



TEXAS TECH UNIVERSITY  
 HEALTH SCIENCES CENTER  
 Center for International and Multicultural Affairs



# Diversity Lecture Series

Presents Panel Discussion

**Kent  
 Wilkinson,  
 Ph.D.**

Tuesday,  
 January 20, 2009  
 Noon

Texas Tech University  
 Health Sciences Center  
 Room ACB 110



**Todd Chambers, Ph.D.**—Chair, Department of Electronic Media & Communications at TTU. Dr. Chambers' research interests include media economics, media management, media sales, & Spanish-language media. He has 10 years' professional experience in radio media.



**Sam Bradley, Ph.D.** —Assistant Professor at TTU. Dr. Bradley's research topics include people's psychophysiological responses to media (heart rate, skin conductance, & facial muscle activity), as well as formal computational modeling of underlying cognitive processes.



**Amy Heuman, Ph.D.** -Assistant Professor at TTU. Dr. Heuman specializes in inter/cultural communication, Latino/a studies, critical theory/methods, ethnographic methods, pedagogy, gender communication, & identity construction.

## “Using Multi-Method Communication Research to Combat Diabetes and Obesity Among Rural Hispanics in West Texas”

The presenters will describe a 2007 research project examining how the language and media preferences of rural Hispanics in West Texas correspond with incidence and awareness of obesity and diabetes. Funding was provided by the F. Marie Hall Institute for Rural and Community Health TTUHSC.

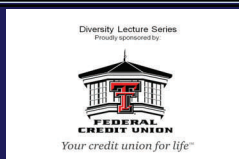
Kenton T. Wilkinson, is Regents Professor and Director of the Institute for Hispanic International Communication in the College of Mass Communications at Texas Tech University. His research interests include international communication, Hispanic-oriented media in the U.S., and Hispanic health communication. Wilkinson is currently working on a book about the historical development of Spanish-language television in the United States.

Dr. Wilkinson taught at Tecnológico de Monterrey in Mexico for two years. He has also collaborated with faculty in the School of Allied Health at the University of Texas Health Sciences Center at San Antonio to develop a cross-disciplinary Ph.D. program focused on communication.

**MULTICULTURAL CONNECTIONS:**

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Free lunch to first 35 attendees  
 in Lubbock  
 Lunch sponsored by:  
 Texas Tech Federal Credit Union



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