

**David Weiss, Ph.D.**  
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David Weiss is Interim Dean of University College and an Associate Professor in the Department of Communication & Journalism at the University of New Mexico. He holds degrees in Psychology (B.A., Cornell University), Journalism (M.A., University of Oregon), and Communication (Ph.D., University of New Mexico).

His prior academic leadership positions at UNM include Chair, Associate Chair, and Co-Chair of the C&J Department, and Director of the Liberal Arts & Integrative Studies Program in University College. At his prior institution, Montana State University-Billings, Dr. Weiss was Director of the Media Studies B.A. program and the Public Relations M.A. program, both based in the MSUB's Department of Communication & Theatre.

Dr. Weiss's leadership success in academia builds on skills honed in his previous career, in the advertising industry in New York City, in which he rose from intern to administrative assistant to account executive and, ultimately, to senior vice president in under two decades. As an executive at four of the country's largest agencies, he managed teams of employees, wrote and executed strategic plans, and oversaw multimillion-dollar advertising and promotion budgets and schedules for a wide variety of regional, national, and multinational clients.

His teaching and research focus on political and religious communication in the U.S., media studies, popular culture, strategic communication, and the intersections of the above in contemporary health and science communication. His work has been published in venues including *The Journal of Media Ethics*, *Presidential Studies Quarterly*, *The Journal of Popular Television*, *Vaccine*, and *The Journal of Magazine and New Media Research*. He is the editor of *What Democrats Talk About When They Talk About God: Religion in Democratic Party Politics* (2010, Lexington) and co-editor of *Vaccine Communication Online: Counteracting Misinformation, Rumors, and Lies* (2023, Palgrave Macmillan) and *The Rhetoric of American Exceptionalism* (2011, McFarland). In his spare time, Dr. Weiss enjoys exploring the U.S. Mountain West, hiking, keeping up with current cinema, and competing in Scrabble tournaments and in online and in-person trivia leagues.