewis, S. C., Kaufhold, K., Lasorsa, D., Lewis, S. C., Kaufhold, K., & Lasorsa, D. L. (2010). Thinking about Citizen Journalism: Perspectives on Participatory News Production at Community Newspapers. *Journalism Practice*, *4*(2), 163–179.

Kaufhold, K. (2010). Young Adults Matter: A survey of television and newspaper journalists on content, news presentation, and the young adult audience. *Newspaper Research Journal*, *31*(2 Spring), 63–68.

Bachman, I., Lewis, S. C., Kook Lee, J., Kaufhold, K., Gil de Zuñiga, H., Bachmann, I., … Gil de Zuniga, H. (2010). News Platform Preference: Advancing the Effects of Age and Media Consumption on Political participation. *International Journal of Internet Science*, *5*(1), 34–47.

Kaufhold, K., & Kaufhold, K. (2009). Peer Consonance: Age matters in story selection and presentation among television news producers. *Electronic News*, *4*(1), 7–22.

B. Works Not in Print:

1. Papers Presented at Professional Meetings:

Kaufhold, K., Makady, H., Mederson, M. and Lee, Y. J. (2025). Applied AI in Broadcast Journalism Education. Accepted to the Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, Oklahoma, March, 2025.

Kaufhold, K.(Co-Author), Bello, A. (Co-Author), Association for Education in Journalism and Mass Communication Annual Meeting, "Power to the People: Social Media as a Catalyst for Political Participation in Nigeria," Association for Education in Journalism and Mass Communication, Detroit Renaissance Center, Detroit, MI, United States. (August 6, 2022).

Kaufhold, W. T., Association for Education in Journalism and Mass Communication Annual Meeting, "Locating the Media's Role in Empathy for Immigration," AEJMC, Online Conference, New Orleans, LA, United States. (August 2021).

Additional Comments: *This study won top paper award in the Community Journalism Interest Group*

Zheng, N. (Author), Ng, M. Y. M. (Author), Chyi, H. I. (Author), Kaufhold, K.(Author), Association for Education in Journalism and Mass Communication, "What's wrong with newspapers' digital readership? An empirical analysis of the top 50 newspapers' online metrics with the Multidimensional Web Attention Model," Online Conference, San Francisco, CA, United States. (May 21, 2020).

Kaufhold, W. T., Association for Education in Journalism and Mass Communication annual meeting, "Mediating Empathy: The role of news consumption in mitigating attitudes about race and immigration," Association for Education in Journalism and Mass Communication, Renaissance Hotel, Washington, D.C. Downtown, Washington, DC, United States. (August 8, 2018).

Kaufhold, W. T., Seed, D. F., AEJMC Annual Conference, "Health Belief Model Applied to Medicare Enrollment: Using Theory to Better Reach the Rural Poor," Association for Education in Journalism and Mass Communication, Chicago Marriott Downtown Magnificent Mile, Chicago, IL, United States. (August 2017).

Additional Comments: This study derived from data collected through the $448,800 MIPPA grant.

Kaufhold, W. T., Luo, Y. L. (Author), Shafer, A., Association for Education in Journalism and Mass Communication Annual Meeting, "Are you talking to me? Testing the value of Asian-specific messages as benefits to donating healthy breast tissue," Association for Education in Journalism and Mass Communication, Minneapolis, MN, United States. (August 6, 2016).

Kaufhold, W. T., Association for Education in Journalism and Mass Communication Annual Meeting, "(TOP PAPER) You Can, 2, Pick Stupid: Improving on an Experiment to Teach a Need for News," Association for Education in Journalism and Mass Communication, San Francisco, CA, United States. (August 6, 2015).

Additional Comments: This study won Top Paper Award in the Small Programs Interest Group

Kaufhold, K.(Author), Shafer, A. (Author), Luo, Y. L. (Author), Association for Education in Journalism and Mass Communication Annual Meeting, "Applying Health Behavior Theories to the Promotion of Breast Tissue Donation Among Asian Americans," Association for Education in Journalism and Mass Communication, San Francisco, CA, United States. (August 6, 2015).

Bello, A., Kaufhold, W., Presented at the What Is Radio Conference, "Out of Tune: The Evolution of Radio in the Satellite and Digital Age," University of Oregon, Portland. (2013).
Additional Comments: April 25 " 27, 2013

Kaufhold, W., Presented to the Communication Technology Division at the Association for Education in Journalism and Mass Communication annual meeting, "Seriously Social: Young Adults, Social Media and News," Washington, D.C. (2013).
Additional Comments: August 8 " 12, 2013

Kaufhold, W., Standing Committee on Teaching, Association for Education in Journalism and Mass Communication annual meeting, "You Can Fix Stupid: A Novel Experiment to Teach a Need for News," Washington, D.C. (2013).
Additional Comments: **Top paper honor, **August 8 " 12, 2013

Kaufhold, W., To be presented to the Newspaper and Online Division of the Association for Education in Journalism and Mass Communication annual meeting, "Old Dogs, New Tricks: Online News Uses New Tools but Attracts the Same Eyeballs," Chicago, IL, United States. (2012).
Additional Comments: August 9-12, 2012.

Kaufhold, W., Mass Communication and Society Division, Association for Education in Journalism and Mass Communication annual meeting, "Seriously Social: Crafting Opinion Leaders to Spur a Two-Step Flow of News," Chicago, IL, United States. (2012).
Additional Comments: **Best dissertation award, **August 9-12, 2012.

Kaufhold, W., Presented to the Feminist Scholarship Division of the International Communication Association annual meeting, "Always a Bridesmaid: How Partisanship, Patronization and the Press Portray Women Candidates," Boston, MA, United States. (2011).
Additional Comments: May 26-30, 2011

Kaufhold, W., Presented to the Political Communication Division of the International Communication Association annual meeting, "Crafting a Social Movement or Brewing Up Trouble? Framing the Tea Party," Boston, MA, United States. (2011).
Additional Comments: May 26-30, 2011

Kaufhold, W., Valenzuela, S.V., Gil de Zuniga, H., Accepted to the Journalism Studies division of the International Communication Association annual conference, "Citizen Journalism and Democracy: How User-Generated News Use Relates to Political Knowledge and Participation," Singapore. (2010).
Additional Comments: June 22 " 26, 2010

Kaufhold, W., Media Management and Economics Division of the Association for Education in Journalism and Mass Communication annual meeting, "Not for Profit or Not for Long."Is Nonprofit Journalism Sustainable?," Denver, CO. (2010).
Additional Comments: August 4-7

Kaufhold, W., Presented to the Media Economics Division of the Association for Education in Journalism and Mass Communication midwinter conference, "Not for Profit or Not for Long."Is Nonprofit Journalism Sustainable?," Norman Oklahoma. (2010).
Additional Comments: March 5-6, 2010

Kaufhold, W., Presented to the Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication midwinter conference, "Partisan Politics and the Economic Stimulus Plan: Banking on an Endless Campaign," Norman Oklahoma. (2010).
Additional Comments: March 5-6, 2010

McCombs, M., Hinsley, A. W., Lewis, S. C., Kaufhold, W., Keynote presentation at the Congreso Internacional œComunicaci*f*³n, literatura, sociedad□, "The Future of News: An Agenda of Perspectives," Universidad Autonoma de Nuevo Leon, Mexico, San Diego: Cognella. (2010).
Additional Comments: March 10-12, 2010, with Maxwell McCombs and Seth C. Lewis.

Zheng, N., Chyi, H. I., Kaufhold, W., Accepted to the Communication and Technology division of the International Communication Association annual conference, "What is Web Traffic Worth? A Multi- Dimensional Model for Measuring Online Attention on News Sites," Singapore. (2010).
Additional Comments: June 22 " 26, 2010

Kaufhold, W., Presented to the Communication Technology Division of the Association for Education in Journalism and Mass Communication Midwinter Conference, "The Young and the Restless: Multitasking, Socializing and Making Time for Everything_ Except News," Norman, OK, United States. (2009).

Kaufhold, K., Presented to the Critical/Cultural Studies Division of the Association for Education in Journalism and Mass Communication annual meeting, "Information Anarchy: The effect of the Internet on conspiracy theory oppositional encoding and decoding," Association for Education in Journalism and Mass Communication, Boston, MA, United States. (August 2009).
Additional Comments: August 4-8, 2009

Lewis, S. C., Kaufhold, K., Lasorsa, D. L., Presented at the Online Journalism Symposium, 10th Annual Conference, "Thinking about Citizen Journalism: Perspectives on Participatory News Production at Community Newspapers," Austin, TX, United States. (April 2009).

Kaufhold, W., Scholar to Scholar session, Media Economics Division, Association for Education in Journalism and Mass Communication 2008 Convention, "Peer Consonance: Age matters in story selection and presentation among television news producers," Chicago. (2008).
Additional Comments: August 6-9, 2008

Kaufhold, W., Radio, Television Journalism Division, Association for Education in Journalism and Mass Communication 2008 Convention, "Young Adults Matter: A survey of television and newspaper journalists on content, news presentation, and the young adult audience," Chicago. (2008).

Additional Comments: August 6-9, 2008. **Best student paper**

Bachmann, I., Lee, J.K., Kaufhold, K., Lewis, S.C., Gil de Zuniga, H., Presented to the Midwest Association for Public Opinion Research annual meeting, "News Still Matters: Young people's news platform preference and participation," Chicago, IL, United States. (November 2008).

2. Invited Talks, Lectures, and Presentations:

Zmikly, J. T. (Presenter / Panelist), Kaufhold, W. K. (Presenter / Panelist), Dean, J. (Presenter / Panelist), Geitzen, B. (Presenter / Panelist), Waters, S. (Presenter / Panelist), Southwest Education Council for Journalism and Mass Communication Symposium, "Bridging the Gap Between the Real World and the J-School," Southwest Education Council for Journalism and Mass Communication, Baylor University, Waco, TX, United States. (November 4, 2022).

Additional Comments: A key component of journalism and mass communication education is the need to provide opportunities for students to acquire practical experience executing their burgeoning skills as journalism, strategic communication, and digital media practitioners. This panel brings together leaders in student media and digital media to discuss innovative approaches to providing practical, real-world experiences for journalism students that impact their schools and communities in addition to preparing them for their careers.

Kaufhold, W. T., Annual Meeting of AEJMC, "Why Are Newspapers Still Here?," Association for Education in Journalism and Mass Communication, Sheraton Centre Toronto Hotel, Toronto, Canada. (August 8, 2019).

Additional Comments: Dr. Kaufhold was asked by peers to share his research on newspaper economics

Kaufhold, W. T., Annual Meeting AEJMC, "Agency, In-House, or On Your Own? The Virtues of Teaching Entrepreneurship to Students," Association for Education in Journalism and Mass Communication, Sheraton Centre Toronto Hotel, Toronto, Canada. (August 7, 2019).

Additional Comments: Dr. Kaufhold was the invited moderator and participant in this panel in teaching entrepreneurship

Kaufhold, W. T., Annual Meeting of AEJMC, "Global Exchange: Assimilation or Isolation," Association for Education in Journalism and Mass Communication, Sheraton Centre Toronto Hotel, Toronto, Canada. (August 7, 2019).

Additional Comments: Dr. Kaufhold was invited to share his study abroad experience

Kaufhold, K.(Presenter), Dean's Seminar, "Healthy Compromise: Connecting the Threads of (Seemingly) Unrelated Research Agendas," College of Fine Arts and Communication, Texas State University, Old Main, Texas State University, San Marcos, TX, United States. (November 8, 2017).
Dean's seminar Kaufhold Nov 8 2017-1.docx
Additional Comments: Presentation of Dr. Kaufhold's body of research invited by Dean John Fleming

Seed, D. F., Oskam, J. B., Kaufhold, W. T., Higgins Joyce, V. D., James, J. L., Buschhorn, J. L., Taylor, G., Meeting, "Texas State University MIPPA Project," Texas Department of Aging and Disability Services, Texas Department of Aging and Disability Services Headquarters, Austin, TX, United States. (December 17, 2015).

Kaufhold, K., Media Management and Economics Division, Association for Education in Journalism and Mass Communication annual meeting, "Engaging the Audience: How News Organizations are Coming Out of the Newsroom and Finding New Ways to Connect," Montreal, Canada. (August 7, 2014).
Additional Comments: Invited panelist

Kaufhold, K., Broadcast Education Association annual meeting, "Top Teaching Tips: The Good "Mojo" (Mobile Journalists)," Las Vegas, NV, United States. (April 6, 2014).
Additional Comments: Invited panelist

5. Other Works not in Print:

c. Other Works Not in Print:

Creative Works Cited in Conference Papers / Presentations:

Kaufhold, W. T., Association for Education in Journalism and Mass Communication (AEJMC) Midwinter Conference, "Tribe Trumps Facts: Novel Measures of Hostile Media and Partisan Hypocrisy," AEJMC, University of Oklahoma, Norman, United States. (February 24, 2023).

Additional Comments: This study is derived from my 2020 REP grant.

C. Scholarly / Creative Grants and Contracts:

1. Funded External Grants and Contracts:

Kaufhold, Kelly (Principal). Patricia Witherspoon Research Award for original public service research, Private / Foundation / Corporate, $2,000.00. (Submitted: 2009). Grant.
Additional Comments: To fund All Aboard for Agenda Setting: Commuter Rail, Need for Orientation and
a Local News Source, an agenda setting study of an isolated issue and dominant

news source.
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Kaufhold, William Thomas (Principal), Percent Contribution: 60%, Oskam, Judith B (Supporting), Percent Contribution: 40%, Devlin, Michael Brandon (Other). Communication Strategy Implementation Proposal, Texas Department of Health and Human Services, State, $636,149.00. (Funded: July 2017 - December 2017). Grant.

Craig, Clay Martin (Other), Kaufhold, William Thomas (Principal), Percent Contribution: 60%, Oskam, Judith B (Co-Principal), Percent Contribution: 40%. Communication Strategy Implementation Proposal, Texas Department of Health and Human Services, State, $636,149.00. (Funded: July 2017 - December 2017). Grant.

Craig, Clay Martin (Other), Kaufhold, William Thomas (Principal), Percent Contribution: 60%, Oskam, Judith B (Co-Principal), Percent Contribution: 40%. Communication Strategy Implementation Proposal, Texas Department of Health and Human Services, State, $636,149.00. (Funded: July 2017 - December 2017). Grant.

Kaufhold, William Kelly (Principal), Percent Contribution: 60%, Oskam, Judith B (Co-Principal), Percent Contribution: 40%, Buschhorn, Jennifer L (Supporting). Communication Strategy Implementation - MIPPA, Texas Department of Health and Human Services, State, $636,149.00. (Submitted: March 2017, Funded: July 2017 - December 2017). Contract.

Yunjuan, Luo (Principal), Kaufhold, Kelly (Principal), Autumn, Shafer (Principal). Komen Tissue Bank, A division of the Susan G. Komen Foundation, at Indiana University, Private / Foundation / Corporate, $12,500.00. (Submitted: September 2012, Funded: 2012 - 2016). Grant.
Additional Comments: To investigate ways to improve healthy tissue collection among Asian-American
women

Oskam, Judith (Principal), Kaufhold, Kelly (Supporting). Texas State MIPPA Project, Texas Department of Aging and Disability Services, $448,800.00. (Funded: August 1, 2015 - December 1, 2015). Contract.

Additional Comments: Dr. Kaufhold was research director on this state grant of federal research dollars

Oskam, Judith B (Principal), Kaufhold, William (Co-Principal), Fox, Kym (Supporting), Buschhorn, Jennifer (Supporting), Taylor, Elizabeth (Supporting), Higgins, Vanessa (Supporting), Seed, Daniel (Supporting), James, Jessica (Supporting), Boden-McGill, Carrie (Supporting). Texas State University MIPPA Project, State of Texas Department of Aging and

Disability Services, State, $448,800.00. (Funded: July 1, 2015 - December 1, 2015). Contract.

2. Submitted, but not Funded, External Grants and Contracts:

Kaufhold, Kelly (Principal). Knight News Challenge, James L. Knight Foundation, Private / Foundation / Corporate, $5,000.00. (Submitted: 2007). Grant.

Additional Comments: Finalist for an extramural grant to support research into proven strategies to
increase newspaper consumption among teens and young adults.

3. Funded Internal Grants and Contracts:

Kaufhold, William Thomas. Psychological motivations for Tribal Identity in Selective Media Exposure and Issue Attitudes, Research Enhancement Program, Texas State University, $8,000.00. (Submitted: December 6, 2020). Grant.

4. Submitted, but not Funded, Internal Grants and Contracts:

Kaufhold, William Thomas, Wise, Holly (Supporting). How Global Immersive Programs Increase Retention of Student Knowledge, Texas State University Research Enhancement Proposal, Texas State University, $8,000.00. (Submitted: October 11, 2016). Grant.

D. Scholarly / Creative Fellowships, Awards, Honors:

Award / Honor Recipient: Top Research Paper, Community Journalism Interest Group, Association for Education in Journalism and Mass Communication.
August 2021 - Present

Additional Comments: This study has also been submitted to the interest group's journal, Community Journalism

Award / Honor Recipient: Top Reviewer, Media Management, Economics and Entrepreneurship Division, Association for Education in Journalism and Mass Communication.
August 2022

Additional Comments: This is an award given to the reviewer of competitive conference research submissions who is deemed to have given the most thorough, helpful review.

Award / Honor Recipient: Presidential Distinction Award for Excellence in Scholarly/Creative Activities, Texas State University.

August 2018

Award / Honor Recipient: Dean's Seminar, College of Fine Arts and Communication.
November 8, 2017

Award / Honor Recipient: College Achievement Award for the Presidential Award for Excellence in Scholarly/Creative Activities, College of Fine Arts and Communication, Texas State University.
February 3, 2016 - February 26, 2016

Award / Honor Recipient: Top research paper, Small Programs Division, Association for Education in Journalism and Mass Communication.
August 1, 2015

Award / Honor Recipient: Texas Tech Alumni Association New Faculty Award for excellence in teaching.
April 1, 2014

Award / Honor Recipient: Top research paper, Standing Committee on Teaching, Association for Education in Journalism and Mass Communication.
January 1, 2013

Award / Honor Recipient: Outstanding Dissertation Award, Mass Communication and Society Division, Association for Education in Journalism and Mass Communication.
January 1, 2012

Award / Honor Recipient: Teaching Assistant of the Year, College of Communication, Awarded by the Texas Exes Alumni Association of the University of Texas at Austin.
January 1, 2011

Award / Honor Recipient: Best student paper, , Media Management and Economics Division, Association for Education in Journalism and Mass Communication.
January 1, 2010

Award / Honor Recipient: Maxwell McCombs Publishing Award for student academic publication.
January 1, 2010

Award / Honor Recipient: Pic Wagner Endowed Graduate Fellowship in Journalism.
January 1, 2010
January 1, 2009

Award / Honor Recipient: The David Bruton Continuing Fellowship Award.
January 1, 2010

Award / Honor Recipient: Patricia Witherspoon Research Award for original public service research.
January 1, 2009

Award / Honor Recipient: Best student paper, Radio, Television Journalism Division, Association for Education in Journalism and Mass Communication.
January 1, 2008

Award / Honor Recipient: Finalist, Knight News Challenge entrepreneurial division.
January 1, 2007

Award / Honor Recipient: National Telly Awards, first and third place, for computer animation for Taft Broadcasting at NASA's Johnson Space Center.
January 1, 1993

Award / Honor Recipient: Dallas Press Club Katie Award as part of the WFAA graphics team on News 8 IndexÃ¢Â€Â□.
January 1, 1990

## IV. SERVICE

A. Institutional

1. University:

Member, Graduate Research Fellowships Awards Committee. (August 2021 - Present).

Additional Comments: This committee evaluates dozens of submissions from masters' and doctoral students from across the University seeking funding to aid completion of their thesis and dissertation.

Member, QEP Task Force, undergraduate research. (February 2018 - May 2021).

Member, Bobcat Day, Fall 2019. (November 23, 2019).

Member, STAR Park Strategic Plan Advisory Committee. (February 5, 2016 - December 2018).

Member, University Leadership Assembly. (August 1, 2015 - May 2017).

2. College:

Member, Research Enhancement Program Selection Committee. (October 2021 - Present).

Additional Comments: This committee evaluates submissions from the College of Fine Arts and Communication and scores the College's selections for University REP awards

Member, Center for Communication, Collaboration and Creativity (C3) Advisory Board. (January 1, 2015 - Present).

Chair, Center for Communication, Collaboration and Creativity (C3) Advisory Board. (August 2019 - May 2023).

Member, Joint Ph.D. program organizing committee between Communication Studies and SJMC. (April 2017 - September 2017).

Additional Comments: I was a member of this committee because I had prior experience teaching on doctoral faculty (Texas Tech) and because I do research in health communication, one of the tracks being discussed for the new CoFAC doctoral degree program.

3. Department/School:

Interim Program Coordinator, Electronic Media, School of Journalism and Mass Communication. (February 2023 - Present).

Additional Comments: I was approached for this role by the retiring program coordinator and the department chair because of my extensive experience working in broadcast news and teaching it at previous institutions.

Member, Graduate Faculty Committee. (August 2019 - Present).

Member, Personnel Committee. (August 2019 - Present).

Participant, Bobcat Day, Fall 2017. (October 21, 2017).

Additional Comments: Volunteered (with other faculty members) to represent the Digital Media Innovation major at the first Bobcat Day of the fall semester.

B. Professional:

Co-Chair, Broadcasting and Mobile Journalism Division, Association for Education in Journalism and Mass Communication, Lexington, KY, United States. (August 2023 - Present).

Additional Comments: I will be research chair the regional Southeast Colloquium at the University of Kentucky in March, 2024, then be co-chair of research for the main AEJMC conference in August, 2024 in Philadelphia.

Member, Standing Committee on Career Development, Association for Education in Journalism and Mass Communication. (December 2021 - Present).

Additional Comments: This is a standing committee at AEJMC tasked with presenting panels to conference attendees and members on career development within academia (and sometimes outside academia for people with research skills and academic credentials). I was invited to join in 2021 by existing members of the committee.

Reviewer / Referee, Journalism and Mass Communication Educator (Journal). (2015 - Present).

Member, Communication Technology and Mass Communication and Society Divisions. (August 2014 - Present).

Member, President's committee on the audience, Association for Education in Journalism and Mass Communication. (August 2014 - Present).

Member, Media Management and Economics, Association for Education in Journalism and Electronic Media. (March 2013 - Present).

Reviewer / Referee, Journalism and Mass Communication Quarterly (Journal). (2012 - Present).

Reviewer / Referee, Mass Communication and Society (Journal). (2012 - Present).

Reviewer / Referee, Association for Education in Journalism and Mass Communication. (May 2010 - Present).

Additional Comments: Various divisions, including Electronic News, Media Management, Economics and Entrepreneurship, and Mass Communication and Society

Reviewer / Referee, Electronic News (Journal). (2010 - Present).

Member, Association for Education in Journalism & Mass Communication. (March 2008 - Present).

President, Southwest Education Council for Journalism and Mass Communication (SWECJMC). (October 2023 - October 2024).

Additional Comments: In my role as president of SWECJMC, I organized and hosted the Council's annual conference at our Round Rock campus October 25 & 26, 2024. Two dozen scholars from Kansas, Oklahoma, New Mexico, Louisiana and around Texas presented their research and teaching best practices.

Southwest Education Council for Journalism and Mass Communication (SWECJMC), Jonesboro, United States. (September 2022 - October 2024).

Additional Comments: I was appointed vice-president in Fall of 2022, then became president after the regional conference in October, 2023 in Jonesboro, Arkansas. I will serve as president and host the 2024 conference at Texas State University's Round Rock campus in October, 2024.

Vice President, Southwest Education Council for Journalism and Mass Communication (SWECJMC). (October 2022 - October 2023).

Additional Comments: I will become President of SWECJMC after the annual conference in October, 2023. I was research chair for this year's conference and will lead next year's conference at the Texas State Round Rock campus.

Chair, Midwinter Conference, Mass Communication and Society Division, Association for Education in Journalism and Mass Communication, Norman, OK, United States. (August 2014 - March 2019).

Co-Chair, Media Management, Economics and Entrepreneurship Division, AEJMC. (August 2017 - August 2018).

Division Research Co-Chair, Midwinter Conference Chair, Media Management, Economics and Entrepreneurship Division, Association for Education in Journalism and Mass Communication, Norman, OK, United States. (August 2017 - August 2018).

Member, Distance learning committee for the graduate program, College of Media and Communication, Lubbock, TX, United States. (August 2014 - December 2015).

Member, Curriculum committee, College of Media and Communication, Texas Tech University, Lubbock, TX, United States. (August 2013 - December 2015).

Member, Community outreach committee, Lubbock, TX, United States. (August 2012 - December 2015).

Additional Comments: Tasked with improving community relations and with building a contact list of
news editors and managers through which to place our students in internships and jobs

Member, Graduate faculty, College of Media and Communication, Texas Tech University, Lubbock, TX, United States. (January 2012 - December 2015).

Member, Committee to re-name the Texas Tech University College of Mass Communications to the College of Media and Communication, Lubbock, TX, United States. (January 2012 - May 2012).

Faculty judge, Texas Tech University Undergraduate Research Conference, held every spring, Lubbock, TX, United States. (March 2012).

Founding member, Community, Journalism and Communication Research group, Austin, TX, United States. (January 2008 - May 2011).

Member, Electronic News Division, Association for Education in Journalism and Mass Communication. (April 2008 - August 2010).

Visiting Lecturer, Universidad de Navarra, Pamplona, Spain. Teaching Agenda Setting with Maxwell McCombs, Ph.D., Pamplona, Spain. (June 2010).

Founding editor, ReportingTexas.com. (August 2009 - May 2010).
Additional Comments: A multimedia online resource which provides content from University of Texas
at Austin journalism students to Texas news outlets. Supported by a grant from the Carnegie Foundation of New York.

D. Organization Memberships:

Association for Education in Journalism and Mass Communication (AEJMC). (April 1, 2008 - Present).
Additional Comments: Since 2012, Dr. Kaufhold has served in various officer roles in divisions within AEJMC.

G. Service Professional Development Activities Attended:

Workshop, "Allies Training," Texas State Pride Alliance, San Marcos, TX, United States. (May 22, 2017 - Present).