Xenia Reloba de la Cruz

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EDUCATION

2022-2023	Certificate in University Teaching and Learning • Badges: Theories and Practices (2022), Learning Spaces and Digital Pedagogies (2022), Philosophy Statements and Teaching Dossier (2022), and Equity, Diversity and Inclusion (2023)
2019-to present	Ph.D. Program (Candidate), Communication and Media Studies (University of Calgary, Calgary, AB, Canada)
2017-2019	MA Program, Cultural Studies (Queen's University, Kingston, ON, Canada)
1989-1994	B.A. in Journalism (University of Havana, Cuba)

WORKING EXPERIENCE

Teaching Experience:

2025	Contract Faculty, Mount Royal University (Winter). COMM3501. Intercultural Communication. Sessional instructor, University of Calgary (Winter). COMS 413. Advanced Research Methods.
2024	Contract Faculty, Mount Royal University (Fall & Winter). COMM3738 - Research Methods & COMM3501 - Intercultural Communication.
2023	Contract Faculty, Mount Royal University (Fall). COMM3738-003 Research Methods.
2023	Sessional Instructor, University of Calgary (Summer). COMS 201 Introduction to Media and Communication Studies.
2022	Sessional Instructor, University of Calgary (Spring and Fall). COMS 203 New Media (Spring) and COMS 401. Selected topics in Communications, Digital citizenship (Fall, original course based on my research).
2018-2024	Teaching Assistant, Queen's University and University of Calgary. Selected

courses: COMS 201, Introduction to Media and Communication (2019); CMCL 305, Modernity (Fall 2021 and Fall 2022); COMS 313, Research Methods (Winter 2023, Fall 2023 and Winter 2024); COMS 369, Rhetorical communication (Fall 2024).

Editorial Work (selection):

2023-today — RA/Student Producer at the podcast "3QTL: Three Questions about Teaching and Learning", hosted by Dr. Derritt Mason, and supported by the Taylor Institute for Teaching and Learning, University of Calgary.

2021 — Collaboration as RA in edits and thematic index for *The Cinema of Sara Gomez. Reframing the Revolution* (a book by S. Lord, M.C. Cumana & V. Fowler).

2019 — Collaboration as RA in edits and thematic index for *Retooling Citizenship: Digital Media and the Dynamics of Civil Society in New EU Democracies* (a book co-edited by M. Bakardjieva et al.).

2015-2017 — Member of the editorial staff at *Temas* (Journal of Social sciences, quarterly), Havana, Cuba.

- Contracted to develop special issues, I engaged in several stages, from the conception of the issue to the copy editing and final revision.
- I worked as part of the team editing books and special outlets, which enhanced my teamwork skills.

2010-2017 — Main editor at Casa de las Américas (Journal of literature and cultural criticism, quarterly), Havana, Cuba

- Organized and led the working flow under the supervision of the directors, which allowed me to learn practical management tasks and teamwork best practices.
- Supervised the reproduction of the printed contents in the online version of the journal, which helped me understand digital work and its challenges.

2005-2013 — Editor at Centro Memorial Martin Luther King Jr. (Non-governmental and religious organization), Havana, Cuba

- Edited and supervised the design and composition of books and other printed outlets, developing teamwork and organizing skills.

2003-2017 — Editor at Centro Cultural Pablo de la Torriente Brau (Cultural center and editorial house specializing in Cuban music and contemporary culture), Havana, Cuba

- Edited and compiled dozens of books and other printed outlets in collaboration with the authors and a small team of designers, which enhanced my capacity to multitask and self-organizing practices.

2000-2020 — Member of staff at Havana International Film Festival (Office of Havana

International Film Festival, Havana, Cuba)

- I worked for two decades as a journalist and editor in several news media belonging to this organization, where I developed leadership and teamwork skills, capacity as a self-organized employee, and problem-solving skills. Those qualities allowed me to evolve from a position as a journalist to the leading editor position at the festival's newspaper (2005-2009) and the annual magazine *Nuevo Cine Latinoamericano* (2013-2020) and worked as coeditor at the *Catálogo del Festival* (Catalogue, 2010-2014).

Journalistic Experience:

2008-2010 Journalist in Casa de las Américas, Havana, Cuba

- Worked as a reporter, coordinated with other media for coverage of the events, and supervised the design of campaigns related to the events, which gave me a broad vision of journalism from within an organization.

2000-2008 Journalist and Editor at Editorial Vice-presidency of Prensa Latina, Havana, Cuba

- Head writer and an editor in several publications within the editorial branch of the news agency Prensa Latina, which helped me develop my self-organized skills and multitasking while complying with rigorous deadlines.

1998-2000 Journalist in the Instituto Cubano del Arte e Industria Cinematográficos (ICAIC, Cuban Film Institute), ICAIC (contracted employment)

- Developed the first website of the ICAIC, which introduced me to the digital realm and opened my scope to digital media technologies.
- Wrote and compiled the content for the website until the coverage of the Havana International Film Festival (1998-1999). I covered the event as the only journalist on the staff, which gave me a strong perspective on everyday news production dynamics.

1994-1997 Journalist at Radio Reloj, Havana, Cuba

- My first professional experience. I worked at the newsroom creating content for news bulletins in six-hours shifts, and later, as a news reporter, which trained me to exercise journalism under pressure.
- Developed teamwork experience, covering relevant events within the Cuban context.

ACADEMIC WORK:

2021 "Una dilatada bienvenida a la 'normalidad'. Prácticas online en Cuba" (A

	belated welcome to 'normality.' Online practices in Cuba), Cuadernos del Sur, Universidad Nacional del Sur, Argentina.
2019	Master's thesis "How to stay connected in an 'offline' country? Stories of Cuban's internet experience". Queen's University. Accessible inhttps://www.proquest.com/openview/ae6a7b26b7add5e54f753ce59d893f3f/1?pq-origsite=gscholar&cbl=18750&diss=y
2014	Politics Don't Fit in a Sugar Bowl: Cuba in the 1990s through the Music of Varela. In Dubinsky, K.; Cumana, M. C.; Reloba, X. (Eds.) (2014). My Havana: The musical city of Carlos Varela. Toronto: University of Toronto Press. / Spanish version: "La política no cabe en la azucarera. Una mirada a la Cuba de los noventa a través de la canción de Carlos Varela." La Habana: Centro Cultural Pablo de la Torriente Brau.

AWARDS AND SCHOLARSHIPS:

2022-2023	Transformative Talent Internship and Fellowship with the Calgary Institute for Humanities (University of Calgary).
2020	Dean's Open Doctoral Scholarship, University of Calgary, 2020. Best Paper Award, Department of Communication, Media and Film (University of Calgary).
2019-2023	International Student Scholarship, University of Calgary.
2017-2019	International Student Scholarship, Queen's University.

SELECTED PRESENTATIONS AND ACADEMIC CONFERENCES:

- Paper "#YoSíTeCreoenCuba: Connecting Cuban activist networks to transnational feminist movements" (Console-ing Passions, Calgary, June 2023).
- Paper "From data access to civic mobilization: The role of transnational networks and digital media enhancing citizenship practices in Cuba" (LASA, Vancouver, June 2023).
- Paper "Digital citizenship in Cuba? Imaginaries and practices of networked engagement under times of crisis", 10th CEISAL International Conference (University of Helsinki/ONLINE, June 13-15, 2022).
- Paper "Redes sociales y prácticas trans-ciudadanas en Cuba en tiempos de Covid-19", Latin American Studies Association (May 26-29, 2021).
- Organized panel "Digital citizenship in Cuba? Imaginaries and practices as elements of rupture in times of crisis", Canadian Association for Latin American and Caribbean Studies (August 23-25, 2021).
- Lecture "How we Stay Current in a country Off-Line." As part of the Cuban Culture and Society program, Department of Global Development Studies, Queen's University. University of Havana, Cuba, May 14. I also presented to a group of Case Western Reserve University,

Cleveland, Ohio students. Casa de la Memoria Escénica, Matanzas, Cuba, July 10, 2018.

- Chair and organizer of panel "Cuba XXI, nuevos medios para tiempos de cambio: Vistar Magazine y el paquete semanal" (Cuba XXI, new media in changing times: Vistar Magazine and the 'weekly package'). Latin American Studies Association. New York. May 27-30, 2016.
- Lecture "Medios alternativos en Cuba. Algunos mitos y realidades del escenario actual de la prensa en la Isla" (Cuban alternative media. Myths and realities of Cuban current media scenario) Pre-LASA event "Cuban Studies: New Voices, New Perspectives," University of Miami, Miami, May 20-21, 2016.
- "How we Stay Current in a country Off-Line," Presentation to Cuban Culture and Society course, Department of Global Development Studies, Queen's University— presented at the University of Havana, Cuba, May 13, 2016.
- "Cuba online: the challenge of knowing and communicating in an offline country," Case Western Reserve University, Cleveland, Ohio, October 14; University of Houston, Houston, October 22; and Bowling Green State University, Ohio, October 29, 2015.
- "Tales about Cuba: Santiago Feliú's songs, between the epic and the hippies," Case Western Reserve University, Cleveland, Ohio, October 15, 2015.
- Taller AM-PM: América por su música (Workshop América for its Music). Organizer of the panel "Nuestras raíces y tradiciones como oportunidades de mercado" (Our roots and traditions as market opportunities), with Juan Felipe Arango, Colombia; Cary Diez, Cuba; Felipe França Gonzalez, Brasil; Pepita Miró, Perú; Karol Zingali, Argentina; Ismael Sayyad, España-Cuba, Fábrica de Arte Cubano, Havana, Cuba. June 18-21, 2015.
- Special Guest and Speaker at Queen's University, Kingston. Lecture about Media and Blogs in Cuba Today, and Conference about Cuban Popular Music: the song of Santiago Feliú. Both were presented as part of launching the book My Havana: The musical city of Carlos Varela (co-edited with Karen Dubinsky and María Caridad Cumaná, Toronto: University of Toronto Press) in Kingston and Toronto. October 24-November 4, 2014.
- Conferences about Cuban Editorial Perspectives, the Testimonial Genre in Cuban Literature, and Current Topics of Cuban Literature and Popular Culture, during the International Fair of Book of Antofagasta, Chile, April 24-May 4, 2014.
- Academic Program Caribbean Textures (Texturas Caribeñas). I was invited to present "The Latino Caribbean artists in the pages of Casa de las Américas," University of Havana/Casa de las Américas, Havana, Cuba, November 22, 2013.
- Co-organizer of III Taller "Gestión cultural: comunicación y periodismo." Moderator during second session, including conference "Transformaciones económicas en Cuba: una mirada sociocultural" (Cuban economic transformations: a sociocultural approach), by Aurelio Alonso, and the panel "¿Cómo se hace comunicación cultural hoy en Cuba? Relaciones con la institucionalidad y la producción cultural, nuevos públicos, nuevos procesos, nuevos sujetos" (How do we do cultural communication in Cuba? The relationship between institutions and cultural production; new publics, new processes, new subjects), participants: Víctor Fowler, Danae Diéguez, Hailem Carrasco, Pepe Menéndez. Casa de las Américas, Havana, Cuba. September 19-21, 2013.
- Special Guest and Speaker at the International Fair of Book of Antofagasta, Chile. April 25- May 5, 2013.
- Member of Session "Diálogos caribeños: el flujo de saberes en la zona del caos" (Caribbean dialogues: flows of knowledge in a chaotic zone). Latin American Studies Association, XXIX International Congress. Toronto, Canada. October 6-9, 2010.
- Moderator of panel "Arte, acción cultural y espacios de resistencia contrahegemónica" (Art, cultural action and spaces of counterhegemonic resistence), with the group Calle 13

(Puerto Rico), as part of the Project Casa Tomada, Casa de las Américas, Havana, Cuba, March 23, 2010.

- Member of Organizer Commitee of Casa Tomada: Encuentro de Creadores y Artistas Latinoamericanos y Caribeños, Casa de las Américas, Havana, Cuba, December 14-18, 2009.
- Guest and Speaker in International Fair Book of Caracas, Venezuela. November 13-22, 2009.

VOLUNTEER WORK:

2021	Ph.D. Representative at Departmental Graduate Students Association University of Calgary, Calgary, Canada • Represented Ph.D. students at the Graduate Student Association.
2021-2023	Member of the organization committee of the Graduate Students Conference Department of Communication, Media and Film, University of Calgary • Part of the programming sub-committee, in charge of selecting the papers and panels and organizing the schedule of events.
2018-2019	Volunteer at the Kingston International Film Festival and the Queer Film Festival, Kingston, Ontario • Available for any task the organizing committee requires, including helping with the in-place organization during the festival days.