

Javier Morales

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EDUCATION Ph.D. in Science Communication (*Expected: October 2025*)

Texas Tech University, Lubbock, TX

Dissertation: The Impact of Narrative Interventions on Climate Misinformation

M.A. in Mass Communication (2022) Texas

Tech University, Lubbock, TX

B.S. in Environmental Science (2019)

National Autonomous University of Mexico, Mexico City, Mexico

EXPERIENCE NOAA Center for Atmospheric Science and Meteorology, Washington, DC

Student Researcher (Present)

- Develop and implemented 5 bilingual communication products for enhancing wildfire safety.
- Build strong partnerships between the Texas A&M Forest Service, Telemundo Houston and Howard University to protect 14,500 communities in the Texas.

Hydropower Collegiate Competition (HCC) 2024, Lubbock, TX

Connections Leader, Texas Tech HydroRaiders (2023-2024)

- Coordinated team initiatives, outreach with industry leaders, and communications to advance sustainable hydropower projects.
- Presented results in national competition hosted by the Department of Energy and National Research Lab.

Science Communication Research Group, Texas Tech University, Lubbock, TX

Student Researcher (2020 – 2023)

- Designed and implemented quantitative instruments to assess the persuasiveness of science messages.
- Contributed to the publication of two peer-reviewed papers and a book chapter.

National Autonomous University of Mexico, Mexico City, Mexico

Assistant Researcher, Communication Department, Center of Atmospheric Sciences (2018 – 2020)

- Produced and directed a 90 minutes documentary titled “No respire” exposing the impacts of air pollution on cyclist.

- Developed targeted communication materials for diverse audiences to explain the causes and effects of Mexico City's air pollution.
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ORGANIZATION & LEADERSHIP College of Media and Communication, Texas Tech University, Lubbock, TX

Graduate Part-Time Instructor (2021 – Present)

- Taught 13 undergraduate courses across International Media, Foundational Concepts, Media Literacy, and Research Methods in Media and Communication, instructing 500+ students from Fall 2021–Fall 2025. Earned an average student evaluation score of 4.7/5, reflecting consistently strong teaching performance.
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ADDITIONAL SERVICE & TRAINING

- **Thomas Jay Harris Institute for Hispanic and International Communication, Texas Tech University, Lubbock, TX** *Assistantship (2021)*. Designed advertising campaigns to support institute programs and outreach
 - **University Center of Cinematographic Studies (CUEC), UNAM, Mexico City.** *Film Production Workshop (2018)*
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SKILLS

- **Science Communication & Content Development:** Translating complex topics into engaging narratives.
 - **Research & Analysis:** Expertise in quantitative instrument design, data analysis, and academic writing.
 - **Project Management & Team Leadership:** Proven ability to coordinate research projects and lead teams.
 - **Public Speaking & Teaching:** Effective communicator with extensive instructional experience.
 - **Social Science Research Methods:** Proficient in interviewing techniques and facilitating focus groups.
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PUBLICATIONS

- Essary, C., Strydhorst, N., **Morales Riech, J.**, Landrum, A.R. (2023). Communicating Health Information to Rural Communities in the 21st Century: Local Journalists as Trusted Messengers in Health and Science Journalism in the 21st Century: Emerging Practices During Crises.

- Strydhorst, N., **Morales-Riech**, J., & Landrum, A. R. (2023). Exploring partisans' biased and unreliable media consumption and their misinformed health-related beliefs. *Harvard Kennedy School Misinformation Review*, 4(5), 1-20.
- (Ongoing research) Hernandez-Perez, R., Morales Riech, J., Ortiz, M., Ramirez-Diaz, Z. & Ruggiero, R. (2025). Social-Wildfire Vulnerability Affecting Spanish-Speaking Populations in the Texas Wildland Urban Interface. Proposal for the Natural Hazards Center of the University of Colorado Boulder. March. 2025.

CONFERENCES

- Morales-Riech, J. (2025). The Impacts of Immersion Effect and Different Narratives When Creating a Message to Prevent Accidental Deaths Related to Dust Storms, 105th Annual Meeting of the American Meteorological Society, January 13th, 2025, New Orleans, LA.
- Santillana, M., Guerrero, M. & Morales-Riech, J. (2025), Eating Latinidad: Emilia Pérez and the Limits of Representation, 10th TTU Hispanic/Latinx Research & Creativity Symposium, April 15th, 2025, Lubbock, TX.

TEACHING

Taught at the College of Media and Communication at Texas Tech University from Fall 2022 to present, the following undergraduate courses: MCOM 2350 Communicating in a Global Society, MCOM 1300 Foundations of Media and Communication, MCOM 3300 Theories of Media and Communication, and MCOM 3380 Research Methods in Media and Communication. Having over 300 students and receiving students' evaluation in average of 4.6 out of 5.

AWARDS

- Thomas Jay Harris Endowed Graduate Fellowship. 2024.
- Helen DeVitt Jones Fellowship in the College of Media & Communication 2023.
- American Mexican Friendship -- Waterman Scholarship 2020, 2022.

VOLUNTEERING

- Secretary of the volunteering program of Huerto Roma Verde. Mexico City, 2015 - 2017
- Participation in the TECHO program (A roof for my country). Mexico City, 2011- 2013.
- Adult School teacher for Cultural Institute of Mexico City's Zero Illiteracy program. Mexico City, 2009 - 2010

LANGUAGES

- **Spanish:** Native
- **English:** Highly Functional
- **Portuguese:** Conversant