

# LUIS HESTRES

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## EDUCATION

- 2014 PhD, School of Communication, American University  
Dissertation: *Internet-Mediated Climate Change Advocacy: Organization, Mobilization, and Online Infrastructure*  
Committee: Matthew C. Nisbet (chair), Laura DeNardis, Kathryn Montgomery, Todd Eisenstadt
- 2004 MA, Communication, Culture and Technology, Georgetown University  
Thesis: *Peace for Vieques: The role of transnational activist networks in international negotiations*  
Committee: Dr. J.P. Singh (chair), Dr. Jeffrey Peck
- 2000 MFA, School of Communication, American University
- 1996 BA, Escuela de Comunicación, Universidad del Sagrado Corazón (San Juan, PR)

## ACADEMIC APPOINTMENTS

- 2020 Adjunct Professorial Lecturer  
School of Communication, American University
- 2014-2019 Assistant Professor  
Department of Communication, The University of Texas at San Antonio

## PUBLICATIONS

### Peer-reviewed publications

- Hestres, L. E.** & Hopke, J. E. (2019). Fossil fuel divestment: Theories of change, goals and strategies of a growing climate movement. *Environmental Politics*. [doi: 10.1080/09644016.2019.1632672](https://doi.org/10.1080/09644016.2019.1632672)
- Hopke, J. E. & **Hestres, L. E.** (2018). Visualizing the Paris climate talks on Twitter: Media and climate stakeholder visual social media during COP21. *Social Media + Society*. [doi: 10.1177/2056305118782687](https://doi.org/10.1177/2056305118782687)
- Hestres, L. E. (2018). Take action now: Motivational framing and action requests in climate advocacy. *Environmental Communication*, 12(4), 462-479. [doi: 10.1080/17524032.2018.1424010](https://doi.org/10.1080/17524032.2018.1424010)
- Hestres, L. E.** & Hopke, J. E. (2017). Internet-enabled activism and climate change. In M.C. Nisbet (Ed.), *Oxford Encyclopedia of Climate Change Communication*. Oxford: Oxford University Press. [doi: 10.1093/acrefore/9780190228620.013.404](https://doi.org/10.1093/acrefore/9780190228620.013.404)

- Hestres, L. E. (2017). Tools beyond control: Social media and the work of advocacy organizations. *Social Media + Society*, 3(2), 1-11. doi: [10.1177/2056305117714237](https://doi.org/10.1177/2056305117714237)
- Hopke, J. E. & **Hestres, L. E.** (2017). Communicating about fossil fuel divestment. In M.C. Nisbet (Ed.), *Oxford Encyclopedia of Climate Change Communication*. Oxford: Oxford University Press. doi: [10.1093/acrefore/9780190228620.013.566](https://doi.org/10.1093/acrefore/9780190228620.013.566)
- Hestres, L. E. (2015). Climate change advocacy online: Theories of change, target audiences, and online strategy. *Environmental Politics*, 24(2), 193-211. doi: [10.1080/09644016.2015.992600](https://doi.org/10.1080/09644016.2015.992600)
- Hestres, L. E. (2014). Preaching to the choir: Internet-mediated advocacy, issue public mobilization, and climate change. *New Media & Society*, 16(2), 323-339. doi: [10.1177/1461444813480361](https://doi.org/10.1177/1461444813480361)
- Hestres, L. E. (2013). App neutrality: Apple's app store and freedom of expression online. *International Journal of Communication*, 7, 1265–1280.

### Book chapters and online companions

- Hestres, L. E. (2020). Fighting climate change denial in the U.S. In N. Almiron & J. Xifra (Eds.), *Climate change denial and public relations: Strategic communication and interest groups in climate inaction*. New York, NY: Routledge.
- Hestres, L. E.** & Nisbet, M. C. (2018). Environmental advocacy at the dawn of the Trump era. In N. J. Vig & M. E. Kraft (Eds.), *Environmental Policy: New Directions for the 21st Century* (10 ed., pp. 66-86). Thousand Oaks, CA: CQ Press.
- Hestres, L. E. (2016). The emerging ethics of digital political strategists. In A. Davisson & P. Booth (Eds.), *Controversies in digital ethics* (pp. 172-185). New York, NY: Bloomsbury Press.
- Hestres, L. E. (2015). 350.org: A case of online-to-offline activism. *The civic media project*. <http://civicmediaproject.org/works/civic-media-project/350orgonlinetooffline>

### Reports and other publications

- Nisbet, M.C., Markowitz, E.M., **Hestres, L.E.**, & Payne, A. (2012, July). Innovations in mobilization and communications: A case study analysis. Report commissioned by ecoAmerica/MomentUs.
- Nisbet, M.C., Markowitz, E.M., **Hestres, L.E.**, & Payne, A. (2012, July). Policy reform: A case study analysis. Report commissioned by ecoAmerica/MomentUs.
- Nisbet, M.C., Markowitz, E.M., **Hestres, L.E.**, & Payne, A. (2012, July). Public participation and social change: Literature review to inform climate campaigns. Report commissioned by ecoAmerica/MomentUs.

Hestres, L. E. (2003). *The influence of American culture on software design: Microsoft Outlook as a case study. gnovis: Georgetown University's Journal of Communication, Culture and Technology, 3.*

### ACADEMIC AFFILIATIONS

2017-19      Affiliate Faculty  
Center for Digital Politics Research, The University of Texas at San Antonio

### GRANTS

- 2018      Hestres, L.E. (Principal). *From dissatisfaction to climate action: The new American climate movement.* Office of the Dean, College of Liberal and Fine Arts, The University of Texas at San Antonio (\$1,227.50)
- 2017      Rojas, V. C. (Principal), Machado-Casas, M. (Principal), **Hestres, L.** (Principal), Abdul-Razaq, H. T. (Supporting), Galal, A. M. (Supporting), Pepping, M. (Supporting), Villarreal-Medina, A. (Supporting), Garcia, J. (Supporting). *The unwanted, the fearful and the unprotected: Understanding how refugees and undocumented migrants cope with fear during the current social and political climate.* Office of the Dean, College of Liberal and Fine Arts, The University of Texas at San Antonio (\$1,280).
- 2016      Hestres, L.E. (Principal) & Hopke, J.E. (Principal)., *New directions for research on framing and networked gatekeeping: Fossil fuel divestment in the press and social media environments.* Internal Research Award (INTRA). Office of the Vice President for Research, The University of Texas at San Antonio (\$5,000).
- 2013      Travel grant to attend the 63rd Annual Conference of the International Communication Association, London, UK. (\$200).
- 2003      Summer travel grant to study globalization at the Facultad Latinoamericana de Ciencias Sociales (FLACSO) in Buenos Aires, Argentina. Georgetown University (\$150).

### CONFERENCE PRESENTATIONS

- 2019      *Fossil fuel divestment: Theories of change, goals and strategies of a growing climate movement* (with Hopke, J.E.). 69th Annual Conference of the International Communication Association, Washington, DC.
- Communication, mobilization, and the U.S. climate change movement.* Michigan Symposium on Media and Politics; Environmental Advocacy in a Polarized World, University of Michigan, Ann Arbor, MI.
- 2017      *Internet-mediated climate advocacy: History, convergence, and future outlook* (with Hopke, J.E.). 100<sup>th</sup> Annual Conference of the Association for Education in Journalism and Mass Communication, Chicago, IL.

*Climate activism in the age of Trump and the angry global right.* (Panel organized with Hopke, J.E.) Conference on Communication and the Environment, International Environmental Communication Association, University of Leicester, UK.

*Fossil fuel divestment as climate action: Environmental rhetoric and historical roots of an environmental campaign* (with Hopke, J.E.). 67th Annual Conference of the International Communication Association, San Diego, CA.

*The Paris Climate Talks (COP21) in Visual Social Media* (with Hopke, J.E.). 2017 International Conference on Social Media and Society. Social Media Lab, Ted Rogers School of Management at Ryerson University. Toronto, Canada.

2016 *Urgency to act on climate: Blurring boundaries of journalism and advocacy on Twitter during #COP21* (with Hopke, J.E.). Int'l Conference on Social Media & Society, London, UK.

2015 *Climate change advocacy online: Theories of change, target audiences, and online strategy.* Conference on Communication and the Environment, International Environmental Communication Association, Boulder, CO.

*Take action now: Framing action requests in climate change advocacy email communications.* 65th Annual Conference of the International Communication Association, San Juan, PR.

*La comunicación política en Puerto Rico: El caso de las elecciones generales del 2012.* 65th Annual Conference of the International Communication Association, San Juan, PR.

2014 *Tools beyond control: Private information intermediaries and the work of advocacy organizations.* 42nd Research Conference on Communication, Information and Internet Policy (IPIRC), Arlington, VA.

2013 *Internet-mediated climate change advocacy: Organization, mobilization, and online infrastructure.* Doctoral students' colloquium of the 14<sup>th</sup> Annual Meeting of the Association of Internet Researchers, Berlin, Germany

*Stopping SOPA & PIPA: Framing, dramatic tactics, and online intermediary participation in technology advocacy.* "The Role of Advocacy in Media and Telecom Policy" workshop co-sponsored by the Institute for Information Policy at Penn State University, the Center for Public Policy and Administration at the University of Massachusetts at Amherst, and the New America Foundation, Washington, DC.

*Preaching to the choir: Internet-mediated advocacy, issue public mobilization and climate change.* 63rd Annual Conference of the International Communication Association, London, UK.

*Advocating for climate action: collective action frames and action repertoires in activist email communications.* Political Communication Graduate Students preconference of the 63rd Annual Conference of the International Communication Association, London, UK.

2012 *App neutrality: Apple's app store and freedom of expression online*. 10th Cyberspace conference, Masaryk University, Brno, Czech Republic.

*Moving messages: Framing and online political action on climate change*. Political Communication Graduate Students Preconference of the 62nd Annual Conference of the International Communication Association, Tucson, AZ.

2007 *Peace for Vieques: The role of transnational activist networks in international negotiations*. 48th Annual Convention of the International Studies Association, Chicago, IL.

### MEDIA COVERAGE & APPEARANCES

Yoder, K. (2020). How the internet transformed climate activism. *Grist*.

<https://grist.org/climate/how-the-internet-transformed-climate-activism/>

Weise, E. (2019). These grandparents are dropping everything to fight climate change. *USA Today*. <https://news.yahoo.com/grandparents-dropping-everything-fight-climate-132409785.html>

Soria, K. (2018). Q&A: Luis Hestres, UTSA Department of Communication. *UTSA Today*. <https://www.utsa.edu/today/2018/10/story/QA-LuisHestress.html>

Melendez, S. (2018). Apple tight-lipped on removal of Freedom and other content-blocking apps. *Fast Company*. <https://www.fastcompany.com/90236881/apple-tightlipped-on-removal-of-freedom-and-other-content-blocking-apps>

(2018). Everything you say, do in public could end up on the Internet.

*The Source (Texas Public Radio)*. <http://www.tpr.org/post/everything-you-say-do-public-could-end-internet>

Guzman, R. (2018). #DeleteFacebook? Not so much in San Antonio. *San Antonio Express-News*. <https://www.expressnews.com/entertainment/article/DeleteFacebook-Not-so-much-in-San-Antonio-12776554.php>

Guzman, R. (2017). What you need to know about Facebook's new News Feed. *San Antonio Express-News*. <http://www.expressnews.com/entertainment/article/What-you-need-to-know-about-Facebook-s-new-News-12518788.php>

Shoellman, S. (2017). Brave new world: Geopolitics in the digital age. *Ovations*.

[https://issuu.com/utsanantonio/docs/ovations\\_2017\\_-\\_spread?e=11915352/55819701](https://issuu.com/utsanantonio/docs/ovations_2017_-_spread?e=11915352/55819701)

(2017). Implicaciones del fin de la neutralidad en Internet. *Univision Noticias San Antonio*. <https://www.univision.com/san-antonio/kwex/noticias/tecnologia/implicaciones-del-fin-de-la-neutralidad-en-internet-video>

(2017). Decision on net neutrality expected this week. *KENS 5 News*.

<http://www.kens5.com/news/decision-on-net-neutrality-expected-this-week/498523662>

(2017). What is 'net neutrality' and how would an FCC repeal change the Internet? *The Source (Texas Public Radio)*. <http://tpr.org/post/what-net-neutrality-and-how-would-fcc-repeal-change-internet>

Hestres, L.E. (2017). Climate change activism: History, synthesis, analysis. *San Antonio Public Access Television*.

(2017). Fact or fake? *Sombrilla: The UTSA Magazine*.  
<http://www.utsa.edu/sombrilla/spring2017/story/feature-lesson.html>

Loyd, R. (2016). Fake news phenomenon blurs lines between reality and fiction. *KSAT ABC 12*.  
<http://www.ksat.com/features/fake-news-phenomenon-blurs-lines-between-reality-and-fiction>

Pollock, S. (2016). Social media echo chambers are hurting climate debate. *Climate Home*.  
<http://www.climatechangenews.com/2016/08/22/social-media-echo-chambers-are-hurting-climate-debate/>

Verchot, M. (2015). Pros and cons about climate change don't often get tested on Twitter. *ClimateWire*. <http://www.eenews.net/climatewire/2015/04/20/stories/1060017039>

Rozsa, M. (2014). Down with daylight saving time! *Salon.com*.  
[http://www.salon.com/2014/11/05/down\\_with\\_daylight\\_saving\\_time\\_partner/](http://www.salon.com/2014/11/05/down_with_daylight_saving_time_partner/)

Munro, N. (2014). Robots vs. immigrants vs. Americans: Who gets the jobs? *The Daily Caller*.  
<http://dailycaller.com/2014/08/12/robots-vs-immigrants-vs-americans-who-gets-the-jobs/>

## COMMENTARY & ANALYSIS

Hestres, L. E. (2020, August 4). Protest, interrupted? Climate activism during the coronavirus pandemic. *E-International Relations*. <https://www.e-ir.info/2020/08/04/opinion-protest-interrupted-climate-activism-during-the-coronavirus-pandemic>

Hestres, L. E. (2018, August 8). All the battles being waged against fossil fuel infrastructure are following a single strategy. *The Conversation*. <https://theconversation.com/all-the-battles-being-waged-against-fossil-fuel-infrastructure-are-following-a-single-strategy-100930>

Hestres, L. E. (2017, October 3). Commentary: Help Puerto Rico by urging Congress to craft an aid plan. *The Austin American-Statesman*.  
<http://www.mystatesman.com/news/opinion/commentary-help-puerto-rico-urging-congress-craft-aid-plan/mkdnDe6fwJwJi4BF78J8EI/>

- Hestres, L. E. (2017, January 15). What does Trump's election mean for digital freedom of speech? *The Conversation*. <https://theconversation.com/what-does-trumps-election-mean-for-digital-freedom-of-speech-69959>
- Hestres, L. E. (2015, November 6). The activists' playbook behind Obama's Keystone rejection. *The Conversation*. <https://theconversation.com/the-activists-playbook-behind-obamas-keystone-rejection-50357>
- Hestres, L. E. (2015, April 1). More than sun and rum: The incredible communicative richness of Puerto Rico. *ICA Newsletter*, 43(3).  
[http://www.icahdq.org/membersnewsletter/APR15\\_ART0012.asp](http://www.icahdq.org/membersnewsletter/APR15_ART0012.asp)
- Hestres, L. E. (2015, January 25). With U.S.-Cuba ties warming, what to do about Puerto Rico? *Houston Chronicle*.  
<http://www.houstonchronicle.com/opinion/outlook/article/Hestres-With-U-S-Cuba-ties-warming-what-to-do-6037774.php>
- Hestres, L. E. (2015, January 22). Abolish the #SOTU rebuttal because social media *epolitics.com*. <http://www.epolitics.com/2015/01/22/abolish-the-sotu-rebuttal-because-social-media/>
- Hestres, L. E. (2014, October 29). Is it time for a digital politics code of ethics? *epolitics.com*.  
<http://www.epolitics.com/2014/10/29/is-it-time-for-a-digital-politics-code-of-ethics/>
- Hestres, L.E. (2014, January 7). A cognitive behavioral approach to surviving your first year as a PhD student. *Association for Education in Journalism and Mass Communication Graduate Student Interest Group Newsletter*.
- Hestres, L. E. (2013, May 30). Apple's app store and freedom of expression online. *CGCS Media Wire*. <http://www.global.asc.upenn.edu/apples-app-store-and-freedom-of-expression-online/>

### **AWARDS AND HONORS**

- 2014 Winner, Best Student Paper, 42nd Research Conference on Communication, Information and Internet Policy (TPRC), Arlington, VA. \$200.
- 2004 Master's thesis distinction, CCT program, Georgetown University.

### **INVITED TALKS, PRESENTATIONS, AND WORKSHOPS**

- 2018 *Researcher-Advocate Collaboration Peer Learning Exchange*, Climate Advocacy Lab

2017 *Conversations on Sustainable and Socially Responsible Investing*, University of North Carolina at Greensboro

*Sustaining Movement Momentum & Building Political Power Workshop*, University of California, Santa Barbara.

### CAMPUS AND DEPARTMENTAL TALKS

2019 *Let's talk for a change: Making a difference through communication* (with DeTurk, S.). COMMWeek 2019 panel, Department of Communication, The University of Texas at San Antonio.

2018 *DACA: Dreamers panel*. COMMWeek 2018 panel, Department of Communication, The University of Texas at San Antonio.

2017 *Climate change activism: History, synthesis, analysis*. Research Colloquium, Department of Communication, The University of Texas at San Antonio.

2017 *Forecasting the Trump Presidency on the eve of Inauguration Day*, panel presented by the Center for Digital Politics Research, The University of Texas at San Antonio.

2016 *How to communicate with non-technical audiences about environmental issues*. Technical Writing course, Environmental Science program, The University of Texas at San Antonio.

*Succeeding in the academic job market*. Seminar in Doctoral Research, School of Communication, American University.

2015 *Interfaith in new media contexts*. COMMWeek 2015 panel, Department of Communication, The University of Texas at San Antonio.

2014 *The emerging ethics of digital political strategists*. Research Colloquium Series One, Department of Communication, The University of Texas at San Antonio.

2013 Guest lecturer for Advanced Media Theory and Seminar in Doctoral Research, School of Communication, American University.

### TEACHING

#### American University

Fall 2020 Understanding Media

#### The University of Texas at San Antonio

Summer 2019 Digital Media Production I

Spring 2019 Digital Media Production I  
Introduction to Digital Communication



Fall 2018	Digital Media Production I
Summer 2018	Digital Media Production I
Spring 2018	Digital Media Production I Introduction to Digital Communication
Fall 2017	Digital Media Production I Introduction to Digital Communication
Summer 2017	Digital Media Production I (hybrid)
Spring 2017	Digital Media Production I Theories and Applications of Communication: New Media (graduate)
Fall 2016	Digital Media Production I Introduction to Communication Technologies
Summer 2016	Digital Media Production I (hybrid)
Spring 2016	Independent Study Digital Media Production I Introduction to Communication Technologies
Fall 2015	Digital Media Production I Advocacy and Social Media
Summer 2015	Digital Media Production I
Spring 2015	Introduction to Communication Technologies Digital Media Production I
Fall 2014	Advocacy and Social Media Digital Media Production I

## STUDENT ADVISING

### Honors College Theses, MA Theses, Comps Committees and Dissertations

2019	Edman, J. <i>The proliferation of xenophobia on Facebook regarding undocumented Mexican nationals living in the United States</i> (MA thesis committee chair)
2018	Soto-Vazquez, A. <i>Mobilizing the U.S. Latinx Vote: Race, Identity, and Organization</i> (Outside reader, School of Communication, American University)
	Hidalgo, L. <i>Bridging the gap: Crafting brand messages with communication techniques</i> (MA comps committee co-chair)

Amaya, D. *Reversing the digital non-consent culture: Proposing national guidelines for use in the creation and implementation of online terms of service agreements and privacy policies* (Department honors thesis committee chair)

Jones, J. *"I have cancer": Understanding individuals' motivations behind private information disclosure* (MA comps committee chair)

López-Salinas, E. *Immigration news: How Fox 29 and News 4 decide the coverage of immigration stories* (MA comps committee member)

2017 Aguilar, J. *The buyer's journey to choosing Rackspace for cloud services: An industry approach* (MA comps committee member)

Villareal, A. *Refugees acculturating into a host society through the use of technology and new media* (MA comps committee member)

2015 Andrade, R. *Female gamers as a muted group* (MA comps committee member)

2014 Garcia, D. *Little white lies: How deception contributes to the acquisition of social capital on social media sites* (Honors College thesis committee member)

### **TEACHING ASSISTANTSHIPS**

Fall 2012 Graduate Teaching Assistant to Prof. Scott Talan for "Understanding Media," School of Communication, American University

Fall 2003 Graduate Teaching Assistant to Dr. J.P. Singh for "Technology, Culture, and Development," CCT graduate program, Georgetown University

### **RESEARCH ASSISTANTSHIPS**

2011-14 Graduate Research Assistant to Dr. Matthew C. Nisbet  
School of Communication, American University

Summer 2013 Research Assistant to Dr. Montague Kern, School of Communication and Information, Rutgers, the State University of New Jersey

### **SERVICE ACTIVITIES**

#### **Service to the Profession**

2020 Reviewer for *New Media & Society*, *Time Experiments in the Social Sciences*

2019 Reviewer for *Proceedings of the National Academy of Sciences*

2018 Reviewer for *Journal of Communication*, *Communication Monographs*, *Frontiers Communication*, ICA Activism, Communication and Social Justice Interest

- Book proposal reviewer for Yale University Press
- Named editorial review board member, *Texas Speech Communication Journal*
- 2017 Named editorial board member, *Environmental Communication*
- Reviewer for *Mobilization, Environmental Communication, Environmental Politics* and the *Oxford Research Encyclopedia on Climate Change Communication*
- 2016 Reviewer for *Social Media + Society, Global Society*, ICA Environmental Communication division, and the AoIR 2016 conference.
- 2014 Reviewer for *New Media & Society* and *Sage Open*

### **University and Departmental Service**

- 2018-19 Interpersonal Communication Faculty Search Committee (member)
- 2017-19 Department Faculty Advisory Committee (member)
- 2017-19 College Committee on Computing and Technology (member)
- 2016-19 Department Academic Policy & Curriculum Committee (chair)
- Spring 2016 COLFA Spring Research Conference (judge for multimedia session)
- 2015 Alvarez Special Opportunities Fund Selection Committee (member)
- 2015-16 Department Academic Policy & Curriculum Committee (member)
- Spring 2015 COLFA Spring Research Conference (judge for graduate research awards)
- 2014-18 College Strategic Planning Committee (member)

### **PROFESSIONAL ASSOCIATIONS**

- 2017-2019 La Raza Faculty and Administrators
- Scholars Strategy Network (SSN)
- 2015-present International Environmental Communication Association (IECA)
- 2013-present Association of Internet Researchers (AoIR)
- Association for Education in Journalism & Mass Communication (AEJMC)
- 2012-present International Communication Association (ICA)

## **OTHER PROFESSIONAL EXPERIENCE**

- 2021 Senior Researcher  
FrameWorks Institute
- 2020 Digital Strategist  
Nuclear Information and Resource Service
- 2008-11 Internet and Communications Director  
Online Communications Manager  
Online Communications Coordinator  
1Sky Education Fund, Takoma Park, MD
- 2007-08 Web/Media Coordinator for Rep. Nydia M. Velázquez (NY-12)  
U.S. House of Representatives, Washington, DC
- 2004-07 eAdvocacy Coordinator  
Families USA, Washington, DC
- 2002-03 Senior Associate/Content Technologist  
PBS TeacherLine, Alexandria, VA
- 2000-02 On Air Promotions Assistant & Web Designer  
MHz Networks, Falls Church, VA