

**Curriculum Vitae**  
**Celeste González de Bustamante**  
Assistant Professor  
Department of Journalism  
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**Education**

Ph.D., History, University of Arizona. Major: Latin America. Minor: Comparative World History. 4.0 G.P.A. Dissertation title: *Tele-visiones* (Tele-visions): The Making of Mexican Television News, 1950-1970. (May 2006)

M.A., Latin American Studies, University of Arizona. Major: History. Minor: Political Science. 4.0 G.P.A. (December 2000)

B.A., Journalism, San Jose State University. Concentration: Radio and Television. (May 1988)

B.A., Foreign Languages, San Jose State University. Major: Spanish. Minor: French. (May 1988)

Study abroad: literature, sociology, and politics. All coursework in Spanish. Universidad Complutense de Madrid, Facultad de Filosofia y Letras, Madrid, Spain. (August 1985-86)

**Academic Employment**

Assistant Professor, Department of Journalism, University of Arizona  
(August 2007 – Present)

Assistant Professor of Practice, Department of Journalism, University of Arizona.  
(January 2006 – July 2007)

Adjunct Instructor, Department of Journalism, University of Arizona.  
(January 2003 – May 2005)

**Journalism Employment**

Anchor/Producer, KUAT-TV (PBS), Channel 6, Tucson, Arizona. Worked on *Arizona Illustrated*, a nightly newsmagazine, and *Reflexiones Domingo*, a bilingual weekly newsmagazine. Assignments included coverage from Mexico City of the Mexican presidential elections, and coverage from Pristina, Kosovo, of the Organization for Security and Cooperation in Europe (OSCE) peacekeeping mission.

(September 1996 – May 2005)

Reporter/Anchor/Producer, KOLD-TV (CBS), Channel 13, Tucson, Arizona.  
(December 1994 – September 1996)

Freelance Reporter, KTVU (FOX), KPIX (CBS), KNTV (ABC) KICU (IND), San Francisco, California. (March 1994 – November 1994)

Education Reporter , KJEO-TV (CBS), Channel 47, Fresno, California.  
(November 1992 – March 1993)

Reporter/Anchor, KOLD-TV (CBS), Channel 13, Tucson, Arizona.  
(November 1989 – October 1992)

Anchor/Reporter, KYMA (ABC), Channel 11, Yuma, Arizona.  
(August 1989 – November 1989)

Reporter, KCEY (CBS), Channel. 9, El Centro, California.  
(November 1988 – August 1989)

Assistant Producer, KICU-TV, Channel 6, San Jose, California.  
(January 1988 – November 1988)

## **Foreign Languages**

Spanish, complete fluency  
Portuguese, advanced  
French, beginning

## **Grants and Awards**

### **Grants**

Faculty Summer Research Grant Development Stipend, U.A. Social and Behavioral Sciences Research Institute, \$5000. One of two SBS faculty to receive the summer grant, which supports grant development to be submitted to external funding agencies. Award used to develop research proposal on the history of television news in Brazil. (May 2007).

Travel Grant to present paper, Center for Latin American Studies. (April 2007).

Travel Grant to present paper, Center for Latin American Studies. (November 2006).

Travel Grant to present paper, Office of International Affairs. (November 2006).

Travel Grant to present paper, Association of Women Faculty. (November 2006).

Dissertation Travel Grant, Department of History. (Spring 2005).

Champion Dissertation Research Grant, for research in Televisa's news archives. Televisa is Mexico's largest news network. Archives located in Mexico City. (Fall 2004).

Foreign Language Area Studies (FLAS) Summer Grant for Portuguese Study. Studied at the Brazil-United States Institute (IBEU) in Rio de Janeiro, Brazil. (Summer 2004).

Tinker Grant for pre-dissertation research. Research conducted in Mexico City. (Summer 2004).

### **Scholarships**

Scholarship recipient, Hewlett Foundation Oaxaca Summer Institute. Oaxaca, Mexico. (Summer 2000).

### **Awards and Honors**

Emmy Nomination (Rocky Mountain Region). "Crossing the Line: Reports on Undocumented Migration." (Spring 2003).

Fellow, Hewlett Foundation Oaxaca Summer Institute. Institute held in Oaxaca, Mexico. (Summer 2000).

"Outstanding Citizen" Award, League of United Latin American Citizens. (1996).

## **Research**

### **Conference Papers**

"Aliens, Agents, and Activists: How Television Shaped Public Opinion about Undocumented Immigrants, 1977-1981." To be presented in San José, California at the National Association of Chicana and Chicano Studies, national conference. (April 2007).

"A Case of Convergence and Contradiction: the *alunizaje* (lunar landing) as reported on Mexican Television News, 1969." Rocky Mountain Conference on Latin American Studies. Conference held in Santa Fe, New Mexico. (January 2007)

"Hot Rockets and Cold War, Mexican Television News, 1957-1969." Brazil International Journalism Conference. This paper was the only one from a U.S. scholar selected for presentation. Conference held in Porto Alegre, Brazil. (November 2006).

“Olympic Dreams, Tlatelolco Nightmares: Mexican Television News, 1968.” American Historical Association. Invited by Mexican Studies Committee. Conference held in Philadelphia, Pennsylvania. (January 2006).

“From Sex Changes to Sputnik: Mexican Television News Coverage, 1950-1960.” Rocky Mountain Conference on Latin American Studies. Conference held in Tucson, Arizona. (March 2005).

“Private Eyes: Public Spaces: Theorizing Television in Mexico and Brazil.” Nueva Academia de Letrán. Conference held in Oaxaca, Mexico. (July 2002).

“Humble Beginnings, Arrogant Men: Mexico’s First Telenovela.” Rocky Mountain Conference on Latin American Studies. Conference held in Tucson, Arizona. (March 2001).

### **Conference Panel Participation**

Panel Chair, “Latin America in a Global Perspective.” Rocky Mountain Conference on Latin American Studies. Conference held in Tucson, Arizona. (March 2005).

### **Invited Lectures**

“Onion Skin and Oxygen: Access and Research at Televisa’s Script and Video Archive.” University of Arizona School of Information Resources and Library Science, Brown Bag Series. (October 2006).

“Olympic Dreams: Tlatelolco Nightmares: How to Interpret the Media in Mexico.” Symposium sponsored by the University of Arizona Center for Latin American Studies. (January 2006).

### **Reviews**

Sallie Hughes, *Newsrooms in Conflict: Journalism and the Democratization of Mexico* (Pittsburgh: University of Pittsburgh Press, 2006). Published in *JHistory* (June 2007).

### **Teaching**

Since joining the journalism department as a full-time faculty member in January 2006, I have worked to incorporate my academic and professional expertise in history, video news, and Latin America into the courses I teach. In addition, I continue to develop and expand the department’s video news sequence to reflect the current state of professional video news and improve the quality of this type of news.

## Courses Created

Television Reporting and Production. A professionally oriented introductory course that focuses on reporting and production skills. Students develop their own story ideas and report on local issues and events. They learn the fundamentals of video-news reporting and non-linear editing. This course is designed to develop students' video-news reporting skills so they will be adequately prepared to produce high quality news if they choose to enroll in the senior capstone course, J480/*Arizona Cat's Eye*. Critical thinking and ethical practices in visual news media are emphasized.

Reporting in the U.S.-Mexico Borderlands. A professional skills course for students interested in international news. Students cover both sides of the border, focusing on the political, economic, social, cultural, and historical issues related to the region. Skills acquired in this course will prepare students to work in a variety of international settings. Critical thinking and ethical practices in visual news media are emphasized.

Visual News Literacy. This seminar allows students to analyze and critique video news programs. Students will enhance their abilities to critically watch video news by juxtaposing traditional news programs such as CNN and the CBS Evening News with pseudo-news programs such as the Colbert Report and the Daily Show. The goal of the course is to enable students to differentiate between real news and infotainment, as well as to think critically about the relationship between entertainment and news.

Research Methods. While Professor Jeannine Relly developed the overall organization of this upper-division course, I developed and presented two components for the course, including, one on historiography and another on critical media analysis.

## Courses Revised

Journalism 480/*Arizona Cat's Eye*. This is a senior capstone course in which students learn advanced television reporting and production skills and produce a half-hour newsmagazine that airs on KUAT-TV, the PBS affiliate in Tucson. I have revised this course to allow students to explore the significance of history and the U.S.-Mexico borderlands in video news. For example, students are required to include historical documents found at the Arizona Historical Society or other sources in their news reports, and students are required to produce at least one report that focuses on issues related to the U.S.-Mexico borderlands. Critical thinking and ethical practices in visual news media are emphasized.

Journalism 380/*Writing for News and Documentary*. This is an intensive writing course for students interested in developing their video-news writing skills. I broadened the focus of this course to introduce students to the producer's role in local news and the connections between news production and consumption. For example, students work in teams to produce their final project, a half-hour newscast script. In addition, students analyze reasons behind decreasing news consumption and the impact of this trend on a

democratic system of governance. Finally, I have arranged for students to get a “behind-the-desk” tour of the Arizona Historical Society library. Students are required to incorporate at least one historical document into their news-writing assignments. Critical thinking and ethical practices in visual news media are emphasized.

### **Guest Lectures for University of Arizona Classes**

“News Coverage of the U.S.-Mexico Border.” Department of History, History 361/U.S.-Mexico Border Region. (Summer 2003).

“Reporting for Public vs. Commercial Television.” Department of Journalism. Journalism 205/Reporting the News. (Spring 2003)

## **Service**

### **Journalism Department Service**

Member, Undergraduate Curriculum Committee

Member, Graduate Curriculum Committee

Member, Hiring Committee

Invited professor, U.A. Summer High School Diversity Workshop (June 2007). Presented two lectures: 1) Multiculturalism and Journalism; 2) Broadcast Journalism and Media Literacy

Founding Member, Border Studies Interest Group. Journalism faculty established this group in Fall 2006 with the goals of developing the department’s curriculum as it relates to the U.S.-Mexico border, as well as initiating interdisciplinary programs and projects with other University departments, such as the Center for Latin American Studies, the Southwest Center, and Mexican American Studies.

Founding Member, Research Interest Group. Members of the journalism faculty established this informal research group in the Spring 2006 to foster discussion of current research projects, and possible collaboration on future projects.

Panelist, Gubernatorial Debate. Aired on KUAT-TV, Channel 6. Debate held in Tucson, Arizona. (October 2006).

### **Latin American Studies Service**

Affiliated faculty, U.A. Latin American Studies. (January 2006-present).

Coordinator, Hewlett Foundation Oaxaca Summer Institute, held in Oaxaca, Mexico.

(Summer 2002).

President, Nueva Academia de Letrán. Held in Oaxaca, Mexico. (Summer 2002).

### **Community Service**

Guest Lecture, "Covering the News." Beginning Journalism Class, Pima Community College. (Spring 2003).

Guest Lecture, "Covering the U.S.-Mexico Border." National Association of Latino Independent Producers (NALIP) Conference. Conference held in Tucson, Arizona. (Spring 2003).

Board Member, Arizona Kidney Foundation (1994-1996).

### **Academic and Professional Associations**

Member, American Historical Association

Member, Association of Education in Journalism and Mass Communication

Member, Association of Women Faculty

Member, Council on Latin American History

Member, Investigative Reporters and Editors

Member, Rocky Mountain Conference on Latin American Studies

Member, Society of Brazilian Journalists