

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

Peer-Reviewed:

Walker, T. (2021). Resisting Stigma and Evaluating Realism in a Direct-to-Consumer Advertisement for Psychiatric Drugs. *International Journal of Pharmaceutical and Healthcare Marketing*. 15(4), 550-571. doi.org/10.1108/IJPHM-10-2019-0069.

Schauster, E., Tandoc, E., Ferrucci, P. & **Walker, T.** (2020). Advertising primed: How professional identity affects moral reasoning. *Journal of Business Ethics*. 171, 175–187. [doi:10.1007/s10551-020-04429-0](https://doi.org/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). [doi:10.1353/asr.2019.0027](https://doi.org/10.1353/asr.2019.0027).

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., Volda, 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:

Johnson, M. & **Walker, T.** (2021). Introduction: Mediated conversations of mental illness. In M. Johnson and C. Olson (Eds.), *Quieting the Madness*. Routledge.

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.

Book Reviews

"O," by Niki Tulk, (2022), *Heavy Feather Review*, coming November 2022.

"Appalachian Fall: Poems about Poverty in Power," by Jennifer Maiden. (2019) *Antipodes: A Global Journal of Australian and New Zealand Literature*.

<https://www.antipodesjournal.org/post/review-of-appalachian-fall-poems-about-poverty-in-power>

"Tempo", by Sarah Day, (2019) <https://www.antipodesjournal.org/post/sarah-day-s-tempo>

"For those who write a world, never to find a home," A review of *A Door in the Forest*, by Yve Louis (2018). <https://www.antipodesjournal.org/post/for-those-who-write-a-world-never-to-find-a-home>

Selected Creative Writing Publications:

Books:

Walker, T. (2018). *Exquisite Disgust*, The Little Door Press, Olympia, WA.

Walker, T. (2017). *Pill*, The Lune, Sacramento, CA and Boulder, CO.

Walker, T. (2009). *Sewn Into the Nest*, Icebox Press, Chicago IL.

Poetry:

Walker, T. (2022)... Turnsol editions anthology

Walker, T. (2013). "The woman, blinded by her husband, speaks," *Magnolia: A Journal of Women's Socially Engaged Literature*, vol. 3, September.

Walker, T. (2013). "Grocery List," *Fat City Review*, May.

Walker, T. (2012). "August in Iowa," *Columbia Poetry Review*, vol. 25, Spring.

Walker, T. (2011). "ID," *After Hours*, Issue No. 22, February.

Walker, T. (2011). "angel," *elimae*, February.

Walker, T. (2010). "Antidepressant Anagrams," *Requited*, December.

Walker, T. (2010). "What Language Did," *The Four-Cornered Universe*, May.

Creative Non-fiction:

Walker, T. (2017). "Grandma's do-it-yourself recipe box," *The Merrimack Review*, Spring.

Walker, T. (2013). "Freight," *Lunch Ticket*, Winter/Spring.

Fiction:

Walker, T. (2017). "That day, a thin rainbow," "All you need is one good egg," "My brother, Zero," "Although I don't usually date robots," *Zathom*.

PEER-REVIEWED CONFERENCE PRESENTATIONS

Matthews, T., & **Walker, T.** (2021). Indigenous representations in *The Unbreakable Kimmy Schmidt: The Nepantla* space in between "Jacqueline" and "Jackie Lynn." The Society for Cinema and Media Studies Conference. March 17-21, 2021, online.

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.

PANELS

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.

CAMPUS TALKS

“What we call monsters can be seen as sublime,” January 31, 2022, Souper Monday lecture series, St. Bonaventure University, St. Bonaventure, NY.

Diversity, Disability and Health Communication, 2021. HON299: The Art of Science Communication class, St. Bonaventure University, St. Bonaventure, NY.

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.

TEACHING EXPERIENCE

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

Undergraduate Classes: Strategic Writing and Professional Communication (Spring, 2021, Fall, 2021, Fall 2022)
Media and Mental Health (Spring, 2021, Spring, 2022)
Writing: Style (Fall, 2020, Fall, 2021)
Communication Research Methods (Fall, 2020, Spring, 2021)

Graduate Classes: Ethical Leadership and Inclusion (Spring, 2022, Fall, 2022)
Journalism Ethics (Spring, 2022, Summer, 2022, Fall, 2022)

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)

RESEARCH POSITIONS

Research Assistant, Dr. Stephen Volda, 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.

ACADEMIC SERVICE

Honors Project Committee Member, St. Bonaventure University, 2021-2022

Faculty Advisor, *Her Campus*, SBU chapter, 2021-2022

Search Committee Member, MA in Digital Journalism, Jandoli School of Communication, St. Bonaventure University, 2021-22

Manuscript Reviewer, *Feminist Media Studies*, 2021

Communication School Representative, Curriculum Committee, St. Bonaventure University, St. Bonaventure, NY, 2021-22

Internship Coordinator, Jandoli School of Communication, St. Bonaventure University, St. Bonaventure, NY, 2021-22

Course Developer, Journalism Ethics, MA in Digital Journalism/Sports Journalism, Jandoli School of Communication, St. Bonaventure University, St. Bonaventure, NY

Course Developer, Ethical Leadership and Inclusion, MA in Leadership program, Jandoli School of Communication, St. Bonaventure University, St. Bonaventure, NY, 2021

Journalism Curriculum Committee, Jandoli School of Communication, St. Bonaventure University, St. Bonaventure, NY, 2020-2021

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 Weinschenker & 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 W A R D S , G R A N T S A N D S C H O L A R S H I P S

Recognition of Contribution to Diversity and Inclusion, with Elizabeth Murnane, Beck Tench, Stephen Volda 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 Volda 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, “Dadvertising 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 R O F E S S I O N A L O R G A N I Z A T I O N S

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