

## GEORGE ALLEN O. VILLANUEVA, Ph.D.

Department of Communication & Journalism  
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### ACADEMIC POSITIONS

2022-current	Associate Professor Department of Communication & Journalism Faculty Affiliate: Race & Ethnic Studies Institute; Latinx and Mexican American Studies Texas A&M University
2023-2024	Doctoral Program Coordinator Department of Communication & Journalism Texas A&M University
2021-2022	Associate Professor of Advocacy & Social Change School of Communication, Loyola University Chicago
2015-2021	Assistant Professor of Advocacy & Social Change School of Communication, Loyola University Chicago

### EDUCATION

#### University of Southern California

2014 Ph.D. Communication, with a Graduate Certificate in Visual Anthropology and Graduate Diploma in Innovation

Dissertation Title: *The Impact of Engaged Communication Scholarship on the Re-imagination of Space and Place in South L.A.*

Committee: Sandra Ball-Rokeach (chair), Larry Gross, Doe Mayer, François Bar

Thesis Ethnographic Film: *Making Belief Visible: The Cultural and Civic Production of the Santo Niño Ati-Atihan Festival in the Philippines*

Innovation Capstone Project: *Participatory Mapping for Civic Engagement & City Planning*

2011 M.A. Communication  
2008 M.A. Global Communication

#### London School of Economics and Political Science

2007 MSc Global Media and Communications

**University of California at Santa Barbara**  
2000 B.A. Double Major: Black Studies and History

**University of Natal, Pietermaritzburg, South Africa.**  
1999 UC Education Abroad: South African History and Politics

## **BOOK**

Villanueva, G. (2022). *Promoting urban social justice through engaged communication scholarship: Reimagining place*. Social Justice and Communication Activism Series. New York: Routledge.

\*2023 Jane Jacobs Book Award, Urban Communication Foundation

## **REFEREED JOURNAL ARTICLES**

Villaneuva, G. (2025). Hip Hop Multimodal Infrastructure: Sustaining the Culture in Community. *Howard Journal of Communications*, 36(5), 626-639. In T. Tyree & R. Caruth (eds.). Special Issue: "Recognizing and Examining 50 Years of Hip Hop's Cultural and Global Impact."

<https://doi.org/10.1080/10646175.2025.2538655>

Villanueva, G. (2024). Multimodal autoethnographic sincerity. *Communication Studies*, 75(4), 517-534. In Special Issue, A. Heuman & A. Mudambi, (eds.). "Expanding upon critical methodologies and perspectives in communication studies." <https://doi.org/10.1080/10510974.2024.2345934>

Villanueva, G. (2024). No Justice, No Streets! Black radical placemaking and its political aesthetics in George Floyd Square. *Communication and Critical/Cultural Studies*, 21(1), 116-141. <https://doi.org/10.1080/14791420.2023.2297973>

Villanueva, G. (2022). Storytelling networks that build community power: Urban equity advocacy from a communication infrastructure lens. *Management Communication Quarterly*, 36(4), 637-663. <https://doi.org/10.1177/08933189221090491>

Villanueva, G. (2022). You must learn: Sampling critical hip hop pedagogy in communication education spaces. *Pedagogy, Culture & Society*, 30(4), 435-453. <https://doi.org/10.1080/14681366.2020.1801814>

Villanueva, G. (2021). Designing a Chinatown anti-displacement map and walking tour with communication asset mapping. *Journal of Urban Design*, 26(1), 14-37. <https://doi.org/10.1080/13574809.2020.1782182>

Villanueva, G. (2020). Making place for my space/making space for our displacement: an embodied autoethnography of a reflexive communicative urban planner. *Cultural*

*Studies↔ Critical Methodologies*, 20(2), 157-166. In Special Issue, R. Silverman & D. Rowe, (eds.). "Blurring the body and the page: The theory, style, and practice of autoethnography". <https://doi.org/10.1177/1532708619879197>

Villanueva, G. (2019). Chitown loves you: Hip hop's alternative spatializing narratives and activism to Trump's hateful campaign rhetoric about Chicago. *Journal of Popular Music Studies*, 31(2), 127–146.  
<https://doi.org/10.1525/jpms.2019.312011>

**Villanueva, G.**, Gonzalez, C., Son, M., Moreno, E., Liu, W., and Ball-Rokeach, S.J. (2017). Bringing local voices into community revitalization: Engaged communication research in urban planning. *Journal of Applied Communication Research*, 45(5), 474–494. <https://doi.org/10.1080/00909882.2017.1382711>

Villanueva, G. (2017). Engaged media scholarship: Making place with community organizers. *Anthropology Now*, 9(2), 102–114.  
<https://doi.org/10.1080/19428200.2017.1337973>

Villanueva, G. (2016). Filipinos for Garcetti: Ethnic political organizing and Asian American civic engagement in cities. *Asian American Policy Review*, 26, 10–19. Retrieve from: <https://aapr.hkspublications.org/2016/06/13/filipinosforgarcetti/>

**Villanueva, G.**, Broad, G., Gonzalez, C., Ball-Rokeach, S., & Murphy, S. (2016). Communication asset mapping: An ecological field application toward building healthy communities. *International Journal of Communication*, 10, 2704–2724. Retrieve from: <https://ijoc.org/index.php/ijoc/article/view/5335>

Stokes, B., **Villanueva, G.**, Bar, F., and Ball-Rokeach, S.J. (2015). Mobile design as neighborhood acupuncture: Activating the storytelling networks of South L.A. *Journal of Urban Technology*, 22(3), 55–77.  
<https://doi.org/10.1080/10630732.2015.1040292>

Broad, G., Ball-Rokeach, S.J., Ognyanova, K., Stokes, B., Picasso, T., and **Villanueva, G.** (2013). Understanding communication ecologies to bridge communication research and community action. *Journal of Applied Communication Research*, 41(3), 325–345.  
<https://doi.org/10.1080/00909882.2013.844848>

## BOOK CHAPTERS

**Villanueva, G.** & A. Wenzel. (2018). The Engaged Communication Scholar: Designing CIT-Informed Engaged Research in Diverse Communities, 167–186. In Y.C. Kim, M. Matsaganis, H. Wilkin, & J.Y. Jung (Eds.), *The Communication Ecology of 21st Century Urban Communities*. New York: Peter Lang.

Villanueva, G. (2017) Embodying Democratic Spaces: Community Organizer Alternative Narratives that Challenge the Mainstream Negative Stigma of South Los Angeles, 73–98. In J. Banh & M. King (Eds.), *Anthropology of Los Angeles: Place and Agency in an Urban Setting*. Lanham, MD: Lexington Books.

### **GUEST EDITORIAL INTRODUCTIONS**

Poon, O. and **G. Villanueva**. (2019) Reenergizing and renewing the call for Asian American and Pacific Islander university community research partnerships. *AAPI Nexus Journal: Policy, Practice, and Community*, 16(1-2), xix-xxvi. Retrieve from: <http://www.aapinexus.org/2019/09/23/message-from-the-guest-editors-reenergizing-asian-american-and-pacific-islander-university-community-research-partnerships/>

Baginski, AJ., Cudjoe, I., Hurtado-Montaño, A., Lawo-Sukam, A., Mills, R. and **Villanueva, G.** (2024) Introduction: Landscapes of Belonging. *Latin@ Literatures*. Retrieve from: <https://lob.latinoliteratures.org/>

### **PUBLISHED FILMS**

Villanueva, G. (2014). *Making Belief Visible: The Cultural and Civic Production of the Santo Niño Ati-Atihan Festival in the Philippines*. Film distributed by Alexander Street Press, Ethnographic Video Online, Vol. 4, Festivals and Archives. Retrieve from: [https://search.alexanderstreet.com/preview/work/bibliographic\\_entity%7Cvideo\\_work%7C3923986](https://search.alexanderstreet.com/preview/work/bibliographic_entity%7Cvideo_work%7C3923986)

### **GRANTS, FELLOWSHIPS, & RESEARCH LEADERSHIP**

**2026 Mellon-RESI Faculty Fellowship.** TAMU Race and Ethnic Studies Institute. Project: Rethinking Borderlands as Oceanic through Advancing Filipinx-Latinx Studies.

**2026 PI.** National Communication Association L.I.F.T. Grant. Project: Designing Multiracial and Multiethnic Community Resiliencies Through Researching Disaster Communication Readiness in Houston.

**Award: \$10,000**

**2025 Summer Research Affiliate.** Literary & Cultural Studies Department. Ateneo de Manila University. Manila, Philippines.

**2025 PI.** Arts Research Grant. Academy for the Visual and Performing Arts, Texas A&M University.

**Award: \$7,500**

**2025-2026 PI.** Let Creativity Happen Grant. Houston Arts Alliance (City of Houston Mayor's Cultural Affairs Department).

**Award: \$2,500**

**2023-2024 Co-Organizer.** Asian American Popular Culture. Programming Grant. Cantú Fund. Texas A&M University.

**Award: \$5,000**

**2023-2025 Co-Director.** Asian American Diaspora Studies Research Working Group. Race and Ethnic Studies Institute. Texas A&M University.

**Award: \$1,000**

**2023-2024 Co-PI.** AfroLatinx Life and Writing. Arts Engagement Grant. Academy for the Visual and Performing Arts, Texas A&M University.

**Award: \$7,500**

**2022-2023 Principal Investigator.** Waterhouse Family Institute for the Study of Communication and Society Grant. Villanova University. Project: Beyond #StopAsianHate—Building Asian American Studies Programs in the South and the Public Role of Communication Scholarship.

**Award: \$10,000**

**2021-2022 Magis Faculty Leadership Fellow.** Office of the Provost, Loyola University Chicago.

**Award: \$2,500**

**2020 Principal Investigator.** Special Internal Research Grant Competition. Provost Office and Office of Research Services, Loyola University Chicago. Project: Urban Foodways Culture and Communicative Belonging for Filipino and Mexican Diaspora in Chicago.

**Award: \$10,000**

**2019-21 Community-Engaged Scholar Faculty Fellow.** Center for Experiential Learning. Loyola University Chicago.

**Award: \$1,000**

**2018 NEH Summer Scholar.** ‘Art & Public Culture in Chicago’ Summer Institute at the Newberry Library. National Endowment of the Humanities.

**Award: \$2,700**

**2018 Faculty Manuscript Publication Assistance Grant.** Office for Research Services and School of Communication, Loyola University Chicago. Book project: *Engaged communication scholarship: Reimagining place, community change, and social justice in the city.*

**Award: \$1,600**

**2018 Faculty Summer Research Award.** Loyola University Chicago. Project: The Communicative Role of Hip Hop Culture in Advocating for Social Change in Chicago.

**Award: \$7,000**

**2017 Faculty Organizer.** Unity in Diversity Fund Award. Students for Diversity & Multicultural Affairs, Loyola University Chicago. Program: AirGo to Loyola: Showcasing Strong Young Arts and Community Organizing Voices from Chicago.

**Award: \$2,200**

**2017 Principal Investigator.** The Joan and Bill Hank Center for Catholic Intellectual Heritage. Loyola University Chicago. Project: The Communicative Role of Hip Hop Culture in Chicago's Interfaith Community Struggle for Social Justice.

**Award: \$6,000**

**2016 Principal Investigator.** Waterhouse Family Institute for the Study of Communication and Society Grant. Villanova University. Project: Beyond Chiraq: A Communicative Study of Local Hip Hop Culture for Social Change in Chicago.

**Award: \$10,000**

**2016 Principal Investigator.** Midwest Asian American Community Research Grant. Asian Americans Advancing Justice | Chicago and Kellogg Foundation. Project: Chinatown Anti-Displacement Community Research Project.

**Award: \$2,500**

**2016 Faculty Summer Research Award.** Loyola University Chicago. Project: A Comparative Communication Study of Urban Equity Advocacy by Community-Based Organizations in Chicago and Los Angeles and its Implications for Sustainable Urban Development.

**Award: \$7,000**

**2014 Postdoctoral Scholar appointment.** USC Annenberg School for Communication and Journalism. Research Center Affiliation: Metamorphosis Project.

**2014 Co-Organizer.** USC Vision and Voices Humanities Initiative Grant. Project: Voices of South L.A.: Community Voice and Civic Action.

**Award: \$10,000**

**2012 Interdisciplinary Research Group Fellow.** USC Center for Religion and Civic Culture. Project: The Cultural and Civic Production of the Santo Niño Ati-Atihan Festival in the Philippines.

**Award: \$3,500**

**2012 Co-Investigator.** USC Diploma in Innovation Grant. Project: Participatory Mapping for Civic Engagement & City Planning.

**Award: \$5,000**

**2012 Researcher.** University Neighborhood Outreach Grant. Project: Participatory Map of Healthy Food Access Points and Safe Bicycle Routes.

**Award: \$25,000**

**2011 Co-Investigator.** California Story Fund Grant. California Council for the Humanities. Project: Making Public Spheres in South Los Angeles: Storytelling Community Organizer Struggles to Create Democratic Spaces in South Los Angeles.

**Award: \$10,000**

**2010 Co-Investigator.** Community Challenge Planning Grant, Federal HUD-DOT-EPA Partnership for Sustainable Communities program. Project: Northeast Los Angeles Riverfront Collaborative (NELA RC).

**Award: \$2.25 Million**

The NELA RC project was a multi-year and multi-sector community planning, economic development, engagement, and social research project that aimed at engaging local communities towards envisioning the L.A. River and riverfront neighborhoods in Northeast L.A. My project duties included lead grant writing, lead research and engagement design, intern training, and program management.

**2009-2011 Resident Researcher Lead.** Hollywood Community Studio (HCS), a project of the Community Redevelopment Agency, Los Angeles. HCS was a multi-year social research project assessing community attitudes towards neighborhood change in Hollywood, Los Angeles, CA. My duties included lead research and engagement design, intern training, and grant writing.

The funding that supported the HCS work included:

2008 Ford Foundation Human Development Overlay District grant.

**Award: \$125,000**

2008 Community Redevelopment Agency local match/ in-kind.

**Award: \$400,000**

2010 Local Initiative Support Corporation grant.

**Award: \$100,000**

2010 L.A. City Council District 13 AB1290 funds.

**Award: \$125,000**

**2009 NSF Summer Research Fellow.** National Science Foundation Enhancing Diversity in Graduate Education in the Social, Behavioral, and Economic Sciences.

**Award: \$2,000**

**2008-2013 Annenberg Graduate Fellow.** USC Annenberg School for Communication and Journalism.

**2007-2008 Global Communication Research Fellow.** USC Annenberg School for Communication and Journalism.

**1997-98 Research Assistant.** Dr. Douglass Daniels, UCSB Black Studies Department. Project: 1920's Black Los Angelenos.

### **CONFERENCE PRESENTATIONS**

Villanueva, G. (2025). Shaping the Future: Elevating Asian American Communication Studies Amidst the Current Anti-DEI Lands. National Communication Association. Denver, CO.

Villanueva, G. (2025). Hip Hop Multimodal Infrastructure: Sustaining the Culture in Community. National Communication Association. Denver, CO.

Villanueva, G. (2025). How to Build a Community-Engaged Asian American Diasporic Exhibition. Association for the Study of Arts of the Present. Houston, TX.

Villanueva, G. (2025). Unbroken Circle: The importance of tenured Asian American professors mentoring Asian American students and junior faculty in PWI's. Texas Association for Asian American Diasporic Studies. College Station, TX.

Villanueva, G. (2025). MNL Flows: Research Emerging Oceanic Filipinx Urbanisms in Manila. Texas Association for Asian American Diasporic Studies. College Station, TX.

Villanueva, G. Multimodal Autoethnographic Sincerity. (2024). International Communication Association. Gold Coast, Australia.

Villanueva, G. Comparative Racialized Foodways and Communicative Belonging for Filipinx and Mexican Diaspora in Chicago. Asian American Studies Association. (2024). Seattle, WA.

Villanueva, G. Roundtable Presenter: Asian American Studies in the Reactionary State of Texas. (2024). Asian American Studies Association. Seattle, WA.

Villanueva, G. Presenter: Engaging Freedom Panel. (2023). National Communication Association. National Harbor, MD.

Villanueva, G. No Justice, No Streets! Black radical placemaking and its political aesthetics in George Floyd Square. (2023). Cultural Studies Association. Fairfax, VA.

Villanueva, G. Panel Presenter: Place-based Activism: Research and Teaching Rooted in and for Communities. (2022). National Communication Association. New Orleans, LA.

Villanueva, G. Urban storytelling networks that build community power: Equity advocacy in cities from a communication infrastructure lens. (2021). International Communication Association—Virtual Conference. Denver, CO.

**\*Top Paper Award: Activism, Communication, and Social Justice Group**

Villanueva, G. Sampling Critical Hip Hop Pedagogy. (2020). International Communication Association—Virtual Conference. Gold Coast, Australia.

Villanueva, G. Designing a Chinatown Anti-Displacement Map. (2020). International Communication Association—Virtual Conference. Gold Coast, Australia.

Villanueva, G. Beyond Chiraq: Hip Hop Culture for Social Change Through Engaged Communication Scholarship that Integrates Research, Pedagogy, and Performance. (2019). Association for Jesuit Colleges and Universities—Communication. Loyola Marymount University | Los Angeles, CA.

Villanueva, G. Discussion panel presenter. Blurring The Body and The Page: The Theory, Style, and Practice of Autoethnography (2018). National Communication Association. Salt Lake City, UT.

Villanueva, G. Chicago loves you: Chitown hip hop music's alternative spatializing narratives to Trump's hateful campaign rhetoric about Chicago (2018). International Communication Association. Prague, Czech Republic.

Villanueva, G. Utilizing Communication Asset Mapping to Design a Chinatown Anti-Displacement Map & Walking Tour (2018). International Communication Association Pre-conference: Design as Object, Design as Method. Prague, Czech Republic.

Villanueva, G. Embodying Democratic Spaces: Community Organizer Alternative Narratives That Challenge the Mainstream Negative Stigma of South Los Angeles (2016). American Anthropological Association. Minneapolis, MN.

Villanueva, G. Filipino Political Organizing in Los Angeles and Implications for Asian American Civic Engagement in Cities (2016). National Communication Association. Philadelphia, PA.

Villanueva, G. Storytelling the Santo Niño Ati-Atihan Festival in the Philippines: A Communication Infrastructure Approach and Implications on Sustainable Tourism (2016). International Communication Association. Fukuoka, Japan.

**Villanueva, G.**, Gonzalez, C., Moreno, E., Son M., Liu, W., and Ball-Rokeach, S.J. What of the Riverfront Neighborhoods? The Application of Engaged Communication Scholarship to L.A. River Revitalization. (2014). Urban Communication Foundation Pre-Conference. National Communication Association. Chicago, IL.

**Villanueva, G.**, Becker, A., Holsheimer, A., and M. Watson. Re-Imagining Hollywood. (2012). American Planning Association Conference. Los Angeles, CA.

Stokes, B., **Villanueva, G.** Kherra, O., and Bar, F. Mobile Quests that Remix Public Events for Social Change? (2012). Digital Media Learning Conference. San Francisco, CA.

**Villanueva, G.**, Stokes, B, Bar, F, and Kherra, O. ParTour: Leveraging the Dual Mobilities of Cellphones and Bicycles for Urban Change. (2012) Local and Mobile Conference. Raleigh, North Carolina.

Villanueva, G. Communicating the Space of Community Redevelopment in Hollywood: Harnessing Community-Based Research, New Information Technology, and Digital Media to Uncover the Neighborhood of Hollywood. USC Annenberg Fellows Symposium. (2011). Los Angeles, CA.

**Villanueva, G.**, Holsheimer, A., and Cowley, J. Engaging the Space of Community Redevelopment in Los Angeles: Harnessing Community-Based Research, Organizational Capacity-Building, New Information Technology, and Digital Storytelling Tools to Enhance Civic Engagement. Spaces and Flows: An International Conference on Urban and Extraurban Studies. (2010). Los Angeles, CA.

**Villanueva, G.**, and Broad, G. Redirecting the Negative Communicative Urban Tradition of the South Figueroa Corridor: Visualizing Communication Asset Mapping and Neighborhood Storytelling. Urban Communication Foundation Pre-Conference, National Communication Association. (2010). San Francisco, CA.

Villanueva, G. Communicating Urban Spaces On and Off Screen: The Mediation of Los Angeles in the Films Crash and Quinceañera'. International Communication Association. (2010). Singapore.

**Villanueva, G.** and Broad, G. Spatial Analysis of the South Figueroa Corridor. USC Annenberg Fellows Symposium. (2010). Los Angeles, CA.

Villanueva, G. Addressing the People vs. Place Urban Planning Debate: The Human Development-Overlay District Project and the Case of Hollywood. Urban Affairs Association. (2010). Waikiki: Hawaii.

Villanueva, G. Public Responses to the 1992 Los Angeles Riots and the Transformation of the Urban Public Sphere for the 21st Century. National Communication Association. (2009). Chicago, Illinois.

Villanueva, G. Communicating the Philippines into the United States Master Script. International Communication Association. (2009). Chicago, Illinois.

Villanueva, G. Toward a 3-Dimensional Understanding of Stereographic Photography and the Contact with the Philippines. International 'Language, Communication, and Culture Conference (2006). Lusofona University. Lisbon, Portugal.

## **POLICY PUBLICATIONS**

**Villanueva, G.** and Liu, D. (2017) Chinatown Anti-Displacement Community Research Project Report. Chicago, IL. Sponsored by Asian Americans Advancing Justice | Chicago and Kellogg Foundation.

**Villanueva, G.** Ball-Rokeach, S.J., Gonzalez, C., Moreno, E., Son, M., and Liu, W. Northeast Los Angeles Riverfront Collaborative Lessons Learned and Community Engagement Toolkit. (2014). L.A. City Economic and Workforce Development Department. Sponsored by HUD-DOT-EPA Partnership for Sustainable Communities.

Northeast Los Angeles Riverfront Collaborative (2014). Northeast Los Angeles Riverfront District Vision Plan. Sponsored by HUD-DOT-EPA Partnership for Sustainable Communities.

Hollywood Community Studio (2012). Telling the Hollywood Neighborhood Story: Research and Engagement Report 2009-2011. Sponsored by the Community Redevelopment Agency of Los Angeles.

## **INVITED TALKS, LECTURES, AND PANELS**

Villanueva, G. (2025). Invited speaker. “Solidarity and organizing together: Multiracial and multiethnic coalition building to fight racial capitalism.” Equity Fellows Program: San Antonio Area Foundation. San Antonio, TX.

Villanueva, G. (2025). Invited workshop guest speaker. “Advocacy and Social Change”. Institute for the Development and Education of Asian American Leadership. Texas A&M University.

Villanueva, G. (2024). Panel Moderator. Asian American Popular Culture: Media Studies Panel. Texas A&M University.

Villanueva, G. (2024). Invited speaker. “Solidarity and organizing together: Multiracial and multiethnic coalition building to fight racial capitalism.” Equity Fellows Program: San Antonio Area Foundation. San Antonio, TX.

Villanueva, G. (2023). Invited panel speaker. “Community engaged scholarship and public interest communications: How scholars and communities work together.” Public Interest Communication Summer Institute. University of Houston.

Villanueva, G. (2023). Invited panel speaker. “Media studies panel.” Music & Film Making in Texas Conference. Texas A&M University.

Villanueva, G. (2023). Invited guest lecture to communication qualitative research

methods class. Instructor: Rhon Teruell. Purdue Northwest University.

Villanueva, G. (2023). Invited Walt Fisher Annual Lecture. "Communication: Spaces for a Transdisciplinary Imaginary." University of Southern California: Annenberg School for Communication and Journalism.

Villanueva, G. (2023). Invited workshop guest speaker. "Advocacy and Social Change". Institute for the Development and Education of Asian American Leadership. Texas A&M University.

Villanueva, G. (2023). Invited presentation. "Toward a Social Justice Communication Infrastructure Praxis." Global Collective Action Seminar. Center for Global Studies. Purdue Northwest University.

Villanueva, G. (2022). Invited respondent for public talk "The Settler Sea: California's Salton Sea and the Environmental Consequences of Colonialism." Tracy Brynne Voyles. Melbern G. Glasscock Center for the Humanities Research. Texas A&M University.

Villanueva, G. (2022). Invited lecture to graduate course on engaged communication research. Instructor: Walid Afifi. Department of Communication. University of California at Santa Barbara.

Villanueva, G. (2022). Expressive Sampling in *Spider-Man: Into the Spider-Verse* and our Social Identities. Latinx Creative Consortium. Texas A&M University.

Villanueva, G. (2022). Invited lecture to graduate course on engaged communication research. Instructor: Anna Wolfe. Department of Communication & Journalism. Texas A&M University.

Villanueva, G. (2022). Invited lecture to graduate course on qualitative methods. Instructor: Andrea Wenzel. Klein School of Media and Communication, Temple University.

Villanueva, G. (2021). Expressive Sampling in *Spider-Man: Into the Spider-Verse* and our Mxnhood Identities. Presentation given at the Brothers 4 Excellence Mxn of Color retreat. SDMA, Loyola U. Chicago.

Villanueva, G. (2019). Designing a Chinatown Anti-Displacement Map and Walking Tour Through Communication Asset Mapping. Presentation given at the Loyola U. School of Communication Faculty Talks.

Villanueva, G. (2018). Invited presentation on grant writing strategies to the Humanities Grant Learning Community, sponsored by the Office of Research Services at Loyola University Chicago.

Villanueva, G. (2017). Invited talk titled “Learn Communication Asset Mapping” for Science Communications for Youth Programs Series organized by Shine On Chicago, Mumkin Studio, and Contexture Media Network, with support from the Hive Chicago Fund at Chicago Community Trust. Chicago, IL.

Villanueva, G. (2017). Invited panelist for “Powerful Partnerships: How Researchers and Community-Based Organizations Build Power Together” panel discussion. APIAVote Michigan Leadership Conference. Detroit, MI.

Villanueva, G. (2016). Invited panelist for “Civic Trust and Engagement” Panel Discussion. Alliance for Innovation. Chicago, IL.

Villanueva, G. (2016). Engaged Communication Research for Advocacy and Social Change: Reimagining Urban Space in L.A.'s Diverse Communities. Invited seminar lecture at the Center for Urban Research and Learning. Chicago, IL.

Villanueva, G. (2016). Invited panelist for “Truth, Lies, and Elections 2016” Panel Discussion. American Press Institute. Chicago, IL.

Villanueva, G. (2015). Invited panelist for “What Mainstream America Still Doesn't Get About Black Twitter” Panel Discussion. Social Media Week Chicago. Chicago, IL.

Villanueva, G. (2015). Critical Race Conversations. Invited panelist for the Students of Color and Allies Forum at USC Sol Price School of Public Policy and USC School of Social Work, Los Angeles, CA.

Villanueva, G. (2015). Trajectories for Engaged Communication Research in Los Angeles lecture to ‘Research, Practice, and Social Change’ graduate course. USC Annenberg School for Communication and Journalism, Los Angeles, CA.

Villanueva, G. (2014). Filipinos for Garcetti: A Political Communication Retrospective of the L.A. Mayor 2013 election. Invited talk to the Annenberg Research Seminar, University of Southern California. Los Angeles, CA.

Villanueva, G. (2014). Visiting Artist Talk for Institute for Media Literacy Digital Studies Symposium. USC School of Cinematic Arts. Los Angeles, CA.

Villanueva, G. (2014). Communication Asset Mapping. Invited lecture to ‘Engaging Urban Communities in the Digital Age’ undergraduate course. USC Annenberg School for Communication and Journalism, Los Angeles, CA.

Villanueva, G. (2014). Northeast Los Angeles Riverfront Collaborative lecture to ‘Research, Practice, and Social Change’ graduate course. USC Annenberg School for Communication and Journalism, Los Angeles, CA.

Villanueva, G. (2013). Public Media Revolution: Meet the KCETLink Pioneers Who Are Going From Hyper-local to Transnational with Departures, Artbound, City Walk and Stand Up Planet. Invited panelist, Digital Hollywood Content Summit. Los Angeles, CA.

Villanueva, G. (2013). Metamorphosis Project and its role in the Northeast Los Angeles Riverfront Collaborative. Invited talk, Professor Jan Lin's Urban Sociology class at Occidental College. Los Angeles, CA.

Villanueva, G. (2013). Communication Community-Based Research and Design. Invited talk, Sean Donahue's Media, Design, Practices + Field class at Art Center College of Design. Pasadena, CA.

Ball-Rokeach, S.J, Ognyanova, K., and **Villanueva, G.** (2010). Metamorphosis: Research in Action. Invited talk, Art Center College of Design, Pasadena, CA.

Villanueva, G. (2009-2011). Asian-American Media Representations and Los Angeles. Invited talk, Vincent Brook's The Rhetoric of Los Angeles course at the USC Annenberg School for Communication & Journalism, Los Angeles.

Broad, G., **Villanueva, G.**, and Gonzalez, C. (2009) Academics as Advocates. Panelist, Local Media for Social Change: A Southern California Regional Summit. Occidental College, Los Angeles, CA.

## **TEACHING EXPERIENCE**

### **Lead Instructor—Texas A&M University**

2022—present

#### *Undergraduate*

Communication 340—Communication and Popular Culture  
Communication 343—Communication in a Diverse World  
Communication 346—Media, Culture, and Identity  
Communication 410—Radio, Records, and Popular Music  
Communication 489—Asian American Media Studies

#### *Graduate*

Communication 616—Multimodal Communication & Creative Research Methods  
Communication 681—PhD Student Professionalization Seminar  
Communication 685—Queering Architecture  
Communication 689—Mediation, Space, Place, & Culture  
Communication 689—Autoethnography & Performance Studies

### **Lead Instructor—Loyola University Chicago**

2015—2022

Communication 100—School of Communication Seminar  
Communication 175—Introduction to Communication

Communication 200—Communication and New Media  
Communication 206—Hip Hop Culture, Communication, and Social Change  
Communication 220—Introduction to Rhetoric  
Communication 271—Media, Culture, and Communication  
Communication 309—Designing Media for Social Change

**Teaching Assistant—University of Southern California** 2009—2012

Communication 200—Communication as a Social Science  
Communication 206—Communication as Culture  
Communication 360—The Rhetoric of Los Angeles

**Instructor—University of Southern California** Summer 2012

Knight Foundation Mobile Incubator for Community News

**Reader/Grader—University of Southern California** Fall 2008

Journalism 190—Introduction to Journalism

### **ACADEMIC JOURNAL SERVICE**

#### **Guest Editorship**

Poon, O. and **Villanueva, G.** (Eds.) (2019). Special Issue: “Bridging the Divide: Strengthening Community Engagement and Partnership”. *Asian American and Pacific Islander Nexus Journal: Policy, Practice, and Community*. 16(1-2). Retrieve from: <http://www.aapinexus.org/2019/09/23/volume-16/>

Baginski, AJ., Cudjoe, I., Hurtado-Montaño, A., Lawo-Sukam, A., Mills, R. and **Villanueva, G.** (Eds.) (2024) Special Issue: “Landscapes of Belonging: Afro Latinx Life & Writing.” *Latin@ Literatures*. Retrieve from: <https://lob.latinoliteratures.org/>

#### **Manuscript Reviewer**

*Journal of Communication*  
*Communication Monographs*  
*Environmental Communication*  
*International Journal of Communication*  
*Urban Research and Practice*  
*Critical Education*  
*Lateral: Journal of The Cultural Studies Association*

#### **Grant Reviewer**

WFI Research Grant Review Committee Member. Waterhouse Family Institute for the Study of Communication and Society, Villanova University. 2020, 2024, 2025.

### **FACULTY UNIVERSITY SERVICE**

Advisory Board Member. Race & Ethnic Studies Institute. Texas A&M University. Fall 2023–ongoing.

Committee Member. Graduate Instructional Committee. Department of Communication & Journalism, Texas A&M University. Fall 2023–ongoing.

Committee Member. Research grant review committee. Waterhouse Family Institute for Communication & Society, Villanova University. 2023–ongoing.

Faculty Member. Asian American Studies Taskforce. Texas A&M University. 2022–ongoing.

Committee Member. Awards. Department of Communication & Journalism, Texas A&M University. Fall 2022–ongoing.

Committee Member. Grant review committee. College of Arts & Sciences Student Success Grant Program, Texas A&M University. Spring 2024.

Committee Member. Grant review committee. Crossing Latinidades Program for Humanities Research Initiative. Graduate and Professional School, Texas A&M University. Spring 2024.

Committee Member. Critical Media Studies Faculty Search. Department of Communication & Journalism, Texas A&M University. Spring 2024.

Committee Member. Accountability, Climate, Equity, and Scholarship Faculty Search. Department of Communication & Journalism, Texas A&M University. Spring 2023.

Committee Member. Colloquium. Department of Communication & Journalism, Texas A&M University. Fall 2022–Spring 2023.

Committee Member. Climate and Inclusion. Department of Communication & Journalism, Texas A&M University. Fall 2022–Spring 2023.

Program Committee Member. Association for Asian American Studies 2023 Annual Conference.

Faculty Advocate Mentor–Mentee Program. Loyola Provost’s Office for Faculty Affairs. Spring 2022.

Equity Advocate. Ancient Science Assistant Professor Tenure Track Faculty Search Committee. Classics Department, Loyola U. Chicago. August 2021–April 2022.

Faculty Participant. The Spiritual Exercises in Everyday Life Retreat (SEEL). Loyola U. Chicago. Fall 2020–Spring 2021.

Committee Chair. Environmental Advocacy & Social Change Tenure Track Faculty Search. School of Communication, Loyola U. Chicago. Fall 2020–Spring 2021.

Diversity Advocate. Environmental Policy Assistant Professor Tenure Track Faculty Search Committee. School of Environmental Studies, Loyola U. Chicago. Spring 2021.

Faculty Diversity, Equity, and Inclusion Liaison. Program administered out of the Assistant Provost for Academic Diversity Office, Loyola University Chicago. August 2020–August 2022.

Committee Member. School of Communication Curriculum Committee. Loyola University Chicago. August 2020–August 2021.

Faculty Mentor. Brothers of Excellence student program within the Student Diversity and Multicultural Affairs office at Loyola University Chicago. 2017-2018, 2019-present.

Faculty Panelist. New Faculty Orientation. Provost's Office, Loyola University Chicago. August 14, 2020.

Faculty Presenter. “Supporting and Engaging Online Students: Recommendations and Lessons Learned from Faculty”. Focus on Teaching and Learning Conference. Faculty Center for Ignatian Pedagogy at Loyola University Chicago. August, 13 2020.

Committee Member. Vice Provost for Research Leadership Search Committee. Provost's Office, Loyola University Chicago. Fall 2019-Spring 2020.

Faculty Participant. Mission Priorities and Strategies Advisory Council Meeting. Mission Formation Office. Loyola University Chicago. August 15, 2019.

Faculty Participant. External review focus group on faculty research support. Office of Institutional Effectiveness, Loyola University Chicago. June 27, 2019.

Committee Member. School of Communication Dean Search Committee. Loyola University Chicago. Fall 2018-Spring 2019.

Committee Member. Advocacy & Social Change—Digital Communication Tenure Track Faculty Search Committee. School of Communication, Loyola U. Chicago. Fall 2018–Spring 2019.

Committee Member. Strategy and Innovation Committee. Provost's Office, Loyola University Chicago. Spring 2018.

Faculty Participant. Seminar discussion with Michael J. Garanzini, SJ, Secretary for Higher Education, paper on "Becoming Communities of Discernment and Instruments of Reconciliation. The Hank Center for the Catholic Intellectual Heritage at Loyola University Chicago. April 14, 2017.

Faculty Panelist. New Faculty Orientation. Provost's Office, Loyola University Chicago. August 15, 2017.

Committee Member. Digital Advertising Tenure Track Faculty Search Committee. School of Communication, Loyola U. Chicago, Fall 2016-Spring 2017.

Panelist. UNITY Regional Media Summit: Rethinking Journalism in the Midwest. Loyola University Chicago, October 21, 2016.

Faculty Participant. All Things Ignatian Faculty Seminar: Catholic Intellectual Life and the Common Good. The Hank Center for the Catholic Intellectual Heritage at Loyola University Chicago, Fall 2016.

Advisory Board. Center for Urban Research and Learning, Loyola University Chicago 2015-present.

Committee Member. Digital Ethics Symposium Committee. School of Communication, Loyola University Chicago 2016-2018.

Committee Member. Organizational Communication Professional Studies Major Committee. School of Communication, Loyola University Chicago. 2016.

Committee Member. Strategic Plan Committee. School of Communication, Loyola University Chicago 2015-2016.

Ad-hoc Committee Member. Student Awards Committee. School of Communication, Loyola University Chicago. 2016.

## **STUDENT ADVISING AND SUPERVISION**

### **Texas A&M University**

#### *PhD Student Chair*

- Kayan Kraisheh (Communication & Journalism)
- Maggie Lewis (Communication & Journalism)
- Alima Abdul-Karimu (Communication & Journalism)

#### *PhD Student Committee Member*

- Jed Chalupa (Communication & Journalism) Graduation: Summer 2024.
- David Dockery (Communication & Journalism) Graduation: Spring 2025
- Kelly Jo Eblen (Communication & Journalism) Graduation: Spring 2025
- Yael Avnaim (Communication & Journalism) Graduation: Spring 2025
- Macy Dunklin (Communication & Journalism): Fall 2025
- Angie Galal (Communication & Journalism): Spring 2025
- Mikayla Renwick (Communication & Journalism)
- Richard Pulos (Communication & Journalism)
- Azile Hotz (Communication & Journalism)
- Anum Ahmed (Communication & Journalism)
- Afruza Aminul (Sociology)
- Timberly Vogel (Sociology)
- Michelle Ochoa (Sociology)
- Nora Tsou (Philosophy)
- Tsukasa Sugiura (English)
- Takayuki Iwami (English)

*MA Student Chair*

- Nate Carr (Communication & Journalism) Graduation: Spring 2024.
- Sydnie Harrell (Communication & Journalism) Graduation: Fall 2024.

*MA Student Committee Member*

- Arely Herrera (Communication & Journalism). Graduation: Spring 2023.
- Jordan Nixon (Communication & Journalism). Graduation: Spring 2024.
- Maddie Stott (Communication & Journalism) Graduation: Fall 2024.
- Celine Tran (Sociology). Graduation: Spring 2025.
- Alecia Campos (Communication & Journalism).

**Loyola University Chicago**

*Graduate Students*

- PhD Dissertation Committee Member—Corbetti Williams, PhD School of Education, Loyola University Chicago. Dissertation: Understanding the Agency of Women of Color Student Activists in U.S. Higher Education. Spring 2020 completion date.
- PhD Dissertation Committee Member—Lester Manzano, PhD School of Education, Loyola University Chicago. Dissertation: Activism and Identity: How Asian American College Students Define Contemporary Activism for Social Justice. Spring 2018 completion date.
- MA Thesis Advisor—Michael Martinez, SJ. MA candidate in Digital Media Storytelling. Spring 2018.
- Independent Studies Supervisor—Michael Martinez, SJ. MA candidate in Digital Media Storytelling and Social Philosophy. Project: Design Evaluation for Social Change: The Connected Chicago Campaign. Spring 2017.

*Undergraduate Students*

- Undergraduate Research Fellowship Mentor—Sylvester Alonz. BA candidate in Religious Studies and Communication. Fellowship awarded by the Hank Center for Catholic Heritage. Project: The Contemplative Role of Hip-Hop Explicitly and Implicitly.
- Independent Practicum Course Supervisor—Emily Mortgensen. BA candidate in Advocacy and Social Change. Project: Multimedia storytelling project on Chinatown in Chicago and in collaboration with the Coalition for a Better Chinese American Community. Spring 2017.

**University of California at Santa Barbara**

- Resident Assistant—Supervising a hall of 100 students at a UCSB residence hall. Duties included residence hall management, student activity programming, and student counseling.
- Orientation Advisor—Academic policy and campus life advising for incoming UCSB students and parents.

**COMMUNITY DEVELOPMENT & ENGAGEMENT APPOINTMENTS**

Los Angeles City East Area Planning Commissioner (Citizen commission appointment by L.A. Mayor)	2014-2015
Project Manager—Northeast Los Angeles Riverfront Collaborative	2012-2014
Resident Researcher—Hollywood Community Studio (Community Redevelopment Agency/ LA)	2009-2012
Political Consultant—Liberty Hill Foundation Green L.A. Cumulative Impacts Working Group	2008
Senior Field Representative and Research Coordinator—California State Assemblymember Jackie Goldberg	2005-2006
Community Organizer and Field Deputy—Los Angeles City Councilmember Eric Garcetti	2001-2003
Community Development Intern—Community Awareness Project Pietermaritzburg, South Africa	1999

**MEDIA PUBLICATIONS**

“Engaged Scholarship Methods for Positive Social Change” in *Conversations On Jesuit Higher Education* Aug.12, 2017

Columnist, *Engaging Spaces*, KCET Departures Public Media 2012-2014

KCET article titles (most recent at top):

- *Frogtown Transportation Leaps Forward Down the L.A. River*
- *Not Your Typical House Tour: Affordable Housing Prototypes in South L.A.*
- *Free Lo(t)s Angeles!*
- *Grand Park's Inaugural New Year's Eve Creates a Central Celebration for L.A.*
- *L.A. Eco Village: 20 Years as a Model of Sustainable Living*
- *Lighting Christmas Parols in Historic Filipinotown with Prayers for Victims of Typhoon Haiyan*
- *LINES + LANES: Activating Public Space at CicLAvia's Grand Park Hub*
- *The SaySay Project: Engaging the Filipino Community through Oral History*
- *Ghost Pop: Haunting Boyle Heights with Sounds of an Asian Diaspora*
- *'Overdrive' Engages a Public Understanding of L.A.'s Architectural Spaces*
- *Metro's Summer Public Art Tour Connects Rail, Artists, and Communities*
- *Singing Space in the Second Street Tunnel*
- *How CicLAvia Engaged Angelenos in the Space and Place of L.A.*
- *Creating Transnational Spaces in Thai Town*
- *Mapping, Farming, and Biking Toward a Healthy South L.A.*
- *Creating Public Spaces with Locally Crafted Beer*
- *Maps and Guides that Frame L.A.'s Alternative Spaces*
- *How Post-Katrina New Orleans Inspired Civic Engagement*
- *Political Posada! Advocating for a More Equitable Boyle Heights*

## IN THE MEDIA

Feature video interview. "Communicating Across Cultures" in Scholarly Impact at Texas A&M, Faculty Affairs. Retrieve from: [Link](#). May 1, 2025

Feature. "Communication Professor Honored For Innovative Research In Urban Communication Studies" in TAMU ArtSci News. Retrieve from: [Link](#). Feb. 6, 2024

Quoted in "From strikes to new union contracts, Labor Day's organizing roots are especially strong this year" in *AP News*. Retrieve from: [Link](#). Sep. 1, 2023

Feature interview. "Examining The Writers' Strike As Labor Day Looms" in *Texas A&M Today*. Retrieve from: [Link](#). Aug. 25, 2023

Recorded panel speaker. Community engaged scholarship and public interest communications: How scholars and communities work together. Public Interest Communication Summer Institute. [Link](#). Jun. 14, 2023

Quoted in “The Displacement of Chinatown’s Low-Income Residents is Aggravated by Covid-19” in the <i>South Side Weekly</i> . Retrieve from: <a href="#">Link</a> .	Feb. 3, 2021
Interview guest discussing “Hip Hop and Culture” on <i>The Roundtable Perspective</i> television program. Retrieve from: <a href="#">Link</a> .	Sep. 21, 2020
Quoted in “Here’s how HiFi, or Historic Filipinotown, got its name” in the <i>Los Angeles Times</i> . Retrieve from: <a href="#">Link</a> .	Jan. 6, 2020
“Loyola Professor George Villanueva Fosters Creativity to Spawn Social Change” radio and web feature as part of <i>Vocalo Radio 91.1</i> What Chicago Sounds Like: Educators and Mentors Series. Retrieve from: <a href="#">Link</a> .	Aug.26, 2019
Interview guest discussing “Urban Social Change” on <i>The Roundtable Perspective</i> television program. Retrieve from: <a href="#">Link</a> .	Dec.10, 2018
Engaged communication scholarship project featured in “Chinatown Residents Are Advocating to Preserve Affordability, Create Safer Streets” in <i>StreetsBlog Chicago</i> . Retrieve from: <a href="#">Link</a> .	May 2, 2017
Quoted in “Gentrification or Not, Chicago’s Chinatown Wants to Stay on the Map” in <i>Next City</i> . Retrieve from: <a href="#">Link</a> .	May 1, 2017
“Faculty Focus on Social Justice” profile in <i>Loyola Magazine</i> Retrieve from: <a href="#">Link</a> .	Spring 2016
“Meet George Villanueva” Doctoral Student Alumni in <i>USC Annenberg News</i> . Retrieve from: <a href="#">Link</a> .	Sep.12, 2016
“Fil-Am appointee to LA planning commission confirmed” feature in <i>Global Nation Inquirer</i> . Retrieve from: <a href="#">Link</a> .	May 8, 2014
“PhD Candidate George Villanueva talks to KCET about the USC Metamorphosis Project” feature in <i>USC Annenberg News</i> . Retrieve from: <a href="#">Link</a> .	Aug.28, 2013

## ART EXHIBIT CURATORSHIP

- *My Asian American Market*. (2025). Multimedia public exhibition exploring Asian American Diasporic food culture and Texas life in Houston. College Station, Houston, and Sugar Land, TX.

- *South L.A. Democratic Spaces*. (2012). Multimedia public exhibition of South L.A. community organizer democracy and community building. Los Angeles.
- *Filipino-American Experiences and Expressions*. (2003). Multi-media art exhibition of Los Angeles based Filipino-American and Philippine based artists. Los Angeles.
- *City Portraits: New and Recent Drawings by Joe Linton*. (2005). India ink on paper drawings of urban Los Angeles social-scenes and landscapes by local Los Angeles artist. Los Angeles.
- *The Art of Belief*, January. (2006) Display of visionary/ outsider artwork coming from self-taught artists that create work embedded with their own personal visions of art. Los Angeles.
- *Art Behind Bars* (2006). Display of drawings from inmates of the Pelican Bay Secure Housing Unit. Los Angeles.

## **AWARDS AND ACTIVITIES**

- Jane Jacobs Book Award. Urban Communication Foundation. 2023.
- Top Paper Award. Activism, Communication, and Social Justice Interest Group. International Communication Association Conference. 2021.
- Transformative Education Award. Loyola University Chicago. Department of Student Diversity and Multicultural Affairs. 2018.
- Graduate Scholar Award. Spaces and Flows: An International Conference on Urban and Extraurban Studies. 2010.
- NSF EDGE Travel Grant. March. 2010.
- Festival of Pilipino Arts and Culture Community Service Award. 2006.
- Paul Robeson Award for Academic Excellence and Community Service. UCSB Black Studies Department. 2000.
- Dean's Honor Roll; Winter 97, Fall 97, Spring 98, and Fall 98, UCSB.
- Member, Asian Sisters (and brothers) for Ideas in Action Now, UCSB.
- Digital Photography and Filmmaking.