# T a r a   G .   W a l k e r , P h D

**Curriculum Vitae**

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E D U C A T I O N

**Ph.D., Media, Research and Practice** (Strategic Communication Track)
College of Media, Communication and Information
University of Colorado Boulder, August, 2020

Dissertation title: Ask your Doctor about Chemical Imbalances: Mass-Communicating the Biomedical Model of Mental Illness through the Selective Serotonin Reuptake Inhibitors

Committee: Erin Willis (Chair), Toby Hopp, Elizabeth Skewes, Nabil Echchaibi, Stefanie Mollborn (Sociology).

**MFA in Writing,** The School of the Art Institute of Chicago**,** Chicago, IL, 2009

**BA in English and Creative Writing,** Coe College**,** Cedar Rapids, IA, 2005

P U B L I C A T I O N S

**Revise and Resubmit**

**Walker, T.** Resisting Stigma and Evaluating Realism in Direct-to-Consumer Advertising for Psychiatric
    Drugs. *International Journal of Pharmaceutical and Healthcare Marketing.*

**Peer-Reviewed:**

Schauster, E., Tandoc, E., Ferrucci, P. & **Walker, T**. Advertising primed: How professional identity affects
    moral reasoning. *Journal of Business Ethics.* doi:10.1007/s10551-020-04429-0

**Walker, T** & Gangadharbatla, H. (2019). Dadvertising: The rise of involved fatherhood in contemporary
    American advertising. *Advertising & Society Quarterly 20*(4).

Schauster, E. E., **Walker, T.** & Duffy, M. (2018). Exemplary codes of ethics: A rhetorical criticism of WPP.
    *Advertising & Society Quarterly 19*(2), 10.1353/asr.2018.0016.

Murnane, E., **Walker, T.**, Tench, B., Voida, S., & Snyder, J. (2018). Personal informatics in interpersonal
    contexts: Towards the design of technology that supports the social ecologies of long-term
    mental health management. *Proceedings of the ACM on Human-Computer Interaction, 2(CSCW),*
    1-27. doi:10.1145/3274396.

**Book Chapters:**

**Walker, T.** & Johnson, M. (2020). Introduction: Mediated conversations of mental illness. In M. Johnson and C. Olson (Eds.), *Quieting the Madness.* Routledge. (In Press.)

**Walker, T.** (2018). "Keeping Up the Kardashians' prescription drug choices," In. P. Patterson, L. Wilkins and C. Painter (Eds.), *Media Ethics: Issues and Cases.* Lanham, MD: Rowman & Littlefield.

P E E R - R E V I E W E D   C O N F E R E N C E   P R E S E N T A T I O N S

Matthews, T., & **Walker, T.** (2020). Indigenous representations in *The Unbreakable Kimmy Schmidt:* The *Nepantla* space in between "Jacqueline" and "Jackie Lynn." Imagined Borders, Epistemic Freedoms Conference. January 8-11, 2020, Boulder, CO.

**Walker, T.** (2018). Resisting stigma and evaluating realism in direct-to-consumer advertising for psychiatric drugs. Association for Education in Journalism and Mass Communication (AEJMC) Conference, Communicating Science, Health, Environment and Risk (COMSHER) Division. August 6-9, Washington, DC.

Schauster, E., Tandoc, E., Ferrucci, P. & **Walker, T**. (2018) Advertising primed: How professional identity affects moral reasoning. American Academy of Advertising (AAA) Conference, March 22-25, New York.

**Walker, T.** & Schauster, E. (2017) Direct-to-consumer advertising, vulnerability and the ethics of care. Association for Education in Journalism and Mass Communication (AEJMC) Conference, Advertising Division. August 9-12, Chicago.

**Walker, T.** (2017) Care makes a man stronger: A feminist rhetorical criticism of advertisements from the Dove Men + Care campaign. International Communication Association Conference, Feminist Scholarship Division. May 25-29, San Diego.

Schauster, E., **Walker, T.** & Duffy, M. (2016). Moral exemplars in advertising: A rhetorical criticism of WPP codes. Association for Education in Journalism and Mass Communication (AEJMC) Conference, Media Ethics Division, August 4-7, Minneapolis.

**Walker, T.** (2015). Personifying Chicago: Engaging community through storytelling. Conference on Community Writing, October 15-17, Boulder.

**Walker, T.** (2015). We're all mad here: Betty Sue Flowers' 'madman' paradigm in the writing center and the classroom. Colorado Wyoming Writing Tutors Conference, April 18, Boulder.

P A N E L S

When your disorder makes you different:  Examining the intersections of stigma and disease. (2018). Susan Wildermuth, (University of Wisconsin-Whitewater), **Tara Walker**, (University of Colorado Boulder), Mark A. Rademacher, (Butler University), Brian Rogers and Donovan Hemphill, (University of Wisconsin-Whitewater), and Kate Ksobiech, (University of Wisconsin-Whitewater). Central States Communication Association, Health Communication Interest Group, April 4-7, Milwaukee.

## C A M P U S   T A L K S

Works in Progress: Direct-to-consumer advertising, individualism and the biomedical model, 2019. Media Studies Colloquium, CU Boulder.

DTCA, individualism and the biomedical model in health disparities, 2018. Social inequalities in health class, CU Boulder.

## T E A C H I N G   E X P E R I E N C E

**Assistant Professor, St. Bonaventure University,** Olean, NY

> Writing: Style (Fall, 2020)
> Communication Research Methods (Fall, 2020)

**Instructor, University of Colorado Boulder,** Boulder, CO

> College of Media, Communication and Information
>
> Media Ethics and Law (55 students in Fall, 2018; Spring, 2019; Fall, 2019; Spring, 2020)
> History of Advertising (12 students in Summer, 2019)
> Strategic Writing for Public Relations (15 students in Fall, 2017)
> Creative Concepts (20 students in Summer, 2017; Summer, 2018)
>
> College of Arts and Sciences, Program for Writing and Rhetoric
>
> Gender, Sexuality and New Media (10 students in online course: Summer, 2016; Summer, 2015)
> Television in American Culture (19 students in Fall, 2015; Spring, 2016)
> Cross-Cultural Writing and Film (19 students in Summer, 2015)
> Advanced First Year Writing and Rhetoric (19 students in Spring, 2015)
> First Year Writing and Rhetoric (19 students in Spring, 2013; Spring, 2014; Fall, 2014; Spring, 2015; Fall, 2015; Spring, 2016)

**Instructor, Community College of Denver,** Denver, CO.

> Learning Community Class: Developmental College Composition and Reading (20 students in Fall, 2013)

**Instructor, Community College of Aurora,** Aurora CO.

> Composition 2, Composition 1 (20 students in online courses: Fall, 2012)

**Instructor, University of Colorado at Denver, CU Succeed Program**, Denver, CO.

> Core Composition 1 to high school Sophomores, Juniors and Seniors at Abraham Lincoln High School, Denver, CO (20 students in Fall, 2012).

**Instructor, City Colleges of Chicago,** Chicago, IL

> Truman College
>
> Integrated Communications 100, (25 students in Fall, 2011)

English 101, (25 students in Fall, 2011)
English 102, (25 students in Spring, 2012)
Level Up program pre-college courses in developmental English, (15 students in Summer, 2012)

Wright College

English 102, (15 students in Spring, 2012)
English 101, (20 students in Spring, 2012)

**Instructor, Westwood College,** Chicago IL

Humanities (20-35 students in 2009- 2010)
Ethical and Critical Thinking (20-30 students in 2010-2011)
Communication Skills (25 students in 2010)
Creative Writing (5 students in 2011)
College Writing One and Two (20 students in 2009-2011)
Introduction to Literature (20-35 students in 2009-2011)
Contemporary Literature (20-30 students in 2010-2011)
Science Fiction and Fantasy (10 students in 2011)

**Instructor, St. Augustine College,** Chicago IL

Composition 2 (Research) for English Language Learners, (25 students in Fall, 2009)

**Teaching Assistant**

**University of Colorado Boulder,** Boulder, CO
Special Topics: Introduction to Marketing, (Spring, 2018)

# R ESEARCH  P OSITIONS

**Research Assistant,** Dr. Stephen Voida, College of Media, Communication and Information: Information Science, University of Colorado Boulder, Summer, 2017.

**Research Assistant,** Dr. Harsha Gangadharbatla, College of Media, Communication and Information: Advertising, Public Relations and Media Design, University of Colorado Boulder, Spring, 2017.

**Research Assistant,** Dr. Erin Schauster, College of Media, Communication and Information: Advertising, Public Relations and Media Design, University of Colorado Boulder, 2016-2017.

**Research Assistant,** Dr. Erin Willis, College of Media, Communication and Information: Advertising, Public Relations and Media Design, University of Colorado Boulder, Fall, 2016.

# A CADEMIC  S ERVICE

Manuscript Reviewer, *Journal of Mental Health*, 2019-2020

Conference Staff, Imagined Borders, Epistemic Freedoms Conference. January 8-11, 2020, Boulder, CO.

Editor, Proceedings of the AAA conference, 2018

Conference Staff, AAA conference, New York, NY, 2018

Graduate Student Association, University of Colorado Boulder, College of Media, Communication and Information, Faculty Council Representative, 2018-2019, Officer of Office Aesthetics and Functionality, 2016-2018

Writing Center Consultant, University of Colorado, Boulder, CO, 2013-2016

Writing Center Consultant, Community College of Denver, Denver, CO, 2013

Writing Center Consultant, Truman College, Chicago, IL, 2012

Portfolio/Exit Test Reader for Integrated Communications 100, Truman College, 2011-2012

Professional Development Team, Westwood College, 2010-2011

Tutoring Center, Westwood College, 2009-2011

## PROFESSIONAL DEVELOPMENT

***Digital Storytelling Training,*** University of Colorado Boulder, Center for Digital Storytelling, Daniel Weinshenker & Ryan Trauman, 2014

***Writing Center Training:***

"Working with ELL writers," Steven Lamos and Eric Klinger, 2013
"IMRAD" style and scientific genres," Steve Lamos and Eric Klinger, 2013

***New Faculty Colloquium***, University of Colorado, Boulder, Program for Writing and Rhetoric:

"Library Resources and Information Literacy," Michelle Albert, 2013
"Technology in the classroom," Kathryn Pieplow, Michelle Albert, 2013
"Teaching Analysis and Argument," Kathryn Pieplow, 2013
"Responding to Student Writers," Kathryn Pieplow, 2013
"Syllabi and Assignments," Kathryn Pieplow, 2013

## ADDITIONAL WORK EXPERIENCE

Resume Writer, Challenger Gray and Christmas, Chicago, IL, 2008-2009
Staff Writer, F News Magazine, School of the Art Institute of Chicago, IL, 2007-2008
Client Services Associate/Resume Writer, Drake Beam & Morin, Chicago, IL 2007
Study Guide Writer for Anne Howard Creel's book *Under a Stand-Still Moon,* 2006
Marketing Assistant, CB Richard Ellis, Investment Properties, Denver, CO, 2005
Editor-in-chief, The Coe Review, Coe College, Cedar Rapids, IA, 2004-2005

### A WARDS , G RANTS AND S CHOLARSHIPS

**Recognition of Contribution to Diversity and Inclusion,** with Elizabeth Murnane, Beck Tench, Stephen Voida and Jaime Snyder for "Personal Informatics in Interpersonal Contexts: Towards the Design of Technology that Supports the Social Ecologies of Long-Term Mental Health Management," CSCW, 2018

**Honorable Mention for Best Paper,** with Elizabeth Murnane, Beck Tench, Stephen Voida and Jaime Snyder for "Personal Informatics in Interpersonal Contexts: Towards the Design of Technology that Supports the Social Ecologies of Long-Term Mental Health Management," CSCW, 2018

**Graduate School Travel Award,** University of Colorado Boulder, 2018.

**American Academy of Advertising Research Fellowship,** "Dad-vertising and Changing Gender Roles in Ads: A Multimethod Research Study," with Harsha Gangadharbatla, 2018.

**Travel Grant Award,** University of Colorado, Boulder, 2017.

**Professional Relevance Award** with Erin Schauster and Margaret Duffy, for "Moral Exemplars in Advertising: A Rhetorical Criticism of WPP Codes," Media Ethics Division, AEJMC, 2016

**Faculty of the Term**, Westwood College, January 2010

**The Paul Engle Prize** for Poetry, 2005

**The Heritage Club Prize** for Poetry, 2005

### P ROFESSIONAL O RGANIZATIONS

**Association for Education in Journalism and Mass Communication**
- Graduate Student Committee: Media Ethics Division, 2016-2019
- Membership: Media Ethics Division, Communicating Science, Health, Environment, and Risk Division, Advertising Division, Mass Communication and Society Division, Public Relations Division.

**International Communication Association**
**American Academy of Advertising**
**Central States Communication Association**