

Derek Johnson
Associate Professor
Media and Cultural Studies

Department of Communication Arts
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Education

Ph.D., Communication Arts (Media and Cultural Studies). University of Wisconsin-Madison, May 2009. Preliminary exams passed with honors, May 2006.

M.A., Communication Arts (Media and Cultural Studies). University of Wisconsin-Madison, May 2004.

B.A., Cinema-Television (Critical Studies) / French. University of Southern California, Magna Cum Laude, May 2001. Studied abroad at Alliance Française and Université Sorbonne Nouvelle: Paris III, Fall 2000 – Spring 2001.

Dissertation

“Franchising Media Worlds: Content Networks and the Collaborative Production of Culture.”

Academic Appointments

Associate Professor. Department of Communication Arts. University of Wisconsin-Madison. September 2014 – Present.

Assistant Professor. Department of Communication Arts. University of Wisconsin-Madison. September 2011 – August 2014.

Assistant Professor. Department of Radio, Television, and Film. University of North Texas. September 2009 – August 2011.

Publications

Books

Transgenerational Media Industries: Adults, Children, and the Reproduction of Culture. Ann Arbor: University of Michigan Press, 2019 (under contract).

Point of Sale: Analyzing Media Retail (co-editor with Daniel Herbert). New Brunswick: Rutgers University Press, 2019 (under contract).

TV Goes to the Movies (co-author with Jonathan Gray). New York: Routledge, 2020 (under contract).

From Networks to Netflix: A Guide to Changing Channels (editor). New York: Routledge, 2018.

Making Media Work: Cultures of Management in the Media Industries (co-editor with Derek Kompare and Avi Santo). New York: New York University Press, 2014.

Media Franchising: Creative License and Collaboration in the Culture Industries. New York: New York University Press, 2013.

A Companion to Media Authorship (co-editor with Jonathan Gray). Malden: Wiley-Blackwell Press, 2013.

Journal Articles

“The Reluctant Retailer: Amazon Studios and the Non-Merchandising of Children’s Television” (forthcoming). *Film Criticism*, November 2018.

“From the Ruins: Neomasculinity, Media Franchising, and Struggles Over Industrial Reproduction of Culture.” *Communication, Culture, & Critique* 11.1 (2018): 85-99.

“Activating Activism: Facebook Trending Topics, Media Franchises, and Industry Disruption.” *Critical Studies in Media Communication* 34.2 (2017): 148-157.

“‘May the Force be with Katie’: Pink Media Franchising and the Post-Feminist Politics of *HerUniverse*.” *Feminist Media Studies* 14.6 (2014): 895-911.

“Figuring Identity: Media Licensing and the Racialization of LEGO Bodies.” *International Journal of Cultural Studies* 17.4 (2014): 307-325.

“Cinematic Destiny: Marvel Studios and the Trade Stories of Industrial Convergence.” *Cinema Journal* 52.1 (2012): 1-24.

“Devaluing and Revaluing Seriality: The Gendered Discourses of Media Franchising.” *Media, Culture, & Society* 33.7 (2011): 1077-1094.

“StarCraft Fan Craft: Game Mods, Ownership, and Totally Incomplete Conversions.” *The Velvet Light Trap: A Critical Journal of Film and Television* 64 (2009): 50-63.

“A Knight of the Realm vs. the Master of Magnetism: Sexuality, Stardom, and Character Branding.” *Popular Communication: The International Journal of Media and Culture* 6.4 (2008): 214-230.

“Inviting Audiences In: The Spatial Reorganization of Production and Consumption in ‘TVIII.’” *New Review of Film and Television Studies* 5.1 (2007): 61-80.

Edited Chapters

“Reimagining the Culture Industries.” *Reimagining Communication*, ed. Michael Filimowicz. New York: Routledge, 2020 (forthcoming).

“Beyond Distribution: The Need for Media Retail Studies” (co-author with Dan Herbert). *Circulating Media: Distribution in the Digital Age*, eds. Paul McDonald, Tim Havens, and Courtney Brannon Donoghue. New York: New York University Press, 2020 (forthcoming).

“Research Across Media Industries.” *Writing About Screen Media*, ed. Lisa Patti. New York: Routledge, 2019 (forthcoming).

“Foreword.” *Horror Film Franchises*, eds. William Proctor and Mark McKenna. Edinburgh: Edinburgh University Press, 2019 (forthcoming).

“Foreword.” *The Franchise Era: Managing Media in the Digital Economy*, eds. Jim Fleury, Steve Mamber, and Bryan Hartzheim. Edinburgh: Edinburgh University Press, 2019 (forthcoming).

“Introduction” (with Daniel Herbert). *Point of Sale: Analyzing Media Retail*, eds. Daniel Herbert and Derek Johnson. New Brunswick: Rutgers University Press, 2019 (forthcoming).

“Retail Wizardry: Constructing Media Fantasies from the Point of Sale.” *Point of Sale: Analyzing Media Retail*, eds. Daniel Herbert and Derek Johnson. New Brunswick: Rutgers University Press, 2019 (forthcoming).

“*The Toy Box*: Transgenerational Branding.” *How to Watch More TV*, eds. Jason Mittell and Ethan Thompson. New York: New York University Press, 2019 (forthcoming).

“Spin-offs, Crossovers, and World-building ‘Energies.’” *Reading Contemporary Serial Television Universes: A Narrative Ecosystem Framework*, eds. Paola Brembilla and Ilaria A. De Pascalis. New York: Routledge, 2018 (forthcoming). 74-92.

“*LEGO Dimensions*: Licensing.” *How to Play Video Games*, eds. Matt Payne and Nina Huntemann. New York: New York University Press, 2018 (forthcoming).

“Continuity Databases: Complicating the Role of Video Games in Transmedia Storytelling Networks.” *Erzählformen im Computerspiel. Zur Medienmorphologie digitaler Spiele (Narrative Forms in Video Games)*, ed. Jürgen Sorg. Berlin: Auflage, 2018 (forthcoming).

“Spin-offs, Crossovers, and World-building ‘Energies.’” *Reading Contemporary Serial Television Universes: A Narrative Ecosystem Framework*, eds. Paola Brembilla and Ilaria A. De Pascalis. New York: Routledge, 2018 (forthcoming). 74-92.

“Fantagonism, Franchising, and Industry Management of Fan Privilege.” *The Routledge Companion to Media Fandom*, eds. Suzanne Scott and Melissa Click. New York: Routledge, 2018. 395-405.

“Introduction – Pop: Television Guides and Recommendations in a Changing Channel Landscape.” *From Networks to Netflix: A Guide to Changing Channels*, ed. Derek Johnson. New York: Routledge, 2018. 3-22.

“CBS All Access: To Boldly Franchise Where No One Has Subscribed Before.” *From Networks to Netflix: A Guide to Changing Channels*, ed. Derek Johnson. New York: Routledge, 2018. 395-407.

“A&E: From Art to Vice in the Managed Channel Portfolio” (co-author with David Craig). *From Networks to Netflix: A Guide to Changing Channels*, ed. Derek Johnson. New York: Routledge, 2018. 157-166.

“Production.” *Keywords in Media and Cultural Studies*, eds. Jonathan Gray and Laurie Ouellette. New York: New York University Press, 2017. 149-153.

“‘Share Your Universe’: Generation, Gender, and the Future of Marvel Publishing.” *Make Ours Marvel: Media Convergence and a Comics Universe*, ed. Matt Yockey. Austin: University of Texas Press, 2017. 138-163.

“Battleworlds: The Management of Multiplicity in the Media Industries.” *World Building: Transmedia, Fans, Industries*, eds. Marta Boni, Martin Lefebvre, and Marc Steinberg. Amsterdam: Amsterdam University Press, 2017. 129-142.

“How Comic Books Travel: Brick-and-Mortar Stores, Digital Networks, and Global Flows.” *Locating Emerging Media*, eds. Ben Aslinger and Germaine Haleboua. New York: Routledge, 2015. 106-122.

“Chicks with Bricks: Building Creative Identities Across Industrial Design Cultures and Gendered Construction Play.” *LEGO Studies: Examining the Building Blocks of a Transmedial Phenomenon*, ed. Mark Wolf. New York: Routledge, 2014. 81-104.

“Introduction – Discourses, Dispositions, Tactics: Reconceiving Management in Critical Media Industry Studies” (with Derek Kompare and Avi Santo). *Suiting Up: Cultures of Management in the Media Industries*, eds. Derek Johnson, Derek Kompare, and Avi Santo, New York: New York University Press, 2014. 1-23.

“Authorship Up for Grabs: Decentralized Labor, Licensing, and the Management of Collaborative Creativity.” *Wired TV: Laboring Over an Interactive Future*, ed. Denise Mann. New Brunswick: Rutgers University Press, 2014. 32-52.

“Going Backstage: Network Heritage, Industrial Identities, and Reiterated Mediation of *Saturday Night Live*’s Work Worlds.” *Saturday Night Live and American Television*, eds. Ron Becker, Nick Marx, and Matt Sienkiewicz. Bloomington: Indiana University Press, 2013. 130-158.

“Participation is Magic: Collaboration, Authorial Legitimacy, and the Audience Function.” *A Companion to Media Authorship*, ed. Jonathan Gray and Derek Johnson. Malden: Wiley Blackwell Press, 2013. 135-157.

“Introduction: The Problem of Media Authorship” (with Jonathan Gray). *A Companion to Media Authorship*, ed. Jonathan Gray and Derek Johnson. Malden: Wiley Blackwell Press, 2013. 1-19.

“Franchise Histories: Marvel, X-Men, and the Negotiated Process of Expansion.” *Convergence Media History*, ed. Janet Staiger and Sabine Hake. London: Routledge, 2009. 14-23.

“The Fictional Institutions of Lost: World Building, Reality, and the Economic Possibilities of Narrative Divergence.” *Reading Lost: Perspectives on a Hit Television Show*, ed. Roberta Pearson. London: I.B. Tauris, 2008. 29-52.

“Will the Real Wolverine Please Stand Up? Marvel’s Mutation from Monthlies to Movies.” *Film and Comic Books*, eds. Ian Gordon, Mark Jancovich, and Matthew McAllister. Jackson: University Press of Mississippi, 2007. 64-85.

“Fan-tagonism: Factions, Institutions, and Constitutive Hegemonies of Fandom.” *Fandom: Identities and Communities in Mediated Culture*, eds. Jonathan Gray, C. Lee Harrington, and Cornel Sandvoss. New York: New York University Press, 2007. 285-300. Reprinted in *Fandom: Identities and Communities in Mediated Culture*, Second Edition, eds. Jonathan Gray, C. Lee Harrington, and Cornel Sandvoss. New York: New York University Press, 2017. 369-386.

“Spin-offs, Crossovers, and Narrative Theory: Linking Television Series through World-Building ‘Energies’.” *Comparative Research on Television Drama: Between China and America*, ed. Ying Zhu. Shanghai: Shanghai Joint Publishing Company, 2005. 275-314.

Interviews, White Papers, and Selected Short Essays

“Party Like It’s 1999: Another Wave of Network Nostalgia.” *Flow* 21(6), April 21, 2015 (<http://flowtv.org/2015/04/party-like-it%E2%80%99s-1999/>).

“Stasis, Change, and Televisual Comic Book Film Franchising.” *Flow* 21(4), March 1, 2015 (<http://flowtv.org/2015/03/stasis-change-and-televisual-comic-book-film-franchising/>).

“Calling ‘Action’ in the GoldieBlox Franchise.” *Flow* 21(2), November 26, 2014
(<http://flowtv.org/2014/11/calling-action-goldieblox-franchis/>)

“Understanding Media Industries from All Perspectives.” *Industrial Approaches to Media*, University of Nottingham, 2014
(<http://www.nottingham.ac.uk/research/groups/isir/projects/industrial-approaches-to-media/derek-johnson.aspx>).

“After the Industry Turn: Can Production Studies Make an Audience Turn.” *Creative Industries Journal* 7.1 (2014): 50-53.

“Rethinking the ‘Value’ of Entertainment Franchises: An Interview with Derek Johnson.” *Confessions of an Aca-Fan: The Official Weblog of Henry Jenkins*, 2014.
(<http://henryjenkins.org/2014/01/rethinking-the-value-of-entertainment-franchises-an-interview-with-derek-johnson-part-one.html>)

“Scoring Authorship: An Interview with Bear McCreary.” *A Companion to Media Authorship*, eds. Jonathan Gray and Derek Johnson. Malden: Wiley-Blackwell Press, 2013. 391-402.

“We Never Do Anything Alone: An Interview with Kathleen Fitzpatrick” (with Jonathan Gray). *A Companion to Media Authorship*, eds. Jonathan Gray and Derek Johnson. Malden: Wiley-Blackwell Press, 2013. 544-550.

“A History of Transmedia Entertainment.” Web companion to *Spreadable Media: Creating Value in a Networked Culture*, eds. Henry Jenkins, Sam Ford, and Joshua Green. New York: New York University Press, 2013. (<http://spreadablemedia.org/essays/johnson/#.UPIGZ-hvY3Y>)

“Neo-Liberal Politics, Convergence, and the Do-It-Yourself Security of 24.” *Cinema Journal* 51.1 (2011). 149-154.

“Learning to Share: The Relational Logics of Media Franchising.” White paper for MIT Convergence Culture Consortium, 2010.

“Transformers.” White paper for Microsoft Entertainment Platforms, 2010.

“Fantasy, Labor, and the Dunder Mifflin Paper Company: Working for *The Office*.” *In Media Res: A Media Commons Project*, 2009.
(<http://mediacommons.futureofthebook.org/imr/2009/04/29/fantasy-labor-and-dunder-mifflin-paper-company-working-office>)

“The Legend of G.I. Joe...New from Marvel Comics’: The Toy as Comic Book on Television.” *In Media Res: A Media Commons Project*, 2008.
(<http://mediacommons.futureofthebook.org/imr/2008/05/08/legend-gi-joe-new-marvel-comics-toy-comic-book-television>)

“The Essential Recap: Memory, Amnesia, and Anticipation in Serial Television.” *In Media Res: A Media Commons Project*, 2008.

(<http://mediacommons.futureofthebook.org/imr/2007/09/20/the-essential-recap-memory-amnesia-and-anticipation-in-serial-television>)

“Gender and Fan Culture: Round Thirteen” (with Anne Kustritz) *Confessions of an Acafan: The Official Weblog of Henry Jenkins*, 2007.

(http://henryjenkins.org/2007/08/gender_and_fan_culture_round_t_2.html).

“Star Wars Fans, DVD, and Cultural Ownership: An Interview with Will Brooker.” *The Velvet Light Trap: A Critical Journal of Film and Television* 56 (2005). 36-44.

Invited Lectures and Scholarly Presentations

“Competitors at Home, Collaborators Abroad: The International Strategies of US Broadcast Channels and Streaming Services.” Presentation at Screen Industries in East-Central Europe: Online Distribution and Internet TV Conference. Prague, Czech Republic. May 23, 2018.

“Co-Viewing the Future: Transgenerational Marketing in Post-Network Television.” Department of English and Media Studies, Bentley University, Waltham, Massachusetts. April 12, 2018.

“#FranchiseActivism: Intervening in the Future of Creative Industries.” Keynote at Annual Conference on Digital Media Studies, Beijing Normal University, China. August 25, 2016.

“Social Justice Reboot: What’s at Stake in #FranchiseActivism.” Summer Workshop Conference, Yunnan University, Kunming, China. June 23, 2016.

“Producers and Parental Identities in Kids’ Media Industries.” Summer Workshop Conference, Yunnan University, Kunming, China. June 23, 2016.

“From Big Kids to Veteran Moms”: How Adults Claim Childhood Knowledges and Identities in Media Industry Rituals.” Keynote at Conference on Children’s Products and Media: From Design to Circulation, CoCirPE Project, Université Paris 13, May 17, 2016.

“Fixing the Franchise: Strategies and Challenges of Collaboration.” GEMInIS Conference Workshop, Federal University of São Carlos, Brazil. May 15, 2014.

“Meu Herói? As Franquias de Mídia e a Negociação do Compartilhamento do Mundo Ficcional da Marvel.” GEMINiS Conference Keynote, Federal University of São Carlos, Brazil. May 14, 2014.

“My Hero? The Practices and Politics of Sharing Worlds in Marvel’s Media Franchises.” Humanities Collective, University of California, Irvine. May 1, 2014.

“At the Kids’ Table: Children’s Media Industries, Production Hierarchies, and the Audience Function.” Becker Memorial Conference. University of Iowa. Iowa City, Iowa. March 1, 2014.

“Sharing the Superhero: Media Franchising, Industrial Cultures, and the Marvel Entertainment Empire.” Arizona State University, Program in Film and Media Studies. Tempe, Arizona. April 18, 2013.

“Working with a Bad Reputation: Production Culture and the Illegitimacy of Licensed Games.” Games+Learning+Society Conference. Madison, Wisconsin. June 15, 2010.

Refereed Conference Presentations

“Generating the Future: Co-Viewing in Kids’ Television Industries.” International Communication Association Conference. Prague, Czech Republic. May 26, 2018.

“The Magic of Retail: Constructing Media Fantasies at the Point of Sale.” Media Industries: Current Debates and Future Directions. London, England. April 19, 2018.

“Fantasies of the Factory: Media Industries and the Labor of Tourism.” Society for Cinema and Media Studies Conference. Toronto, Ontario. March 14, 2018.

“Share Your Universe: Gender, Generation, and the Future of Marvel Publishing.” San Diego Comic-Con International – Comic Arts Conference. San Diego, California. July 22, 2017.

“Point of Sale: Emphasizing Retail in Critical Media Industry Studies.” Distribution Matters: Media Circulation in Civic Life and Popular Culture. San Diego, California. May 25, 2017.

“Playing All Sides: Media Franchising and the Management of Fantagonism.” International Communication Association Conference. San Diego, California. May 26, 2017.

“Merchandising, Multiplicity, and Management in Media Franchising.” Society for Cinema and Media Studies Conference. Chicago, Illinois. March 25, 2017.

“Managing Mad Men: What’s at Stake in #FranchiseActivism and the Social Justice Reboot.” Console-ing Passions: International Conference on Television, Audio, Video, New Media and Feminism. South Bend, Indiana. June 18, 2016

“‘Share Your Universe’: Gender, Generation, and the Future of Marvel Comics Publishing.” International Communication Association Conference. San Juan, Puerto Rico. May 23, 2015.

“Creating Retail: Amazon Studios and the Open Submission Production of Children’s Television.” International Communication Association Conference. San Juan, Puerto Rico. May 22, 2015.

“Building a ‘Creative Galaxy’: Amazon Studios and the New Cultural Economy of Kids’ Television Production.” Society for Cinema and Media Studies Conference. Montreal, Canada. March 25, 2015.

“The Audience Turn? Toward a More Integrated Production Studies.” Society for Cinema and Media Studies Conference. Seattle, Washington. March 21, 2014.

“Franchise Fans as Disney Princesses: Ashley Eckstein, *HerUniverse*, and Industrial Identities of Digital Entrepreneurship.” Console-ing Passions: International Conference on Television, Audio, Video, New Media and Feminism. Leicester, England. June 23, 2013.

“‘May the Force Be With Katie’: Pink Media Franchising and the Post-Feminist Politics of *HerUniverse*.” International Communication Association Conference. London, England. June 21, 2013.

“Long Distance Game Licensing: The Negotiation of Place in Transnational/Transmedia Labor Networks.” International Communication Association Conference. London, England. June 20, 2013.

“Legitimizing Media Work: Creativity, Disavowal, and Identity in Franchise Formations.” Society for Cinema and Media Studies Conference. Chicago, Illinois. March 8, 2013.

“Management of Culture and Cultures of Management.” National Communication Association Conference. Orlando, Florida. November 18, 2012.

“Constructing Difference Brick by Brick: LEGO, Media Licensing, and Non-Normative Embodiment.” Console-ing Passions: International Conference on Television, Audio, Video, New Media and Feminism. Boston, Massachusetts. July 21, 2012.

“What Community? The Cultural Geography of Licensed Video Game Production.” International Communication Association Conference. New Orleans, Louisiana. May 26, 2012.

“Participation is Magic: Legitimacy, Production Culture, and the Ponies Meme.” Society for Cinema and Media Studies Conference. Boston, Massachusetts. March 23, 2012.

“‘The Force is with You, Katie’: Media Franchising and the Confinement of Girls through Multiplied Production.” National Communication Association Conference. New Orleans, Louisiana. November 18, 2011.

“Feminizing the Franchise: Making Room for Girls through Multiplied Production.” Society for Cinema and Media Studies Conference. New Orleans, Louisiana. March 12, 2011.

“‘Labors of Love’: Experimentations with Licensed Creativity in the Classic Network Era.” On, Archives! A Conference on Media, Theater, and History. Madison, Wisconsin. July 7, 2010.

“New Battlegrounds: Modding Cultural Studies.” Fiske Matters: A Conference on John Fiske’s Continuing Legacy for Cultural Studies. Madison, Wisconsin. 12 June 2010.

“Using Borrowed Worlds: Negotiation of Cultural Authority in Licensed MMOG Design and Play.” Games+Learning+Society Conference. Madison, Wisconsin. June 11, 2010.

“Devaluing and Revaluing Seriality: The Gendered Discourses of Media Franchising.” Console-ing Passions: International Conference on Television, Audio, Video, New Media and Feminism. Eugene, Oregon. April 22, 2010.

“Authorship Up for Grabs: Television Showrunners, Franchises, and the Negotiation of Networked Creativity.” Society for Cinema and Media Studies Conference. Los Angeles, California. March 17, 2010.

“Licensing Brand X: Marvel Entertainment, Raven Software, and the Creative Dynamics of Intellectual Property Tenancy.” Society for Cinema and Media Studies Conference. Philadelphia, Pennsylvania. March 9, 2008.

“Playing with Media Worlds: Integrating the Toy into Screen Histories.” Exploring New Media Worlds: Changing Technologies, Industries, Cultures, and Audiences in Global and Historical Context. College Station, Texas. March 1, 2008.

“Historicizing Franchise Economics: Marvel, *X-Men*, and Transmedia Mutations of Industry Practice.” Media Histories: What are the Issues? Austin, Texas. October 12, 2007.

“Franchises, Convergence, and History: Rethinking Transmedia Theory.” Media in Transition 5: Creativity, Ownership, and Collaboration in the Digital Age. Cambridge, Massachusetts. April 27, 2007.

“Media Convergence, Narrative Divergence: “Lost” in the World of Multiplatform Network Storytelling.” Society for Cinema and Media Studies Conference. Chicago, Illinois. March 10, 2007.

“Broadcasting Systems, Quality, and Cultural Categorization: Towards a Transnational Comprehension of Cult Television.” Console-ing Passions: International Conference on Television, Audio, Video, New Media and Feminism. Milwaukee, Wisconsin. May 26, 2006.

“Story World, Cultural Citizenship, and the Public Sphere: Fan Navigation of Institutional Spaces in *24*.” Society for Cinema and Media Studies Conference. Vancouver, British Columbia. March 2, 2006.

“Constructing Shared Narrative Universes: Spin-Offs, Crossovers, and the Tools of Hyperdiegetic World-Building.” Society for Cinema and Media Studies Conference. London, England. April 2, 2005.

“Buffy vs. The Evil Trio: Defining, Defusing, and Defeating the Fan.” Console-ing Passions: International Conference on Television, Audio, Video, New Media and Feminism. New Orleans, Louisiana. June 1, 2004.

Roundtables and Workshops

“The Logic of the Franchise: Managing Media Content in the Digital Economy” – Panel Respondent. Society for Cinema and Media Studies Conference. Montreal, Canada. March 27, 2015.

“Hate is a Strong Word: Disciplinary and Distaste” (with Max Dawson, Melissa Lick, Michael Newman, Melissa Zimdars, and Amber Watts). Society for Cinema and Media Studies Conference. Boston, Massachusetts. March 24, 2012

“Designing Transmedia Worlds” (with David Brisbin, Danny Bilson, R. Eric Lieb, Laeta Kalogridis, and Louisa Stein). Transmedia, Hollywood: S/Telling the Story. Los Angeles, California. March 16, 2010.

“Managing Media Production in the Age of Convergence” (with Ben Aslinger, Micky Lee, Peter Ailunas, Brett Boessen, MJ Robinson, and Erin Hill). Flow Conference. Austin, Texas. October 1, 2010.

“Producing Transmedia Experiences: Stories in a Cross-Platform World” (with Brian Clark, Mike Monello, Victoria Jaye, Patricia Handschlegel). Futures of Entertainment. Cambridge, Massachusetts. November 20, 2009.

“Media Industries and Media Studies” (with Kyle Barnett, Derek Kompare, Brendan Kredell, Kimberly Owczarski, and Alisa Perren). Flow Conference. Austin, Texas. October 10, 2008.

“Contextualizing Current Changes” (with Henry Jenkins, Michele Hilmes, Michael Kackman, and Susan Murray). Unboxing Television. Cambridge, Massachusetts. November 18, 2007.

“Watching Television Off-Television” (with Will Brooker, Daniel Chamberlain, Jonathan Gray, Joel Greenberg, Henry Jenkins, and Jason Mittell). Flow Conference. Austin, Texas. October 27, 2006.

Honors, Grants, and Awards

Vilas Mid-Career Travel Fellowship. Office of the Provost and Vice Chancellor for Academic Affairs, University of Wisconsin-Madison. November 2015.

Outstanding Young Scholar Award. International Communication Association. Popular Communication Division. January 2015.

Research Grant, Faculty Fall Research Competition. The Graduate School of the University of Wisconsin-Madison. December 2016, December 2014, December 2013, December 2012.

Supplemental Travel Award. College of Letters & Science. The Graduate School of the University of Wisconsin-Madison. February 2012, February 2014, February 2016, February 2018.

International Travel Award. College of Letters & Science. University of Wisconsin-Madison. February 2013, February 2018.

Subvention for Books in the Humanities. The Graduate School of the University of Wisconsin-Madison. December 2011.

Faculty Fellow. Academy of Television Arts & Sciences, Los Angeles. November 2011.

Junior Faculty Summer Research Fellowship. College of Arts & Sciences. University of North Texas. February 2010.

Research Initiation Grant. College of Arts & Sciences. University of North Texas. December 2009.

Courses Taught

Department of Communication Arts; University of Wisconsin-Madison

CA 351: Television Industries – Fall 2011, Spring 2012, Fall 2012, Fall 2013, Spring 2014, Fall 2014, Spring 2015, Fall 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2018

CA 540: Television Genres (“Superhero TV, Culture, and Power”) – Fall 2016

CA 540: Television Genres (“Science Fiction”) – Summer 2014

CA 547: Digital Game Cultures – Spring 2012, Spring 2014, Fall 2015, Spring 2017, Summer 2017

CA 557: Contemporary Media Industries – Fall 2014, Summer 2015

CA 613: Special Topics in Radio-Television-Film (“Franchising in the Media Industries”) – Fall 2011

CA 950: Seminar in Radio-Television-Film (“Production Cultures”) – Fall 2012

CA 950: Seminar in Radio-Television-Film (“Cultural Studies of Kids’ Media”) – Fall 2013

CA 950: Seminar in Radio-Television-Film (“Culture Industries”) – Spring 2015, Fall 2018

CA 950: Seminar in Radio-Television-Film (“Applying Cultural Theory”) – Spring 2016

Department of Radio, Television, and Film; University of North Texas

RTVF 3610: Film and Television Analysis – Fall 2010, Spring 2011

RTVF 4120/5410: US Television History – Spring 2010

RTVF 4410: Media Studies Topics (“Television Cultures”) – Fall 2009

RTVF 4410/5515: Media Studies Topics (“Video Game Theory, Design, and Culture”) – Fall 2009, Fall 2010

RTVF 4410/5515: Media Studies Topics (“Serial Entertainment Media”) – Summer 2010

RTVF 5400: New Media Theory – Spring 2010, Spring 2011.

Supervision of Completed Theses and Dissertations

Department of Communication Arts; University of Wisconsin – Madison

Advisor, PhD Dissertation

Zolides, Andrew. “Cult of Personalities: The Influence Economy of Digital Culture.” August 2017.

Vesey, Alyx. “A Synchronous Process: Musicians’ Labor and Identity and Television Industry Practice.” August 2016.

Committee Member, PhD Dissertation

Diaz Pino, Camilo. “At the Center of the Periphery: Remediating Anime to and through Mexico City.” July 2018.

Miller, Taylor. “Syndicated Queerness: Television Talk Shows, Rerun Syndication, and the Serials of Norman Lear.” August 2017.

Cwynar, Chris. “Waves of Renewal: English-Language North American Public Service Radio from Television to new Media.” December 2016.

Patterson, Eleanor. “Radio Redux: The Persistence of Soundwork in the Post-Network Era.” July 2016.

Murray, Sarah. “Get Smarter: The Wearables, Carriables, and Shareables of Digital Self-Actualization.” July 2016.

McNutt, Myles. “Location, Relocation, Dislocation: Television’s Spatial Capital.” June 2015.

Elkins, Evan. “Regional Lockout: Geographic Restrictions, Digital Entertainment Platforms, and Global Cultural Difference.” May 2015.

Hughes, Kit. “Corporate Channels: How American Business and Industry Made Television Useful.” April 2015.

Hunting, Kyra. “Genre’s Disciplining Discourses: Cultural Differences and Contemporary Genre Television.” May 2014.

Marx, Nick. “From Bits to Bytes: Sketch Comedy in the Multi-Channel and Digital Convergence Era.” May 2012.

Copple Smith, Erin. “Cross-Promotion at Cross Purposes: Media Conglomerates and the Logics of Synergy.” May 2012.

Department of Curriculum and Instruction; University of Wisconsin – Madison

Committee Member, PhD Dissertation

Ochsner, Amanda. “Reasons Why and Reasons to Be: Investigating Women’s Pathways in Games.” May 2015.

Department of Radio-Television-Film; University of Texas at Austin

Committee Member, PhD Dissertation

Felschow, Laura. “Wonder Women: Gender and Production in the Superhero Genre.” August 2018.

Department of Afro-American Studies; University of Wisconsin – Madison

Committee Member, MA Capstone Project

Whitney, Todd. “Welcome to Based Jam Nothing Like Space Jam: Lil B, Trendsetters and Tastemakers, the Internet.” May 2013.

Department of Radio, Television, and Film; University of North Texas

Chair, MA Thesis

Battin, Justin. “Attracted to the Medium: An Analysis of Social Behaviors, Advertising, and Youth Culture in the Emerging Mobile Era.” August 2009 – August 2011.

Member, MA Thesis Committee

Valentine, Aimee. “Uses and Gratifications of Facebook Members 35 Years and Older.” August 2011.

Dyer, Caitlin. “Reality Television: Using Para-Social Relationship Theory and Economic Theory to Define the Success of Network Reality Programming.” December 2010.

Service

Institutional (University of Wisconsin – Madison)

Arts & Humanities Divisional Committee. College of Letters & Sciences. September 2018 – Present.

Executive Committee. Department of Communication Arts. September 2015 – Present.

Undergraduate Committee. Department of Communication Arts. September 2011 – August 2012, January 2013 – August 2017, September 2018 – Present.

Graduate Committee. Department of Communication Arts. September 2015 – August 2016, September 2018 – Present.

Promotion and Tenure Committee. Department of Communication Arts. September 2015 – August 2017, September 2018 – Present.

Strategic Planning and Advancement Committee. Department of Communication Arts. September 2018 – Present.

Faculty Advisor. *The Velvet Light Trap: A Critical Journal of Film and Television*. Department of Communication Arts. September 2011 – Present.

Faculty Co-Advisor. Country Music Association Student Organization. August 2014 – Present.

Faculty Senate Alternate. Department of Communication Arts. September 2011 – August 2017.

Mellon Postdoctoral Fellowship Selection Committee. Institute for Research in the Humanities. August 2016 – February 2017.

Faculty Affiliate. Games+Learning+Society Research Center. September 2011 – February 2017.

Budget Committee. Department of Communication Arts. September 2015 – August 2016.

Human Subjects Research Committee. Department of Communication Arts. September 2014 – August 2016.

Area Point Person, Media and Cultural Studies. Department of Communication Arts. September 2014 – August 2016.

Faculty Advisor. *Antenna: Responses to Media and Culture* (<http://blog.commarts.wisc.edu>), Department of Communication Arts. January 2012 – May 2012, January 2013 – February 2015.

Awards Committee. Department of Communication Arts. September 2015 – November 2015.

Digital Committee. Department of Communication Arts. September 2014 – August 2015.

Website Committee. Department of Communication Arts. September 2011 – August 2012.

Comprehensive Examination Committee Chair. Department of Communication Arts. May 2012, May 2014.

Faculty Participant, LGBTQ Studies Faculty Development Seminar. Institute for Research in the Humanities/Center for the Humanities. September 2011 – November 2011.

Media, Identity, and Representation Faculty Search Committee. Department of Communication Arts. October 2011 – February 2012.

Media Studies Panelist. Student Screening of *Miss Representation*. School of Engineering. January 2012.

Faculty Workshop and Breakout Session Leader. *Midwest Winter Workshop* Graduate Conference. Department of Communication Arts. January 2012.

Submission Reviewer. *Games+Learning+Society Conference*. March 2012, February 2013.

Speakers Committee. Department of Communication Arts. September 2012 – May 2013.

Institutional (University of North Texas)

Undergraduate Curriculum Committee. Department of Radio, Television, and Film. September 2009 – May 2011.

Awards and Events Committee. Department of Radio, Television, and Film. September 2009 – May 2011.

Ph.D. Exploratory Committee. Department of Radio, Television, and Film. September 2010 – May 2011.

Exploratory/Executive Committee, Comic Studies Undergraduate Minor and Research Symposium. Center for the Study of Interdisciplinarity. October 2010 – January 2011.

Professional

Editorial Board. *Communication, Culture and Critique*. February 2017 – Present.

Review Board. *Transformative Works and Culture* (<http://journal.transformativeworks.org>).
November 2007 – Present.

Consulting Researcher/Fellow. Convergence Culture Consortium / Futures of Entertainment.
March 2008 – Present.

Co-Chair. Media Industries Scholarly Interest Group. Society for Cinema and Media Studies.
December 2014 – June 2018.

Conference Advisory Board. Media Industries: Current Debates and Future Directions. March
2016 – April 2018.

Conference Convener/Organizer. Changing Channels in Global Media Industries. Madison,
Wisconsin. March 2017.

Expert Advisor/Consultant. AP Capstone Research, Christopher Columbus High School.
Miami, Florida. November 2017 – April 2018.

Book Manuscript Reviewer. Duke University Press. August 2018.

Book Manuscript Reviewer. Wallflower/Columbia University Press. August 2018.

Book Manuscript Reviewer. Routledge. May 2012, November 2014, December 2014, February
2015, March 2015, May 2017, March 2018, July 2018.

Book Manuscript Reviewer. University of Iowa Press. November 2017.

Book Manuscript Reviewer. Rutgers University Press. February 2017.

Book Manuscript Reviewer. University of California Press. September 2016.

Book Manuscript Reviewer. Palgrave Macmillan. August 2013, October 2014, January 2015,
September 2015, March 2016.

Book Manuscript Reviewer. New York University Press. July 2013, February 2014, July 2014,
December 2014, November 2015.

Book Manuscript Reviewer. University of Michigan Press. September 2014.

Book Manuscript Reviewer. University of Indiana Press. September 2012.

- Book Manuscript Reviewer. Continuum Publishing. August 2011, September 2012.
- Book Manuscript Reviewer. University Press of Mississippi. April 2011
- Book Manuscript Reviewer. University Press of Kentucky. November 2009.
- Submission Reviewer. *Critical Studies in Media Communication*. March 2017, July 2018.
- Submission Reviewer. *Feminist Media Studies*. November 2017.
- Submission Reviewer. *Popular Communication: The International Journal of Media and Culture*. Taylor & Francis. June 2008, May 2012, October 2012, May 2013, June 2013, April 2014, October 2014, December 2016.
- Submission Reviewer. *Cinema Journal*. University of Texas Press. June 2010, June 2012, September 2012, November 2013, December 2013, June 2016.
- Submission Reviewer. *Television and New Media*. Sage Publications. May 2011, July 2011, February 2013, February 2016.
- Submission Reviewer. *Media Industries Journal*. April 2015.
- Submission Reviewer. *The Information Society*. January 2015.
- Submission Reviewer. *International Journal of Cultural Studies*. Sage Publications. October 2012, March 2014.
- Submission Reviewer. *Media, Culture & Society*. November 2013.
- Submission Reviewer. *Creative Industries Journal*. Intellect. August 2013.
- Submission Reviewer. *International Journal of Communication*. USC Annenberg Press. July 2013.
- Submission Reviewer. *International Journal of Learning and Media*. MIT Press. November 2012.
- Submission Reviewer. *Journal of Broadcasting and Electronic Media*. Taylor & Francis. March 2012. Submission Reviewer. *Celebrity Studies*. Taylor & Francis. June 2011.
- Conference Submission Reviewer. *International Communication Association Conference*. December 2011, December 2012.
- Editorial Council. *GEMInIS* electronic journal. Program in Image and Sound, Federal University of São Carlos, Brazil. October 2010 – May 2014.

Content Expert. Microsoft Entertainment Platforms. June – July 2010.

Conference Committee Member. *Fiske Matters: John Fiske's Continuing Legacy for Cultural Studies*. Madison, Wisconsin. May 2009 – June 2010.

Professional Memberships

Society for Cinema and Media Studies. (Television Studies, Media Industries, Video Game Studies, and Comics Studies Scholarly Interest Groups). January 2005 – Present.

International Communication Association. January 2012 – August 2013, September 2014 - Present.

Higher Education Video Game Alliance. March 2016 – Present.

National Communication Association. August 2011 – August 2013.