

# Dr. William Frederick Strong

The University of Texas Rio Grande Valley  
Department of Communication  
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## EDUCATION

PhD, The University of Arizona, 1985  
Major: Speech Communication

## EMPLOYMENT

### Academic - Administrative Assignments

Fulbright Campus Representative, (September 2005)  
Director of Study Abroad Program, (September 1, 2005 - September 1, 2008)  
Associate Dean for New Programs, (August 1, 2000 - February 15, 2001)

### Academic - Post-Secondary

Professor, The University of Texas at Brownsville and Texas Southmost College (2005 - Present)  
Vice President for Institutional Advancement, The University of Texas at Brownsville and Texas Southmost College (August 25, 2000 - September 1, 2005)  
Assistant Professor, University of Texas - Pan American (August 25, 1990 - August 15, 2000)  
Instructor, Texas Southmost College (August 25, 1988 - July 15, 1990)  
Assistant Professor, Oregon State University (September 10, 1985 - May 31, 1987)  
Lecturer, Texas A&M University - College Station (August 25, 1979 - May 31, 1983)

### Professional

Territory Manager, Wyeth-Ayerst Labs (September 30, 1987 - July 1, 1988)

## PUBLICATIONS

### Books

William Strong. *Stories from Texas - Some of Them are True*. Newark: Audible, 2018. [www.audible.com](http://www.audible.com)  
William Strong. *Stories from Texas - Some of Them are True*. Amy Culbertson (Ed.) Fort Worth: Great Texas Line Press, 2018. (144). <http://www.greattexasline.com/>  
William Strong. *Stories from Texas, Vol 1*. Ian Small (Ed.) Burlington, Ontario: audiobooks.com, 2014. (First Edition ed., vol. Vol One, 30 minutes, recorded). [www.audiobooks.com](http://www.audiobooks.com)  
William Strong. *Stories from Texas, Vol 2*. Ian Small (Ed.) Burlington, Ontario: audiobooks.com, 2014. (First ed., vol. 2, 30 minutes, recorded). [www.audiobooks.com](http://www.audiobooks.com)  
William Strong, John Cook, and George McClemore. *Persuasion: Strategies for Public Influence, 4th Edition*. Dubuque, Iowa: Kendall-Hunt, 1997. [www.kendall-hunt.com](http://www.kendall-hunt.com)  
William Strong and John Cook. *Persuasion: Strategies for Public Influence, 3rd Edition*. Dubuque, Iowa 1992. [www.kendall-hunt.com](http://www.kendall-hunt.com)

### Journal Articles

Elad Yom Tov, William Strong, and Lupita Strong. Hispanic Reliance on Complementary and Alternative Medicine as Demonstrated Through Internet Searches. Paris: *Health Behavior and Policy Review*. 4 (5), (September 2017): 503-510.  
William Strong and John Cook. Reviving the Dead Greek Guys. *Global Media Journal Summer 2007*. (July (3rd Quarter/Summer) 2007) <http://www.manipal.edu/gmj/issues/jul07>  
Jeffrey McQuillen and William Strong. An Examination of the Functional Relationship between Brain and Language. Philip Feldman (Ed.) Appleton, Wisconsin: *Project Innovation*. 37, no. 1 (April (2nd Quarter/Spring) 2000): 13-19.  
Elad Yom-Tov, William Strong, and Lupita Strong. Hispanic Reliance on Complementary and Alternative Medicine as Demonstrated Through Internet Searches. Glover, Elbert D. (Ed.) Paris, France: *Health Behavior and Policy Review*. [www.parisscholarpublishing.org](http://www.parisscholarpublishing.org)

### Periodicals

William Strong. Average Texans became Heroes during Harvey's Flood. Waco, Texas: *Waco-Herald Tribune*. (September 2018): 1. [https://www.wacotrib.com/opinion/columns/guest\\_columns/w-f-strong-guest-columnist-average-texans-became-heroes-during/article\\_a7bf73da-ec81-52b3-98bf-2af45ecc36a0.html](https://www.wacotrib.com/opinion/columns/guest_columns/w-f-strong-guest-columnist-average-texans-became-heroes-during/article_a7bf73da-ec81-52b3-98bf-2af45ecc36a0.html)  
William Strong. They Risked All to Help During Harvey. Houston: *The Houston Chronicle*. (August 2018) [www.houstonchronicle.com](http://www.houstonchronicle.com)

### Regular Column in Journal or Newspaper

William Strong. Wolf Boys - the story of Laredo teenagers taught to be Las Zetas Assassins. Chris Maley and Mario Munoz (Ed.) Harlingen, Texas: *KJF and KHID FM and KEOS (College Station)*. (September 2016) [www.88fm.org](http://www.88fm.org)

### Other

William Strong. Texans Have a Funny Relationship with the Letter "R". Leah Scarpelli (Ed.) Austin: *Texas Standard*. (October (4th Quarter/Autumn) 2018) [www.texasstandard.org](http://www.texasstandard.org)  
William Strong. Out-Texas Me This. Leah Scarpelli (Ed.) Austin: *Texas Standard*. (September 2018) [www.texasstandard.org](http://www.texasstandard.org)  
William Strong. Remembering the Alamo and its Young Defenders. Leah Scarpelli (Ed.) Austin: *Texas Standard*. (September 2018) [www.texasstandard.org](http://www.texasstandard.org)  
William Strong. Texas as a Unit of Measure. Laura Rice (Ed.) Austin: *Texas Standard*. (August 2018) [www.texasstandard.org](http://www.texasstandard.org)  
William Strong. The Armadillo's Roots Reach Back to Ancient Times. Leah Scarpelli (Ed.) Austin: *Texas Standard*. (July (3rd Quarter/Summer) 2018) [www.texasstandard.org](http://www.texasstandard.org)  
William Strong. Going North on South Padre. Matt Joyce (Ed.) Austin: *Texas Highways Magazine*. (June 2018): 3. [www.texashighways.com](http://www.texashighways.com)  
William Strong. 4 Gifts for Texas that Built McDonald Observatory. Leah Scarpelli (Ed.) No. Austin: *Texas Standard*. (December 2017) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. Stories from Texas Radio Program (Carlos Cisneros: Novelist). Chris Maley and Mario Munoz (Ed.) Harlingen, TX: *Rio Grande Valley Public Radio*. (November 2017)

William Strong. Judge Roy Bean. Leah Scarpelli (Ed.) Austin: *Texas Standard*. (November 2017) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. Stories from Texas Radio Program (UFO's and How We Should Rethink Them). Chris Maley and Mario Munoz (Ed.) *KJFF - Rio Grande Valley Public Radio*. (November 2017) [www.88fm.org](http://www.88fm.org)

William Strong. How the Japanese-American Nisei became Honorary Texans after World War II. Leah Scarpelli (Ed.) Austin, TX: *Texas Standard*. (November 2017) [www.TexasStandard.org](http://www.TexasStandard.org)

William Strong. Missing Whataburger. Leah Scarpelli (Ed.) Austin, TX: *Texas Standard*. (October (4th Quarter/Autumn) 2017) [www.TexasStandard.org](http://www.TexasStandard.org)

William Strong. Y'all'd've, Tumped, and other Texas Language Staples. Leah Scarpelli (Ed.) Austin, TX: *Texas Standard*. (October (4th Quarter/Autumn) 2017) [www.TexasStandard.org](http://www.TexasStandard.org)

William Strong. Uncle Dale's Greatest Gift. Leah Scarpelli (Ed.) Austin, TX: *Texas Standard*. (September 2017) [www.TexasStandard.org](http://www.TexasStandard.org)

William Strong. The Bass Boat Heroes. Leah Scarpelli (Ed.) Austin, TX: *Texas Standard*. (September 2017) [www.TexasStandard.org](http://www.TexasStandard.org)

William Strong. Stories from Texas Radio Program (Border Radio). Yes, part of an ongoing radio series. KJFF and KHID, Harlingen and McAllen, Texas (September 2017) [www.88fm.org](http://www.88fm.org)

William Strong. Cabeza de Vaca: The First Texas Tourist. Leah Scarpelli (Ed.) Austin, TX: *Texas Standard*. (August 2017) [www.TexasStandard.org](http://www.TexasStandard.org)

William Strong. Texas: The Name Heard 'Round the World. Leah Scarpelli (Ed.) Austin, TX: *Texas Standard*. (August 2017) [www.TexasStandard.org](http://www.TexasStandard.org)

William Strong. Top of the Chart Songs About Texas Towns. Leah Scarpelli (Ed.) Austin: *Texas Standard*. (July (3rd Quarter/Summer) 2017) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. Heard the One About the Rancher and the Federal Agent?. Leah Scarpelli (Ed.) Austin: *Texas Standard*. (July (3rd Quarter/Summer) 2017) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. The Texas Land Rush. Leah Scarpelli (Ed.) Austin: *Texas Standard*. (June 2017) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. McMurtry and Twain. Leah Scarpelli (Ed.) Austin: *Texas Standard*. (June 2017) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. Three Tales of Texas Pride. Leah Scarpelli (Ed.) Austin: *Texas Standard*. (May 2017) [www.texasstandard.org](http://www.texasstandard.org)

William Strong and Lupita Strong. Lingo for Gringos. Leah Scarpelli (Ed.) Austin: *Texas Standard*. (May 2017) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. Quannah Parker: A Mother's Day Story. Leah Scarpelli (Ed.) Austin: *Texas Standard*. (May 2017) [www.texasstandard.org](http://www.texasstandard.org)

William Strong, The One Musician to Get A Ticker-Tape Parade was a Texan. Leah Scarpelli (Ed.) Austin, Texas: *Texas Standard*. (April (2nd Quarter/Spring) 2017) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. The Scariest Bridge in Texas. Leah Scarpelli (Ed.) Austin, Texas: *Texas Standard*. (April (2nd Quarter/Spring) 2017) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. We Oughta Praise Texas Grammar. Leah Scarpelli (Ed.) Austin, Texas: *Texas Standard*. (March 2017) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. Texas Weather is Never Normal. Leah Scarpelli (Ed.) Austin, Texas: *Texas Standard*. (March 2017) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. Anglo Settlers were Texas' First Undocumented Immigrants. Leah Scarpelli (Ed.) Austin, Texas: *Texas Standard*. (February 2017) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. The How, Where, and Why of Valentine, Texas. Leah Scarpelli (Ed.) Austin, Texas: *Texas Standard*. (February 2017) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. Weird Connection Between Tony Romo and Tony Roma's. Leah Scarpelli (Ed.) Austin, Texas: *Texas Standard*. (January (1st Quarter/Winter) 2017) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. What it Means to be a Texas Gentleman. Leah Scarpelli (Ed.) Austin: *Texas Standard*. (January (1st Quarter/Winter) 2017) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. Texas Themed Reading List for 2017. Leah Scarpelli (Ed.) Austin, Texas: *Texas Standard*. (December 2016) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. The Christmas Paintings of Jack Sorenson. Austin, Texas: *Texas Standard*. (December 2016) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. The Texas Diphthong. Leah Scarpelli (Ed.) Austin, TX: *Texas Standard*. (November 2016) [www.texasstandard.org](http://www.texasstandard.org)

William Strong and Scarpelli Leah. The Queen of the King Ranch. Leah Scarpelli (Ed.) Austin, TX: *Texas Standard*. (November 2016) [www.texasstandard.org](http://www.texasstandard.org)

William Strong and Alexandra Seymour. 10 and a half Frightening Facts About the Texas Chainsaw Massacre. Leah Scarpelli (Ed.) Austin, TX: *Texas Standard*. (October (4th Quarter/Autumn) 2016) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. Dr Pepper: The Story of Texas' Favorite Soft Drink. Leah Scarpelli (Ed.) Stories from Texas - Ongoing Radio Series . Austin, TX: *Texas Standard News*. (October (4th Quarter/Autumn) 2016) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. Texas was Once Even Bigger than Today. . Leah Scarpelli (Ed.) Austin, TX: *Texas Standard*. (October (4th Quarter/Autumn) 2016) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. A Real Texan Inspired the Character of Captain Woodrow Call. Leah Scarpelli (Ed.) Austin, TX: *Texas Standard*. (September 2016) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. Good Books Radio - The BTK Killer: An Autobiography. Chris Maley and Mario Munoz (Ed.) Harlingen, Texas: *KJFF and KHID and KEOS FM*. (September 2016) [www.88fm.org](http://www.88fm.org)

William Strong. Good Books Radio - A Field Guide to Lies. Chris Maley and Mario Munoz (Ed.) Harlingen, Texas: *KJFF and KHID and KEOS FM*. (September 2016) [www.88fm.org](http://www.88fm.org)

William Strong and Lupita Strong. Demonyms of Texas. Austin, TX: *Texas Standard*. (August 2016) [www.texasstandard.org](http://www.texasstandard.org)

William Strong and Lupita Strong. The Texas Origin of the Word, "Maverick." . Leah Scarpelli (Ed.) Austin, TX: *Texas Standard*. (August 2016) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. Good Books Radio - Microbiomics. Chris Maley and Mario Munoz (Ed.) Harlingen, Texas: *KJFF and KHID FM*. (August 2016) [www.88fm.org](http://www.88fm.org)

William Strong. The Life of Tom Landry, the Man in the Hat. Leah Scarpelli (Ed.) Austin, TX: *Texas Standard*. (July (3rd Quarter/Summer) 2016) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. Good Books Radio - Penguin Book's Classic Covers. Chris Maley and Mario Munoz (Ed.) Harlingen, Texas: *KJFF and KHID FM*. (July (3rd Quarter/Summer) 2016) [www.88fm.org](http://www.88fm.org)

William Strong. Good Books Radio - The Texas Landscape Project. Chris Maley and Mario Munoz (Ed.) Harlingen, Texas: *KJFF and KHID FM*. (July (3rd Quarter/Summer) 2016) [www.88fm.org](http://www.88fm.org)

William Strong. Words, They are a Changin'. Leah Scarpelli (Ed.) Austin, TX (July (3rd Quarter/Summer) 2016) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. Good Books Radio - Seinfeldia . Chris Maley and Mario Munoz (Ed.) Harlingen, Texas: *KJFF and KHID FM*. (July (3rd Quarter/Summer) 2016) [www.88fm.org](http://www.88fm.org)

William Strong. The Story Behind Texas' Favorite Butter. Leah Scarpelli (Ed.) Austin, TX: *Texas Standard*. (June 2016) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. Oscar Wilde's Tour of Texas Gives us Life. Leah Scarpelli (Ed.) Austin, TX: *Texas Standard*. (June 2016) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. Good Books Radio - Rise of the Rocket Girls. Chris Maley and Mario Munoz (Ed.) Harlingen, Texas: *KJFF and KHID FM*. (June 2016) [www.88fm.org](http://www.88fm.org)

William Strong. You May All Go to Hell and 9 More Great Texas Quotes. Leah Scarpelli (Ed.) Austin, TX: *Texas Standard*. (June 2016) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. Good Books Radio - Pulitzer Prize for Biography 2016. Chris Maley and Mario Munoz (Ed.) Harlingen, Texas: *KJFF and KHID FM*. (May 2016) [www.88fm.org](http://www.88fm.org)

William Strong. Good Books Radio - The Autobiography of Frederick Forsyth. Chris Maley and Mario Munoz (Ed.) Harlingen, Texas: *KJFF and KHID FM*. (April (2nd Quarter/Spring) 2016) [www.88fm.org](http://www.88fm.org)

William Strong. Good Books Radio - Curanderismo. Chris Maley and Mario Munoz (Ed.) Harlingen, Texas: *KJFF and KHID FM*. (March 2016) [www.88fm.org](http://www.88fm.org)

William Strong. Good Books Radio - Train Your Dog the Navy Seal Way. Chris Maley and Mario Munoz (Ed.) Harlingen, Texas: *KJFF and KHID FM*. (January (1st Quarter/Winter) 2016) [www.88fm.org](http://www.88fm.org)

William Strong. Good Books Radio - Clementine: Churchill's Wife. Chris Maley and Mario Munoz (Ed.) Harlingen, Texas: *KJFF and KHID FM*. (October (4th Quarter/Autumn) 2015) [www.88fm.org](http://www.88fm.org)

William Strong. Top 12 Quotes from Lonesome Dove. Emily Donahue (Ed.) No. Austin, TX: *Texas Standard News*. (October (4th Quarter/Autumn) 2015) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. When the Young Lieutenant met the Wild Mustangs. Emily Donahue (Ed.) Austin, TX: *Texas Standard News*. (October (4th Quarter/Autumn) 2015) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. Things are Different Now in Texas. Emily Donahue (Ed.) Austin, TX: *Texas Standard News*. (September 2015) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. How Texas Saved the Buffalo. Emily Donahue (Ed.) Austin, TX: *Texas Standard News*. (September 2015) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. Austin's Moon Towers. Emily Donahue (Ed.) Austin, TX: *Texas Standard News*. (August 2015) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. Rattlesnakes. Emily Donahue (Ed.) Austin, TX: *Texas Standard News*. (August 2015) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. 12 Things You Might Not Know About "Lonesome Dove.". Jeff Winkler (Ed.) Austin, TX: *Texas Monthly.com*. (July (3rd Quarter/Summer) 2015) [www.texasmonthly.com](http://www.texasmonthly.com)

William Strong. 12 Things You Might Not Know About "Lonesome Dove.". Emily Donahue (Ed.) Austin, TX: *Texas Standard News*. (July (3rd Quarter/Summer) 2015) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. Texas Baby Names. Emily Donahue (Ed.) Austin, TX: *Texas Standard News*. (June 2015) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. How the Texas Rangers Saved the Colt Six Shooter. Austin, TX: *Texas Standard News*. (June 2015) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. Raising Boys. Emily Donahue (Ed.) Stories from Texas - Ongoing Radio Series . Austin, TX: *Texas Standard News*. (April (2nd Quarter/Spring) 2015) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. Texas City Nicknames. Emily Donahue (Ed.) Austin, TX: *Texas Standard News*. (April (2nd Quarter/Spring) 2015) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. "Fixin' To as the National Verb of Texas.". Part of a radio series called Stories from Texas. Austin, TX: *Texas Standard News*. (March 2015) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. Whataburger. Emily Donahue (Ed.) It is part of a radio series, Stories from Texas. Austin, TX: *Texas Standard News*. (March 2015) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. 12 Words Commonly Mispronounced in Texas. Emily Donahue (Ed.) Part of a radio series called Stories from Texas. Austin, TX: *Texas Standard News*. (February 2015) [www.texasstandard.org](http://www.texasstandard.org)

William Strong. 12 Words Commonly Mispronounced in Texas. Washington, D.C.: *National Public Radio/Facebook*. (February 2015) <https://www.facebook.com/NPR>

William Strong and Lupita Strong. Spanish for Gringos. Erika Lantz (Ed.) Stories from Texas - Ongoing Radio Series . Cambridge, MA: *Public Radio Exchange Remix*. (October (4th Quarter/Autumn) 2014) [www.prx.org](http://www.prx.org)

W. Strong. The Ghost Children of San Antonio . Erika Lantz (Ed.) Stories from Texas - Ongoing Radio Series . Cambridge, MA: *Public Radio Exchange Remix*. (October (4th Quarter/Autumn) 2014) [www.prx.org](http://www.prx.org)

## Media Contributions

### Radio

Rio Grande Valley Public Radio. (November 04, 2014)

Rio Grande Valley Public Radio. (November 04, 2014)

Rio Grande Valley Public Radio. (October 30, 2014)

Rio Grande Valley Public Radio. (September 15, 2014)

Rio Grande Valley Public Radio. (August 20, 2014)

KMBH - PBS Radio. (August 12, 2014)

KMBH - PBS Radio. (August 06, 2014)

KMBH - PBS Radio. (July 13, 2014)

Rio Grande Valley Public Radio. (July 03, 2014)

Rio Grande Valley Public Radio. (June 26, 2014)

Rio Grande Valley Public Radio. (June 20, 2014)

Rio Grande Valley Public Radio. (June 14, 2014)

Rio Grande Valley Public Radio. (June 10, 2014)

Rio Grande Valley Public Radio. (May 28, 2014)

Rio Grande Valley Public Radio. (May 20, 2014)

Rio Grande Valley Public Radio. (May 14, 2014)

Rio Grande Valley Public Radio. (May 02, 2014)

Rio Grande Valley Public Radio. (April 14, 2014)

KMBH - PBS Radio. (December 05, 2013)

KMBH - PBS Radio. (November 16, 2013)

KMBH - PBS Radio. (November 05, 2013)

KMBH - PBS Radio. (September 29, 2013)

KMBH - PBS Radio. (September 11, 2013)

KMBH - PBS Radio. (September 03, 2013)

KMBH - PBS Radio. (August 25, 2013)  
KMBH - PBS Radio. (June 10, 2013)  
KMBH - PBS Radio. (June 06, 2013)  
KMBH - PBS Radio. (May 15, 2013)  
KMBH - PBS Radio. (April 23, 2013)  
KMBH - PBS Radio. (April 18, 2013)  
KMBH - PBS Radio. (February 13, 2013)  
KMBH - PBS Radio. (November 15, 2012)  
KMBH - PBS Radio. (October 05, 2012)  
KMBH - PBS Radio. (September 22, 2012)  
KMBH - PBS Radio. (May 10, 2012)  
KMBH - PBS Radio. (April 18, 2012)  
KMBH - PBS Radio. (April 05, 2012)  
KMBH - PBS Radio. (March 26, 2012)  
KMBH - PBS Radio. (March 12, 2012)  
KMBH - PBS Radio. (March 05, 2012)  
KMBH - PBS Radio. (February 25, 2012)  
KMBH - PBS Radio. (October 10, 2011)  
KMBH - PBS Radio. (September 23, 2011)  
KMBH - PBS Radio. (September 22, 2011)  
KMBH - PBS Radio. (July 11, 2011)  
KMBH - PBS Radio. (May 06, 2011)  
KMBH - PBS Radio. (May 02, 2011)  
KMBH - PBS Radio. (March 22, 2011)  
KMBH - PBS Radio. (March 11, 2011)  
KMBH - PBS Radio. (January 03, 2011)  
KMBH, KTEP, KAMU, and KETR. (January 01, 2011)  
KMBH - PBS Radio. (October 05, 2010)  
KMBH - PBS Radio. (September 23, 2010)  
KMBH - PBS Radio. (August 05, 2010)  
KMBH - PBS Radio. (July 29, 2010)  
KMBH - PBS Radio. (July 08, 2010)  
KMBH - PBS Radio. (April 20, 2010)  
KMBH - PBS Radio. (September 29, 2009)  
KMBH - PBS Radio. (September 05, 2009)  
KMBH - PBS Radio. (August 14, 2009)  
KMBH - PBS Radio. (June 10, 2009)  
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KMBH - PBS Radio. (April 27, 2008)  
KMBH - PBS Radio. (April 22, 2008)  
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 KMBH - PBS Radio. (December 03, 2007)  
 KMBH - PBS Radio. (November 06, 2007)  
 KMBH - PBS Radio. (October 12, 2007)  
 KMBH - PBS Radio. (September 06, 2007)  
 RGV Public Radio. (August 01, 2007)  
 KMBH - PBS Radio. (June 13, 2007)  
 KMBH - PBS Radio. (April 24, 2007)  
 KMBH - PBS Radio. (April 14, 2007)  
 KMBH - PBS Radio. (March 26, 2007)  
 KMBH - PBS Radio. (March 19, 2007)  
 KMBH - PBS Radio. (February 27, 2007)  
 KMBH - PBS Radio. (November 28, 2006)  
 KMBH - PBS Radio. (November 09, 2006)  
 KMBH - PBS Radio. (October 27, 2006)  
 KMBH - PBS Radio. (October 11, 2006)

**AWARDS AND HONORS**

Fulbright Lecturer, International Exchange of Scholars (August 1, 1992)  
 Outstanding Teacher of the Year, Student Governemnt (May 1, 1988)  
 Best Student Speaker Award, Student Body (March 15, 1977)

**PRESENTATIONS**

William Strong. "The Texas Dialect ," Brownsville Historical Museum, Brownsville Historical Museum, Brownsville, Texas. (September 20, 2018)  
 William Strong. "Texas Grammar and Colloquial Expressions in English and Spanish," South Texas Museum of History, South Texas Museum of History, Edinburg, TX. (September 20, 2018)  
 William Strong. "Texas Landscapes and How They Shaped the Texans," Rio Grande Naturalists Group, Rio Grand Naturalists Group, Pharr Texas. (August 20, 2018)  
 William Strong. "Ethics Lessons from Great Texans ," Adult Education, First Methodist Church of Houston, Houston. (June 23, 2018)  
 William Strong. "The Texas Dialect," South Texas Museum of History, Edinburg, Texas. (October 7, 2017)  
 William Strong, Elad Yom-Tov, and Lupita Strong. "Hispanic Reliance on Alternative Medicines as Demonstrated in Internet Searches," Fulbright Scholars Regional Conference, Fulbright, San Antonio. (September 30, 2017)  
 William Strong. "Rediscovering Texas in Africa ," Fulbright Association Regional Conference, Fulbright Association, San Antonio Texas. (May 28, 2016)  
 William Strong. "Creating a One Man Show Based on Oscar Wilde's Prison Years," Southern Communication Association Convention, Southern Communication Association, Austin, Texas. (April 6, 2016)  
 William Strong. "Folklore of the Texas Hill Country Region," Rotary Club of Seguin - April Meeting, Rotary Club of Seguin, Texas Lutheran College. (April 4, 2016)  
 Lupita Strong and William Strong. "The Art of Persuasion," FESTIBA, University of Texas - Rio Grande Valley, Brownsville. (March 1, 2016)  
 John Cook, William Strong, and Lupita Strong. "Cross Cultural Relationship: Hispanics and Anglos and Hispanics", " The Southern Conference of National Association of Hispanic and Latino Scholars, The National Association of Hispanic and Latino Scholars, South Padre Island. (October 20, 2015)  
 William Strong. "Oscar Wilde's Texas Tour of 1882," Texas Communication Association Annual Meeting, TSCA, Irving, Texas. (September 28, 2011)  
 William Strong and John Cook. "Ancient Greece as a Mnemonic and Metaphorical Force in Defining Modern America," Facing the Past / Facing the Future: History, Memory, Literature, a conference at Bahçeşehir University , Bahçeşehir University , Istanbul Turkey. (May 2009)

**TEACHING**

**Courses Taught**

Applied Communication  
 Comm Research  
 Communication Law & Ethics  
 Communication Law and Ethics  
 Communication Theory  
 Communication in Context  
 Culture & Comm  
 Independent Research  
 Intercultural Communication  
 Interpersonal  
 Interpersonal Communication  
 Meth. & Strategies of Soc Infl

Methods and Strategies of Social Influence  
Persuasive Communication  
Public Speaking  
Radio/Television Announcing  
Research in Communication  
Sp Tp: Qualitative Research  
Sp. Tp: Qualitative Research  
Sp.Topic:Qualitative Research  
Spec. Topics in Communication  
Special Topics Sexual Comm  
Special Topics in Commun  
Special Topics in Communication  
Special Topics: Sexual Comm  
Theories of Communication  
Thesis I  
Thesis II

### **Directed Student Learning**

Master's Thesis Committee Chair. Bruce Peterson, "DANCING IN THE SHADOWLANDS WITH COYOTE: Prophetic Rhetoric of Native Dreamers", Communication (UTB). (September 15, 1996 - May 1, 1997)  
Master's Thesis Committee Chair. Linda Cantu, "The Filmic Power of Maria Felix as a Symbol of Feminism", Communication (UTB). (June 1, 1995 - March 1, 1996)  
Master's Thesis Committee Chair. Tony Tobey, "Organizational Structure of the Feminist Movement", Communication (UTB). (May 10, 1986 - March 10, 1988)  
Master's Thesis Committee Chair. Len Heflin, "Annotated Bibliography of Protest Speeches from the 1960's", Communication (UTB). (October 1, 1986 - May 15, 1987)

### **SERVICE**

#### **Department Service**

Committee Chair, Promotion and Post Tenure Review Committee. (September 12, 2018 - September 28, 2018)  
Committee Chair, Promotion and PTR Committee. (October 1, 2017 - October 17, 2017)  
Faculty Advisor, Create Facebook Page for Department. (November 1, 2015 - August 31, 2016)  
Committee Chair, Scholarship Committee. (November 1, 2015 - March 1, 2016)  
Committee Member, Departmental Post Tenure and Promotion Committee for Full Professors in Communication. (September 1, 2015 - February 15, 2016)  
Committee Chair, Scholarship Committee. (October 30, 2014 - April 30, 2015)  
Committee Member, Personnel Committee. (September 1, 2014 - April 30, 2015)  
Committee Chair, Scholarship Committee. (October 15, 2012 - January 31, 2013)  
Committee Member, Personnel. (September 1, 2010 - March 31, 2011)  
Committee Member, Personnel. (September 1, 2009 - April 1, 2010)

#### **College Service**

Committee Member, College of Liberal Arts Promotion and Tenure Committee. (October 20, 2012 - March 31, 2013)  
Committee Member, College Scholarship Committee. (October 30, 2012 - March 10, 2013)

#### **University Service**

Guest Speaker (December 18, 2017)  
Program Organizer, The Beauty of Living on Borders. (June 12, 2017 - November 16, 2017)  
Guest Speaker (October 2, 2017)  
Guest Speaker (November 20, 2016)  
Guest Speaker, SHOUT ACROSS TIME (Physics Regional Science Fair). (November 8, 2014)  
Other, Dr. Juliet V. Garcia's Despidida. (August 28, 2014)  
Other (August 1, 2013 - September 30, 2013)  
Other (August 1, 2013 - August 15, 2013)  
Guest Speaker, Lecture on Job Search for RIF'd Employees. (June 22, 2013)  
Other (February 10, 2012 - February 20, 2012)

#### **Development Activities Attended**

Seminar, "The History of Medicine," Oxford University. (February 1, 2014 - May 1, 2014)  
Seminar, "Churchill: Soldier, Statesman, Artist," Oxford University. (January 15, 2013 - April 10, 2013)  
Seminar, "Planned Giving Programs for Alumni," CASE. (July 10, 2002 - July 20, 2002)

#### **Professional Service**

Other , Girl Scouts of South Texas , Brownsville , (June 15, 2015)

### **Professional Memberships**

Fulbright Scholars Association (FSA) (February 2012)

Texas Speech Communication Association (TSCA) (1988 - Present)

### **Public Service**

- Program Coordinator , Rio Grande Valley Public Radio , Harlingen , (September 2017)
- Other , Texas Literature Conference , Harlingen , (October 26, 2017)
- Guest Speaker , Museum of South Texas History , Edinburg , (October 15, 2017)
- Guest Speaker , Brownsville Early College High School , Brownsville , (May 27, 2014)
- Session Chair , TED TALKS BROWNSVILLE , Brownsville , (September 27, 2013)