

Kenneth N. Walker  
Curriculum Vitae

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### **PROFESSIONAL SUMMARY**

PhD-level media psychologist and founder of Vegan Rise One (VR1), an early-stage advocacy and training initiative integrating digital storytelling, persuasion science, and AI. VR1 helps animal advocates become more effective by combining media psychology with evidence-based messaging strategy. Brings expertise in social change communication and narrative persuasion, with extensive experience in sales, along with leadership and training.

### **EDUCATION**

Ph.D. Psychology with an Emphasis in Media Psychology (August 2023)

Fielding Graduate University, Santa Barbara, California, U.S.A.

*Dissertation: "Educational Digital Storytelling and Narrative Persuasion: The Christopher Columbus Myth and Challenging National Identity"*

M.A. Psychology with an Emphasis in Media Psychology (April 2021)

Fielding Graduate University, Santa Barbara, California, U.S.A.

B.A. Native American and Indigenous Studies, Minor: Psychology (April 2018)

Fort Lewis College, Durango, Colorado, U.S.A.

A.A.S. Resort Management (May 2017)

Colorado Mountain College, Steamboat Springs, Colorado, U.S.A.

### **INTERESTS**

Psychology: Media Psychology, Social Psychology, Roots of Social Injustice, Collective Guilt, Psychological Defense Mechanisms

Education: Pedagogy, Influencing Moral Character, Foundational to Social Change

Communication: Digital Storytelling as an Educational Tool, Storytelling and Persuasion Theory for Social Change

Native American History: Colonization, Settler Colonialism

Contemporary Issues of Native Peoples: Historical Contexts, Intergenerational Trauma, Decolonization

Vegan and Animal Advocacy: Psychology, Storytelling, and Persuasion Theory as Applied to Advocacy; Digital Storytelling; AI as Bridge from Research to Effective Advocacy

### **PRESENTATIONS**

- 2023 *Educational Digital Storytelling and Narrative Persuasion: The Christopher Columbus Myth and Challenging National Identity*, Doctoral Final Oral Review (online presenter) Fielding Graduate University (May)
- 2018 *Decolonizing the Colonizer Through Transmedia Storytelling*, Real History of the Americas on Indigenous Peoples Day (alumnus presenter), Fort Lewis College (October)
- 2018 *History ReCycled: Looking at the Past to Change the Future*, Undergraduate Research Symposium, Fort Lewis College (April)
- 2018 *Digital Storytelling Workshop* (developer, instructor), Fort Lewis College, March - April
- 2018 *History ReCycled: Looking at the Past to Change the Future through Digital Storytelling*, American Indian Studies Conference, Arizona State University (February)
- 2017 *One History: Real History (A Digital Story)*, Real History of the Americas on Indigenous Peoples Day, Fort Lewis College (October)
- 2017 *Real History of the Americas on Indigenous Peoples Day* (MC), Fort Lewis College (October)
- 2017 *Strength in Love* (open mike), Martin Luther King Day Campus March and Event, Fort Lewis College (January)
- 2016 *Who is Leonard Peltier?* (MC, speaker), Campus Teach-In: Clemency Now for Leonard Peltier, Fort Lewis College (January)
- 2015 *Sexual Violence on Campus* (MC), Slut Walk Campus March and Event, Fort Lewis College (December)

### **GRANTS / SCHOLARSHIPS**

- 2023 Fielding Graduate University Scholarship, Fielding Graduate University (\$3500)
- 2020 Fielding Graduate University Scholarship, Fielding Graduate University (\$3000)
- 2020 Institute for Social Innovation Scholarship, Fielding Graduate University (\$500)
- 2019 Provost Achievement Scholarship, Fielding Graduate University (\$3000)
- 2018 Travel Award: Native American and Indigenous Studies, Fort Lewis College (\$250)
- 2017 Daniels Fund Boundless Opportunity Scholarship (\$2000)
- 2017 Colorado Resident Tuition Merit Scholarship (\$2000)
- 2016 Daniels Fund Boundless Opportunity Scholarship (\$2000)
- 2016 Colorado Resident Tuition Merit Scholarship (\$2000)
- 2015 Colorado Resident Tuition Merit Scholarship (\$2000)
- 2015 Colorado Mountain College Foundation Scholarship (\$500)
- 2014 Colorado Mountain College Foundation Scholarship (\$500)

### **HONORS**

- 2018 Summa Cum Laude, Fort Lewis College
- 2017 Phi Theta Kappa Honor Society, Colorado Mountain College
- 2017 Dean's List, Fort Lewis College
- 2016 Dean's List, Fort Lewis College
- 2016 Maximum Student Award, Freshman Math Program, Fort Lewis College

- 2015 Dean's List, Fort Lewis College
- 2015 President's List, Colorado Mountain College
- 2015 American Hotel & Lodging Education Institute Honors
- 2014 President's List, Colorado Mountain College
- 2014 American Hotel & Lodging Education Institute Honors
- 2013 President's List, Colorado Mountain College
- 2013 American Hotel & Lodging Education Institute Honors

### **RESEARCH PAPERS COMPLETED FOR COURSEWORK**

- 2021 Understanding Narrative Persuasion through Narrative Identity and Story Structure
- 2021 A Story of Isms: Suppression, Projection, and the Roots of Social Injustice
- 2020 Educational Video Stories: Student Impact and Classroom Utility
- 2020 The Roles of Theory of Mind and Empathy in Narrative Persuasion
- 2020 Dr. Timothy Wilson: Transformation through Self-Knowledge
- 2019 Elements of a Digital Story that Impact Audience Engagement
- 2019 Story Power: Belief Change through Educational Digital Storytelling
- 2019 Educational Digital Storytelling: Change the Story – Change the World
- 2019 William James: A Direction for the Future of Psychology
- 2019 Historical Views of the Unconscious Mind
- 2019 Psychological Testing: Application, Motive, and Direction
- 2019 History Horizons: The New Story of America
- 2018 Weaponizing Fake News: When Political Posturing Becomes Propaganda
- 2018 Designing Educational Digital Stories to Impact Prosocial Behavior
- 2017 History ReCycled: Looking at the Past to Change the Future (Native American & Indigenous Studies Research Perspective)
- 2017 History ReCycled: Looking at the Past to Change the Future (Psychology Research Perspective)
- 2017 Evaluation of Kansas Seventh Grade History Standards
- 2017 The Silas John Movement of the Western Apache
- 2016 Kill the Indian: A Declaration of Assimilation and Hypocrisy
- 2016 The Effects of Perceived Similarity on Prosocial Behavior
- 2016 Social Psychology: The Media and Neuro Decolonization
- 2016 Decisions, Judgments, and Mirror Neurons
- 2016 Nature and Nurture: A Social Psychological Perspective
- 2015 The Indian Child Welfare Act

### **SPECIAL PROJECTS**

- 2025 Launched Vegan Rise One, a training and AI platform designed to help animal advocates evaluate and refine their messaging to better connect with intended audiences
- 2024 Launched YouTube Channel @VeganRise1 to begin testing and showcasing early concepts for VR1 and VRAI (May)

- 2020 Student Host (assistant moderator, two group discussion/panel sessions) –  
Media Psychology Online Summer Symposium (July)
- 2020 Associate Editor and Contributing Author -  
*Real Characters: The Psychology of Parasocial Relationships with Media Characters*  
(Edited volume by Fielding Graduate University Press)

### **CONTINUING EDUCATION and TRAINING**

- 2024–2025 Strategic Personal Growth and Business Curriculum, Robbins Research International  
Courses completed: Business Mastery, Rapid Planning Method (RPM), Date with  
Destiny, Unleash the Power Within (x2), Wealth Mastery, Life Mastery (in progress)  
*Focus includes personal psychology, visionary planning, time management, and  
entrepreneurial strategy.*
- 2018 Common Ground Diversity Program - Facilitator Training, Fort Lewis College
- 2018 A to Z Grant Writing II – Beyond the Basics, Colorado Mesa University / Ed2Go
- 2018 A to Z Grant Writing, Colorado Mesa University / Ed2Go
- 2018 Digital Storytelling Online Workshop, StoryCenter
- 2017 Intermediate WordPress Websites, San Juan College Community Learning Center /  
Ed2Go
- 2017 Creating WordPress Websites, San Juan College Community Learning Center / Ed2Go
- 2017 Powerful Tools for Teaching and Learning: Digital Storytelling, University of Houston /  
Coursera

### **PROFESSIONAL ORGANIZATIONS**

- 2025 American Psychological Association, Division 46: Society for Media Psychology and  
Technology
- 2020 Association for Psychological Science
- 2020 American Psychological Association
- 2019 Association for Psychological Science

### **COMPUTER EXPERIENCE**

Microsoft Office (Word, Excel, PowerPoint, Publisher)  
Drop Box / Group collaboration  
Microsoft OneDrive / Group collaboration  
Google Drive / Group collaboration  
Google Meet  
Zoom Video Conferencing (meeting organizer)  
ClickUp productivity platform  
ChatGPT  
Canva  
SPSS Statistics  
Divi WordPress Website Builder  
WeVideo Cloud-Based Video Editor

## Online Learning Platforms

### **BUSINESS EXPERIENCE**

2009 – 2013

#### **Group Sales Specialist - YMCA of the Rockies, Estes Park, CO**

Sold and negotiated contracts for group lodging and events at two large resorts

Conducted needs assessment to best match property offerings with group requirements

Provided site tours, proposals, and group guest relations

Developed new presentations and processes for use by sales team

2008 – 2009

#### **Innkeeper / Manager - Letson Loft Hotel, Bisbee, AZ**

Managed an eight-room luxury boutique hotel

Conducted sales and marketing, concierge and guest services

Operated front desk and reservations, daily accounting, light building maintenance, website management, and supervised small staff

Grew market share in a slow economy through proactive sales and building repeat bookings

2008

#### **Corporate Group Sales Manager - El Capitan Canyon, Santa Barbara, CA**

Provided group lodging and event sales for a luxury cabin resort property

Conducted telephone and outside sales prospecting, site tours, proposals, contract negotiations

Provided group guest relations and rebooking

Contributed volunteer weekend time to serve guests at weekly summer concert / barbeques

2004 – 2006

#### **Sales Representative - High Country Chemical Supplies, Inc., Denver, CO**

Sold janitorial supplies and paper products to a variety of markets

Closed largest sale in company history acquiring an account that grew to two-million dollars in annual sales

Shifted focus to servicing that customer's sites managing extensive supply orders, coordinating product set up at new locations, problem solving, and field maintenance

1995 – 2004

#### **Territory Manager - Southwest Paper Company, Inc., Wichita, KS**

Conducted outside sales of janitorial, paper, and packaging supplies to numerous markets

Collected past due accounts receivable as needed

Provided customer service such as training housekeeping staffs

Designed and conducted sales training program for new representatives

1993 – 1995

**Sales Representative**

Professional Data Services, Hutchinson, KS

Responsible for sales of computer systems and practice management software to medical offices.

More than doubled previous rate of sales within territory

1986 – 1995

**Territory Manager - MASSCO, Inc., Wichita, KS**

Conducted outside sales of janitorial and paper supplies to numerous markets

Collected past due accounts receivable as needed

Provided customer service such as training housekeeping staffs

**CAMPUS and COMMUNITY**

2018 Presentation to Cortez, CO City Council (resulted in proclamation changing Columbus Day to Indigenous Peoples Day), September

2018 Trainer-Tutor (volunteer) Digital Storytelling Skills, Fort Lewis College, March - April

2017 Trainer-Tutor (volunteer) Digital Storytelling Skills, Fort Lewis College, November - December

2017 Real History of the Americas / Indigenous Peoples Day, Event Co-Chair, Fort Lewis College, October

2016 Campus Teach-In: Clemency Now for Leonard Peltier, Event Organizer, Fort Lewis College, January

2015 Slut Walk Campus March and Event, Event Co-Organizer, Fort Lewis College, December

2012 YMCA of the Rockies Diversity and Inclusion Committee; Estes Park, CO

2003 Denver Family Crisis Center Volunteer; Denver, CO

2002 Boys and Girls Club – Cub Scout Master; Hutchinson, KS

1986 – 1996

Youth Sports Coach – Hutchinson Recreation Commission, Hutchinson YMCA; Hutchinson, KS

National Youth Sports Coach Association; Hutchinson, KS