

VIVIAN MEDINA-MESSNER

Richard T. Robertson School of Media and Culture
Virginia Commonwealth University
901 W. Main Street • Richmond, Virginia 23284
• vmedinamessn@vcu.edu

EDUCATION

Ph.D. student, Art Education, anticipated completion in 2022
Virginia Commonwealth University

Master of Arts, Business Journalism, 2009
Florida International University (Miami)

Bachelor of Arts, International Communications and International Affairs, 2001
American University of Paris (France)

PROFESSIONAL POSITIONS

2011 – present	Instructor, Virginia Commonwealth University, Richmond
2012 – 2016	Co-Academic Director, IYLEP Social Media Institute, Virginia Commonwealth University, Richmond
2011 – 2011	Spanish Consultant, Tumblr, Richmond
2010 – 2011	Adjunct Professor, Virginia Commonwealth University, Richmond
2007 – 2011	Content Producer, Media General, Richmond
2005 – 2008	Financial Columnist, El Nuevo Herald, Miami
2005 – 2007	Online Producer, MiamiHerald.com, Miami
1994 – 2005	Freelance Reporter, Producer and Intern: BBC, Miami; The New York Times, Miami; El Diario La Prensa, New York; Univision, Miami; Yahoo!-Telemundo, Miami; TVN, Germany

GRANTS AND AWARDS

Grant (\$35,000) to facilitate collaborative exchange with the Santiago de Cali University in Colombia, Americas 100,000 Strong in the Americas Innovation Fund (Academic Director, 2019-2020) *Impacted by COVID-19 (2020-2021)

Faculty Scholar Recognition, College of Humanities and Sciences at Virginia Commonwealth University (2017)

International ABERJE Award at the International Public Relations Research Conference (2017)

Grant (\$160,000) to facilitate the Iraqi Young Leaders Exchange Program (IYLEP) at Virginia Commonwealth University, U.S. State Department and Meridian International Center (Co-Principal Investigator/Co-Academic Director, 2016)

Service-Learning Project Small Grants (\$530), Virginia Commonwealth University (2016)

Faculty Fellowship of the VCU Globe, Virginia Commonwealth University (2015-2016)

Quest Global Impact Award for Global Virtual Classroom (\$10,000), Global Education Office, Virginia Commonwealth University (2015-2016)

Grant (\$160,000) to facilitate the Iraqi Young Leaders Exchange Program (IYLEP) at Virginia Commonwealth University, U.S. State Department and Meridian International Center (Co-Principal Investigator/Co-Academic Director, 2015)

Research Fellowship with the Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication at Florida International University (2014-2016)

Community Engagement Award for Teaching for "VCU votes" campaign, Division of Community Engagement, Virginia Commonwealth University (2014)

Top Three Papers of Practical Significance Award of the Institute for Public Relations for research study *From #mcdonaldsfail to #dominossucks: An analysis of Instagram images about the 10 largest fast food companies* at the International Public Relations Research Conference (2014)

Grant (\$157,000) to facilitate the Iraqi Young Leaders Exchange Program (IYLEP) at Virginia Commonwealth University, U.S. State Department and Meridian International Center (Co-Principal Investigator/Co-Academic Director, 2014)

Grant (\$16,000) to develop a branding and marketing campaign for the City of Ningbo in China (with Hong Cheng, Ernest Martin, Yan Jin, Will Sims, Marcus Messner, Ashley Shoal and Yuan Zhang, 2014)

Best Paper Recognition (“Best of Miami” at IPRRC) for research study *140 characters towards a better health: An exploration of the Twitter engagement of leading nonprofit organizations* at the Public Relations Society of America International Conference (with Marcus Messner, Yan Jin, Shana Meganck, Scott Quarforth, and Sally Norton, 2013)

Community Engagement Award for Teaching for IYLEP Social Media Institute, Division of Community Engagement, Virginia Commonwealth University (2013)

Grant (\$190,000) to facilitate the Iraqi Young Leaders Exchange Program (IYLEP) at Virginia Commonwealth University, U.S. State Department and Meridian International Center (Co-Principal Investigator/Co-Academic Director, 2013)

Grant (\$190,000) to facilitate the Iraqi Young Leaders Exchange Program (IYLEP) at Virginia Commonwealth University, U.S. State Department and FHI 360 (Co-Academic Director, 2012)

CERTIFICATES AND DEVELOPMENT PROGRAMS

Developing Online@VCU, Center for Teaching and Learning Excellence (2019)

Introduction to Game Design Workshop, VCU Libraries Innovative Media Department (2018)

Rapid Prototyping for Product Design Workshop, VCU Libraries Innovative Media Department (2018)

Virtual Reality and Mixed Reality Workshop, VCU Libraries Innovative Media Department (2018)

Play Therapy and Expressive Arts Workshop, Office of Continuing and Professional Education at Virginia Commonwealth University (2017)

Teaching Fellowships for the Incubator Classroom of the ALT Lab at Virginia Commonwealth University (2014)

Online Learning Initiative, Office for Online Education at Virginia Commonwealth University (2014)

Teaching and Learning with Technology Institute, Center for Teaching Excellence at Virginia Commonwealth University (2013-2014)

Summer Institute on Teaching and Learning, Center for Teaching Excellence at Virginia Commonwealth University (2013)

Junior Faculty Mentoring Program, Center for Teaching Excellence at Virginia Commonwealth University (2012-2013)

Service-Learning Mini-Institute, Division of Community Engagement, at Virginia Commonwealth University (2012)

Preparing to Teach @ VCU workshop, Center for Teaching Excellence at Virginia Commonwealth University (2012)

Critical Thinking in the Classroom Workshop, Center for Teaching Excellence at Virginia Commonwealth University (2011)

SCHOLARSHIP

AACTE Holmes Scholars program at Virginia Commonwealth University, School of Education (2019 – Present)

Publications

Guidry, J.P.D., O'Donnell, N.H., Meganck, S.L., Lovari, A., Messner, M., Hill, A., & Medina-Messner, V. (revise/resubmit 2021). Tweeting a Pandemic: Communicating #COVID19 across the globe. Under review at *Health Communication*.

O'Donnell, N. H., Messner, M., Medina-Messner, V., Crenshaw, J., Rodriguez, R., & Rugas, F. (2020). How mass communication programs can facilitate voter engagement on campus. *Teaching Journalism and Mass Communications*, 10(2), <https://aejmc.us/spig/wp-content/uploads/sites/9/2020/11/TJMC-10.2-ODonnell-et-al.-Voter-Engagement.pdf>.

Guidry, J.P.D., Meganck, S.L., Lovari, A., Messner, M., Medina-Messner, V., Adams, J., & Sherman, S. (2019). Tweeting about #diseases and #publichealth: Communicating global health issues across nations. *Health Communication*, <https://www.tandfonline.com/doi/ref/10.1080/10410236.2019.1620089>.

Messner, M., Medina-Messner, V., & Guidry, J. (2016). Global Health and Social Media: Using Instagram and Twitter in an open online class for global service-learning projects. *Communication Teacher*, 30(4), 185-189.

Guidry, J., Messner, M., Jin, Y., & Medina-Messner, V. (2015). From #mcdonaldsfail to #dominossucks: An analysis of Instagram images about the 10 largest fast food companies. *Corporate Communications: An International Journal*, 20(3), 344-359.

Guidry, J., Messner, M., Jin, Y., & Medina-Messner, V. (2015). Watch, listen and respond: Mobile pre-crisis monitoring on Instagram. *The Book of Employee Communications Strategies and Tactics*. PR News Press.

Messner, M., Jin, Y., Medina-Messner, V., Meganck, S., Quarforth, S., & Norton, S. (2013). 140 characters towards a better health: An exploration of the Twitter engagement of leading nonprofit organizations. In H. N. Al-Deen & J. A. Hendricks (Eds.). *Social Media and Strategic Communication*. Basingstoke, UK: Palgrave Macmillan.

Conference Presentations

Guidry, J., Meganck, S., Messner, M., Lovari, A., Sherman, S., Adams, J., Medina-Messner, V., Perryman, M., & Smith, J. (2018, March). *Who Tweets What and Why? Exploring Twitter Communications by National Public Health Departments*. Presentation at the International Public Relations Research Conference, Orlando, FL

Messner, M., Guidry, J. P. D., & Medina-Messner, V. (2017, September). *News engagement via Instagram: A longitudinal study of visual social media use by major U.S. news organizations, 2014-2016*. Presentation at the Future of Journalism Conference in Cardiff, UK.

Guidry, J. P. D., Meganck, S.L., Lovari, A., Messner, M., Adams, J., Sherman, S., & Medina-Messner, V. (2017, March). *Tweeting about #diseases and #publichealth: Communicating global health issues across nations*. Presentation at the International Public Relations Research Conference, Orlando, FL.

Messner, M., Guidry, J., Meganck, S., & Medina-Messner, V. (2015, August). *@JunckerEU vs. @MartinSchulz: How leading candidates in the 2014 European Parliament Elections campaigned on Twitter*. Presentation at the Association for Education in Journalism and Mass Communication Conference, San Francisco, CA.

Messner, M., Medina-Messner, V., & Guidry, J. (2015, May). *Global health and social media: Engaging an open online class in global service learning projects*. Presentation at the VCU ALTfest in Richmond, VA.

Martin, E. F., & Medina-Messner, V. (2014, June). Facial Expressions of Emotion: Identification on Big or Small Screen. Research paper presented at the Corporate Communication International Conference, Hong Kong.

Medina-Messner, V. (2014, May). Implementing Modules on Diversity in Large Online Classes. Presentation at the VCU Online Learning Summit in Richmond, VA.

Guidry, J., Messner, M., Jin, Y., & Medina-Messner, V. (2014, March). From #mcdonaldsfail to #dominossucks: An analysis of Instagram images about the 10

largest fast food companies. Presentation accepted for the 17th International Public Relations Research Conference in Miami, FL.

Messner, M., Jin, Y., Medina-Messner, V., Meganck, S., Quarforth, S., & Norton, S. (2013, October). 140 characters towards a better health: An exploration of the Twitter engagement of leading nonprofit organizations. Invited presentation at the Public Relations Society of America International Conference in Philadelphia, PA.

Messner, M., & Medina-Messner, V. (2013, September). Follow me on Wall Street: How business news media and their journalists engage on Twitter. Presentation at The Future of Journalism Conference in Cardiff, UK.

Messner, M., Jin, Y., Medina-Messner, V., Meganck, S., Quarforth, S., & Norton, S. (2013, March). 140 characters towards a better health: An exploration of the Twitter engagement of leading nonprofit organizations. Presentation at the 16th International Public Relations Research Conference in Miami, FL.

Messner, M., & Medina-Messner, V. (2013, March). Tweet-Biz: How leading business journalists engage on Twitter. Presentation at the Midwinter Conference of the Association for Education in Journalism and Mass Communication in Norman, OK.

Medina-Messner, V., & Messner, M. (2012, September). Tweets from Wall Street: How leading business media report the news and engage their audiences on Twitter. Presentation at the Convergence and Society Conference in Columbia, SC.

Invited Presentations

Latino/Latinx Heritage Month 2021 - Supporting Academic Success in Latino and Latinx Communities. Panel presentation with Keyris Manzanares, a bilingual journalist at WRIC-ABC 8, Dr. Dina Tamar Garcia, Assistant Professor in the Department of Health Behavior and Policy at the VCU School of Medicine, spearheading the Striving and Thriving in STEM media campaign with SACNAS and Lily Mirjahangiri, a Newcomer Academy Specialist with Richmond Public Schools at Virginia Commonwealth University's Office of Multicultural Student Affairs, October 2021.

Journalism in the United States. Presentation at the Media and Culture Summer Program at Virginia Commonwealth University with students from Jiangxi University of Finance and Economics and Normal University in China, July 2017.

Teaching and Studying Global Health and Social Media in an Open Online Environment. Presentation at the Media+Health Symposium at Virginia Commonwealth University, February 12, 2016.

Hispanics in the Media. Guest lecture in Diversity in the Media class at Virginia Commonwealth University, March 6, 2014.

Social Media Journalism. Presentation at the Virginia High School Journalism Workshop at Virginia Commonwealth University, July 17, 2012.

Media Coverage

Key, Malcolm. "VCU Professor Speaks out on Latinx Stereotypes and Respecting the Culture." VPM.org, 17 Sept. 2019, <https://vpm.org/news/articles/7103/vcu-professor-speaks-out-on-latinx-stereotypes-and-respecting-the-culture>.

"Students from Iraq, VCU develop social media campaigns for Richmond-area nonprofit organizations" (VCU News, July 25, 2016)

"Combining U.S. and Iraqi cultures through social media" (VCU News, July 30, 2015)

"Faces of 2014: Iraqi students in summer VCU program" (Richmond Times-Dispatch, Dec. 27, 2014)

"Social media takes a healthy approach" and "VCU builds U.S.-Iraqi relations" (VCU President's Annual Report, Dec. 12, 2014)

"Despite political unrest, Iraqi students partake in VCU summer institute aiding non-profits" (The Commonwealth Times, August 25, 2014)

"Iraqi students learn lessons about social media" (WTVR-CBS 6, July 23, 2014)

"VCU, Iraqi students boost social media for nonprofits" (VCU News, July 18, 2014)

"A battle between governments, not people" (Richmond Times-Dispatch, July 17, 2014)

"Turning Social Media into Social Action" (Meridian International Center, August 29, 2013)

"Leadership program brings Iraqi students to VCU" (The Commonwealth Times, August 27, 2013)

"The business media needs to improve its Twitter use" (Talking Biz News, September 28, 2012)

“Window into Iraq: Ancient Civilizations of Babylon to Holy Shrines in Najaf” (Richmond.com, August 6, 2012)

“Cultural Collaboration at VCU” (VCU News, August 3, 2012)

“Window into Iraq: Oranges and Orchards of Southeast” (Richmond.com, August 2, 2012)

“Window into Iraq: A mixture of Religion and Diversity Brings a Sense of Freedom” (Richmond.com, July 30, 2012)

“Students help nonprofits while making global connections” (VCU School of Mass Communications, July 27, 2012)

“Window into Iraq: Warm-hearted People of Kurdish Region” (Richmond.com, July 25, 2012)

“Window into Iraq from IYLEP Students” (Richmond.com, July 23, 2012)

“IYLEP: A Window into Iraq” (Richmond.com, July 16, 2012)

“Iraqi students learn social media lessons in Richmond” (WTVR CBS 6, July 12, 2012)

“Iraqi students explore being Vendors For a Day” (Washington’s Street Sense, July 10, 2012)

TEACHING

Courses Taught

Virginia Commonwealth University

MASC 101 – Mass Communications (online class; Fall 2013, Spring 2014, Fall 2014, Spring 2015, Fall 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017, Spring 2018, Summer 2018, Fall 2018, Spring 2019, Summer 2019, Fall 2019)

MASC 151 – Global Communications (online class; Fall 2013, Spring 2014, Summer 2014, Fall 2014, Spring 2015, Summer 2015, Fall 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017, Spring 2018)

MASC 203 – Journalism Writing (Fall 2011, Spring 2012, Summer 2016)

MASC 251 (formerly 291) – Global Health and Social Media (Fall 2015, Summer 2018)

MASC 303 – Reporting for Print and Web (Fall 2011, Spring 2012, Fall 2012, Spring 2013)

MASC 335 – Public Relations Production (Fall 2011, Spring 2012)

GLED 391 – Social Media and the Global Agenda (Spring 2016)

MASC 474 – Diversity in the Media (Fall 2019)

MASC 491/691 – IYLEP Social Media Institute (service-learning program; Summer 2012, 2013, 2014, 2015 and 2016)

MASC 495 – Journalism Seminar (Spring 2010, Fall 2010)

MASC 496 – Mobile and Social Media Journalism (iPadJournos; Fall 2014, Fall 2016)

MASC 642 – Online Journalism I (Summer 2008, Fall 2012)

MASC 643 – Online Journalism II (Spring 2013)

MASC 645 – Visual Journalism (Fall 2011, Spring 2013)

Service-Learning Partnerships

iPadJournos, 2014 and 2016
WTVR-CBS 6

IYLEP Social Media Institute, 2016
RVA MakerFest
Big Brothers Big Sisters
Virginia Voice
VCU Langston Center
Ten Thousand Villages
Virginia Hispanic Chamber of Commerce

Social Media and the Global Agenda, 2016
charity:water

Global Health and Social Media, 2015
International Children's Heart Foundation
Physicians for Peace

IYLEP Social Media Institute, 2015
Bryan Park Music Studio
Sabot at Stony Point
GRASP (Great Aspirations Scholarship Program)
Youth Life Foundation of Richmond
Dress for Success Central Virginia
Connor's Heroes Foundation
Beds for Kids, Inc
Virginia Interfaith Center for Public Policy
Virginia Center for Health Innovation
College Behavioral and Emotional Health Initiative (COBE)
VCU College of Humanities and Sciences

IYLEP Social Media Institute, 2014
Nature Iraq
William Byrd Community House
The Conclave on Social Media Measurement Standards
Ronald McDonald House Charities of Richmond
Virginia Union University
The Virginia Holocaust Museum
Goodwill Industries
James River Writers
League of Women Voters-Richmond Metro Area
VCU Department of Music

IYLEP Social Media Institute, 2013
Arts in the Alley
Council on International Educational Exchange
Garden Club of Virginia
Hanover Habitat for Humanity
Henrico Christmas Mother
Promises Preschool
St. John's Church Foundation
Valentine Richmond History Center
Virginia Center for Latin American Art
Yesterday and Tomorrow

IYLEP Social Media Institute, 2012
Arts in the Alley
Fan Free Clinic
Junior League of Richmond
HomeAgain
Richmond Entrepreneur's Assistance Program
Richmond House
ShopRVA
VESC Madelyn's Friends Foundation
WCVE Community Idea Stations
WRIR 97.3

SERVICE

Virginia Commonwealth University

2018-present Student Media Board Member

Richard T. Robertson School of Media and Culture

2019-present Faculty Adviser of Student Chapter of Society of Professional Journalists

2018-present Journalism Term Faculty Member Search Committee (Chair)

2017-present Task Force for Innovative Media Lab (Chair since 2018)

2012-present Graduate Studies Committee

2018-2019 Journalism Term Faculty Member Search Committee (Chair)

2018 Journalism Term Faculty Member Search Committee

2017-2018	Task Force for Ph.D. Program
2011-2018	Technology and Facilities Committee
2016-2017	Reaccreditation Self-Study Task Force on Diversity & Inclusiveness
2014-2017	Task Force for Future of Media Conference
2012-2017	Task Force for Global Initiatives
2014-2016	Assistant to the Director of Graduate Studies
2012-2013	Adviser Search Committee

Memberships

Association for Education in Journalism and Mass Communication

Online News Association

Society of Professional Journalists

National Association of Hispanic Journalists

National Association of Art Educators

Virginia Art Education Association