

Lesley Willard

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Research Interests

- digital media
- media industries
- platform studies
- labor & work studies
- television studies
- audience & fan studies

Education

Ph.D. in Media Studies 2020

University of Texas at Austin (Austin, TX)

Radio-Television-Film

- *Dissertation*: From Hobby to Side Hustle: Fan Artist Professionalization in the Post-Network Era
- *Committee*: Suzanne Scott (chair), Alisa Perren, Kathy Fuller-Seeley, Justin Wyatt

M.A. in Communication 2014

Westminster College (Salt Lake City, UT)

Academic Appointments

Teaching Positions

Lecturer/Visiting Assistant Professor, <i>UT Austin</i> (Austin, TX)	2020 – 2021
Assistant Instructor/Teaching Assistant, <i>UT Austin</i> (Austin, TX)	2015 – 2019
Adjunct Instructor, <i>Salt Lake Community College</i> (Salt Lake City, UT)	2014 – 2017

Research Positions

Assistant Director, Center for Entertainment & Media Industries, <i>UT Austin</i> (Austin, TX)	2020 – 2021
Research Fellow, Center for Entertainment & Media Industries, <i>UT Austin</i> (Austin, TX)	2019 – 2021
Research Assistant, Computational Media Lab, <i>UT Austin</i> (Austin, TX)	2017 – 2018

Publications

Journal Articles & Book Chapters

Willard, Lesley. “Tumblr, XKit, and the XKit Guy: Toward an Extended Platform Ecology.” <i>A Tumblr Book: Platform and Cultures</i> , edited by Allison McCracken, Alex Cho, Louisa Stein, and Indira Neill, University of Michigan P, 2020.	11/2020
Willard, Lesley. “From Co-Optation to Commission: The Development of Fannish Literacy through <i>Teen Wolf</i> ’s Tumblr Promotional Campaigns.” <i>Transformative Works & Cultures</i> , vol. 25, no. 1, 2017, doi.org/10.3983/twc.2017.0894.	09/2017

Book Reviews

Willard, Lesley. “ <i>Fans & Fan Cultures: Tourism, Consumerism and Social Media</i> written by Henrik & Sara Linden.” <i>Transformative Works and Cultures</i> , vol. 33, no. 1.	06/2020
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Willard, Lesley. "Promotional Screen Industries written by Paul Grainge and Catherine Johnson." <i>Critical Studies in Television</i> , vol. 12, no. 3, 2017, pp. 311-13.	09/2017
Willard, Lesley. "The Fan Fiction Studies Reader edited by Karen Hellekson and Kristina Busse." <i>The Velvet Light Trap</i> , vol. 79, 2017, pp. 139-141.	04/2017

Online Publications

Willard, Lesley. " Avengers Art Contest: Professionalizing Fans or Fanning Professionals? " <i>Blockbuster Reflexivity</i> , special issue of <i>In Media Res</i> , edited by Jayson Quearry.	09/2016
Willard, Lesley. " Tumblr's GIF Economy: The Promotional Function of Industrially Gifted Gifsets. " <i>Flow: A Critical Forum on Television and Media Culture</i> , vol. 22.	07/2016

Manuscripts in Progress

Cronin, Kate, Lesley Willard, and Alisa Perren. <i>Work in Progress: Negotiating Work in the Contemporary Media Industries</i> . Routledge. Anticipated delivery 2022.	Under Contract
Willard, Lesley. "Precarity and Professionalization: A Restorative and Responsive Approach to Media Labor." <i>Feminist Media Histories</i> , vol. 7, no. 3, 2021.	In Progress
Scott, Suzanne and Lesley Willard. "Mixed Methods: Fannish Ethics, Industrial Agents, and Responsible Research Design." <i>Fan Studies: Methods, Research, Ethics</i> , edited by Paul Booth and Rebecca Williams, University of Iowa P.	In Progress
Willard, Lesley. "Fan Cultures." <i>The Cambridge History of American Popular Culture</i> , vol. 2, edited by Nick Heffernan, Cambridge University P, 2021.	In Progress

Teaching Experience

Instructor of Record

University of Texas at Austin (Austin, TX)

- RTF 331P Digital Media Promotion (Spring 2021)
F2F, upper division, major & non-major, 35 students
- RTF 321C History of Television (Spring 2021)
F2F, upper division, major & non-major, 35 students
- RTF 330L/330N/178 Internship in Media Industries (Fall 2020, Spring 2021)
F2F, upper division, major & non-major, 50 students
- RTF 331P Video Game Industry (Fall 2020)
F2F, upper division, major & non-major, 35 students
- RTF 331P Digital Media Platforms (Fall 2020)
F2F, upper division, major & non-major, 35 students
- RTF 308 Development of Film and Media (Fall 2017, Spring 2018)
F2F, lower division, RTF major, 65 students

Osher Lifelong Learning Institute (Austin, TX)

- Brought to You By: The History of U.S. Broadcasting (Spring 2020)
Online, 6-week lecture series, 150 students
- Off to the Movies: The History of U.S. Film Exhibition & Promotion (Winter 2019, Spring 2019)
F2F, 6-week lecture series, 150 students

Salt Lake Community College (Salt Lake City, UT)

- ENGL 2100 Technical Writing (Fall 2014, Summer 2016, Summer 2017)
Online, lower division, non-major, 30 students
- ENGL 2100 Technical Writing (Spring 2015)
F2F, lower division, non-major, 30 students

Teaching Assistant

University of Texas at Austin (Austin, TX)

- RTF 306 Introduction to World Cinema History (Spring 2019)
Online, lower division, non-major, 50 students
- RTF 347P Business of Hollywood (Fall 2018)
F2F, upper division, RTF major, 40 students + MIC Speaker Series coordination
- RTF 331M Digital Remix Cultures (Spring 2017)
F2F, upper division, RTF major, 15 students + digital skills lab
- RTF 308 Development of Film and Media (Fall 2015, Spring 2016, Fall 2016)
F2F, lower division, RTF major, 60 students + 2 discussion sections

Presentations

Conference Presentations

Get Hype: The Problem of Promotion in Contemporary U.S. Television <i>Society of Cinema and Media Studies (SCMS)</i> — Cancelled due to COVID-19	04/03/2020
The Perils & Power of Fan (Artist) Professionalization <i>Fan Studies Network—North America (FSN-NA)</i>	10/26/2019
<i>Watchers on the Wall: Surveillance, Spoiler Culture, and the Fanopticon</i> <i>Society of Cinema and Media Studies (SCMS)</i>	03/16/2019
Levels of Listening: Studying Podcasts and/as Fandom <i>Fan Studies Network—North America (FSN-NA)</i>	10/26/2018
#FanArtFriday: A Case for the Importance of Data & Mixed Methods in Fan Studies <i>Society of Cinema and Media Studies (SCMS)</i>	03/18/2018
You Test It, You Buy It: The Materiality of On-Site Video Game Promotion <i>Society of Cinema and Media Studies (SCMS) Seminar</i>	03/18/2018
The Known Unknown: Theorizing Anonymous and Pseudonymous Celebrity <i>Stardom, Celebrity and Fandom Conference (TCU)</i>	11/10/2017
The Promotional Precariat: Gender, Gifsets, and Affective Labor on Tumblr <i>Console-ing Passions (CP)</i>	07/29/2017
Fandom as Brand Maintenance: Marvel's Use of Fan Promotional Campaigns <i>Circuits of Cinema: Histories of Movie and Media Distribution (HoMER)</i>	06/23/2017
Equality or Erasure? Representations of Race in <i>Teen Wolf's</i> Utopian Paradigm <i>Popular Culture Association (PCA)</i>	04/01/2015

Rhetoric, Representation, and the Visual Display of Religion <i>National Communication Association (NCA)</i>	11/20/2014
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Guest Lectures

“Tits & Tumblr: Queer Identities, Content Moderation, and Algorithms of Oppression” <i>RTF 301 Sex and Romance on Screen (Hanson)</i>	11/07/2019
“Time’s Up: Gender and Work in the U.S. Media Industries” <i>RTF 303 Introduction to the Media & Entertainment Industries (Skouras)</i>	10/16/2019
“The Industrialization of Audience and Fandom” <i>RTF 347P: The Business of Hollywood (Perren)</i>	12/05/2018
“Fan/Producer Dynamics: A Brief History of Media Fan Engagement” <i>RTF 308 Development of Film and Media (Piper; Dickey)</i>	12/05/2017
“Fan/Producer Dynamics: A Brief History of Media Fan Engagement” <i>RTF 308 Development of Film and Media (Fuller-Seeley)</i>	05/01/2017
“Tracing the Industrial Convergence of Video Games (1970-2015)” <i>RTF 308 Development of Film and Media (Fuller-Seeley)</i>	10/26/2016
“Introduction to Infographics: Research, Ethics, and Design” <i>COMM 300NN Infographics in Popular Media (Newbold)</i>	05/05/2014

Media Appearances

“Episode 1: Suzanne Scott & Lesley Willard.” <i>It’s a Thing! Fan Studies Podcast</i> , hosted by Lori Morimoto. Sept. 16, 2019. Listen here.	09/2019
“ <i>Game of Thrones</i> ’ Cultural Phenomenon Comes to an End.” <i>The Daily Texan</i> , written by Kendall Tietz. April 19, 2019. Read here.	04/2019

Awards, Fellowships, & Certificates

Awards

RTF Department Outstanding Service to the Department (<i>UT Austin</i>)	2019
Fan and Audience Studies SIG Travel Award (<i>SCMS</i>)	2019
RTF Media Studies Conference Travel Scholarship (<i>UT Austin</i>)	2019
RTF Department Outstanding Service to the Field (<i>UT Austin</i>)	2018
William S. Livingston Outstanding Graduate Student Teaching Assistant (<i>UT Austin</i>)	2017
RTF Department Outstanding Teaching Assistant (<i>UT Austin</i>)	2016

Fellowships

University Graduate Continuing Fellowship (\$30,000) (<i>UT Austin</i>)	2019 – 2020
Moody College Doctoral Fellowship (\$3,000) (<i>UT Austin</i>)	2015 – 2019

Certificates

Inclusive Classrooms Certificate (<i>UT Austin</i>)	2018
Peer Mentorship Certificate (<i>UT Austin</i>)	2018

Academic Service

Conference Coordination

Fan Studies Network—North America	
– Founder & Organizer	2017 – 2020
Flow Conference	
– Coordinator; Programming Committee	2017 – 2018
– Coordinator; Programming Committee	2015 – 2016
Women & Gender Studies Emerging Scholarship Conference	
– Programming Committee Member	2015 – 2016

Journal Editing

<i>The Velvet Light Trap: A Critical Journal of Film and Television</i>	
– Lead Coordinating Editor (Issue #87)	2019 – 2020
– Shepherd Editor (Issue #85)	2018 – 2019
– Submissions Editor (Issue #83)	2017 – 2018
<i>Big Data & Society</i>	
– Assistant Editor	2017 – 2018
<i>Flow: A Critical Forum on Television and Media Culture</i>	
– Managing Editor	2017 – 2018
– Senior Editor	2016 – 2017
– Column Editor	2015 – 2016

Service to Field

Fan Studies Network—North America	
– Mentor Network Founder & Coordinator	2018 – 2020
SCMS Fan and Audience Studies	
– SIG Mentorship Program	2018 – 2020
– SIG Graduate Student Representative	2017 – 2018

Service to University

Technology Enhanced Education Oversight Committee	
– GSA Representative	2019 – 2020
President's Advisory Council on LGBTQ+ Initiatives	
– GSA Representative	2019 – 2020
LGBTQ+ Access, Equity, and Inclusion (Q+AEI) Faculty Council	
– Ex-Officio Member	2019 – 2020
UT Queer Media Screening Series	
– Co-Founder & Coordinator	2018 – 2020
UT Queer Graduate Student Alliance (QGSA)	
– Agency Director	2019 – 2020

– Agency Member	2018 – 2019
UT Graduate Student Assembly (GSA)	
– Leadership Team	2019 – 2020
– RTF Representative	2018 – 2019
Service to Department	
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RTF Graduate Peer Mentorship Program	
– Founder & Organizer	2018 – 2019
– PhD Student Mentor	2018 – 2019
Moody College Self Studies (RTF, Journalism)	
– Project Coordinator & Consultant	2018 – 2019
Media Industries Conversations (MIC) Series	
– Coordinating Assistant & Guest Relations	2018 – 2020
RTF Graduate Student Organization	
– Student Body Representative	2016 – 2018
Undergraduate Core Curriculum Committee	
– RTF 308 Lead TA/AI Contributor	2016 – 2018

Professional Experience

Academic Administration

Senior Administrative Assistant to the Dean <i>Westminster College</i> (Salt Lake City, UT)	2012 – 2015
Director of Compliance (Accreditation) <i>Independence University</i> (Salt Lake City, UT)	2011 – 2012
Associate Director of Education <i>Independence University</i> (Salt Lake City, UT)	2010 – 2011
Academic Advisor <i>Independence University</i> (Salt Lake City, UT)	2008 – 2010

Practical Experience

Communications Consultant; Web & Graphic Designer (<i>Freelance</i>)	2013 – 2015
– Child and Family Empowerment Services	
– Allergy & Asthma Consultants, LLC	
– Westminster College	
– Utah Non-Profit Association	
– Samba Fogo	