

MARTHA FUENTES-BAUTISTA

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RESEARCH AND PROFESSIONAL INTERESTS

Fuentes-Bautista's research focuses on social stratification of information and communication technologies, and the role of public policy and civil society actors (non-profits and social movements) in digital inclusion efforts in the U.S. and Latin America. Her areas of interest include: technology and social inequality; new media and social change; citizen and community media policy; social movements and new media; evaluation research.

EDUCATION

Ph.D (2007) **University of Texas at Austin.** College of Communication. Austin, Texas.
MA (2000) **SUNY at Buffalo.** School of Information. Buffalo, NY.
BA (1986) **Universidad Central de Venezuela,** School of Communication. Caracas, Venezuela.

ACADEMIC APPOINTMENTS

2007- present **Assistant Professor,** Department of Communication and Center for Public Policy and Administration.
Faculty Affiliate, National Center for Digital Government
Senior Fellow, Center for Sustainable Social Change
University of Massachusetts, Amherst. Amherst, MA.
Courses taught: New Media Technologies and Social Change (COMM 397M)
Convergence Media for Social and Political Mobilization (COMM 397AB)
Communication Policy (PPA 697CC)
Technology, Inequalities and Public Policy (PPA 651)
Communication Campaigns and Public Advocacy (PPA 697CP)

2000- 2007 **Assistant Instructor.** Department of Radio-TV-Film. University of Texas. Austin, TX.
Courses taught: International Communication (Spring 2006)
Introduction to Media Studies (Spring 2005)

1998-2000 **Lecturer.** SUNY at Buffalo. Communication Department, and Department of Romance Languages and Literatures. *Courses taught:* Global Media.

REFEREED ARTICLES

Fuentes-Bautista, M. and Gil-Egui, Gisela (2011) Community Media and the Rearticulation of State–Civil Society Relations in Venezuela. *Communication, Culture & Critique* 4, 250–274.

Fuentes-Bautista, M. (Revise/resubmit) *Rethinking localism in the broadband era: A user-community approach.*

Fuentes-Bautista, M. (Revise/resubmit) *Mapping 'diversity of participation' in networked media environments.*

Fuentes-Bautista, M. (Under review) *A communication commons approach to digital inequalities: The contributions of community media to digital inclusion.*

Fuentes-Bautista, M. (Under review) *New media advocacy and the construction of networked citizenship.*

Fuentes-Bautista, M. (Under review) *Collaborative governance and sustainability of broadband projects.*

- Fuentes-Bautista, M. (In preparation) *Regionalism and broadband policy*
- Fuentes-Bautista, M (In preparation) *Cyberpopulism in Venezuela: Exploring the limits of radical media democracy online*
- Fuentes-Bautista, M. (In preparation) Populist movements and Internet governance in Latin America.
- Fuentes-Bautista, M. Straubhaar, J., Spence, J. (In preparation) The State and non-profit action in Latin America: The social shaping of Internet access policies from below.
- Fuentes-Bautista, M, and Inagaki, N. (2006) "Reconfiguring Public Internet Access in Austin, TX: Wi-Fi's Promise and Broadband Divides." *Government Information Quarterly* 23 (2), 404-434.
- Fuentes-Bautista, M. (2002). "Universal Service in Times of Reform: Affordability and Accessibility of Telecommunication Services in Latin America". In Lorrie F. Cranor and Shane Greenstein (eds). *Communications Policy and Information Technology: Promises, Problems, and Prospects* (347-382). Cambridge: MIT Press. (Referred).
- Fuentes-Bautista, M., Gil-Egui, G., and González, C. (1992). "Países Privatizadores Versus Países Reestructuradores: Un Análisis de las Reformas de Telecomunicaciones en las Américas" [An Analysis of Telecommunications Reform in the Americas: Privatization strategies v. reorganization strategies]. *Comunicación*, 80 (4), 31-51 (Caracas, Venezuela).

REFEREED BOOK CHAPTERS

- Fuentes-Bautista, M. & Inagaki, N. (2012) "Bridging the broadband gap or recreating digital inequalities? The social shaping of public Wi-Fi in Austin, TX". In Joseph Straubhaar, Jeremiah Spence, Zeynep Tufekci and Roberta Lentz (Eds) *Race, Class and the Digital Divide in Austin: The Persistence of Inequity in the Technopolis*. Austin, TX: University of Texas Press.
- Rojas, Straubhaar, Spence, Okur, Piñon, and Fuentes-Bautista. . (2012) "Communities, Cultural Capital, and Digital Inclusion: Ten Years of Tracking Techno-Dispositions and Techno-Capital." In Joseph Straubhaar, Jeremiah Spence, Zeynep Tufekci and Roberta Lentz (Eds) *Race, Class and the Digital Divide in Austin: The Persistence of Inequity in the Technopolis*. Austin, TX: University of Texas Press.
- Fuentes-Bautista, M. (Accepted/ Forthcoming) "Redistributing the wealth of networks: Community media's contributions to digital inclusion." In Paul M.A. Baker, Jarice Hanson and Jeremy Hunsinger (Eds). *The Unconnected: Social Justice, Participation and Engagement in the Information Society*. Peter Lang Publishing, 30 pp
- Fuentes-Bautista, M., Straubhaar, J., and Spencer, J. (2004) "NGOs and Government: The Social Shaping of Internet from Below." In Othon Jambeiro and Joseph Straubhaar (eds) *Informação e Comunicação: O Local e o Global em Austin e Salvador*, pp. 43-72. Salvador, Brazil: Universidade Federal da Bahia Press.
- Rojas, V., Straubhaar, J., Fuentes-Bautista, M. and Piñon, J. (2004) "Still Divided: Ethnicity, Generation, Cultural Capital and New Technologies." In Othon Jambeiro and Joseph Straubhaar (eds) *Informação e Comunicação: O Local e o Global em Austin e Salvador*, pp. 297-322. Salvador, Brazil: Universidade Federal da Bahia Press
- Strover, S., Gustafson, K., Inagaki, N., and Fuentes-Bautista, M. (2004) "Critically Evaluating Market Diffusion Policy and Digital Divide in Texas 2000-2004." In Othon Jambeiro and Joseph Straubhaar (eds) *Informação e Comunicação: O Local e o Global em Austin e Salvador*, pp. 99-132. Salvador, Brazil: Universidade Federal da Bahia Press.

REFEREED CONFERENCE PAPERS

- Fuentes-Bautista, M. (2011) *Cyberpopulism and the construction of radical citizenship in Venezuela*. Oct 14-16. Global Fusion Conference. Philadelphia, PA
- Fuentes-Bautista, M. (2011) *Digital Localism: Understanding Needs of Local Publics in the Digital Transition*. Telecommunication Policy Research Conference. September 23-25, Alexandria, Virginia.
- Fuentes-Bautista, M. (2011) *Mapping "diversity of participation" in networked media environments*. Paper presented at the "Digital Diversity: Serving the Public Interest in the Age of Broadband," Fordham University, NYC, May 3-5
- Fuentes-Bautista, M. & Gil-Egui, G. (2010) "Populism and Community Media Policy & Practice in Venezuela," Paper presented in the Annual Conference of the International Comunization of Mass Communication Research (IAMCR), Braga, Portugal.
- Fuentes-Bautista, M "Public Access in the Digital Transition". SSRC Workshop on Collaborative Research & Advocacy for Media and Communications & "Beyond Television" Conference. Los Angeles, CA., June, 2009.
- Fuentes-Bautista, M (2008) "Evaluating Public Access in a Changing Media Landscape". SSRC Workshop on Collaborative Research & Advocacy for Media and Communications. Philadelphia, March 2008
- Fuentes-Bautista, M., Inagaki, N., Riddle, P. (2007) "Wi-Fi, a technology of freedom? An assessment of wireless broadband use in commercial and public spaces in Austin, TX". Telecommunication Policy Research Conference . Alexandria, Virginia.
- Straubhaar, J., Pinon, J., Rojas, V. and Fuentes-Bautista, M. (2007, May 24-28) "Latinos and Television: Hybridization or Multilayered Cultural Identities?." Proceedings of the International Communication Association Annual Conference. International & Development Communication Division. San Francisco, CA.
- Fuentes-Bautista, M. and Inagaki, N. (2006, June 19-23). "The Social Shaping of Public Wi-Fi," Proceedings of the International Communication Association Annual Conference, Communications & Technology Division. Dresden, Germany.
- Fuentes-Bautista, M and Inagaki, N. (2005, September 23-25). "Wi-Fi's Promise and Broadband Divides: Reconfiguring Public Internet Access in Austin, Texas." Proceedings of the Telecommunication Policy Research Conference (TPRC). Alexandria, Virginia.
- Fuentes-Bautista, M., Straubhaar, J., and Spencer, J. (2003, May 23-27). "The Social Shaping of the Internet From Below: NGOs and Government's Roles in Internet Development in Brazil and Peru." Proceedings of the International Communication Association Annual Conference, Communication & Technology Division. San Diego, California.
- Fuentes-Bautista, M., Straubhaar, J., and Spencer, J. (2002, July 21-26). "Rising Digital Divide Issues in the Era of Media Convergence: The Case of Brazil." Conference Proceedings of the 23rd Conference and General Assembly of the International Association for Media and Communication Research (IAMCR). Barcelona, Spain.
- Straubhaar, J., Fuentes-Bautista, M., Giraud, C., and Campbell, C. (2002, July 21-26). "From Global to Regional Homogenization of Television: New Evidence from the U.S., Mexico, and Venezuela." Conference Proceedings of the 23rd Conference and General Assembly of the International Association for Media and Communication Research (IAMCR). Barcelona, Spain.
- Straubhaar, J., Fuentes-Bautista, M., Giraud, C., and Campbell, C. (2002, July 15-19). "Refocusing from Global to Regional Homogenization of Television: Production and Programming in the Latino U.S. Market,

Mexico, and Venezuela.” Proceedings of the International Communication Association Annual Conference, Best Paper of the Intercultural and Development Communication Division. Seoul, Korea.

Fuentes-Bautista, M., Straubhaar, J., and Spencer, J. (2002, July 15-19). “Converging Print and Electronic Media in Brazil: The Rapid Rise of UOL (Universe Online) to Dominance as Both ISP and Internet Content Provider in Brazil.” Proceedings of the International Communication Association Annual Conference, Mass Communication Division. Seoul, Korea.

Strover, S. and Fuentes-Bautista, M. (2002, July 15-19). “The Prospects for Broadband Deployment in Rural America.” Proceedings of the International Communication Association Annual Conference, Communication and Law and Policy Division, Seoul, Korea.

Fuentes-Bautista, M., MacLean, E. and Caro, L. (2001, April). “Can Commercial Byways Bridge the Content Gap? A Content Analysis of Pan-Latino Portals.” Proceedings of the First ICA-IAMCR Conference on the Digital Divide. Austin, Texas.

Fuentes-Bautista, M. and Straubhaar, J.D. (2001, April). “Moving Beyond Connectivity: Improving Access in Brazil.” Proceedings of the First ICA-IAMCR Conference on the Digital Divide. Austin, Texas.

Fuentes-Bautista, M. (2001, October 27-29). “Universal Service in Times of Reform: Affordability and accessibility of telecommunication services in Latin America.” Proceedings of the Telecommunication Policy Research Conference (TPRC). Alexandria, Virginia.

Fuentes-Bautista, M. (2000, June). “Universal Service and Telecommunication Reforms: Lessons from Four Latin American Countries.” Proceedings of the International Communication Association Annual Conference, Communication and Law and Policy Division. Washington D.C.

Fuentes-Bautista, M. and Barnett, G.A. (2000, June). “Telecommunications in the Era of Trading Blocs: A Longitudinal Network Analysis of the Americas (1991-1998).” Proceedings of the International Communication Association Annual Conference, Communication & Technology Division. Acapulco, Mexico.

REPORTS AND WORKING PAPERS

Fuentes-Bautista, M. (2009, June). “Beyond television: The Digital Transition of Public Access.” SSRC Necessary Knowledge Program.

REFEREED PANEL PRESENTATIONS

Participant, (2006, August 3-5). “Reexamining digital inequalities through the use of capabilities approach.” Proceedings of the 2006 Congress of the Americas. “Uniting the Americas: Technology, Intercultural Communication, and Public Affairs. Conference co-sponsored by the University of San Martin de Porres (Lima, Peru), the International Communication Association, ICA, and American Communication Association (ACA). Lima, Peru.

Participant, (2005, September 30-October 2). “Rethinking the Digital Divide: A Capabilities Approach to Digital Inequalities.” Global Fusion. Athens, Ohio.

Participant, (2005, May 26-30). “Still Divided: Ethnicity, Generation, Cultural Capital and New Technologies.” Proceedings of the International Communication Association Annual Conference, Communication & Technology Division, New York, New York.

INVITED PRESENTATIONS AT SCHOLARLY MEETINGS AND SEMINARS

Fuentes-Bautista, M. (2011, April 8-10) *Open Sourcing Community Media*. The National Conference for Media Reform. Boston, MA.

- Fuentes-Bautista, M. (2009, July 19-24). Faculty of the “International School of Digital Transformations.” Presentation: “Access cultures and the construction of networked citizenship.” Fundação para a Ciência e a Tecnologia. Porto, Portugal.
- Fuentes-Bautista, M. (2006, November 16-19) “Reframing Public Interest in the Era of Wireless Broadband.” 92nd Annual Convention of the National Communication Association. San Antonio, Texas.
- Fuentes-Bautista, M., Rojas, V. and Lee, E. (2006, November 16-19) “Notes for the study of digital inequalities from a capabilities approach.” In the panel “Migration and ICTs: Assessing the Impact of Generation, Migration Trajectory, and Cultural Capital on the Digital Divide among Latinos.” 92nd Annual Convention of the National Communication Association. San Antonio, Texas.
- Fuentes-Bautista, M. (2006, October 26-28). “Public Access in the Post-convergence Era.” In roundtable: Public Sphere, Public Media in an Open Source Age. The Flow Conference, the University of Texas at Austin. Austin, TX.
- Fuentes-Bautista, M. and Inagaki, N. (2006, June 28). “Studying the Supply and Use of Wireless Broadband in the ‘Third Place’: The case of Public Wi-Fi in Austin, TX.” Measuring Broadband: Problems and Possibilities. Workshop at the Pew Internet and American Life Project. Washington, D.C.
- Straubhaar, J., Rojas, V. and Fuentes-Bautista, M. (2006, May 8-11). “Crossing the Digital Divide: UT-Austin Project Overview.” Comparative Seminar in Community Informatics. The University of Texas at Austin. Austin, Texas.
- Fuentes-Bautista, M (2006, April 18-21). “La Experiencia de una Comunidad Emergente de Investigación en Texas.” I Simposio Internacional de Cibercultura y Comunidades Emergentes. Laboratorio de Comunicación Compleja. Universidad Autónoma de México (UNAM). México D.F., México.
- Fuentes-Bautista, M and Inagaki, N. (2005, September 13). “Wi-Fi’s. Promise and Broadband Divides.” Guest Lecturer. The Annenberg Research Network on International Communication. University of Southern California. Los Angeles, California.
- Fuentes-Bautista, M., Piñón, J., Straubhaar, and Rojas, V. (2005, June 16-17) “Rethinking Differentiated Internet Use among Latinos: A Capabilities Approach to Digital Inequalities.” Internet use in the Americas: A Research Workshop. Centro de Investigación y Docencia Económicas (CIDE). México D.F., México.
- Fuentes-Bautista, M. (2004, January 30–February 1). “Muddling through Digital Inclusion: The Social Construction of State Policy Promoting Community Networks in Texas.” First U.S.- Brazil Colloquium of Communication Scholarship. University of Texas at Austin. Austin, Texas.

GRANTS

- Principal Investigator, City of Amherst- Amherst Media (Spring-Summer 2011). \$10,228 for “Mapping ACTV Publics in the Digital Transition”.
- Principal Investigator, Healey/Faculty Research Grant, UMASS Amherst (2009-2010). \$21,515 for “Examining impacts of local broadband initiatives on universal service goals”.
- Principal Investigator, SSRC Necessary Knowledge for a Democratic Public Sphere Program (2008-2009). \$7,500 for “Assessing Public Access in a changing Media Landscape: An evaluation of Public Access Community Television in Austin, Texas”.
- Principal Investigator, channelAustin (2008-2009). \$7,500 (matching funds) for “Assessing Public Access in a changing Media Landscape: An evaluation of Public Access Community Television in Austin, Texas”.

SELECTED NON-ACADEMIC WORK EXPERIENCE

Manager, Broadcasting Media and Community Relations (1995-1996) C.A. Teléfonos de Venezuela (CANTV- National Telephone Company). Caracas, Venezuela.
Assistant Editor/ Staff Reporter (1988-1995). Economía Hoy (Newspaper); El Nacional (Newspaper). Caracas, Venezuela.
Consultant (2005). Ford Foundation/ IIE . National Media Reform Conference, St. Louis, MO.
Intern Texas Telecommunication Infrastructure Board (TIFB) (2003)

UNIVERSITY SERVICES

Graduate Studies Committee, UMass Department of Communication, FA 2011- present
Undergraduate Studies Committee, UMass Department of Communication, SP 2008- SP 2011
Diversity Committee, Department of Communication, SP 2010
Curriculum Committee, CPPA, MPP program, SP 2008- present
Faculty hiring committee, Qualitative Methods, Department of Communication, Fall 2008.
Faculty hiring committee, International Communications, Department of Communication, Fall 2008.
STS Initiative, ICT, Culture & Inequalities research group, 2007-present

PROFESSIONAL ASSOCIATIONS

Member, International Communication Association (ICA)
Member, International Association for Media and Communication Research (IAMCR)

PROFESSIONAL SERVICE

Reviewer, *The International Journal of Communications*
Reviewer, *Government Information Quarterly*
Reviewer, *The Information Society*
Reviewer, *New Media & Society*
Reviewer, *Telematics and Informatics*
Reviewer, Communication and Law and Policy Division, International Communication Association (ICA)

HONORS AND AWARDS

Continuing Bruton Fellowship. University of Texas at Austin, 2006-2007.
RTF Outstanding Performance as Research Assistant. University of Texas at Austin, April 2003.
Top Paper in International Communications - First Place, (Co-author), Intercultural and Development Communication Division, International Communication Association Annual Conference, Seoul, Korea. July 15-19, 2002.
Top Student Paper Competition - First Place, Telecommunication Policy Research Conference (TPRC). Alexandria, VA. October 27-29, 2001.
Professional Development Award. University of Texas at Austin, May 2001, May 2003, May 2005, May 2006.

LANGUAGES

Spanish (native speaker), Portuguese (intermediate)