

Alisa H. Perren, Ph.D.

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 Moody College of Communication
 University of Texas at Austin
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ACADEMIC APPOINTMENTS

University of Texas at Austin

Professor, Radio-TV-Film Department, 2022-
 Associate Professor, Radio-TV-Film Department, 2013-
 Co-Director, Center for Entertainment and Media Industries, 2020-

Georgia State University, Atlanta, GA

Associate Professor, Department of Communication, 2011-2013
 Assistant Professor, Department of Communication, 2005-2011

Northeastern University, Boston, MA

Visiting Assistant Professor, Department of Communication Studies, 2004-2005

EDUCATION

University of Texas at Austin

Ph.D., Radio-TV-Film, 2004
 M.A., Radio-TV-Film, 1998

University of California, Los Angeles

B.A., English with American Studies specialization, 1995

PUBLICATIONS

Books

Perren, Alisa and Gregory Steirer. *The American Comic Book Industry and Hollywood*. London: British Film Institute/Bloomsbury, 2021, 264 pages. Part of the International Screen Industries series edited by Michael Curtin and Paul McDonald.

Perren, Alisa. *Indie, Inc.: Miramax and the Transformation of Hollywood in the 1990s*. Austin, TX: University of Texas Press, 2012, 320 pages.

- Winner of the 2013 Southwest/Texas Popular Culture and American Culture Association's Peter C. Rollins Book Award for Film/Television Studies.

Holt, Jennifer and **Alisa Perren**, eds. *Media Industries: History, Theory, and Method*. Malden, MA: Wiley-Blackwell, 2009, 296 pages.

Edited Journal Issues

Arsenault, Amelia and **Alisa Perren**. *Media Industries* 4, no. 1 (Double Issue; Spring 2017).

Arsenault, Amelia and **Alisa Perren**. *Media Industries* 1, no. 1-3 (Spring 2014; Fall 2014; Spring 2015). With the *Media Industries* Editorial Collective.

- Reprinted volume 1 (no. 1-3) as an edited book titled *Media Industries: Perspectives on an Evolving Field*. San Bernardino, CA: CreateSpace Independent Publishing, 2016, 354 pages.

Journal Articles

Perren, Alisa. "From Dawn Till Dusk: El Rey Network and the Evolution of Cable Television in the 2010s." *Texas Studies in Language and Literature* 63, no. 2 (summer 2021): 213-232.

Perren, Alisa and Thomas Schatz. "Theorizing Television's Writer-Producer: Re-viewing *The Producer's Medium*." *Television & New Media* 16, no. 1 (January 2015): 86-93.

Perren, Alisa. "Rethinking Distribution for the Future of Media Industry Studies." *Cinema Journal* 52, no. 3 (Spring 2013): 165-171.

Perren, Alisa. "In Conversation: Creativity in the Contemporary Cable Industry." *Cinema Journal* 50, no. 2 (Winter 2010-11): 132-138.

Perren, Alisa. "Business as Unusual: Conglomerate-Sized Challenges for Film and Television in the Digital Arena." *Journal of Popular Film and Television* 38, no. 2 (Summer 2010): 72-78.

Perren, Alisa. "A Big Fat Indie Success Story? Press Discourses Surrounding the Making and Marketing of a 'Hollywood' Movie." *Journal of Film and Video* 56, no. 2 (Summer 2004): 18-31.

Perren, Alisa. "*sex, lies* and marketing: Miramax and the Development of the 'Quality Indie' Blockbuster." *Film Quarterly* 54, no. 2 (Winter 2001-2002): 30-39.

- Reprinted as a book chapter in *Hollywood: Critical Concepts in Media and Cultural Studies*, edited by Thomas Schatz, 1: 380-393. London: Routledge, 2003.

Book Chapters

Perren, Alisa. "Same Word, Different Medium: The Rise of Indie TV in the 2000s." In *Indie TV: Industry, Aesthetics, and Medium Specificity*, edited by James Lyons and Yannis Tzioumakis. New York: Routledge, in press. (Anticipated publication date: December 2022.)

Perren, Alisa. "El Rey: Latino Indie Auteur as Channel Identity." In *From Networks to Netflix: A Guide to Changing Channels* (2nd edition), edited by Derek Johnson, 185-198. New York: Routledge, 2022.

Steirer, Greg and **Alisa Perren**. “An Industry of Its Own? Approaching the American Comic Book Industry.” In *The Routledge Companion to Media Industries*, edited by Paul McDonald. 153-161. New York: Routledge, 2021.

Perren, Alisa. “Reassessing the ‘Space in Between’: Distribution Studies in Transition.” In *Digital Media Distribution: Portals, Platforms, Pipelines*, edited by Paul McDonald, Timothy Havens, and Courtney Brannon Donoghue. 67-86. New York: NYU Press, 2021.

Holt, Jennifer and **Alisa Perren**. “Media Industries: A Decade in Review.” In *Making Media: Production, Practices, and Professions*, edited by Mark Deuze and Mirjam Prenger, 31-44. Amsterdam: Amsterdam University Press, 2019.

Perren, Alisa. “El Rey: Latino Indie Auteur as Channel Identity.” In *From Networks to Netflix: A Guide to Changing Channels*, edited by Derek Johnson, 229-241. New York: Routledge, 2018.

Perren, Alisa and *Laura Felschow*. “The Bigger Picture: Drawing Intersections Between Comics, Fan, and Industry Studies.” In *The Routledge Companion to Media Fandom*, edited by Melissa Click and Suzanne Scott, 309-318. New York, Routledge, 2018.

Perren, Alisa. “Foreward: Media Industry Studies in Practice.” In *Industrial Approaches to Media: A Methodological Gateway to Industry Studies*, edited by Matthew Freeman, v-x. London: Palgrave MacMillan, 2016.

Perren, Alisa. “The Trick of the Trades: Media Industry Studies and the American Comic Book Industry.” In *Production Studies, The Sequel!: Cultural Studies of the Global Media Industries*, edited by Miranda Banks, Bridget Conor, and Vicki Mayer, 227-237. New York: Routledge, 2015.

Perren, Alisa. “Last Indie Standing: The Special Case of Lionsgate in the New Millennium.” In *American Independent Cinema: indie, indiewood, and beyond*, edited by Geoff King, Claire Malloy, and Yannis Tzioumakis, 108-120. New York: Routledge, 2013.

Perren, Alisa and *Karen Petruska*. “Big Hollywood, Small Screens.” In *Moving Data: The iPhone and the Future of Media*, edited by Pelle Snickers and Patrick Vonderau, 104-123. New York: Columbia University Press, 2012.

Perren, Alisa. “Producing Filmed Entertainment.” In *Managing Media Work*, edited by Mark Deuze, 155-164. Thousand Oaks: SAGE, 2010.

Perren, Alisa. “What Ever Happened to the Movie of the Week? (The Shocking True Story of How Made-for-TV Movies Disappeared from the Broadcast Networks in the New Millennium).” In *Convergence Media History*, edited by Janet Staiger and Sabine Hake, 161-170. New York: Routledge, 2009.

Holt, Jennifer and **Alisa Perren**. "Introduction: Does the World Really Need One More Field of Study?" In *Media Industries: History, Theory, and Method*, edited by Jennifer Holt and Alisa Perren, 1-16. Malden, MA: Wiley-Blackwell, 2009. Also co-authored four section introductions.

Schatz, Thomas and **Alisa Perren**. "Hollywood." In *SAGE Handbook of Media Studies*, edited by John Downing, Denis McQuail, Philip Schlesinger, and Ellen Wartella, 495-516. Thousand Oaks: SAGE, 2004.

Perren, Alisa. "New U.S. Networks in the 1990s." In *The Television History Book*, edited by Michele Hilmes, 107-112. London: BFI, 2003.

Encyclopedia Entries

Perren, Alisa. "Garth Ancier." In *Encyclopedia of Television*, edited by Horace Newcomb, 1:109–11. New York, New York: Fitzroy Dearborn, 2005.

Perren, Alisa. "Barry Diller." In *Encyclopedia of Television*, edited by Horace Newcomb, 2:708–711. New York, New York: Fitzroy Dearborn, 2005.

Perren, Alisa. "Jamie Kellner." In *Encyclopedia of Television*, edited by Horace Newcomb, 2:1243–1245. New York, New York: Fitzroy Dearborn, 2005.

Other Publications (non-refereed; invited contributor)

Roundtable participant, "Distribution in the Streaming Era." *The Velvet Light Trap* 90 (Fall 2022): 61-74.

Perren, Alisa. "Teaching *Orphan Black*." In *Media Res*. April 13, 2015. <http://mediacommons.org/imr/2015/04/04/teaching-orphan-black>

Perren, Alisa. "Back to the Future: This Year's Flow Conference." In *Media Res*. September 12, 2014. <http://mediacommons.org/imr/2014/09/07/back-future-years-flow-conference>

Perren, Alisa. "The Future of Television Is... Comics?" *Flow Journal*. Special Issue: The Future of Television, January 2014. <http://flowtv.org/2014/01/the-future-of-television-is-comics/>

Perren, Alisa. "Dissecting Distribution: The Potential Role(s) of Media Industry Studies Scholars." In *Media Res*. May 31, 2013. <http://mediacommons.org/imr/2013/05/23/dissecting-distribution>

Perren, Alisa. "Report from the ATX Television Festival." *Antenna: Responses to Media and Culture*. June 10, 2012. <http://blog.commart.wisc.edu/2012/06/10/report-from-the-atx-television-festival/>

Perren, Alisa. "Highs and Lows of Comic-Con 2010." *Antenna: Responses to Media and Culture*. July 29, 2010. <http://blog.commart.wisc.edu/2010/07/29/highs-and-lows-of-comic-con-2010/>

- Perren, Alisa.** “Another Dark Night for DC Comics and Time Warner?” *Flow Journal*. Vol. 8, no. 8. September 2008. <http://flowtv.org/2008/09/more-dark-nights-for-dc-comics-and-time-warner/>
- Perren, Alisa.** “Up, Up, and Away? Separating Fact from Fiction in the Comic Book Business.” *Flow Journal*. Vol. 8, no. 6. August 2008. <http://flowtv.org/2008/08/up-up-and-away-separating-fact-from-fiction-in-the-comic-book-businessalisa-perren/>
- Perren, Alisa.** “I Don’t Think We Are in Hollywood Anymore: Television Series Go On Location.” *Flow Journal*. Vol. 8, no. 2. June 2008. <http://flowtv.org/2008/06/i-don%E2%80%99t-think-we%E2%80%99re-in-hollywood-anymore-television-series-go-on-locationalisa-perren-georgia-state-university/>
- Perren, Alisa.** “Deal of a ‘Lifetime’? A Brand New Future for *Project Runway*.” *Flow Journal*. Vol. 7, no. 13, May 2008. <http://flowtv.org/2008/05/1305/>
- Perren, Alisa.** “From Cynicism to Sentimentality: The Rise of the Quirky Indie.” *Flow Journal*. Vol. 7, no. 8, February 2008. <http://flowtv.org/2008/02/from-cynicism-to-sentimentality-the-rise-of-the-quirky-indie/>
- Perren, Alisa.** “I Never Promised You a Rose: Exposing the Unreality of the Dating Reality Program.” *Flow Journal*. Vol. 7, no. 4, December 2007. <http://flowtv.org/2007/12/i-never-promised-you-a-rose-exposing-the-unreality-of-the-dating-reality-program/>
- Perren, Alisa.** “The West (Coast) Wing: How *Studio 60* Moved Off the Sunset Strip.” *In Media Res*. August 10, 2007. <http://mediacommons.org/imr/2007/08/10/the-west-coast-wing-how-studio-60-moved-off-the-sunset-strip>
- Perren, Alisa.** “It’s That Time of the Season: The British Invade *American Idol*.” *In Media Res*. April 9, 2007. <http://mediacommons.org/imr/2007/04/09/its-that-time-of-the-season-the-british-invade-american-idol>

Commissioned Legal Report

- Perren, Alisa.** “[Declaration in Opposition to Preliminary Injunction Motions](#).” *William Morris Endeavor Entertainment, LLC, et al., v. Writers Guild of America, West Inc. et al.*, Los Angeles, CA, December 2020.

Work in Progress

- Cronin, Kate, Alisa Perren, and Lesley Willard.** *Navigating Work in the Contemporary Media Industries*. Under advance contract with Routledge; expected delivery date summer 2023.

- Holt, Jennifer, **Alisa Perren**, and Patrick Vonderau, eds. *Media Industries: History, Theory, and Method* (2nd edition). Book proposal in progress.

INVITED TALKS AND PANELS

Keynote presentation, “Going with the Flow-verload: Overcoming Traps in the Streaming Era,” CTAM Think. April 28, 2022. Virtual Event.

Panelist, “Teaching Media Industries Roundtable,” SCMS Media Industries Interest Group. August 16, 2021. Virtual Event.

Presenter, “More Than Just Superhero Stories: The Rise of the Hybrid Publisher-Studio,” School of Media and Communication, University of Leeds. May 5, 2021. Virtual Presentation.

Presenter, “More Than Just Superhero Stories: The Rise of the Hybrid Publisher-Studio,” School of Communication, Hong Kong Baptist University. April 15, 2021. Virtual Presentation.

Plenary panelist, “Media Industries Research: The Current Scope of the Field,” Media Industries Conference, King’s College. London, England. April 19, 2018.

Panelist, “Careers in Media,” Bob Schieffer College of Communication, Texas Christian University. Fort Worth, Texas. April 6, 2018.

Presenter, “From ‘Cinema of Quality’ to ‘Cinema of Cool’: Fine Line and Miramax in the 1990s,” Tastemaker International: Ira Deutchman and the Art & Business of Independent Cinema, University of Michigan. Ann Arbor, Michigan. June 5, 2017.

Panelist, “Resistance and the Media Industries,” SCMS Media Industries Interest Group Special Event, Society for Cinema and Media Studies. Chicago, IL. March 23, 2017.

Presenter, “Indie TV in the 2000s,” New Directions in Media Industries Research Speakers Series, Swinburne University of Technology. Melbourne, Australia. June 6, 2016.

Presenter, “Same Word, Different Medium: The Rise of Indie TV,” Department of Media Studies, Stockholm University. Stockholm, Sweden. March 13, 2015.

Presenter, “From Indie Film to Indie TV,” Creative Media Industries Research Unit, University of Copenhagen. Copenhagen, Denmark. March 10, 2015.

Presenter, “*Flirting with Disaster* and Mid-1990s Miramax,” Alamo Drafthouse Cinema Club. Austin, TX. May 7, 2014.

Presenter, “Peter C. Rollins Book Award and Keynote Speech: From Indie Film to Indie TV,” Southwest Popular/American Culture Association. Albuquerque, NM. February 21, 2014.

Presenter, “From Producer’s Medium to Producer’s Media: The Showrunner’s Shifting Authority in the Convergent Era,” Generation(s) of Television Studies, University of Georgia. Athens, GA. April 12, 2013.

Presenter, “The Rise and Fall of Indie Film: The Case of Miramax in the 1990s,” Emory University. Atlanta, GA. April 19, 2012.

Panelist, “Distribution in the Digital Age,” Atlanta Film Festival. Atlanta, GA. March 30, 2012.

Panelist, “Comics Across Media,” Transmedia Hollywood 2: S(t)elling the Story, UCLA. Los Angeles, CA. April 8, 2011.

Panelist, “Digital Strategies of Media Conglomerates,” Conference on Media Distribution in the Digital Era at UCSB’s Carsey-Wolf Center. Santa Barbara, CA. February 18, 2011.

Presenter, “The Rise and Fall of Miramax,” Better Films Society, Atlanta, GA, February 2011.

Presenter, “Media Industry Studies and the Case of Miramax,” Masaryk University. Brno, Czech Republic. December 6-10, 2010. Presented six 75-minute lectures.

Panelist, “The State of Television: Television and the Computer,” University of Georgia’s Loyless Seminar. Athens, GA. April 16-19, 2009.

Panelist, “When Comics Converge: Making *Watchmen*,” MIT Comparative Media Studies: Futures of Entertainment 3 Conference. Cambridge, MA. November 21-22, 2008.

Panelist, “Future Directions: Electronic Publishing,” Association of Moving Image Archivists (AMIA) Conference. Savannah, GA. November 12-15, 2008.

Presenter, “Producing Short Films,” Women’s Angle organization, Atlanta, GA, January 2008.

CONFERENCE PANELS & PRESENTATIONS

Paper presenter, “The Case of the Not-So-Integrated Conglomerate: The Evolving Warner Bros.-DC Comics Relationship,” Society for Cinema and Media Studies Conference. Virtual Conference. March 31-April 3, 2022.

Paper presenter, “More Than Just Superhero Stories: The Rise of the Hybrid Publisher-Studio,” Society for Cinema and Media Studies Conference. Virtual Conference. March 17-21, 2021.

Seminar panelist, “Academia and Public Policy in the Wake of COVID-19,” Society for Cinema and Media Studies. Virtual Conference. March 17-21, 2021.

Paper presenter, “The Case of the Not-So-Integrated Conglomerate: The Evolving Warner Bros./DC Comics Relationship,” Media Industries Conference, King’s College. London, England. April 16-18, 2020. Paper accepted; conference canceled due to COVID-19.

Panel moderator, “Selling Your Script” and “The Business of New Media,” Austin Film Festival. Austin, TX. October 24-27, 2019.

Workshop panelist, “The Undergraduate Media Studies Curriculum in the 21st Century,” Society for Cinema and Media Studies. Seattle, WA. March 13-17, 2019.

Panel moderator, “Running the Show” and “Finding Your Platform,” Austin Film Festival. Austin, TX. October 25-28, 2018.

Roundtable moderator, “The Growing Intersection of the Indie Film Business, Streaming Services, and Television,” Flow Conference. Austin, TX. September 27-29, 2018.

Seminar panelist, “The Crisis of Academic Labor and the Future of Film and Media Studies,” Society for Cinema and Media Studies. Toronto, Canada. March 14-18, 2018.

Convener, chair, and workshop panelist, “Researching the Media Industries: The Case of the American Comic Book Industry,” Society for Cinema and Media Studies Conference. Chicago, IL. March 22-26, 2017.

Panel moderator, “Writing for the Web: Digital Storytelling,” “The Marvel-ous World of Comic Book Adaptations,” and “Culturevision & Niche Storytelling,” Austin Film Festival. Austin, TX. October 14-17, 2016.

Roundtable member, “Teaching Broadcast History,” Flow Conference. Austin, TX. September 15-17, 2016.

Roundtable moderator, “Questions of Scale, Structure, and Agency in Media Industries Research,” Flow Conference. Austin, TX. September 15-17, 2016.

Panel chair, “Corporate Production Studies in European Cinema and Television,” Society for Cinema and Media Studies Conference. Atlanta, GA. March 30-April 3, 2016.

Workshop panelist, “The Labor and Politics of Industry Research and Publishing,” Society for Cinema and Media Studies Conference. Atlanta, GA. March 30-April 3, 2016.

Panel moderator, “Hybrid Writers: Diversifying Your Portfolio,” “Finding Representation: The Writer/Rep Relationship,” and “Pros and (Comic) Cons,” Austin Film Festival. Austin, TX. October 29-November 1, 2015.

Paper presenter, “Same Word, Different Medium: Indie TV in the 2000s,” Society for Cinema and Media Studies Conference. Montreal, Canada. March 25-29, 2015.

Workshop panelist, “ABD, A.N.D.?: Graduate Student Professional Development,” Society for Cinema and Media Studies Conference. Montreal, Canada. March 25-29, 2015.

Panel moderator, “Writing and Producing a Webseries,” “Screenwriting, MD,” “Transitioning Between Film and TV,” and “A Conversation with Issa Rae,” Austin Film Festival. Austin, TX. October 23-27, 2014.

- Roundtable moderator, “Branded Entertainment: Digital Advertising and New TV Business Models” and “Television Labor: Historical Trajectories and Contemporary Concerns in Global Contexts,” Flow Conference, Austin, TX. September 11-13, 2014.
- Paper presenter, “Drawing Lines: Creative Agency in the Contemporary Comics Industry,” Society for Cinema and Media Studies Conference. Seattle, WA. March 19-23, 2014.
- Respondent, “Reconsidering Contemporary Distribution Cultures,” Society for Cinema and Media Studies Conference. Chicago, IL. March 6-10, 2013.
- Convener and roundtable member, “Head in the Cloud: Rethinking Distribution in the Digital Age,” Flow Conference, Austin, TX. November 1-3, 2012.
- Paper presenter, “Last Indie Standing: The Special Case of Lionsgate in the New Millennium,” Society for Cinema and Media Studies Conference. Boston, MA. March 21-25, 2012.
- Workshop panelist, “Media Industry Studies: Future Directions,” Society for Cinema and Media Studies Conference. Boston, MA. March 21-25, 2012.
- Paper presenter, “Graphic Novels and Novel Geographics: The Case of the Atlanta Comics Community,” Society for Cinema and Media Studies Conference. New Orleans, LA. March 10-13, 2011.
- Workshop panelist, “Blogging, Tweeting, and Posting: Online Media Building and Scholarly Promotion,” Society for Cinema and Media Studies Conference. New Orleans, LA. March 10-13, 2011.
- Moderator, “Interfaces,” Rendering the Visible, Atlanta, GA. February 12-13, 2011.
- Roundtable member, “The State of American Network Television,” Flow Conference. Austin, TX. September 30-October 2, 2010.
- Paper presenter, “A Brand-New Identity: The Revival of the Made-for-TV Movie,” Society for Cinema and Media Studies Conference. Los Angeles, CA. March 17-21, 2010.
- Chair and workshop panelist, “Television and Comics,” Society for Cinema and Media Studies Conference. Los Angeles, CA. March 17-21, 2010.
- Paper presenter, “Business as Unusual: Conglomerate-Sized Challenges for Film and Television in the Digital Arena,” What is Film? Portland, OR. November 6-7, 2009.
- Paper presenter, “Another Dimension to Miramax: Reassessing Art and Genre in the 1990s,” American Independent Cinema: Past, Present and Future. Liverpool, United Kingdom. May 8-10, 2009.

- Convener and roundtable member, "Media Industries and Media Studies," Flow Conference. Austin, TX. October 9-11, 2008.
- Paper presenter, "Whatever Happened to the Movie-of-the-Week? The Decline of the Made-for-Television Movie in the Post-Network Era," Media History Conference. Austin, TX. October 11-13, 2007.
- Moderator, "Re-imagining History in the Cause for Social Change," Symposium on Latin American Depictions of Colonization through History, Literature and Cinema. Atlanta, GA. March 21-22, 2007.
- Chair and workshop panelist, "The Art of Teaching the Business: Media Industries and the Critical Studies Curriculum," Society for Cinema and Media Studies Conference. Chicago, IL. March 8-11, 2007.
- Roundtable member, "Programming in an Era of Video Abundance," Flow Conference. Austin, TX. October 26-29, 2006.
- Paper presenter, "How the Broadcast Networks Reinvented Themselves: The Rise of the Television Franchise in the 1990s," Society for Cinema and Media Studies Conference. Vancouver, Canada. March 2-5, 2006.
- Paper presenter, "But What about the Genre Film? Press and Industry Constructions of American Independent Cinema in the 1990s," MIT 4: The Work of Stories. Cambridge, MA. May 6-8, 2005.
- Paper presenter, "Fox, Football, and Franchise Television: Redefining the Media Industries in the 1990s," Popular Culture Association. San Diego, CA. March 23-26, 2005.
- Paper presenter, "A Big Fat Indie Success Story? Press Discourses Surrounding the Making and Marketing of a 'Hollywood' Movie," International Communication Association. New Orleans, LA. May 27-31, 2004. Presented on "Top Student Papers in Mass Communication" panel.
- Paper presenter, "Redefining the Media Industries in the '90s: The Fox Network and the Case of *The Simpsons*," Pacific Sociological Association. San Francisco, CA, April 15-18, 2004.
- Paper presenter, "The Phantom Menace? *George Lucas in Love* and Short Film Distribution on the Internet," Society for Cinema Studies Conference. Denver, CO, May 23-26, 2002.
- Paper presenter, "The Buying Game: Miramax's Transformation from Independent to Studio Subsidiary," The Color of Money: Conference on Visuality and Economics. Irvine, CA, April 27-28, 2002.
- Paper presenter, "*sex, lies* and controversy: Miramax and the Creation of the Independent Blockbuster," Society for Cinema Studies Conference. Chicago, IL, March 9-12, 2000.

Workshop panelist, “Bridging the Theory Gap – Conducting On-Site Research, Interviews and Collaborations,” Society for Cinema Studies Conference. West Palm Beach, FL, April 15-18, 1999.

Paper presenter, “Finding the Right Niche: Miramax’s Role in Redefining Independent Filmmaking,” Society for Cinema Studies Conference. San Diego, CA, April 4-7, 1998.

FELLOWSHIPS, ASSISTANTSHIPS, AND AWARDS

Faculty Research Assignment, Spring 2019. Course release to support one semester leave.

Faculty Fellow, International Radio and Television Society (IRTS), Foundation Faculty/Industry Seminar Program, August 2009 (Focus: Disney/ABC).

Faculty Fellow, Conference for National Association of Television Program Executives (NATPE), February 2007.

Homer Lindsey Bruce Dissertation Fellowship, University of Texas at Austin, 2002-03.

SERVICE

External

- Treasurer, Society for Cinema and Media Studies (SCMS), 2020-2023
- Member, Editorial Board, *Global Storytelling: Journal of Digital & Moving Image*, 2020-
- Member, Editorial Board, *Distribution Matters* book series, MIT Press, 2018-
- Member, Advisory Board, *Screen Serialities* book series, Edinburgh University Press, 2018-
- Member, Advisory Committee, *Media Industries* conference, 2017-2020
- Co-Founder and Editorial Collective Member, *Media Industries* journal, 2012-
- Co-Managing Editor, *Media Industries* journal, 2012-2017
- Co-chair, SCMS Media Industries Scholarly Interest Group, 2012-2014
- Member, Editorial Board, *Creative Industries*, 2012-2015
- Chair, SCMS Public Policy Committee, 2012-2013
- Member, Editorial Board, MediaCommons, 2010-2014
- Coordinating Editor, *In Media Res*, 2010-2013
- Member, SCMS Public Policy Committee, 2010-2012
- Member, Editorial Advisory Board, *Velvet Light Trap*, 2010-2012
- Consultant, Peabody Awards, Television and Internet forum, April 2009
- Member, Editorial Board, *In Short: The Journal of Small Screen Studies*, 2008-2010
- Script reviewer, Women’s Angle/Image Short Film Competition, 2008

University

- Chair, University of Texas Libraries Committee, 2022-
- Member, University of Texas Libraries Committee, 2019-2022
- Proposal Reviewer, Research & Creative Grants, Office of the Vice President for Research, 2018

College

- Co-Director, Center for Entertainment and Media Industries, 2020-
 - \$159,000 in funds raised from donors
- Co-Director, Media and Entertainment Industries Program, 2018-2020
- Member, Faculty Workload Committee, 2018-2019
- Member, Honors Program Working Group, 2016-2017
- Member, UT-Los Angeles Working Group, 2015-2016
- External Reviewer, UT-Los Angeles Program, 2015
- Appeals Committee, 2014-2019
- Scholarship and Awards Committee, 2013-2014

Departmental***Department of Radio-TV-Film, University of Texas at Austin***

- Graduate Advisor and Graduate Studies Committee Chair, 2020-2022
- Chair, Graduate Admissions Committee, 2020-2022
- Member, Graduate Curriculum Committee, 2019-2022
- Member, Undergraduate Curriculum Committee, 2019-2020; 2022-
- Member, Search Committee, Creative Development and Producing search, 2019-2020
- Member, RTF Department Self Study Committee, 2018
- Member, Extended Budget Council, 2017-
- Committee Co-Chair, Media Studies minor, 2017-
- Committee Co-Chair, Media and Entertainment Industries minor, 2017-
- Associate Chair, 2016-2018
- Member, Search Committee, RTF Chair search, 2016-2017
- Director, Media Studies, 2015-2018
- Co-Coordinator, Media Industry Conversation Speakers Series, 2015-
- Organizer, Media Studies Colloquium, 2015-2018
- Member, Graduate Admissions Committee (MA and PhD), 2015-2016; 2019-2020
- Member, Equipment Committee, 2014-2015
- Member, Executive Committee, 2014-2017
- Faculty Co-Advisor, Flow Conference on Television and New Media, 2013-2018
- Member, MA Admissions Committee, 2013-2014
- Member, Search Committee, Media Studies search, 2013-2014

Department of Communication, Georgia State University

- Chair, Media Industries Working Group, 2012-2013
- Co-Organizer of Group's first symposium, "From Butler to Boo Boo: Atlanta's Evolving Role as a Media Capital," November 30, 2012
- Search Committee Chair, New Media and Film/TV hire, 2011-2012
- Member, Search Committee, Digital Journalism hire, 2010-2011
- Member, Advisory Committee, New Media hire, 2010-2011
- Member, Graduate Committee, 2007-2012
- Member, Research and Creative Activities Committee, 2006-07; 2008-2013
- Member, Search Committee, Documentary Production hire, 2007-08

- Faculty Advisor, Communication Graduate Student Association (CGSA), 2005-06
- Member, Undergraduate Committee, 2005-06
- Member, Search Committee, Postcolonial Cinema/Race and Ethnicity hire, 2005-06

JOURNAL, MANUSCRIPT, AND GRANT REVIEWER

Journal Article Referee (listed in alphabetical order)

Canadian Journal of Film Studies (2013); *Cinema Journal* (2014, 2015, 2017); *Journal of Cinema and Media Studies* (2018); *Communication, Culture, and Critique* (2011); *Convergence* (2015, 2017); *Feminist Media Studies* (2019); *Illuminace* (2014); *Journal of Media Practice* (2018); *Media Industries* (2021, 2022); *Nordic Journal of Media Studies* (2019), *Popular Communication* (2014, 2019); *Scope* (2009); *Southern Journal of Communication* (2010); *Television and New Media* (2009, 2011, 2013, 2018); *Velvet Light Trap* (2010, 2011, 2012)

Book Manuscript/Proposal Reviewer (listed in alphabetical order)

Amsterdam University Press (2020); BFI (2011); Bloomsbury (2012); Continuum (2010); University of Michigan Press (2017); NYU Press (2011, 2014, 2016, 2018); Oxford University Press (2009); Palgrave Macmillan (2016); Polity (2016, 2017); Routledge (2009, 2011, 2012, 2013, 2015, 2022); Rutgers University Press (2021); University of Texas Press (2013, 2021); Wiley-Blackwell (2006, 2007, 2008)

Grant Proposal Reviewer

- Proposal reviewer, European Science Foundation – FWO, 2021
- Proposal reviewer, Radcliffe Fellowship Program of the Radcliffe Institute for Advanced Study at Harvard University, fall 2016-2017, 2019-
- Proposal reviewer, National Endowment for the Humanities (NEH), fall 2015
- Proposal reviewer, Social Sciences & Humanities Research Council of Canada (SSHRC), 2013
- Member, Pool of Peer Reviewers, European Science Foundation (ESF), 2010-2011
- Proposal reviewer, Humanities in the European Arena (HERA) Research Programme, fall 2009

Outside Reviewer for Tenure & Promotion Dossier

- Stark Producing Program, USC, 2022
- Department of Media Arts, UNT, 2022
- Department of Entertainment and Media Studies, University of Georgia, 2022
- Department of Communication and Theatre Arts, Old Dominion University, 2020
- Department of Communication and Media Studies, Goucher College, 2020
- Department of Communication, Colorado State University, 2020
- Department of Communication Studies, Gonzaga University, 2020
- School of Theater, Film, and Television, University of Arizona, 2017
- Department of Television and Radio, Brooklyn College, 2017
- Department of Communication & Media Studies, Fordham University, 2015

MEDIA INDUSTRY EXPERIENCE

- Consultant and Expert Witness, Writers Guild of America, 2020-2021
- Associate Producer, *Glowsticks & Drumsticks* (2003, 4 min., DV music video)
 - Featured at the Chicago Asian American Showcase, April 2-11, 2004, the VC Filmfest, April 29-May 6, 2004, the Coachella Independent Film Festival, May 1-2, 2004, and the San Diego Asian Film Festival, October 21-24, 2004
- Research Assistant, University of Texas Film Institute, 2002-03
- Producer, *The Route* (2000, 18 min., 35mm short film)
 - Featured at Big Bear Lake Film Festival, September 13-16, 2001 and Temecula Valley International Film Festival, September 14-16, 2001
- Acquisitions Intern, Sony Pictures Entertainment, 1998
- Editorial and Media Assistant, UCLA School of Law, 1995-96
- Development Intern, Beacon Pictures, 1994
- Marketing Intern, Metro-Goldwyn-Mayer, 1992

SELECTED MEDIA COVERAGE AND INTERVIEWS

“Podcasts → TV = Big Money?,” *Shameless Acquisition Target* podcast, August 18, 2022.
<https://podcasts.apple.com/us/podcast/shameless-acquisition-target/id1630806641>

“Summer Movie Surge Propels Cinemark to Best Quarter Since Pandemic’s Start,” *Dallas Morning News*, August 5, 2022. <https://www.dallasnews.com/business/local-companies/2022/08/05/summer-movie-surge-propels-cinemark-to-best-quarter-since-the-pandemics-start/>

“New Book Solves the Equation ‘Comics + Hollywood = \$(?),’” *Bleeding Cool*, June 27, 2021.
<https://bleedingcool.com/pop-culture/new-book-solves-the-equation-comics-hollywood/>

“Quibi, TikTok and the Impact of Short-Form Video,” *Deseret News*, April 27, 2020.
<https://www.deseret.com/2020/4/27/21133406/quibi-tiktok-short-term-video-platform-social-media-future-boom-content-shows-engage-millennials>

“The Legacy of ‘Orange is the New Black,’” *NPR Marketplace*, July 26, 2019.
<https://www.marketplace.org/2019/07/26/orange-is-the-new-black-binge-watching/>

“How Many Streaming Services Are Too Many?,” *NPR Marketplace*, November 30, 2018.
<https://www.marketplace.org/2018/11/30/how-many-streaming-services-too-many/>

“Why Female Comic Book Fans are Cheering for *Wonder Woman*,” *Christian Science Monitor*, June 1, 2017.
<https://www.csmonitor.com/layout/set/amphtml/The-Culture/2017/0601/Why-female-comic-book-fans-are-cheering-for-Wonder-Woman>

“Is A24, the Indie Upstart with the Fresh Best Picture Win, the Next Miramax?,” *Vanity Fair*, February 28, 2017.
<https://www.vanityfair.com/hollywood/2017/02/a24-best-picture-miramax>

“Amazing Mad Men Archive Lands at University of Texas Museum,” *Austin CultureMap*, January 13, 2017.
<https://austin.culturemap.com/news/arts/01-13-17-mad-men-archive-ut-austin-harry-ransom-center/#slide=0>

“Golden Age of TV Fights to Stay Golden,” *Broadcasting & Cable*, January 4, 2016.
<https://www.broadcastingcable.com/news/golden-age-tv-fights-stay-golden-146647>

“The Katniss Factor: What the *Hunger Games* Movies Say About Feminism, and War,” *Los Angeles Times*, November 20, 2015.
<https://www.latimes.com/entertainment/movies/moviesnow/la-with-hunger-games-mockingjay-part-2-theaters-katniss-feminism-lawrence-20151119-story.html>

COURSES TAUGHT

Graduate Courses

- Media Industries (UT-Austin, Georgia State)
- Research Methods (UT-Austin)
- Television Studies (UT-Austin, Georgia State)
- TV & New Technologies (UT-Austin)
- Media History (Georgia State)

Undergraduate Courses

- Business of Hollywood (UT-Austin, Georgia State)
- Contemporary Television Criticism (UT-Austin, Georgia State)
- Development of the Motion Picture (UT-Austin)
- History of American Television (UT-Austin)
- Streaming Media (UT-Austin)
- Producing Film and Television (UT-Austin)
- Authors and Audiences in TV & New Media (Georgia State)
- Critical History of Radio & TV (Georgia State)
- Television Authorship (Georgia State)
- US Independent Film History (Georgia State)
- Media, Culture and Society (Northeastern University)
- Foundations of Electronic Media (Northeastern University)
- Methods and Research in Communication Studies (Northeastern University)

STUDENT ADVISING

Degree received in Radio-Television-Film at UT-Austin unless otherwise noted. Dates listed below in most cases reflect time during which student was enrolled in the program.

Doctoral Dissertation Committees

Chair

In progress

- Eric Forthun (co-chair; 2017-present)
- Rusty Hatchell (co-chair; 2018-present)
- Stephany Noh (2018-present)

Degrees completed

- Selena Dickey, Assistant Professor of Communication Studies, Furman University (2015-2022)
- Charlotte Howell, Assistant Professor of Film and Television, Boston University (2011-2016)
- Jennifer Kang, Postdoctoral Research Fellow, Digital Media Research Center, Queensland University of Technology (2012- 2018)
- Anne Major, Assistant Professor of Film, Television, and Digital Media, TCU (2012-2019)
- Darcey West Morris, Visiting Assistant Professor of Communication and Media Studies, Goucher University (co-chair, GSU; 2006-2015)
- Karen Petruska, Associate Professor of Communication Studies, Gonzaga University (GSU; 2006-2012)
- Tim Piper, Assistant Professor of Communication Studies, Oglethorpe University (2014-2020)
- Danielle Williams, Associate Professor of Film and Chair, Georgia Gwinnett College (GSU; 2005-2012)

Member

In progress

- Jing Wang (2017-present)
- Laura Brown (2020-present)

Degrees completed

- Nick Bestor (2013-2019)
- Kate Cronin (2015-2021)
- Eric Dewberry (GSU; 2005-2010)
- Audrey Doussot (French; 2013-2017)
- Laura Felschow (2012-2018)
- Jeremy Groskopf (GSU; 2008-2013)
- Curt Hersey (GSU; 2006-2013)
- Peter Kovacs (2007-2017)
- Pete Kunze (2014-2018)
- Al Martin (2010-2015)

- Bryce McNeil (GSU; 2003-2009)
- Jacqueline Pinkowitz (2013-2019)
- Swapnil Rai (2012-2017)
- Stacy Rusnak (GSU; 2005-2010)
- Jae Ryu (GSU; 2002-2007)
- Brett Siegel (2016-2022)
- Shane Toepfer (GSU; 2005-2011)
- Ramna Walia (2014-2020)
- Lesley Willard (2020-2020)

As Outside Committee Member

- Evan Kropp (University of Georgia; 2010-2014)
- Katharine Zakos (GSU; 2009-2015)

MA Thesis/Report Committees

Advisor

- Katie Hoovestol (in progress; 2022-present)
- Hannah Wold (in progress; 2022-present)
- Natalie Bograd, Digital Marketing Manager, Citymeals on Wheels (2013-2015)
- David Gardner, Visiting Assistant Professor, Oglethorpe University (GSU; 2010-2012)
- Chloe Gilke, Digital Guest Experience Associate Manager, C3 Presents (2016-2018)
- Amanda Halprin, Freelance writer/editor (2016-2018)
- Lane Mann, Senior Student Program Coordinator, UT-Austin (2014-2016)
- Emily McTiernan, Product Manager, Sling TV (2020-2022)
- Latina Vidolova, Doctoral Student, Northwestern University (2018-2020)
- Lauren Weinzimmer, Project Manager, Behavioral Insights Team (co-chair, 2013-2015)

Second Reader

- Heath Beck (GSU; 2009-2010)
- Brandi Blassengille (2013-2014)
- Steven Boyer (GSU; 2008-2009)
- Alex Brannan (2020-2021)
- Ryan Briggs (2020-2021)
- Eric Clabaugh (GSU; 2011-2012)
- Ash d'Harcourt (2017-2018)
- Ann Hamilton (GSU; 2005-2006)
- Rusty Hatchell (2017-2018)
- Kiwi Lanier (2016-2017)
- Will LeMasters (2019-2020)
- Josh Locklair (GSU; 2005-2006)
- Ceci Moffett (2018-2019)
- Tim Piper (2013-2014)
- Collins Swords (2013-2014)
- Kellie Veltri (2021-2022)

- Fangjie Xu (GSU; 2007-2008)
- Lauren Wilks (2018-2019)
- Katherine Zakos (GSU; 2008-2009)
- Dan Zhang (GSU; 2008-2009)

Undergraduate Advising

- Kirsten Baumann (Bridging Disciplines Program)
- Nora Bess (Plan II Honors Thesis)
- Avni Kantawala (Polymathic Scholars Thesis)
- Ashley Liu (Plan II Honors Thesis)
- Marianna Vanden Bout (Plan II Honors Thesis, in progress)