
María de los Ángeles Flores, Ph.D.
Assistant Professor of Communication
Texas A&M International University

ACADEMIC EMPLOYMENT

1/2009-present—Assistant Professor, Department of Psychology and Communication, Texas A&M International University, Laredo, TX.

1/2008-5/2008—Adjunct Professor of Journalism, Austin Community College, Austin, TX.

8/2004-5/2007—Adjunct Professor, School of the Humanities, St. Edward's University, Austin, TX.

08/2004-12/2006—Adjunct Professor, School of Liberal Studies, Huston-Tillotson University, Austin, TX

EDUCATION

The University of Texas at Austin, *Ph. D; Journalism*, 2008.

The University of Texas at Austin, *MA; Radio-TV-Film*, 2000.

Universidad Autónoma de Coahuila at Saltillo, México, *BA; Communication Studies*, 1991.

AREAS OF SPECIALIZATION

Communication for social change, crisis communication, cross-cultural journalism, journalism trends, political communication.

AWARDS & HONORS

- Full member, Graduate Faculty, Texas A&M International University, (Spring 2015 to Fall 2019).
- Recipient Scholar of the Year, Department of Psychology and Communication, *Texas A&M International University*, (2013).
- Recipient 2nd Place Faculty with Most Research Submissions, Texas A&M International University Grant's Office, (2013).
- *TAMIU's recipient*, National Endowment for the Humanities Summer Stipends Grant Award, nominated by Dr. Thomas Mitchell, Dean of College of Arts and Science, Texas A&M International University, (Fall 2012).
- *Recipient* First Place Faculty Paper, Entertainment Studies Interest Group, Association of Education in Journalism and Mass Communication, 2005 for the research paper "Agenda-Setting and *The Hip Hop Factor in Decision 2004*."
- Recipient Outstanding Graduate Student Nettie Doscher More Fellowship in Journalism, School of Journalism, University of Texas at Austin (Fall, 2006)
- McNair Faculty Mentor/Research Director, McNair Scholar program, St Edward's University, (Fall, 2006).
- Recipient Outstanding Graduate Student Nettie Doscher More Fellowship in Journalism, School of Journalism, University of Texas at Austin (Fall, 2004)
- Recipient Jesse H. Jones Centennial Fellowship in Journalism, School of Journalism, University of Texas at Austin (Summer, 2004)

PUBLICATIONS

Flores, María de los Ángeles, & Subervi-Vélez, Federico A. (2014). Assessing the Job Satisfaction of U.S. Latino Journalists. *Journalism Practice*, 1-15. [online version 2013 doi: 10.1080/17512786.2013.849847]

Flores, María de los Ángeles. (2013, February 21-23). *A Comparison of the Quality of Political News of Spanish Television Newscasts: Univision vs. Telemundo*. Paper presented at the 4th International Conference on Spanish-Language Media & Latino-Oriented Markets, San Marcos, TX.

Flores, María de los Ángeles, & Chavez, Manuel. (2012). Directional News Flow Influence on Front Page Content Between Print and Online Editions of Mexican Border Newspaper El Mañana. *Journal of Spanish Language Media*, 5(2012), 4-24.

- Flores, María de los Ángeles, & McCombs, Maxwell. (2010). Who Set the Television Agenda in the 2006 Mexican Election? News vs. Advertising. *Journal of Spanish Language Media*, 3(2010), 59-77.
- Flores, María de los Ángeles, & McCombs, Maxwell. (2008). Latino Agenda-Setting Effect on the 2004 Presidential Election. In F. A. Subervi-Vélez (Ed.), *The Mass Media and Latino Politics* (pp. 350-364). New York, NY: Taylor & Francis Group.
- Higgins, Vanessa de M., Correa, Teresa, Flores, María de los Ángeles, & Meraz, Sharon. (2008). Women and the News: Latin America and The Caribbean. In P. Poindexter, S. Meraz & A. Schmitz Weiss (Eds.), *Women, Men, and News: Divided and Disconnected in the News Media Landscape* (pp. 239-266). New York, NY: Routledge.
- Subervi-Vélez, Federico A., & Flores, María de los Ángeles. (2002). As imagens de crianças hispânicas e latino-americanas no cinema de Hollywood. *Pensamento Comunicacional Latino Americano*, 4(1).
- Flores, María de los Ángeles. (2000). Film Vs Television Versions of the Mexican Revolution: a Comparative Analysis of Political Ideology. *Convergencia*, 7(23), 117-195.

WORK IN PROGRESS

- Evaluating Motivation & Hygiene Factors of U.S. Latino Journalists Working for Spanish-Language, English-Language, and Bilingual Media (submitted) under review by the International Journal of Hispanic Media.
- Social Media Inter-Candidate Agenda-Building Effect of Texas Border County Judge Electoral Campaigns: A Facebook Case Study (submitted) under review by the Journal of Borderland Studies.
- Usos y beneficios del teléfono celular, radio Nextel, y mensaje de texto en el periodismo multimedia de la frontera norte de México (submitted) under review by Revista Convergencia.
- Integración de redes sociales en tareas informativas en la frontera norte de México (in preparation) scheduled to finish the manuscript in Spring 2015.
- 2008 vs 2012 Spanish-language Television Ads in Presidential Elections (in preparation) scheduled to finish the manuscript in summer 2015.

PRESENTATIONS

- Flores, María de los Ángeles, & Chavez, Manuel. (2014). *Acuerdos formales e informales in las relaciones binacionales de la frontera Estados Unidos/México en Situaciones de Emergencia: El estudio de caso de Laredo/Nuevo Laredo Texas*. Paper presented at the Estrategias de comunicación en situaciones de riesgo y crisis, Valencia, España.
- Flores, María de los Ángeles. (2013). *Adaptations and Practice of Journalism in the News Media System of the Laredo Region* Paper presented at the Association of Borderlands Studies at Western Social Science Association 55th Annual Conference, Denver, CO.
- Flores, María de los Ángeles. (2013). *Imagen Pública del Presidente Electo Enrique Peña Nieto en América Latina* Paper presented at the Latin American Studies Western Social Science Association 55th Annual Conference, Denver, CO.
- Flores, María de los Ángeles. (2013). *A Comparison of the Quality of Political News of Spanish Television Newscasts: Univision vs. Telemundo* Paper presented at the 4th International Conference on Spanish-Language Media & Latino-Oriented Markets, San Marcos, TX.
- Subervi-Vélez, Federico A., & Flores, María de los Ángeles. (2012). *An Assessment of the Working Conditions and Opinions of U.S. Latino Journalists in 2011*. Paper presented at the I Congreso internacional sobre estudios de periodismo identidad, cambios y desafíos de la profesión en el siglo XXI, Santiago de Chile, Chile.
- Flores, María de los Ángeles, & Ferguson, Christopher. (2012). *The Journalistic Triumph of the Student Newspaper The Bridge During Times of Violence*. Paper presented at the International Communication Association annual conference, Phoenix, AZ.
- Flores, María de los Ángeles. (2012). *Latino Agenda-Setting Effect on the 2008 Presidential Election* Paper presented at the Latino Research-Siglo XXI Conference: Forging the Future of Latinos in Time of Crisis, New York, NY.

- Flores, María de los Ángeles. (2011). *Information Blackout: Nuevo Laredo's Days of Uncertainty* Paper presented at the Investigative Reporters and Editors-Bilingual Watchdog Workshop & Dart Center for Journalism and Trauma, Tucson, AZ.
- Flores, María de los Ángeles. (2011). *Border Journalism: The Case Study of Both Laredos*. Paper presented at the International Communication Division, Association for Education in Journalism and Mass Communication Association for Borderlands Studies 2011 annual conference, St Louis, MO.
- Flores, María de los Ángeles, & Ramirez, Miguel Timoshenkov. (2011). *Social Media: Exit from Violence*. Paper presented at the Association for Education in Journalism and Mass Communication Association St Louis, MO.
- Flores, María de los Ángeles, & Subervi-Vélez, Federico A. (2011). *Survey of Latino Journalists 2010-2011*. Paper presented at the National Association of Hispanic Journalists, Orlando, FL.
- Flores, María de los Ángeles. (2011). *Evolving Intercultural and Language Skills of Border Journalists* Paper presented at the Fences, Walls and Borders: State of Insecurity? Montreal, Québec, Canada.
- Flores, María de los Ángeles. (2011). *Violence, Trauma, & Safety: Laredo/ Nuevo Laredo*. Paper presented at the Border Journalism Network, Violence, Trauma and Safety: The Challenges of Reporting along the U.S./Mexico Border, Tucson, AZ.
- Flores, María de los Ángeles. (2011). *Violence on the U.S.-Mexican Border: The Journalism Approach*. Paper presented at the Association for Borderlands Studies 2011 annual conference, Salt Lake City, UT.
- Flores, María de los Ángeles, Gutierrez, Josefina, & Yañez, Nidia. (2011). *Intermedia Agenda Setting Effect of Mexican Border Newspaper El Mañana*. Paper presented at the Association for Borderlands Studies 2011 annual conference, Salt Lake City, UT.
- Flores, María de los Ángeles, Eskildsen, Lilia, & Rojas, Christine. (2010). *Succeeding during Challenging Times: The Case Study of DVINO Magazine*. Paper presented at the Association for Borderlands Studies 2010 annual conference, Reno, NV.
- Flores, María de los Ángeles. (2009). *Portrayal of the Patriotic Mexican Woman on Telenovelas* Paper presented at the National Communication Association 95th Annual Convention, Chicago, IL.
- Flores, María de los Ángeles, & McCombs, Maxwell. (2009). *Who Set the Television Agenda in the 2006 Mexican Election? News vs. Advertising*. Paper presented at the National Communication Association 95th Annual Convention, Chicago, IL.
- Flores, María de los Ángeles. (2009). *Politicians, a New Product Placement Commodity in Telenovelas: The case study of Lety la Fea más Bella*. Paper presented at the Global Fusion 2009 Conference, Austin, TX.
- Flores, María de los Ángeles. (2008). *Latino Agenda-Setting Effect on the 2004 Election*. Paper presented at the Schaeffer School of Journalism, Fort Worth, TX.
- Flores, María de los Ángeles. (2008). *Spanish-Language Media Coverage of Politics* Paper presented at the Mass Communication Week, San Marcos, TX.
- McCombs, Maxwell, & Flores, María de los Ángeles. (2007). *Agenda-Setting in a Digital Age* Paper presented at the Third International Symposium on Blogs, Journalism, and New Media, Monterrey Nuevo León México.
- Adams-Means, Carol, Flores, María de los Ángeles, & McCombs, Maxwell. (2006). *Local Media and San Antonio Community Perceptions Following Katrina Evacuee Resettlement*. Paper presented at the National Communication Association 92th Annual Convention, San Antonio, TX.
- Flores, María de los Ángeles, & González, Lynett. (2006). *Representation of Female Journalists in Spanish National Television Media*. Paper presented at the Federación Latino Americana de Facultades de Comunicación Social San Antonio, TX.
- Flores, María de los Ángeles. (2006). *The Role of the Latino Spanish Speaking Television Media in the 2006 Mexican Election* Paper presented at the Political Communication, Austin, TX.
- Adams-Means, Carol, Flores, María de los Ángeles, & McCombs, Maxwell. (2005). *Agenda-Setting and The Hip Hop Factor in Decision 2004*. Paper presented at the Association for Education in Journalism and Mass Communication, San Antonio, TX.
- Adams-Means, Carol, & Flores, María de los Ángeles. (2004). *The Hip Hop Factor in Decision 2004: Hip Hop Music and Voting Patterns*. Paper presented at the Global Fusion, St. Louis, MI.
- Flores, María de los Ángeles. (2001). *Is Dora the Explorer a Real Latina Heroine? An Analysis of Conceptions and Portrayals of Ethnicity* Paper presented at the Broadcast Education Association, Las Vegas NV.

Flores, María de los Ángeles. (1999). *Telenovelas as Cultural Form*. Paper presented at the Institute of Latin American Studies Conference, Austin, TX.

GRANTS

- Flores, Maria de los Ángeles, & Heredia, Roberto R. (2014). Digital Journalism Design Preferences of Border Readers: An Eye Movement Analysis (Vol. 10,000). Laredo, Texas: University Research Grant--Texas A&M International University.
- Flores, María de los Ángeles, & Chavez, Manuel. (2012). Voicing Silence: Border Journalism Arrangement to Battle Violence (Vol. 10,000). Laredo, TX: University Research Grant --Texas A&M International University.
- Flores, María de los Ángeles. (2012) International Council for Canadian Studies Library Support Program (Vol. \$5,000). Laredo, TX: International Council for Canadian Studies.
- Flores, Maria de los Ángeles. (2011). Travel Grant (Vol. 1000). Laredo, TX: Texas A&M International University.
- Flores, María de los Ángeles. (2008) Texas Public Education Grant (Vol. \$700). Austin, TX: University of Texas at Austin.
- Flores, María de los Ángeles. (2008). University Tuition Grant-Graduate (Vol. \$474). Austin, TX: University of Texas at Austin.
- Flores, María de los Ángeles. (2008). University Tuition Grant-Graduate (Vol. \$510). Austin, TX: University of Texas at Austin.
- Flores, María de los Ángeles. (2008). Texas Public Education Grant (Vol. \$600). Austin, TX: University of Texas at Austin.
- Flores, María de los Ángeles. (2008). University Tuition Grant-Graduate (Vol. \$675). Austin, TX: University of Texas at Austin.
- Flores, María de los Ángeles. (2007). Texas Public Education Grant (Vol. \$600). Austin, TX: University of Texas at Austin.
- Flores, María de los Ángeles. (2007). University Tuition Grant-Graduate (Vol. \$675). Austin, TX: University of Texas at Austin.
- Flores, María de los Ángeles. (2007). University Tuition Grant-Graduate (Vol. \$200). Austin, TX: University of Texas at Austin.
- Flores, María de los Ángeles. (2007). University Tuition Grant-Graduate (Vol. \$675). Austin, TX: University of Texas at Austin.
- Flores, María de los Ángeles. (2007). Texas Public Education Grant (Vol. \$600). Austin, TX: University of Texas at Austin.
- Flores, María de los Ángeles. (2007). Texas Public Education Grant (Vol. \$500). Austin, TX: University of Texas at Austin.
- Flores, María de los Ángeles. (2007). Institution General Grant (Vol. \$50). Austin, TX: University of Texas at Austin.
- Flores, María de los Ángeles. (2007). University Tuition Grant Graduate (Vol. \$650). Austin, TX: University of Texas at Austin.
- Flores, María de los Ángeles. (2006). University Tuition Grant-Graduate (Vol. \$650). Austin, TX: University of Texas at Austin.
- Flores, María de los Ángeles. (2006). Texas Public Education Grant (Vol. \$500). Austin, TX: University of Texas at Austin.
- Flores, María de los Ángeles. (2006). Institutional General Grant (Vol. \$50). Austin, TX: University of Texas at Austin.
- Flores, María de los Ángeles. (2006). University Tuition Grant-Graduate (Vol. \$450). Austin, TX: University of Texas at Austin.
- Flores, María de los Ángeles. (2006). School of Journalism, (Vol. \$2,000). Austin, TX University of Texas at Austin.
- Flores, María de los Ángeles. (2006). University Faculty Development Grant (Vol. \$1,500). Austin, TX: St. Edward's University.
- Flores, María de los Ángeles. (2005). University Faculty Development Grant (Vol. \$1,500). Austin, TX: St. Edward's University.
- Flores, María de los Ángeles. (2004). School of Journalism, Jesse H. Jones Centennial (Vol. \$1,000). Austin, TX: University of Texas at Austin.
- Flores, María de los Ángeles. (2004). Academic Sustainability Tuition Grant-Graduate (Vol. \$360). Austin, TX: University of Texas at Austin.

SERVICE

University service

- *Chair*, The Bridge Advisory Board (2009- present)
- *Chair*, John Valadez PBS producer of "The Longoria Affair" Visit Committee (2011)
- *Chair*, Dr. José Cardona López award-winning short film "Teorema de Jenny" Committee (2010)
- *Chair and instructor*, Super media Patrol Camp for Kids (2010)
- *Student Mentor*, for TAMIU's Honor program (2009-present)
- *Member*, Curriculum Committee for BA Spanish and Communication (2009-present)
- *Member*, Lamar Bruni Vergara & Guillermo Benavides Z Academic Conference Committee (2012, 2014)
- *Member*, Library Committee (2014-2016)
- *Member*, Graduate Studies Committee (2014-2016)
- *Member*, Jose Kozer Visit Committee (2012)
- *Mentor*, for TAMIU's Honor program (2009-present)
- *Mentor* for the Lamar Bruni Vergara & Guillermo Benavides Z Academic Conference (2012, 2013, 2014)
- *Mentor* for Pathways Students Academic Conference (2013)
- *WIN Professor, participant of TAMIU's Writing Intensive Initiative (2009-present)*

Department service

- *Coordinator* of the Communication program (2010-2011)
- *Member*, Communication program Assessment Committee (2009-2013)
- *Member*, Communication Master's program Committee (2013-present)
- *Member*, Departmental Curriculum Committee (2011-2012)
- *Member* Search Committees for Communication Faculty (2010, 2012, 2014)
- *Member* Psychology & Communication Writing Group (2012-present)
- *Member*, Shoot to Kill Film Festival Committee (2010 and 2011)
- *Student Advisor* for the Communication program (2009- present)

Professional service

- *Chair of The Bridge Student Newspaper's Donation Drive for the Bethany House* (2011).
- *Chair of The Bridge Student Newspaper's Donation Drive for Food Bank* (2010).
- *Guest Speaker*, Youth Leadership of Laredo (2011)
- *Judge for Journalism* meet, University Interscholastic League for high school students (2010)
- *Representative of the Outreach and Ethics Committee* for the Border Journalism Network/La red del periodismo de la frontera (2011-2012).
- *Representative of the Professional Freedom & Responsibility*, International Communication Division at the Association of Education in Journalism and Mass Communication (2011-2012).
- *Reviewer, Journal of Borderland Studies* (Fall 2012-present).

Student Supervised

Flores, Maria Estrella (MA Thesis committee member) Profile of Dr. Miguel Navarez former President of University of Texas-Pan American. St. Edward's University, Fall, 2005.

López, Cindy (Chair McNair Scholar) *Intercultural Media Portrayal of the 2006 Mexican Presidential Candidates*. St. Edward's University, Austin, TX. Summer, 2006.

Monahan, Joseph (M.A. Thesis committee member) *Novelas Ejemplares de Miguel de Cervantes*. Texas A & M International University, Laredo TX. Spring & Summer, 2010.

Williams, Edward (NPR Radio assistant producer Latino USA) Correspondent Edward Williams reports on the coca plant rebellion in Peru. NPR-Latino USA Program #664. St. Edward's University, Austin, TX. Fall, 2005.

Yañez, Nidia.(Chair Honor Thesis) *2008 Obama's Presidential Television Political Ads*. Texas A & M International University, Laredo TX. Spring, 2011.

CLASSES TAUGHT

- COMM 4360 Communication Theory & Practice
- COMM 4350 Internship
- COMM 4340 Communication Ethics
- COMM 4324 Comparative Journalism
- COMM 4320 Transnational Trends in Communication
- COMM 4130 News Publication VIII
- COMM 4129 News Publication VII
- COMM 3328 Advance Journalistic Writing
- COMM 3326 Journalistic Writing
- COMM 3310 Methods of Inquiry
- COMM 3309 Special Topics-Multimedia Journalism
- COMM 3300 Communication & Meaning
- COMM 3130 News Publication VI
- COMM 3129 News Publication V
- COMM 2130 News Publication IV
- COMM 2129 News Publication III
- SPAN 2320 Mexican American Experience
- SPAN 2316 Professional Oral Communication
- SPAN 2314 Hispanic Culture: Laredo News Introduction to Communication
- COMM 1315 Public Speaking
- COMM 1130 News Publication II
- COMM 1129 News Publication I