

ALEX T. WILLIAMS

Annenberg School for Communication, University of Pennsylvania
20 N. Front St. Apt 1C, Philadelphia, PA 19106 · 432.254.6554 · awilliams@asc.upenn.edu

EDUCATION

Ph.D. Communication, University of Pennsylvania Exp. 2017

Dissertation committee: Victor Pickard (chair & advisor),
Michael Delli Carpini, Joseph Turow

M.A. Annenberg School for Communication, University of Pennsylvania 2015

B.A. Sociology, University of North Texas 2008

RESEARCH INTERESTS

Media Economics, Media and Race/Ethnicity, Journalism Studies, Political Economy

ACADEMIC PUBLICATIONS

2014. Pickard, Victor; Williams, Alex T. "Salvation or Folly? The Promises and Perils of Digital Paywalls." *Digital Journalism* 2(2):195-213.

2011. Ignatow, Gabriel; Williams, Alex T. "New Media and the 'Anchor Baby' Boom." *Journal of Computer-Mediated Communication* 17(1):60-76.

PEW RESEARCH CENTER PUBLICATIONS

2016. Williams, Alex T. "Newspaper companies lag behind their broadcast siblings after spinoffs." *Pew Research Center*.

2014. Williams, Alex T.; Shelton, Martin. "What drove spike in public comments on net neutrality? Likely, a comedian." *Pew Research Center*.

2014. Williams, Alex T. "The Growing Pay Gap Between Journalism and Public Relations." *Pew Research Center*.

2014. Williams, Alex T. "How Statehouse Reporting Compares with a State's Population." *Pew Research Center*.

RESEARCH FELLOWSHIPS

- 2016. Research Fellowship for the American Press Institute (\$6,000)
- 2016. Journalism Research Intern for the Pew Research Center (Paid Hourly)
- 2016. Consortium on Media Policy Studies Fellowship (\$7,000)
- 2015. Research Fellowship for the American Press Institute (\$8,000)
- 2014. Google Journalism Fellowship for the Pew Research Center (\$9,000)
- 2014. Consortium on Media Policy Studies Fellowship (\$7,000)
- 2013. National Science Foundation Graduate Research Fellowship (\$132,000)
- 2008. National Science Foundation Research Experiences for Undergraduates (\$5,200)
- 2007. Ronald McNair Post Baccalaureate Achievement Fellowship (Monthly Stipend)

WORKS IN PROGRESS

- 2016. What Happens When Newspapers Become the Playthings of Billionaires? (Alex T. Williams and Victor Pickard.)
- 2016. Nielsen Killed the Music Video Star: How Biases in Audience Measurement Systems Shape Content.

PEER-REVIEWED PRESENTATIONS

- 2016. "The Costs of Risky Business: What Happens When Newspapers Become the Playthings of Billionaires?" (with Victor Pickard). Association for Education in Journalism and Mass Communication, Minneapolis, MN.
- 2015. "Opinion Surveillance or Entertainment? Understanding who reads the letters section and why." International Communication Association Annual Meeting, San Juan, Puerto Rico.
- 2014. "Nielsen Killed the Music Video Star: How Nielsen's Inaccurate Ratings Changed MTV's Programming." National Communication Association Annual Meeting, Washington, D.C.

2013. "Salvation or Folly? The Promises and Perils of Digital Paywalls." (with Victor Pickard) National Communication Association Annual Meeting, Washington, D.C.
2013. "The Production of Symbolic Boundaries: The Influence of Participatory Journalism on the Immigration Debate in Texas." National Communication Association Annual Meeting, Washington, D.C.
2013. "The Hidden Impact of Media Policy Silence: The FCC and the Rise of MTV." National Communication Association Annual Meeting, Washington, D.C.
2011. "Newsmax, Fox News, and the 'Anchor Baby' Boom." (with Gabriel Ignatow) American Sociological Association Annual Meeting, Las Vegas, NV
2009. "New Media, Mass Media, and the Immigration Debate in Texas." (with Gabriel Ignatow) American Sociological Association Annual Meeting, San Francisco, CA.
2007. "The Complex Identity Formation of Second Generation Immigrants." Emerging Stories: Constructing Identities Conference. Plano, TX.

INVITED PRESENTATIONS

2016. "Applying for Scholarships and Grants." Workshop Leader. Collin College Undergraduate Interdisciplinary Conference. Plano, TX.
2015. "How To Write Essays for Scholarships and Grants." Workshop Leader. Collin College Undergraduate Interdisciplinary Conference. Plano, TX.
2014. "The Hitchhikers Guide to Newsroom Algorithms." Group Presentation. Newsgeist. Phoenix, AZ.
2014. "Using Gephi to map social media networks." Presentations by the Big Data Analytics Interns. Pew Research Center. Washington, D.C.
2014. "From High School Dropout to Ph.D. Student." Keynote Speaker. Collin College Undergraduate Interdisciplinary Conference. Plano, TX.

OTHER PUBLICATIONS

2016. Williams, Alex T. "Employment picture darkens for journalists at digital outlets" *Columbia Journalism Review*.

2016. Williams, Alex T. "Paying for Digital News: The rapid adoption and current landscape of digital subscriptions at U.S. newspapers." *American Press Institute*.
2015. Williams, Alex T. "At many local newspapers, there are no reporters of color." *Columbia Journalism Review*.
2015. Williams, Alex T. "Why aren't there more minority journalists?" *Columbia Journalism Review*.
2015. Williams, Alex T. "The not-rich kid's guide to graduating from college with almost no debt." *Vox*.
2015. Williams, Alex T. "How poorly are journalists paid? Depends on where you live." *The Poynter Institute*.
2015. Williams, Alex T. "Escaping the Ivory Tower: Pitching Articles to Non-Academic Outlets." *InsideHigherEd's GradHacker*.
2015. Williams, Alex T. "Preparing an Award-Winning NSF GRFP Application." *InsideHigherEd's GradHacker*.
2015. Williams, Alex T.; Pickard, Victor. "Newspapers' ongoing search for subscription revenue: from paywalls to micropayments." *The Conversation*.
2015. Williams, Alex T. "Did the media cover only the violent protests in Baltimore?" *The Washington Post's Monkey Cage*.

TEACHING EXPERIENCE

2014. Teaching Assistant for "Introduction to Political Communication" course (40 students). Instructor: Kathleen Hall Jamieson. University of Pennsylvania.
- Responsible for writing multiple choice and short answer exam questions.
 - Regularly held office hours to discuss course materials with students.
 - Graded exams, prepared course handouts, and operated audio/visual equipment during course lectures.

SELECTED COVERAGE OF RESEARCH

2016. Long-term Business Models Pay Off For Publishers. *Editor & Publisher*.

2016. Paywalls have worked for some traditional publishers, but may not work for digital natives. *Business Insider*.
2016. Paywalls in the Social Media Era. *News Media Alliance*.
2016. When Newspaper Paywalls Come Tumbling Down: Six Motivations. *Forbes*.
2016. Here are 6 reasons why newspapers have dropped their paywalls. *Nieman Journalism Lab*.
2016. Newspapers rethink paywalls as digital efforts sputter. *Agence France-Press*.
2016. Paywalls in the Social Media Era: How Much to Share. *Newspaper Association of America*.
2016. Where does local TV news fit in the digital age? Tegna, a year separated from Gannett, has some ideas. *Nieman Journalism Lab*.
2016. New York Times lawsuit a symptom of US newsrooms' diversity problem. *The Guardian*.
2016. Archer Malmö growth in Memphis highlights gap between PR and media. *Memphis Commercial Appeal*.
2016. The Winnipeg Free Press' bet on micropayments will generate about \$100,000 in revenue this year. *Nieman Journalism Lab*.
2016. The average price for a digital newspaper subscription: \$3.11 a week. *Nieman Journalism Lab*.
2016. 'Paywalls' become the norm at US newspapers: survey. *Agence France-Press*.
2016. Alan Rusbridger on digital publishing: "These notions of scale have got to be reevaluated." *TheMediaBriefing*.
2016. Study: 78% of Big Papers Use Digital Subscription Model. *Adweek*.
2016. API report examines digital subscription plans of top U.S. newspapers. *News & Tech*.
2016. Acel Moore and the future of minority journalists in Philly. *Billy Penn*.
2016. This 1968 Report Highlights Exactly Why Reporting On Race Is Still A Disaster. *Media Matters*.

2015. "Anchor baby" is a slur against Mexicans: Trump should knock it off." *Los Angeles Times*.
2015. Is "anchor baby" a derogatory term? A history of the debate. *The Washington Post*.
2015. Business of News: More than Black and White. *Editor and Publisher*.
2015. Where Are All the Minority Journalists? *The Atlantic*.
2015. In the news industry, diversity is lowest at smaller outlets. *Pew Research Center*.
2015. Tech industry short on diversity, and same with news media. *San Francisco Chronicle*.
2015. #MediaDiversity Hashtag Reveals Hardships of Minorities in Media. *The Observer*.
2015. The #mediadiversity conversation highlights newsrooms' continued lack of diversity. *Nieman Journalism Lab*.
2015. There Will Be More Non-White Journalists Because The Public Will Demand Them. *The Huffinton Post*.
2015. Diversity in the Newsroom Isn't Just a Numbers Game: It's About Changing the Culture. *Knight Projects Idea Lab*.
2015. New Maynard Director: Newsroom Diversity Requires Effort. *NBC News*.
2015. Obama's New Proposal Could Introduce American Journalists to Overtime Pay. *The Huffington Post*.
2015. Why the PR industry is sucking up Pulitzer winners. *The Washington Post*.
2015. This is the real truth about journalists' pay. *Vox*.
2015. Beware of PRedators! *Editor & Publisher*.
2015. Website Blurs Line Between Journalism and PR. *Voice of OC*.
2014. American PRs earn more than Journalists – and there are more of them. *The Guardian*.
2014. Brace yourself for the corporate journalism wave. *Quartz*.
2014. The Depressing Pay Difference Between PR Specialists and Journalists. *The Huffington Post*.
2014. Advantage flacks. *Politico*.
2014. Which State Has The Most State House Reporters? *The Boston Globe*.

2014. Vermont is the best covered statehouse in the country. California is the worst.
The Washington Post.

SELECTED PRESS

2016. Does It Pay to Start at Community College? Maybe. *The Wall Street Journal.*

2016. Key insights into newspaper subscription models in the US. *TheMediaBriefing.*

2016. Donald Trump and the Media's Lack of Diversity. *The Atlantic.*

2015. The State of Minorities in Journalism. *Wisconsin Public Radio.*

2014. From GED to Ph.D. Candidate. *Plano Profile.*

2014. Student Spotlight with Alex T. Williams. *Penn Current.*

SERVICE

2008. Grant Writer Intern. United Way of Denton County. Denton, TX

- Awarded grant of \$4,200 to purchase six laptop computers to assist low income individuals claim their earned income tax credits and/or file taxes
- Created database identifying foundations focusing on surrounding community, noting each foundation's target population, grant application requirements, and deadlines

REFERENCES

Dean, Michael Delli Carpini, Annenberg School for Communication, University of Pennsylvania (mxd@asc.upenn.edu)

Professor, Victor Pickard, Annenberg School for Communication, University of Pennsylvania (vpickard@asc.upenn.edu)

Professor, Joseph Turow, Annenberg School for Communication, University of Pennsylvania (jturow@asc.upenn.edu)