

Juan Eduardo Contreras Barberena

Curriculum Vitae

Professor of Practice
General Manager, ZTV
School of Communication
The University of Akron

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Akron, OH 44325-1004
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EDUCATION

Master of Arts in Communication – The University of Akron

Emphasis on Mass Communication

GPA: 3.97

M.A. Project: Development of a CD-ROM to meet the academic and non-academic needs of international students.

2006

Bachelor of Arts in Communication – Universidad Anáhuac, Mexico

Emphasis on Television Production

Graduated with Honors

Co-Authored Thesis: Development of an improved closed television channel at Anahuac University.

2003

ACADEMIC EMPLOYMENT

Professor of Practice – The University of Akron, School of Communication

08/17 – Current

Associate Professor of Practice – The University of Akron, School of Communication

08/16 – 08/17

College Lecturer – The University of Akron, School of Communication

08/15 – 08/16

Visiting College Lecturer – The University of Akron, School of Communication

08/13 – 08/15

Adjunct Faculty – Walsh University, Division of Humanities

01/07 – 07/15

Adjunct Faculty – Stark State College, Liberal Arts Division

01/11 – 06/15

Assistant, Associate, and Senior Lecturer – The University of Akron, School of Communication

08/06 – 05/13

Graduate/Teaching Assistant – The University of Akron, School of Communication

08/04 – 05/06

TEACHING EXPERIENCE

The University of Akron, School of Communication

- 2021 Summer 7600:325.501 – Intercultural Communication (Online Section)
7600:210.501 – Multiplatform Production (Online Section)
- 2021 Spring 7600:210.501 – Multiplatform Production (Online Section)
7600:228.501 – ZTV Practicum
7600:228.502 – ZTV Practicum
7600:317.801 – Topics in Media Production: Studio Production
7600:372.801 – Video Production
- 2020 Fall 7600:210.002 – Multiplatform Production (Online Section)
7600:210.003 – Multiplatform Production (Online Section)
7600:210.501 – Multiplatform Production (Online Section)
7600:228.801 – ZTV Practicum
7600:228.802 – ZTV Practicum
- 2020 Summer 7600:450.501 – Special Topics in Communication: The Films of Star Wars
(Online Section)
7600:210.501 – Multiplatform Production (Online Section)
- 2020 Spring 7600:209.501 – Principles of Social Media (Online Section)
7600:210.501 – Multiplatform Production (Online Section)
7600:228.001 – ZTV Practicum
7600:228.002 – ZTV Practicum
7600:317.801 – Topics in Media Production: Studio Production
- 2019 Fall 7600:209.501 – Principles of Social Media (Online Section)
7600:210.501 – Multiplatform Production (Online Section)
7600:228.001 – ZTV Practicum
7600:228.002 – ZTV Practicum
7600:372.801 – Video Production
7600:439.001 – Independent Study: Communication
7600:439.004 – Independent Study: Communication
- 2019 Summer 7600:209.501 – Principles of Social Media (Online Section)
7600:210.501 – Multiplatform Production (Online Section)
- 2019 Spring 7600:209.501 – Principles of Social Media (Online Section)
7600:210.501 – Multiplatform Production (Online Section)
7600:228.001 – ZTV Practicum
7600:228.002 – ZTV Practicum
7600:317.801 – Topics in Media Production: Studio Production
7600:439.002 – Independent Study: Communication

2016 Spring 7600:209.002 – Principles of Social Media (substituted 8 weeks)
7600:209.003 – Principles of Social Media
7600:210.002 – Multiplatform Production
7600:210.801 – Multiplatform Production
7600:228.001 – ZTV Practicum
7600:228.002 – ZTV Practicum
7600:317.801 – Topics in Media Production: Studio Production

2015 Fall 7600:209.002 – Principles of Social Media
7600:210.002 – Multiplatform Production
7600:210.002 – Multiplatform Production
7600:210.801 – Multiplatform Production
7600:228.001 – ZTV Practicum
7600:228.002 – ZTV Practicum

2015 Summer 7600:102.401 – Survey of Mass Communication (WWW)
7600:283.481 – Studio Production

2015 Spring 7600:102.002 – Survey of Mass Communication (WWW)
7600:228.001 – ZTV Practicum
7600:228.002 – ZTV Practicum
7600:280.001 – Media Production Techniques
7600:280.003 – Media Production Techniques (CMIP)
7600:283.801 – Studio Production

2014 Fall 7600:102.002 – Survey of Mass Communication (WWW)
7600:228.001 – ZTV Practicum
7600:228.002 – ZTV Practicum
7600:283.801 – Studio Production

2014 Summer 7600:102.002 – Survey of Mass Communication (WWW)
7600:283.481 – Studio Production
7600:345.401 – Business and Professional Speaking

2014 Spring 7600:102.001 – Survey of Mass Communication
7600:102.002 – Survey of Mass Communication (WWW)
7600:280.001 – Media Production Techniques

2013 Fall 7600:102.001 – Survey of Mass Communication (WWW)
7600:102.002 – Survey of Mass Communication
7600:280.001 – Media Production Techniques
7600:280.002 – Media Production Techniques

2013 Spring 7600:280.002 – Media Production Techniques

2012 Fall 7600:280.002 – Media Production Techniques
7600:283.801 – Studio Production
7600:481.001 – Film as Art

2012 Spring 7600:280.801 – Media Production Techniques

2011 Fall 7600:280.003 – Media Production Techniques
7600:280.802 – Media Production Techniques
7600:283.001 – Studio Production
7600:283.801 – Studio Production

2011 Spring 7600:280.802 – Media Production Techniques
7600:283.801 – Studio Production
7600:368.002 – Basic Audio & Video Editing

2010 Fall 7600:280.002 – Media Production Techniques
7600:283.001 – Studio Production
7600:283.801 – Studio Production
7600:368.002 – Basic Audio & Video Editing

2010 Summer 7600:283.431 – Studio Production

2010 Spring 7600:280.802 – Media Production Techniques
7600:283.801 – Studio Production
7600:325.003 – Intercultural Communication

2009 Fall 7600:280.802 – Media Production Techniques
7600:283.001 – Studio Production
7600:283.801 – Studio Production
7600:368.002 – Basic Audio & Video Editing

2009 Spring 7600:280.002 – Media Production Techniques
7600:368.001 – Basic Audio & Video Editing
7600:368.002 – Basic Audio & Video Editing

2008 Fall 7600:280.003 – Media Production Techniques
7600:280.802 – Media Production Techniques
7600:283.001 – Studio Production
7600:368.002 – Basic Audio & Video Editing

2008 Summer 7600:280.431 – Media Production Techniques

2008 Spring 7600:280.001 – Media Production Techniques
7600:283.801 – Studio Production
7600:368.001 – Basic Audio & Video Editing
7600:368.002 – Basic Audio & Video Editing

2007 Fall 7600:280.002 – Media Production Techniques
7600:280.802 – Media Production Techniques
7600.283.001 – Studio Production
7600:368.002 – Basic Audio & Video Editing

2007 Summer 7600:283.431 – Studio Production

2007 Spring 7600:280.002 – Media Production Techniques
7600.283.801 – Studio Production
7600:368.001 – Basic Audio & Video Editing
7600:368.002 – Basic Audio & Video Editing

2006 Fall 7600:280.002 – Media Production Techniques
Graduate Assistant, Primary Instructor
7600:283.001 – Studio Production
Graduate Assistant, Primary Instructor

2006 Spring 7600:280.001 – Media Production Techniques
Graduate Assistant, Primary Instructor

Walsh University, Division of Humanities

2015 Summer COM 212 – Interpersonal Communication

2015 Spring COM 212 – Interpersonal Communication
COM 445 – Advanced Television & Video Production

2014 Fall COM 212 – Interpersonal Communication
COM 345 – Television & Video Production

2014 Summer COM 212 – Interpersonal Communication

2014 Spring COM 212 – Interpersonal Communication
COM 445 – Advanced Television & Video Production

2013 Fall COM 212 – Interpersonal Communication
COM 345 – Television & Video Production

2013 Summer COM 212 – Interpersonal Communication

2013 Spring COM 130 – Television Practicum
COM 212 – Interpersonal Communication
COM 445 – Advanced Television & Video Production

2012 Fall COM 212 – Interpersonal Communication
COM 345 – Television & Video Production

2012 Summer COM 212 – Interpersonal Communication

2012 Spring COM 212 – Interpersonal Communication
COM 445 – Advanced Television & Video Production

2011 Fall COM 212 – Interpersonal Communication
COM 345 – Television & Video Production

2011 Summer COM 212 – Interpersonal Communication

2011 Spring COM 212 – Interpersonal Communication
COM 445 – Advanced Television & Video Production

2010 Fall COM 212 – Interpersonal Communication
COM 345 – Television & Video Production

2010 Summer COM 210 – Mass Communication & Society

2010 Spring COM/ENG 211 – Speech
COM 445 – Advanced Television & Video Production

2009 Fall COM/ENG 211 – Speech
COM 212 – Interpersonal Communication

2009 Summer COM 210 – Mass Communication & Society

2009 Spring COM/ENG 211 – Speech
COM 212 – Interpersonal Communication

2008 Fall COM 212 – Interpersonal Communication

2008 Summer COM 212 – Interpersonal Communication

2008 Spring COM 212 – Interpersonal Communication

2007 Fall COM 345 – Television & Video Production

2007 Spring COM/ENG 211 – Speech

Stark State College, Liberal Arts Division

2015 Spring COM 121 – Effective Speaking

2014 Spring COM 121 – Effective Speaking

2013 Fall COM 121 – Effective Speaking

2013 Spring COM 121 – Effective Speaking
COM 121 – Effective Speaking
COM 121 – Effective Speaking

2012 Fall COM 121 – Effective Speaking
COM 121 – Effective Speaking
COM 121 – Effective Speaking

2012 Summer COM 121 – Effective Speaking

2012 Spring COM 121 – Effective Speaking
COM 121 – Effective Speaking
COM 121 – Effective Speaking
COM 121 – Effective Speaking

2011 Fall COM 121 – Effective Speaking

2011 Summer COM 121 – Effective Speaking

2011 Spring COM 121 – Effective Speaking
COM 121 – Effective Speaking
COM 121 – Effective Speaking

COURSES TAUGHT:

The University of Akron, School of Communication

1870-360: Common Hope Guatemala: Global Citizenship Colloquium (Honors College Social Science Colloquium)

A social science colloquium that takes as its goal a greater understanding of our role in the global context. Through experiences with Global Ties Akron, which hosts State Department-funded international business and entrepreneurial visitors and other organizations such as the International Institute of Akron and World Relief Akron, which work on refugee resettlement, students gain perspectives on the complex flow of people and ideas that Akron participates in. Part of the class focused on the country of Guatemala specifically with a Winter Break trip through the organization Common Hope Guatemala where students worked on different community service projects.

7600-102: Survey of Mass Communication (sections taught face to face and online)

A course that introduces the fundamentals of mass media history, organization, theories, and research. The course is a foundation that prepares students for further studies in the area of mass communication by developing a perspective promoting informed analysis and critical thought about mass media and their influence on American culture, individuals, and the globalized society.

Quality Matters certification awarded for online section of this course.
June, 2014



7600-209: Principles of Social Media (sections taught face to face and online)

A course that provides fundamentals of social media as it relates to the history, theories, ethics and practice of communication. The course explores a diverse range of social media forms including blogs, virtual communities, wikis, mobile, and video and photo sharing sites.

7600-210: Multiplatform Production (sections taught face to face and online)

A course that serves as an overview of storytelling and production skills utilized in different forms of communication, providing a basic introduction to theory and practice of photography, single camera, graphic and web production.

7600-228: ZTV

A co-curricular program in the School of Communication where students write, produce, shoot, and edit video and television programming. Students also gain an understanding of operations, management, production techniques, and distribution models common to television stations in a converged environment.

7600-280: Media Production Techniques

An introductory course to video production which focuses on acquiring basic principles of visual storytelling and narrative-building techniques, as well as practical experience using video cameras and video editing software. Project assignments allow students to put into practice their learning and experience the three phases of production: pre-production, production, and post-production.

7600-283/317: Studio Production/Topics in Media Production: Studio Production

A course designed to obtain an in-depth understanding of production techniques utilized in modern television broadcasting systems. Students receive a comprehensive tour of key technical components in the television studio; acquire necessary production and communication skills; and produce their own live to tape rotations, allowing them to experience every position in studio-based television broadcasting.

7600-317: Topics in Media Production: ESPORTS Broadcasting (developed course)

A course that explores emerging trends in broadcasting and web streaming as it pertains to competitive video games or esports. Students gain an understanding of studio operations and production design involving the incorporation of gaming stations, spectator modes, overlaying and delivery through traditional broadcast methods and multiple streaming platforms such as twitch.tv, YouTubeGaming.com, and more.

7600-325: Intercultural Communication

A course that introduces principles and theoretical frameworks of intercultural communication. Through classroom discussions, the social, cultural, and business contexts of the theories studied are addressed. Lastly, students examine their own cultural identity and how it shapes their notions of self.

7600-345: Business and Professional Speaking

A course that examines the professional presentation process and builds upon previously acquired public speaking skills by incorporating them in different scenarios found in business settings.

7600-368: Basic Audio & Video Editing

Based on Avid Media Composer, the course provides students with a comprehensive analysis of tools, techniques, and trends in audio-visual editing. In addition, students continue enhancing video production skills acquired in previous courses.

7600-372: Video Production

A production course that is aimed at developing advanced skills in pre-production, production, and post-production of video-based projects. Special attention is given to message, audience, and production techniques utilized in crafting effective and dynamic stories from concept to aesthetic development.

*7600-450: Special Topics: The Films of Star Wars (developed course)
(sections taught face to face and online)*

A special topics course that covers the history of the franchise and its development within the context of the Hollywood system. Furthermore, the class explores the production techniques used in Star Wars, narrative styles, and modern myths as portrayed in cinema. Topics such as history, politics, religion, race and gender in film and in the Star Wars saga are explored. Finally, the course looks at the marketing, advertising, and social media promotion of films and Star Wars and how story brands are turned into transmedia stories for multiple audiences.

7600-481: Film as Art

A course on film appreciation covering aspects of art cinema from the perspective of film production. The course exposes students to basic techniques in film (mise-en-scene, cinematography, sound, and editing) and how they interact and shape the narrative. Students learn about various elements that constitute each style and how they interact internally among themselves. One of the main goals of the course is to become acquainted with the film's internal formal organization and how such formal organization brings forth meaning and the filmmaker's artistic expression.

Walsh University, Division of Humanities

Television Practicum – COM 130

An independent study where students produce video projects with a specific focus. Students may do studio-based productions, narratives, commercial, or service learning products.

Mass Communication & Society - COM 210

A course that introduces students to the fundamentals of mass media history, organization, theories, and research. Students develop a perspective promoting informed analysis and critical thought about mass media and their influence on American culture, individuals, and the globalized society.

Speech - COM/ENG 211

A general education course that introduces theories and fundamentals of effective communication in public speaking with an emphasis on speech construction, audience analysis, and organization. The course provides an opportunity for students to practice and improve their speaking abilities.

Interpersonal Communication - COM 212

A course that introduces students to theories, research, and fundamentals of interpersonal communication that will lead to the application of these concepts in different scenarios. The introduction and application of these theories is meant to improve students' interpersonal communication skills.

Television and Video Production - COM 345

A production course focusing on acquiring skills in field and studio production. Emphasis is given to principles of visual storytelling and narrative-building techniques, practical experience with video cameras and video editing software, and a basic overview of studio equipment, personnel, and operations. Students put into practice their learning and experience the three phases of production: pre-production, production, and post-production.

Advanced Television and Video Production - COM 445

A course that allows students to combine advanced video production techniques with well-built narrative styles and writing. An emphasis is placed on turning an idea into an audio-visual message or product that targets a specific population and that meets high quality standards.

Stark State College, Liberal Arts Division

Effective Speaking - COM 121

A general education course designed to help students develop effective speaking skills to better prepare students to address groups in business or industry. Principles of content selection, organization, audience analysis, and projection are studied.

ADMINISTRATIVE & PROGRAMMING EXPERIENCE

General Manager, ZTV – The University of Akron, School of Communication

Serve as manager and executive producer of Emmy Award winning student programming. In charge of station operations, budget and purchases, hiring of student-producers, recruitment and retention programs, and mentoring. Oversee the production of seven bi-weekly student-produced shows, special programming, and other events produced within the university.

The University of Akron, School of Communication

08/14 – Present

Current ZTV programming:

- **Akron After Hours:** A sketch comedy show.
- **Lowdown:** Reviews arts, music, and entertainment in the Akron region.
- **Goofing Off!:** A geek culture show that reviews movies, video games, anime, and conventions.
- **ZTV Sports Report:** A sports newscast that covers University of Akron Athletics.
- **Lights, Camera, Akron!:** A newsmagazine show that covers The University of Akron and surrounding areas.
- **300 Seconds of Science:** A 5-minute program that covers scientific topics and news in the world of science and exploration.
- **5 Minute Flashback:** A 5-minute program that covers topics in history (sister program to 300 Seconds of Science).

- **The Akron Avengers:** A superhero show where heroes fight the forces of evil in Rubber City.
- **Class Cancelled:** A YouTube series produced in partnership with the University Communications and Marketing department.
- **Special programming:** Live events such as telethons, commencement ceremonies, election coverage, and more.
- **Corporate Video:** Catering to the production needs of clients on campus and off campus.

Student Assistant – The University of Akron, Office of International Programs
Participated in the planning and development of Fall 2005 International Student Orientation, as well as other events sponsored by the Office of International Programs including International Education Week.

05/05 – 08/05

International Student Orientation – The University of Akron, Office of International Programs
Orientation Leader: Spring, 2005; Fall, 2005; Spring, 2006; Fall, 2006

CURRICULUM DEVELOPMENT

Chair, Converged Media Immersion Program – The University of Akron, School of Communication

A program made possible by a grant obtained through the John S. and James L. Knight Foundation, which incorporates team-teaching, site visits, and guest speakers. Duties included leading a team of faculty in the development of the program, promotion, recruitment of students, and administration of grant funds. The program served to provide students with the knowledge and skills necessary to: (1) gather information and create content, (2) design and distribute content for print, audio, video, and digital platforms, (3) develop as media professionals, and (4) successfully compete in the media industry of the 21st century.

05/14 – 08/15

Curriculum developer – Walsh University, School for Professional Studies
Interpersonal Communication course module developed for adult accelerated program.
Spring, 2015

Curriculum Subcommittee Member, Multiplatform Production Course – The University of Akron, School of Communication
Fall 2013 – Spring 2015

INVITED LECTURES

Honors Colloquium in Social Sciences: Digital Storytelling – The University of Akron, Williams Honors College

Topic: Storytelling Techniques in Video Production
Spring 2021

Honors Colloquium in Social Sciences: Digital Storytelling – The University of Akron, Williams Honors College

Topic: Storytelling Techniques in Video Production
Fall 2019

Ohio History Connection Star Wars Day Event – Ohio History Connection, Columbus, OH
Topic: Women, Minorities and Artificial Intelligence in Star Wars
May 4, 2019

Capstone in Communication – The University of Akron, School of Communication
Topic: Storytelling Techniques in Video Production
Fall 2018

Honors Colloquium in Social Sciences: Digital Storytelling – The University of Akron, Williams Honors College
Topic: Storytelling Techniques in Video Production
Spring 2018

Global Threads Project – Citizen Journalism Online Magazine developed by Global Ties Akron and Creative Economy Group Serbia through a State Department Grant
Topic: Video Editing Basics for Citizen Journalists
Spring 2018

Fake News Panel – Akron Public Library, Highland Square (Sponsored by University Libraries)
Topic: Fake News and Media Literacy
Fall 2017

May the Fourth be with you – Stark State College Communication Club
Topic: Religion as a Vehicle for Storytelling in Star Wars
Spring 2017

Fake News Panel – University of Akron Libraries and EXL Center
Topic: Fake News and the 2016 Presidential Election
Spring 2017

Principles of Social Media – The University of Akron, School of Communication
Topic: Video Editing Basics using Adobe Premiere
Fall 2016

Intercultural Communication – Kent State University, School of Communication Studies
Topic: An examination of cultural differences between the United States and Mexico
Summer 2016

Spanish in the Business World – Indiana University, Department of Spanish and Portuguese
Topic: Mexico: culture, economy, finances, and communication in the business context
Spring 2016

Introduction to Communication – The University of Akron, School of Communication
Topic: Careers in media: radio, television, and news.
Fall 2015

UA Latinos – The University of Akron
Topic: Latinos in the U.S.A., a personal story of adaptation
Fall 2015

Principles of Social Media – The University of Akron, School of Communication
Topic: Generation Like
Fall 2015

Intercultural Communication – Kent State University, School of Communication Studies
Topic: An examination of cultural differences between the United States and Mexico
Summer 2015

Principles of Social Media – The University of Akron, School of Communication
Topic: Video shooting and editing for social media
Summer 2015

Radio & TV Writing – The University of Akron, School of Communication
Topic: Developing loglines, taglines, treatments and synopses
Spring 2015

Principles of Social Media – The University of Akron, School of Communication
Topic: Video shooting and editing for social media
Spring 2015

Principles of Social Media – The University of Akron, School of Communication
Topic: Video shooting and editing for social media
Fall 2014

Interpersonal Communication – The University of Akron, School of Communication
Topic: Culture and interpersonal communication
Summer 2014

Rethinking Race Program – The University of Akron
Topic: Rethinking Immigration, a discussion of the film “Under the same Moon” (La Misma Luna)
Screening sponsored by UA Latinos
2/08/2013

Intro. to Geography – The University of Akron, Dept. of Public Administration & Urban Studies
Topic: The myths of illegal immigration
Spring 2012

Justice for immigrants week: Immigration Myths and Realities – Walsh University
Sponsored by Walsh for Justice and Peace
Donald Wallenfang – Social and moral justice for immigrants
Juan E. Contreras – The myths of illegal immigration
Jose Cajigas – The migration patterns of Puerto Ricans
2/09/2012

ACADEMIC & PROFESSIONAL SERVICE

Faculty Advisor

The 2380 Film Club – The University of Akron

A student organization dedicated to the study and appreciation of film, the production of feature and short films, and the planning of student film festivals in public venues, such as The Nightlight Cinema in Akron.

Fall 2013 – Current

Zips de Esperanza – The University of Akron

A student organization that partners with the non-profit organization *Common Hope Guatemala / Familias de Esperanza* to create different programs that will assist the organization in its mission to help struggling communities in Antigua, Guatemala. These programs include fundraisers, supply drives, translation services, and the formation of vision teams to travel to Guatemala and engage in community service.

Fall 2018 – Current

Hammock City – The University of Akron

A student organization that primarily targets incoming freshmen and commuter students to socialize by “hammocking” in order to develop friendship connections on campus.

Fall 2016 – Spring 2018

Bateman Advisor – The University of Akron, School of Communication

Advisor to one of three School of Communication groups participating on behalf of PRSSA in the Bateman competition. Students developed a campaign for the organization *With Purpose* with the objective of raising awareness of childhood cancer.

Fall 2017 – Spring 2018

Search Committees

Search Committee; position: Director of International Recruitment

The University of Akron

Spring 2020 (search paused due to COVID-19 closures)

Search Committee; position: Assistant Professor in Converged Media

The University of Akron, School of Communication

2018 – 2019 Academic Year (successful hire)

Search Committee; position: Assistant Professor in Social Media

The University of Akron, School of Communication

2018 – 2019 Academic Year (successful hire)

Search Committee; position: Broadcast Engineer

The University of Akron, School of Communication

Spring 2016 (successful hire)

Search Committee; position: Instructor, Non-Tenure Track Faculty in Radio

The University of Akron, School of Communication

2015 – 2016 Academic Year (successful hire)

Search Committee; position: International Academic & Co-Curricular Programmer
The University of Akron, Office of International Programs
2012 – 2013 Academic Year (successful hire)

School Committees

Undergraduate Committee – The University of Akron, School of Communication
Spring 2021

NTT Evaluation Committee of the School of Communication – The University of Akron, School of Communication
Chair for the Reappointment and Promotion of Christopher Keppler to the rank of Associate Professor of Practice
Spring 2019

Curriculum Committee – The University of Akron, School of Communication
Fall 2018 – Spring 2019

Advisory Committee – The University of Akron, School of Communication
Fall 2018 – Spring 2019; Fall 2020 – Spring 2020; Spring 2021 – Fall 2021

Bylaws Committee – The University of Akron, School of Communication
Fall 2017 – Fall 2018

Retention, Tenure & Promotion Committee – The University of Akron, School of Communication
Spring 2018

Marketing and Promotions Ad hoc Committee – The University of Akron, School of Communication
Fall 2016 – Spring 2017

Media Committee Member – The University of Akron, School of Communication
Fall 2013 – Current

University Committees

Teaching Awards Evaluation Committee – The University of Akron
Member of the committee evaluating submissions for outstanding teacher awards for full time and part time faculty.
Spring 2019

Ohio Department of Higher Education

Transfer Assurance Guide (TAG)

TAG Submission

Developed submission for Telecommunications TAG:59476, AKRN,OCM007 – Introduction to Audio Production matched with 7600:317 Special Topics in Media Production: Audio Production
Fall 2018 – Spring 2019

Member of Course Review Project – Ohio Department of Higher Education
Participated in the review of learning objectives and assessment of Career Technical Articulation Numbers (CTANs) and their potential overlap. The courses related to video production and visual imaging.
Fall 2018 – Spring 2019

ZTV Production Services

Co-executive Producer, The Coach's Corner – The University of Akron Athletics
A weekly program where the Zips Football Coach and the Basketball Coach (depending on season) are interviewed and participate in analysis of games and players' performance. The program runs for twenty-five to thirty weeks and airs on *Sports Time Ohio*, which is part of the FOX network.
Fall 2018 – Current

Executive Producer, National Center for Choreography at The University of Akron Podcast series, live to tape recordings of the podcast series – The University of Akron
Spring 2021 - Current

Executive Producer, Content for Celveland Clinic/Akron – General Recruitment Videos for Residency programs – Akron, Ohio
Spring 2021 - Current

Executive Producer, Abrepaso Flamenco, recording of a professional dance performance for the Abrepaso Flamenco Dance Company
March 22, 2021

Executive Producer, Clue, Livestream of five performances of the play for the Department of Theater and Arts Administration – The University of Akron
Spring 2021

Executive Producer, Student Ambassador Video Series, six short videos highlighting student ambassadors from the Buchtel College of Arts & Sciences – The University of Akron
Spring 2021

Executive Producer, Career Path Video Series, six short videos highlighting university employees and their careers, produced for the Office of the President – The University of Akron
Spring 2021

Executive Producer, The Waves by Virginia Woolf, Livestream of five performances of the play for the Department of Theater and Arts Administration – The University of Akron
Fall 2020

Co-executive Producer, Collage, b-roll provided for the Department of Theater and Arts Administration – The University of Akron
Fall 2020

Co-Producer & Production Roles, Live Zips Soccer matches broadcast over ESPN – The University of Akron
Fall 2019 – Current

Co-Producer, State of The University Address, Live YouTube Telecast – The University of Akron
01/18/2019

Producer, Who Will Lead Ohio? and Who Will Represent Ohio? – The University of Akron
A series of interviews organized by The University of Akron Bliss Institute and WKYC. Candidates running for Ohio Governor and for the U.S. Senate were interviewed and co-streamed live to WKYC's Facebook page and The University of Akron's YouTube account.
Fall 2018

Producer, Who Will Lead Ohio? – The University of Akron
A series of interviews organized by The University of Akron Bliss Institute and WKYC. All candidates running for the gubernatorial primary were interviewed and co-streamed live to WKYC's Facebook page and The University of Akron's YouTube account.
Spring 2018

Co-Producer, The University of Akron Dance Company Spring Concert, Live YouTube Telecast
The University of Akron
04/28/2016

Co-Producer, Williams Honors College Unveiling, Live YouTube Telecast – The University of Akron
Akron
02/03/2016

Co-Producer, State of The University Address, Live YouTube Telecast – The University of Akron
10/20/2015

Producer, Commencement Ceremony Live Stream & Webcast – The University of Akron
Summer 2014; Fall 2014; Spring, 2015; Summer 2015; Fall 2015; Spring 2016; Summer 2016; Fall, 2016, Spring/Summer 2017, Fall 2017, Spring/Summer 2018, Fall 2018, Spring/Summer 2019, Fall 2019

Honors Projects

Reader, Honors Project for Sophia Abukamail – The University of Akron, Spring 2021

Sponsor, Honors Project for Kyle Reynolds – The University of Akron, Fall 2020

Sponsor, Honors Project for Kristen Dauber – The University of Akron, Spring 2020

Reader, Honors Project for Kristen Lauck – The University of Akron, Fall 2019

Sponsor, Honors Project for Matthew Speidel – The University of Akron, Spring 2019

Sponsor, Honors Project for Tyler Gunter – The University of Akron, Spring 2019

Sponsor, Honors Project for Curtis Richardson – The University of Akron, Spring 2019

Reader, Honors Project for Kayla Pretzer – The University of Akron, Spring 2019

Reader, Honors Project for Mikyla Wilfred – The University of Akron, Spring 2018

Reader, Honors Project for Ciara Davis – The University of Akron, Spring 2018

Reader, Honors Project for Kelly Lauck – The University of Akron, Spring 2018

Reader, Honors Project for Erica Rymer – The University of Akron, Spring 2018

Reader, Honors Project for Nicole Rhoades – The University of Akron, Fall 2016

Reader, Honors Project for Daniel Cermak – The University of Akron, Fall 2016

Reader, Honors Project for Israa Eddeb – The University of Akron, Spring 2016

Reader, Honors Project for Zaina Salem – The University of Akron, Spring 2016

Reader, Honors Project for Paige Purtz – The University of Akron, Spring 2016
Reader, Honors Project for Jean McBride – The University of Akron, Spring 2015
Reader, Honors Project for Tyler Stackpole – The University of Akron, Summer 2014
Reader, Honors Project for Rachel Salyer – The University of Akron, Spring 2014
Reader, Honors Project for Anthony Codispoli – The University of Akron, Spring 2012
Reader, Honors Project for Kaitlin Sponseller – The University of Akron, Summer 2010
Reader, Honors Project for Stephanie Klein – The University of Akron, Spring 2010
Reader, Honors Project for Dave Carulli – The University of Akron, Spring 2009
Reader, Honors Project for Tyler Corcoran – Walsh University, Spring 2009

Recruitment Events

Spring 2018 – Campus Visit Day
Spring 2016 – UA Scholars Day
Spring 2014 – UA Scholars Day
Fall 2013 – UA on Display

Judge

Emmy Award Nominations Judge – National Academy of Television Arts & Sciences, Lower Great Lakes Chapter
Serve in professional and student categories as a judge of entries in both English and Spanish for consideration for Emmy Awards.
2016 – Current

High Arts Film Festival Judge – High Arts Festival, Akron, OH
09/22/2018

Advisory Committees

Media Communications Advisory Committee – Wadsworth High School, Wadsworth, OH
10/14 – Current

Communication Program Advisory Committee – Stark State College
11/15 – 11/20

Alliance High School Advisory Board – Alliance, OH
11/17 – 11/18

SERVICE LEARNING & INTERDISCIPLINARY PROJECTS

Salsa: History in Motion – The University of Akron
Fall 2019

The *Video Production* class teamed up with the unclass titled *Salsa: History in Motion*, which was sponsored by the EXL Center and taught by Dr. Santos, Professor of History, and Lenin Guerrero, Director of Salcity Dance Company. The *Video Production* course produced news packages, short documentaries, and a full 30 minute documentary as accounts of the experiences of the students enrolled in this course which blended the history and practice of salsa dancing.

Refugee Task Force of Northeast Ohio, ZTV – The University of Akron, School of Communication

Fall 2018 – Spring 2019

ZTV members have worked with community leaders and non-profit organizations in the Akron-Canton area to produce informational videos about the refugee population targeted at healthcare providers, social workers, and other groups.

Akron Interfaith Immigration Advocates, Principles of Social Media Course – The University of Akron, School of Communication

Spring 2018

Students developed an introductory social media plan for this newly formed non-profit organization.

Battered Women’s Shelter of Summit & Medina Counties, Principles of Social Media Course – The University of Akron, School of Communication

Spring 2018

Students developed social media audits and a short-term strategic social media plan, which included using social media platforms to provide safe spaces for women to ask for help during abuse situations.

Confucius Institute at The University of Akron, Principles of Social Media Course & ZTV – The University of Akron, School of Communication

Students developed strategic social media plans and continuously create video projects of Confucius Institute special events and television news coverage through ZTV for the Confucius Institute.

Video Production: *ZTV*

Spring 2017 – Current

Social Media Plans: *Principles of Social Media*

Spring 2017, Fall 2017, Spring 2018

Summit County Better Birth Outcomes, Principles of Social Media Course & ZTV – The University of Akron, School of Communication

Fall 2015; Spring 2016

Students developed and launched a social media strategy for the Summit County Better Birth Outcomes, an initiative by the Summit County Health Department aimed at reducing infant mortality rates in the county. Students in the course also cooperated with ZTV for the creation of videos that were part of the social media campaign.

Summit County Community Partnership, Principles of Social Media Course & ZTV – The University of Akron, School of Communication

Spring 2016

Students enhanced social media strategies for Summit County Community Partnership, which targets numerous populations to reduce substance abuse. Students in the course also cooperated with ZTV for the creation of videos that were part of the social media content.

Global Ties Akron: Exploring the World through Stories, Principles of Social Media Course – The University of Akron, School of Communication

Spring 2016

Students developed and launched a social media strategy to promote a special event by Global Ties Akron called “Exploring the World through Stories,” which has as its primary purpose to

educate children about other cultures through stories. Students created content as text posts, photos, vides and blogs to promote the event.

CONFERENCE PRESENTATIONS, PANELS & AUTHORED TEXTS

Invited Online Textbook Chapter for the course *Introduction to Communication* at The University of Akron

Contreras, J. (2019) Mass Media. In Turner, D. (Ed.), *Introduction to Communication: A Top Hat Interactive Text*. Top Hat Monocle.

Integrating international students into US communities: webinar series by Global Ties U.S. and the American Council on Education's Center for Internationalization and Global Engagement

Panel Moderator: Jason Terry, Global Ties U.S.

Nadya Kessler, Global Pittsburgh

Zuleyma Ramirez, Program Associate, Global Ties U.S. & ACE

Michelle Wilson, Executive Director, Global Ties Akron

Juan E. Contreras, The University of Akron

Douglas Hausknecht, The University of Akron

Khounkham Seebounhouang, The University of Akron MBA Fullbright Scholar

February 16, 2016

Cajigas, J. & Contreras, J. E. (November, 2013). *Updating Latino stereotypes in primetime programming: A content analysis*. Latino/a Communication Studies Division & La Raza Caucus, National Communication Association, Washington, D.C.

Friend Me: Using Social Media to Leverage Your Station's Presence

Panel Moderator: Phil Hoffman, The University of Akron

ZTV & Facebook: What We Learned, Phil Hoffman, The University of Akron

TV2: Reporting and Social Media, Gretchen Dworznik, Ashland University

International Students and Social Media, Juan E. Contreras, The University of Akron

Broadcast Education Association, April, 2010, Las Vegas, NV.

Contreras, J. E. (November, 2006). *A Day Without a Mexican: A Cross-cultural Interpretation of a Sociopolitical "Mocku-Drama."* Panel "Latino/a Connections in Media Representation." Latino/a Communication Studies Division & La Raza Caucus, National Communication Association, San Antonio, TX.

VOLUNTEER SERVICE

President of the Board – Global Ties Akron (formerly Akron International Friendship)

In charge of board operations and facilitating relationships between organization and local community.

08/16 – 10/20

Vice-President of the Board – Global Ties Akron (formerly Akron International Friendship)

In charge of board development and overseeing committee operations.

10/13 – 08/16

10/20 – Current

Board Member – Global Ties Akron (formerly Akron International Friendship)
Involved in the expansion and re-definition of communication strategies pertaining to web and social media. Assist in the development of an educational program titled ‘Know your community, know your world,’ which helps foreign visitors volunteering as guest speakers in local schools to tailor their presentations to class curriculum.
01/12 – 10/13

Guest speaker – Global Ties Akron (formerly Akron International Friendship)
Speaker services responsibilities involve preparing and giving presentations at local schools about Mexico, Mexican culture, and the status of Latinos in the United States. Audiences range from elementary to high school.
2005 – Current

Guest speaker – *Akron Interfaith Immigration Advocates (AIIA)*
Volunteer speaker at several functions sponsored by AIIA, including Passover Seder, Mitzvah, among others. All events seek to educate the general public on immigration issues.

PROFESSIONAL ASSOCIATIONS

National Academy of Television Arts and Sciences – Lower Great Lakes Chapter
Broadcast Education Association
National Communication Association

RELEVANT PROFESSIONAL EXPERIENCE

Photographer and presentation designer – Innovation Design, Mexico City, Mexico
Photographed constructions of the company and developed portfolios and presentations for prospective clients.
09/03 – 05/04

Media Production Freelancer – Mexico City, Mexico
07/02 – 08/03

Clients Included:

Innovation Design – Mexico City, Mexico

Televisa, Espacio 2003 – Mexico City & Veracruz, Mexico

Production team member for the development of reports broadcasted nationwide for the highlights show of the convention Espacio 2003. Responsibilities included scriptwriting, shooting, interviewing, and coverage of events.

ECCHO Video Productions – Mexico City, Mexico

Staff coordinator and segment producer for the Communication Convention titled ‘Verdad y Libertad en los Medios’ (Truth and Freedom in Media) at Anahuac University. Produced video inserts for the conferences, and coordinated production teams for coverage and interviews during the event.

Segment Producer and Floor Director – Claravision TV, Mexico City, Mexico

Production team member for the show titled “Club NET.” Produced video inserts for segments of the show and served as Floor Director during the live broadcast. “Club NET” aired internationally in Latin America through SKY Cable System.

08/00 – 06/02

HONORS AND AWARDS

The University of Akron EXL Center

The Spirit of Experiential Learning Award

This award recognizes the contributions of both students and faculty in creating interdisciplinary, experiential, community-based teaching and learning opportunities at the university. This recognition is given to the students and faculty in the collaborative work between the unclass titled *Salsa: History in Motion* and the *Video Production* course
Spring 2020

The University of Akron Achievement Awards

2017-2018 Outstanding Teacher Award (6+ years)

Student Production Awards/Student Emmys:

National Academy of Television Arts & Sciences, Lower Great Lakes Chapter

2020 Emmy Award in the Student Category/News and Information

(Role: Executive Producer / Award Credited as Instructor)

Show: 2020 ZTV Election Night Special

National Academy of Television Arts & Sciences, Lower Great Lakes Chapter

2019 Emmy Award in the Student Category/Newscast

(Credited as Executive Producer)

Show: ZTV 300 Seconds of Science: What do the color blind see?

National Academy of Television Arts & Sciences, Lower Great Lakes Chapter

2018 Emmy Award in the Student Category/News and Information

(Credited as Executive Producer)

Show: 300 Seconds of Science: X-Rays

Cleveland, OH, June 15, 2019

National Academy of Television Arts & Sciences, Lower Great Lakes Chapter

2018 Emmy Award in the Student Category/Cultural Affairs

(credited as Executive Producer)

Show: ZTV Lowdown

Cleveland, OH, June 15, 2019

National Academy of Television Arts & Sciences, Lower Great Lakes Chapter

2017 Emmy Award in the Student Category/News and Information

(Credited as Executive Producer)

Show: Lights. Camera. Akron

Indianapolis, IN, June 23, 2018

National Academy of Television Arts & Sciences, Lower Great Lakes Chapter

2016 Emmy Award in the Student Category/News and Information

(Credited as Executive Producer)

Show: Lights. Camera. Akron

Cleveland, OH, June 17, 2017

National Academy of Television Arts & Sciences, Lower Great Lakes Chapter
2014 Emmy Award in the Student Category/Cultural Affairs
(credited as Executive Producer)
Show: ZTV Akron After Hours
Indianapolis, IN, June 27, 2015

Student Production Nominations/Student Emmys:
National Academy of Television Arts & Sciences, Lower Great Lakes Chapter
2020 Emmy Award Nominee in the Student Category/Fiction-Short Form
(Role: Executive Producer / Award Credited as Instructor)
Show: Akron After Hours, *The Zip Files*

National Academy of Television Arts & Sciences, Lower Great Lakes Chapter
2020 Emmy Award Nominee in the Student Category/Animation, Graphics, Special Effects
(Role: Executive Producer / Award Credited as Instructor)
Show: Akron After Hours, *The Lego Anomaly*

National Academy of Television Arts & Sciences, Lower Great Lakes Chapter
2020 Emmy Award Nominee in the Student Category/Animation, Graphics, Special Effects
(Role: Executive Producer / Award Credited as Instructor)
Show: Akron After Hours, *Welcome to Akron After Hours*

National Academy of Television Arts & Sciences, Lower Great Lakes Chapter
2020 Emmy Award Nominee in the Student Category/Sports Story or Segment
(Role: Executive Producer / Award Credited as Instructor)
Show: Class Cancelled, *The Pro-Football Hall of Fame*

National Academy of Television Arts & Sciences, Lower Great Lakes Chapter
2018 Emmy Award Nominee in the Student Category/Arts & Cultural Affairs
(Credited as Executive Producer)
Show: Goofing Off!

National Academy of Television Arts & Sciences, Lower Great Lakes Chapter
2017 Emmy Award Nominee in the Student Category/News and Information
(Credited as Executive Producer)
Show: ZTV 300 Seconds of Science

National Academy of Television Arts & Sciences, Lower Great Lakes Chapter
2017 Emmy Award Nominee in the Student Category/Arts & Cultural Affairs
(Credited as Executive Producer)
Show: Lowdown

National Academy of Television Arts & Sciences, Lower Great Lakes Chapter
2017 Emmy Award Nominee in the Student Category/Arts & Cultural Affairs
(Credited as Executive Producer)
Show: Akron After Hours

National Academy of Television Arts & Sciences, Lower Great Lakes Chapter
2017 Emmy Award Nominee in the Student Category/Short Form
(Credited as Executive Producer)
Program: ZTV & WZIP: Make media, make a difference

National Academy of Television Arts & Sciences, Lower Great Lakes Chapter
2016 Emmy Award Nominee in the Student Category/News and Information
(Credited as Executive Producer)
Show: ZTV 300 Seconds of Science

National Academy of Television Arts & Sciences, Lower Great Lakes Chapter
2016 Emmy Award Nominee in the Student Category/Short Form
(Credited as Executive Producer)
Program: ZTV: Make media, make a difference

National Academy of Television Arts & Sciences, Lower Great Lakes Chapter
2015 Emmy Award Nominee in the Student Category/News and Information
(Credited as Executive Producer)
Show: ZTV Sports Report

Ohio Communication Association
2017 Distinguished Program Award: ZTV, The University of Akron

Anáhuac University, School of Communication, Mexico City, Mexico
Graduated with Honors
2003

Anáhuac University, School of Communication, Mexico City, Mexico
Best Live TV Show in Spring 2003 for “La Hora Ahorcada” (credited as Director)
Best Short Film in the category of Fiction in Spring 2002 for “Nunca digas que no” (credited as Director of Photography)

LANGUAGES

English-Spanish Bilingual – Reading, writing, and speaking proficiency in English and Spanish.
English-Spanish; Spanish-English medical, legal, insurance documents and television script translation experience.

Immersed English as a Second Language Coursework – Vancouver English Centre, Canada
1998

SOFTWARE & TECHNOLOGY

Operating Systems

- Windows and Macintosh Operating Systems

Learning Management Systems & related software

- Angel, Sakai/ECN, Springboard/Brightspace, and Top Hat
- Articulate Storyline

Video Software

- Adobe Premiere, Avid Media Composer, and Final Cut Pro editing systems
- Adobe Media Encoder
- Basic skills in Adobe After Effects

Image manipulation software and design for print & web

- Adobe Photoshop
- Adobe InDesign
- Basic skills in Adobe Illustrator
- Familiar with Content Management Systems such as Wordpress, Wix, and Weebly

Video production, television broadcasting, and live streaming

- Experienced with various types of television studio equipment, including: teleprompter, video playback decks, audio mixers, camera control, scopes, lighting, intercom, and time keeping devices
- Experienced with video switchers (including NewTek tricaster and Grass Valley switchers)
- Basic skills with Chyron and Lyric Pro
- Proficiency with ENG/EFP and DSLR cameras
- Experienced with live streaming set ups through YouTube, Twitch, and Facebook live using streaming interfaces such as Adobe Live Encoder, OBS, and Elgato