

**ALEXANDRA CASTRO KLARÉN**  
Curriculum Vitae

The Johns Hopkins Carey Business School  
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**EDUCATION**

Ph.D., Communication, University of Pittsburgh, 2016.  
M.A., Religious Studies, University of Pittsburgh, 2009.  
M.A., Writing Program, Johns Hopkins University, 2006.  
B.A., Liberal Arts, Sarah Lawrence College, 2002.

**PROFESSIONAL APPOINTMENTS**

2016 – Assistant Professor, Johns Hopkins Carey Business School

**PUBLICATIONS / BOOKS**

2019      *On Becoming Neighbors: The Communication Ethics of Fred Rogers*.  
Pittsburgh, PA: University of Pittsburgh Press.

2017      “‘Won’t You Be My Neighbor:’ Intergenerational Dialogics in *Mister Rogers’ Neighborhood* Viewer Mail,” *Communication Quarterly* 65.1 (Jan. 2017): 60–79.

**STRONG BOOK REVIEWS**

2021      Drew P. Cingel, Review of *On Becoming Neighbors: The Communication Ethics of Fred Rogers* by Alexandra C. Klarén. *Journal of Communication*. Vol. 71, Iss. 1 (February 2021): E23-E25.

“[*On Becoming Neighbors*] is a tremendous piece of scholarship, in which Klarén provides insight into the shaping of *Mister Rogers’ Neighborhood*.”

2020      Patrick Parsons, Review of *On Becoming Neighbors: The Communication Ethics of Fred Rogers* by Alexandra C. Klarén. *Pennsylvania Heritage Magazine*. (Spring 2020): <https://paheritage.wpengine.com/article/on-becoming-neighbors/>.

“For those seeking a deeper insight into the aims and methods of *Mister Rogers’ Neighborhood*, this text is well worth the effort.”

- 2020 K. L. Majocha, Review: *On Becoming Neighbors: The Communication Ethics of Fred Rogers* by Alexandra C. Klaren. *American Library Association dba CHOICE*; Middletown. Vol. 57, Iss. 9, (May 2020): 972.
- “This is a scholarly narrative but well worth consideration by general readers as well as education and media professionals. Klarén’s commentary is thought provoking and illuminating.”
- 2019 Carol J. Binkowski, Review of *On Becoming Neighbors: The Communication Ethics of Fred Rogers* by Alexandra C. Klaren. *Library Journal*. Vol. 144, Iss. 8 (Sep 2019): 1.
- “This well-researched book uses theory about culture to uncover the reasons for Rogers’ powerful impact.... Klarén is the first to cover the cultural impact of Mister Rogers from a theoretical perspective....Highly recommended. All readers.”

## FELLOWSHIPS AND AWARDS

- 2020 Top Single-Author Book of the Year Award, Communication Ethics Division, National Communication Association
- 2019/20 Teaching Innovation Fund Award, Johns Hopkins Carey Business School, with Dr. Christina S. Black
- 2018 Dean’s Award for Faculty Excellence, Johns Hopkins Carey Business School
- 2018 Winner, Ten By Twenty Challenge: Ideas Bridging Divides, “Bridging Divides Through Storytelling” with April Foiles, Johns Hopkins University Idea Lab Challenge, Baltimore, MD
- 2018 Seminar Participant Scholarship Award, The Aspen Institute Socrates Program, Winter Seminar: *Learning From Lincoln: The Business, Politics, and Art of Our Nation’s Greatest Leader*, February 16-19, Aspen, CO
- 2018 Teaching Innovation Fund Award, Johns Hopkins Carey Business School, with Drs. Steven D. Cohen and Brandon Chicotsky
- 2017 Top Paper Award, “Becoming Dialogical: An Inquiry Into the Communication Ethics Origins of *Mister Rogers’ Neighborhood*,” Communication Ethics Division, National Communication Association 103<sup>rd</sup> Annual Convention, Dallas, Texas
- 2016 Ph.D. Cultural Studies Certificate, University of Pittsburgh
- 2016 Michael Schoenecke Travel Grant, Popular Culture Association/American Culture Association Conference
- 2015 – 2016 Dissertation Writers Colloquium Member, Cultural Studies Program, University of Pittsburgh
- 2010 – 2013 Graduate Teaching Fellowship, Department of Communication, University of Pittsburgh
- 2012 Fred Rogers Memorial Scholarship, Academy of Television Arts and Sciences and The Grable Foundation

- 2010 – 2011 Diversity Fellowship for Graduate Student Research, University of Pittsburgh, Dietrich School of Arts and Sciences
- 2009 Outstanding Paper Award, Ninth Annual Arts and Sciences Grad Expo, University of Pittsburgh
- 2007 – 2010 Graduate Teaching Fellowship, Department of Religious Studies, University of Pittsburgh

## CONFERENCE PRESENTATIONS

### Panels Organized

- 2015 “Activating Agency in the Shaping of Early American Television and Film,” Film and History Conference, Madison, WI, November 4–8.

### Papers and Workshops

- 2019 “Inside Mister Rogers’ Neighborhood: Objects, Play, and the Cultural Dialectic,” National Communication Association 105<sup>th</sup> Convention, Baltimore, MD, November 14–17.
- 2019 “Transforming Moral Distress in the Workplace,” Presentation of Workshop with Drs. Jaana Myllyluoma and Lindsay Thompson, Teaching Ethics at Universities Conference, Brigham Young University, Provo, UT, June 17–21.
- 2018 “Transforming Moral Distress in the Workplace,” Workshop created and presented with Drs. Jaana Myllyluoma and Lindsay Thompson, Society for Business Ethics Annual Conference, Chicago, IL, August 10–12.
- 2017 “Becoming Dialogical: An Inquiry into the Communication Ethics Origins of *Mister Rogers’ Neighborhood*,” **Top Paper** in Communication Ethics Division, National Communication Association 103<sup>rd</sup> Annual Convention, Dallas, TX, November 16–19.
- 2017 “From Toxic to Thriving: Transforming Moral Distress in the Workplace,” Workshop organized and presented with Jaana Myllyluoma, Lindsay Thompson, and Cynda Rushton, European Business Ethics Network Annual Conference, Jyväskylä, Finland, June 14–16.
- 2016 “Communicating Discovery: Hiram Bingham and the Making of Machu Picchu in the *Big Picture Magazine*,” International Congress of the Latin American Studies Association, New York, NY, May 27–30.
- “Countering the Sardonic: The Televisual Pedagogy of Fred Rogers,” Popular Culture Association National Conference, Seattle, WA, March 22–25.
- 2015 “‘A Singing Psychologist for Children’: Fred Rogers, Public Pedagogy, and the Rhetoric of Ethical Emotionality,” Film and History Conference,

Madison, WI, November 4–8.

“‘Won’t You Be My Neighbor?’: Cultural Resistance and Restoration in Fred Rogers’ Neighborhood,” Midwestern Popular Culture Association Annual Conference, Cincinnati, OH, October 1–4.

“Intergenerational Dialogics in *Mister Rogers’ Neighborhood* Fan Letters,” International Communication Association Annual Conference, Children, Adolescents and the Media Division, San Juan, Puerto Rico, May 21-25.

“Hiram Bingham, Machu Picchu and the Making of Modern Pilgrimage, Perspectives on Power Conference,” University of Maryland’s School of Languages, Literatures, and Cultures, College Park, MD, March 27–28.

2013 “America’s Newseum: Class, Publicity, and the Age of Reproduction,” National Communication Association Annual Convention, Washington, DC, November 21–24.

“A Moral Duty: The Political Activism of Sister Patricia McCann,” New York State Communication Association Annual Conference, Ellenville, NY, October 18–20.

2011 “Arriving at the ‘Proper’ Moral Choice: Pittsburgh Catholics for Obama and the Question of Abortion,” American Studies Association Annual Meeting, Washington, DC, November.

## LECTURES AND TALKS

2023 “Understanding the critical origins of Fred Rogers’ modern cultural intervention into television,” Plenary address, *The Work of Fred Rogers: A Conference on his Context and Legacy*, Fred Rogers Institute at St. Vincent College, Latrobe, PA, June 17, 2023.

2020 “Rediscovering Fred Rogers’ Healing Ethic for Our Troubled Times,” Dean’s Alumni Advisory Board Meeting, Johns Hopkins Carey Business School, October 2.

2019 Book talk for *On Becoming Neighbors*, Loyalty Bookstore, Silver Spring, Maryland, December 12.

2019 Book talk, Department of Communication Agora Speaker Series, University of Pittsburgh

2019 Book talk Solid State Books, Washington, DC, November 14.

## TEACHING EXPERIENCE

Johns Hopkins Carey Business School, Assistant Professor

“Business Leadership and Human Values” 2016 –

“Business Communication” 2016 –

University of Pittsburgh, Graduate Teaching Fellow

**Instructor**

“Mass Communication Process,” 2012 – 13.

“Public Speaking,” 2010 – 2013.

**Teaching Assistant**

“Mass Communication Process,” Department of Communication, 2011 – 2012.

“Orthodox Christianity,” Department of Religious Studies, Spring 2009.

“U.S. History: 1896 to the Present,” Department of History, Fall 2008.

“Varieties of Early Christianity,” Department of Religious Studies, Spring 2008.

“Origins of Christianity,” Department of Religious Studies, Fall 2007.

Northern Virginia Community College, Adjunct Faculty

“Introduction to Communication,” 2013 – 2015.

**SERVICE**

Professional Service

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| 2019 | Paper Reviewer, Journal of Communication and Religion   |
| 2018 | Paper Reviewer, National Communication Association Annual Conference, Communication Ethics Division, Salt Lake City, Utah   |
| 2015 | Paper Reviewer, International Communication Association Annual Conference, Children, Adolescents, and Media Division & Communication History Division, Puerto Rico. |

University Service

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| 2022 –      | Course Lead, Business Communication, Johns Hopkins Carey Business School   |
| 2022        | Teaching and Learning Faculty Advisory Committee, Johns Hopkins Carey Business School  |
| 2022        | Chair, Faculty Search Committee (successful), Business Communication Faculty Member, Johns Hopkins Carey Business School                                 |
| 2019 – 2021 | Teaching and Learning Faculty Advisory Committee, Johns Hopkins Carey Business School  |
| 2020        | “Rediscovering Fred Rogers’ Healing Ethic for Our Troubled Times,” Dean’s Alumni Advisory Board Meeting, Johns Hopkins Carey Business School, October 2. |

2019 – 2020	Faculty Participant, Cultural Connections Program, Johns Hopkins Carey Business School
2019	Search Committee Member, Business Communication Faculty Member, Johns Hopkins Carey Business School
2019	Syllabus Revision Committee Member, Business Communication, Johns Hopkins Carey Business School
2017–	Member, Honor Council, Johns Hopkins Carey Business School
2017	Search Committee Member, Business Communication and Ethics Faculty Member, Johns Hopkins Carey Business School
2017–18	Student Graduation Speaker Committee, Johns Hopkins Carey Business School
2017-18	Search Committee Member, Lecturer in Business Communication and Ethics Position, Johns Hopkins Carey Business School
2011	Second Vice-President, Department of Communication Representative, Graduate Student Organization, University of Pittsburgh
Community Service	
2019	Interview (about <i>Mister Rogers</i> ) with National History Day Students of Nathan McAlister, Seaman High School, Topeka, Kansas
2017	The Mission Continues, MLK Day of Service at Roots and Branches School, Baltimore, MD
2015	AAUW Tutoring/Mentoring Program, Reston, VA
2008	Volunteer, Greater Pittsburgh Community Food Bank, Duquesne, PA

## IN THE MEDIA

2020	Court Mann, “The many, many, many letters of Mister Rogers,” <i>The Deseret News</i> , October 21, 2020, Retrieved from <a href="https://www.deseret.com/entertainment/2020/10/21/21189417/mister-rogers-neighborhood-fred-letters-viewer-mail-correspondence-archive-religion-education-where">https://www.deseret.com/entertainment/2020/10/21/21189417/mister-rogers-neighborhood-fred-letters-viewer-mail-correspondence-archive-religion-education-where</a>
2019	“The Philosophy of Fred,” interview with Sheila Kast and Melissa Gerr, <i>On the Record</i> , 88.1 WYPR FM, Baltimore, MD, December 13, 2019.
2018	Dale Krieger, “A Neighborhood of Beautiful Days,” Johns Hopkins Magazine, Fall 2018, 32.

2018            “A Beautiful Day for a Neighbor: on the enduring appeal of ‘Mister Rogers’ Neighborhood,” interview by Patrick Ercolano, The HUB, Johns Hopkins University Office of Communications News Center, June 19, 2018.

### **PROFESSIONAL/TEACHING DEVELOPMENT**

2020            Deep Dive into Case Teaching Online Webinar, Harvard Business Publishing, Attended April 21

2018            Lilly Conference, “Designing Effective Teaching,” Bethesda, MD, Attended May 31 – June 1

### **PROFESSIONAL MEMBERSHIPS**

National Communication Association  
Rhetoric Society of America  
American Studies Association  
International Communication Association  
Latinos in Higher Education