

Curriculum Vitae
Elana Levine
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Media, Cinema, and Digital Studies
Department of English
University of Wisconsin-Milwaukee
Milwaukee, WI 53211
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Education

Ph.D., Communication Arts, University of Wisconsin-Madison, 2002
M.A., Communication Arts, University of Wisconsin-Madison, 1997
B.A., Telecommunications and English, Indiana University, 1992

Academic Positions

Professor, Department of English, University of Wisconsin-Milwaukee, 2019-present;
Department of Journalism, Advertising, and Media Studies, 2016-2019

Associate Professor, Department of Journalism, Advertising, and Media Studies (formerly
Journalism and Mass Communication), University of Wisconsin-Milwaukee, 2008-2016

Assistant Professor, Department of Journalism and Mass Communication, University of
Wisconsin-Milwaukee, 2002-2008

Research

Books

Her Stories: Daytime Soap Opera and US Television History. Durham: Duke University
Press, 2020

Cupcakes, Pinterest, Ladyporn: Feminized Popular Culture in the Early 21st Century,
editor. Champaign: University of Illinois Press, 2015

Legitimizing Television: Media Convergence and Cultural Status, with Michael Z.
Newman. New York: Routledge, 2012

Undead TV: Essays on Buffy the Vampire Slayer, co-editor with Lisa Parks. Durham:
Duke University Press, 2007

Wallowing in Sex: The New Sexual Culture of 1970s American Television. Durham:
Duke University Press, 2007

Articles in Refereed Journals

“‘As the Cyber World Turns’: Web Soaps and the History of TV Storytelling Online,”
Journal of Cinema and Media Studies, forthcoming

- “Love in the Afternoon: The Supercouples of 1980s Daytime Soap Opera,” *Critical Studies in Television* 9:2 (Summer 2014), 20-38
- “National Television, Global Market: Canada’s *Degrassi: The Next Generation*.” *Media, Culture & Society* 31:4 (2009), 1-17
- “Remaking *Charlie’s Angels*: The Construction of Post-feminist Hegemony.” *Feminist Media Studies* 8:4 (December 2008), 375-389
- “Distinguishing Television: The Changing Meanings of Television Liveness.” *Media, Culture & Society* 30:3 (May 2008), 391-407
- “Television, Sexual Difference, and Everyday Life in the 1970s: American Youth as Historical Audience.” *Particip@tions* 4:1 (May 2007), http://www.participations.org/Volume%204/Issue%201/4_01_levine.htm.
- “Fractured Fairy Tales and Fragmented Markets: Disney’s *Weddings of a Lifetime* and the Cultural Politics of Media Conglomeration.” *Television and New Media* 6:1 (February 2005), 71-88
- “‘Having a female body doesn’t make you feminine’: Feminine Hygiene Advertising in 1970s TV.” *The Velvet Light Trap* 50 (Fall 2002), 39-58
- “Constructing a Market, Constructing an Ethnicity: U.S. Spanish-language Media and the Formation of a Syncretic Latino/a Identity.” *Studies in Latin American Popular Culture* 20 (2001), 33-50
- “Toward a Paradigm for Media Production Research: Behind the Scenes at *General Hospital*.” *Critical Studies in Media Communication* 18 (March 2001), 66-82
- Invited Articles and Book Chapters***
- “Web Series as Indie TV: Intersectional Identities and Intersecting Media,” in *Indie TV*, ed. by Yannis Tzioumakis and James Lyons, Routledge, in press
- “Herta Herzog.” In *The Ghost Reader: Recovering Women’s Contributions to Media/Cultural/Communication Studies, 1925-1968*, edited by Elena Hristova, Aimee-Marie Dorsten, and Carol Stabile, Goldsmiths Press, forthcoming 2023
- “Silly Women’s Stories? The Foundational Role of the Daytime Radio Serial,” in *The Oxford Handbook of Radio Studies*, ed. by Andrew Bottomley and Michele Hilmes, Oxford University Press, accepted submission
- “In Focus: Alternate Archives in US Daytime Soap Opera Historiography,” *Journal of Cinema and Media Studies* 60, no. 4 (Summer 2021) 174-180

- “*Grey’s Anatomy: Feminism.*” In *How to Watch Television*, 2nd edition, edited by Jason Mittell and Ethan Thompson, 135-143. New York: New York University Press, 2020. First edition, 139-147, 2013
- “Jewish Media Power: Myth and Reality,” co-authored with Michael Z. Newman. *AJS Perspectives* (Spring 2018), 42-3
- “Melodrama and Soap Opera.” *Feminist Media Histories* 4:2 (2018): 117-12
- “Historicizing Soap Opera: The Rise and Fall of Daytime Drama.” In *Blackwell Companion to the History of American Broadcasting*, edited by Aniko Bodroghkozy, 301-320. Malden, MA: Wiley-Blackwell, 2018
- “Historicizing Soap Opera,” in “New Perspectives on Seriality,” *The Velvet Light Trap* 79 (Spring 2017), 105-109
- “Taste,” co-authored with Michael Z. Newman. In *Keywords for Media Studies*, edited by Laurie Ouellette and Jonathan Gray, 189-190. New York: New York University Press, 2017
- “Legitimizing Television: The Striving Soap Opera,” *Western Humanities Review* 70.3 (Fall 2016), 99-117
- “Digital Tools for Television Historiography: Researching and Writing the History of US Daytime Soap Opera,” *The Arclight Guide to Media History and the Digital Humanities*, edited by Charles Acland and Eric Hoyt, <http://projectarclight.org/book/>, 2016
- “The New Sexual Culture of 1970s American Television.” In *Sex Scene: Media and the Sexual Revolution*, edited by Eric Schaefer, 81-104. Durham: Duke University Press, 2014
- “In Focus: Teaching the Politics of Television Culture in a ‘Post-Television’ Era.” *Cinema Journal* 50:4 (Summer 2011), 177-182
- “John Fiske and *Television Culture*,” with Ron Becker, Aniko Bodroghkozy, Steve Classen, Jason Mittell, Greg Smith, and Pamela Wilson, xlii-lviii. In *Television Culture*, 2nd Ed., by John Fiske. New York: Routledge, 2011
- “Structuralism and Semiotics, Fiske Style,” with Ron Becker, Darrell Newton, and Pamela Wilson, xxxix-xlv. In *Introduction to Communication Studies*, 3rd. Ed., by John Fiske. New York: Routledge, 2011
- “‘What the hell does TIIC mean?’ Online Content and the Struggle to Save the Soaps.” In *The Survival of Soap Opera: Transformations for a New Media Era*, edited by C. Lee Harrington, Sam Ford, and Abigail De Kosnick, 201-218. Jackson:

University Press of Mississippi, 2011

- “Afterword.” In *Bitten by Twilight: Youth Culture, Media & the Vampire Franchise*, edited by Melissa A. Click, Jennifer Stevens Aubrey & Elizabeth Behm-Morawitz, 281-286. New York: Peter Lang, 2010
- “Feminist Media Studies in a Postfeminist Age.” *Cinema Journal* 48:4 (Summer 2009), 137-143
- “Crossing the Border: Studying Canadian Television Production.” In *Production Studies: Cultural Studies of Media Industries*, edited by Vicki Mayer, Miranda Banks, and John T. Caldwell, 154-166. New York: Routledge, 2009
- “Doing Soap Opera History: Challenges and Triumphs.” In *Convergence Media History*, edited by Janet Staiger and Sabine Hake, 173-181. New York: Routledge, 2009
- “Like Sands through the Hourglass: The Changing Fortunes of the Daytime Television Soap Opera.” In *Beyond Prime Time: Television Programming in the Post-Network Era*, edited by Amanda D. Lotz, 36-54. New York: Routledge, 2009
- “The New Soaps? *Laguna Beach*, *The Hills*, and the Gendered Politics of Reality ‘Drama’.” Reprinted in *The Pop Culture Zone*, edited by Allison D. Smith, Trixie G. Smith, and Stacia Watkins. Wadsworth, 2009
- “For the love of television.” *OnWisconsin*, November 2008
- “*Buffy* and the ‘New Girl Order’: Defining Feminism and Femininity.” In *Undead TV: Essays on Buffy the Vampire Slayer*, edited by Elana Levine and Lisa Parks, 168-190. Durham: Duke University Press, 2007
- “Introduction,” with Lisa Parks. In *Undead TV: Essays on Buffy the Vampire Slayer*, edited by Elana Levine and Lisa Parks, 1-16. Durham: Duke University Press, 2007
- “Sex as a Weapon: Programming Sexuality in the 1970s.” In *NBC: America’s Network*, edited by Michele Hilmes, 224-239. Berkeley: University of California Press, 2007
- “Toward a Paradigm for Media Production Research: Behind the Scenes at *General Hospital*.” Anthologized in *Television: The Critical View*, 7th Edition, edited by Horace Newcomb, 133-149. New York: Oxford University Press, 2007
- “Toward a Paradigm for Media Production Research: Behind the Scenes at *General Hospital*.” Anthologized in *Critical Approaches to Television*, 2nd Edition, edited by Leah R. Vande Berg, Bruce Gronbeck and Lawrence Wenner, 278-290. New

York: Houghton Mifflin, 2004

“US Networks in the 1970s and ‘80s,” and “*Charlie’s Angels*.” In *The Television History Book*, edited by Michele Hilmes and Jason Jacobs, 89-94. London: British Film Institute, 2003

Online Publications

“The Mediapolis Q&A: Elizabeth Patton’s *Easy Living*,” *Mediapolis: A Journal of Cities and Culture*, Jan. 15, 2021, <https://bit.ly/2ZmGanE>

“What We Learned in Pine Valley,” *Public Seminar*, Jan. 6, 2020, <https://publicseminar.org/essays/what-we-learned-in-pine-valley/>

“*General Hospital*,” “*Another World*,” “*Days of Our Lives*,” show page entries, Academy of Television Arts and Sciences, 2019, <https://interviews.televisionacademy.com/>

“*The Mary Tyler Moore Show*, American Television, and the Slow Pace of Social Change,” *Flow: A Critical Forum on Television and Media Culture*, 20 Feb. 2017, <http://www.flowjournal.org/2017/02/mtm-slow-pace-of-change/>

“Digital Tools for Television Historiography, Parts I – III,” *Antenna: Responses to Media & Culture*, 26 May 2015, <http://bit.ly/1NvsiZX>; 2 June 2015, <http://bit.ly/1IqNAbN>; 9 June 2015, <http://bit.ly/1GKOY3E>

“Where Have the Wonder Women Gone?” *The Conversation*, 20 Nov., 2014, <https://theconversation.com/where-have-all-the-wonder-women-gone-33782>

“The Soaps Rise Again?” *Antenna: Responses to Media & Culture*, 28 Jan. 2013, <http://blog.commarts.wisc.edu/2013/01/28/the-soaps-rise-again/>

“Finding Feminist Media Studies,” *Antenna: Responses to Media & Culture*, 16 Feb., 2012, <http://blog.commarts.wisc.edu/2012/02/16/finding-feminist-media-studies/>

“Can This Soap Be Saved?” *Media Commons: In Media Res*, 14 Feb., 2012, <http://mediacommons.futureofthebook.org/imr/2012/02/14/can-soap-be-saved>

“Salvaging the Sinking Soaps?” *Antenna: Responses to Media & Culture*, 16 June 2011, <http://blog.commarts.wisc.edu/2011/06/16/salvaging-the-sinking-soaps/>

“Selling Style: *Mad Men* and the Fashioning of Femininity.” *Antenna: Responses to Media & Culture*, 17 August 2010, <http://blog.commarts.wisc.edu/2010/08/17/selling-style-mad-men-and-the-fashioning-of-femininity/>

“Losing SOAPnet.” *Antenna: Responses to Media & Culture*, 31 May 2010,

<http://blog.commart.wisc.edu/2010/05/31/losing-soapnet/>

“Style Blogging and Retail Fandom.” *Antenna: Responses to Media & Culture*, 2 Feb. 2010, <http://blog.commart.wisc.edu/2010/02/02/style-blogging-and-retail-fandom/>

“In Search of Boys: Aaron Stone and Disney XD.” *Media Commons: In Media Res*, 19 Oct. 2009, <http://mediacommons.futureofthebook.org/imr/2009/10/19/search-boys-aaron-stone-and-disney-xd>

“Luke Spencer, *General Hospital*’s Repentant Rapist.” *Media Commons: In Media Res*, 19 March 2008, <http://mediacommons.futureofthebook.org/imr/2008/03/19/luke-spencer-general-hospitals-repentant-rapist>

“TV and the ‘70s Sex Revolution.” *SexLiteracy.org*, September 2007, <http://nsrc.sfsu.edu/MagArticle.cfm?Article=777>

“‘She’s a Marvel!’ Daytime Soaps and Transmedia Storytelling.” *Media Commons: In Media Res*, 10 April 2007, <http://mediacommons.futureofthebook.org/videos/2007/04/10/shes-a-marvel-daytime-soaps-and-transmedia-storytelling/>

“The New Soaps? *Laguna Beach*, *The Hills*, and the Gendered Politics of Reality ‘Drama’,” *Flow* 4:10, August 2006, <http://flowtv.org/?p=19>

“What’s Happening on the Soaps? And Why Should We Care?” *Flow* 4:6, June 2006, <http://flowtv.org/?p=168>

“Kids, TV, and the Life of the TV Scholar/Parent,” *Flow* 4:2, April 2006, <http://flowtv.org/?p=172>

Book Reviews/Film Reviews

The Angel in the Marketplace: Adwoman Jean Wade Rindlaub and the Selling of America by Ellen Wayland-Smith, *Journal of American History*, submitted

The Aesthetics of Nostalgia TV: Production Design and the Boomer Era by Alex Bevan, *Design & Culture* 13:3 (2021), 344-346

Easy Living: The Rise of the Home Office by Elizabeth Patton, *Television & New Media* (2021)

Selling Women’s History: Packaging Feminism in Twentieth-Century American Popular Culture by Emily Westkaemper, *The American Historian* 12 (May 2017)

Girl Power by Sarah Blout Rosenberg; *Mickey Mouse Monopoly* by Chyng Feng Sun; *Tough Guise 2* by Jeremy Earp, *Films for the Feminist Classroom* 6:1 (2015), http://ffc.twu.edu/issue_6-1/rev_Levine_6-1.html

Getting Physical: The Rise of Fitness Culture in America by Shelly McKenzie, *Journal of American History* 101:1 (June 2014), 328-329

Unruly Girls, Unrepentant Mothers: Redefining Feminism on Screen by Kathleen Rowe Karlyn, *Journal of American History* 98:3 (2011), 912

The Essential HBO Reader edited by Gary R. Edgerton and Jeffrey P. Jones, *American Studies* 50:1/2 (Spring/Summer 2010), 246-247

Getting Loose: Lifestyle Consumption in the 1970s by Sam Binkley, *Journal of American History* (March 2008), 122

Summer of Love by Gail Dolgin & Vicente Franco, *Journal of American History* (December 2007), 1038-1039

The Daily Planet: A Critic on the Capitalist Culture Beat by Patricia Aufderheide, *Rhetoric and Public Affairs* 4:3 (Fall 2001), 561-563

Working-Class Hollywood: Silent Film and the Shaping of Class in America by Steven J. Ross, *The Velvet Light Trap* 44 (Fall 1999), 97-99

Conference Presentations

Roundtable on *Her Stories: Daytime Soap Opera and US Television History* at Reflections on Broadcasting History conference, Library of Congress, Washington, DC, April 2023

Respondent, “Changing the Channel: Experiments in 1970s American Television,” to be presented at the Society for Cinema and Media Studies conference, Denver, CO, April 2023

“The Liberal Lessons of Soapy Drama: Politicized Wokeness in Recent US Network TV,” presented at the Society for Cinema and Media Studies conference, online, April 2022

Seminar organizer (with Michael Z. Newman), “Television After Legitimation,” Society for Cinema and Media Studies conference, Denver, CO, April 2020, canceled due to CoVid-19

“The Archival Richness of Daytime TV Soap Opera,” presented at the Society for Cinema and Media Studies conference, Seattle, WA, March 2019

“Media Archives and Feminized Popular Culture: Soap Opera Historiography,” presented at the Flow TV Conference, Austin, TX, September 2018

“A Slippery Slope: Changing Structures of Ownership and Control in the Network Era Daytime TV Soap Opera,” presented at the Society for Cinema and Media Studies conference, Toronto, Ontario, Canada, March 2018

“Resurrecting the Audience in US Daytime Soap Opera History,” presented at the “Audiences? The Familiar Unknown of Communication Historiography” preconference, International Communication Association, San Diego, CA, May 2017

“Tackling the 21st Century Academic Job Market,” workshop presentation at the Society for Cinema and Media Studies conference, Chicago, IL, March 2017

“Re-making Men: Masculinity and US Daytime Soap Opera in the 1970s,” presented at the Console-ing Passions International Conference on Television, Audio, Video, New Media, and Feminism, South Bend, IN, June 2016

“Integration for Housewives: Writing Race into 1960s Daytime Soap Opera,” presented at the Society for Cinema and Media Studies conference, Atlanta, GA, April 2016

“Picturing Soap Opera: Daytime Serials and the Transition from Radio to Television,” presented at the Society for Cinema and Media Studies conference, Montreal, Quebec, March 2015

“Gender, Psychology, and the Post-war Daytime TV Soap Opera,” Console-ing Passions International Conference on Television, Audio, Video, New Media, and Feminism, Columbia, MO, April 2014

“Television Studies and/as Media Studies,” workshop presentation, Console-ing Passions International Conference on Television, Audio, Video, New Media, and Feminism, Columbia, MO, April 2014

“Daytime Disruptions: Narrating Gender in 1950s American Soap Opera,” Society for Cinema and Media Studies conference, Seattle, WA, March 2014

“Creating Soap Opera: Gender, Sexuality, and Feminized Media,” workshop presentation, Society for Cinema and Media Studies conference, Seattle, WA, March 2014

“Love in the Afternoon: The Supercouple of 1980s US Daytime Soap Opera,” Television for Women conference, University of Warwick, UK, May 2013

“What Should Women Watch? Feminized Productivity and the End of Soap Opera,”

American Studies Association conference, San Juan, Puerto Rico, November 2012

“Soap Opera’s Anti-Fans,” Flow TV conference, Austin, TX, November 2012

“The Masculinization of Soap Opera,” Console-ing Passions International Conference on Television, Audio, Video, New Media and Feminism, Boston, MA, July 2012

“Productive Pleasures? Feminized Popular Culture of the Convergence Era,” Society for Cinema and Media Studies conference, Boston, MA, March 2012

“Historicizing the Multi-Camera Sitcom,” Television Comedy Conference, University of Wisconsin-Madison, Madison, WI, October 2011

Respondent, “(Ad)dressing the Politics of Fashion in Feminism: Locating Tension in the Waves and Seeking Common Ground,” Central States Communication Association, Milwaukee, WI, April 2011

“The Striving Soap: James Franco, *General Hospital*, and the struggle for cultural legitimation,” Society for Cinema and Media Studies conference, New Orleans, LA, March 2011

“Seeing the *Light*: Transitioning daytime serials from radio to television,” On Archives! Conference, Madison, WI, July 2010

“In the Name of Soap Opera: Serial Storytelling from Daytime to Prime Time,” Console-ing Passions International Conference on Television, Audio, Video, New Media and Feminism, Eugene, OR, April 2010

“‘What the Hell does TIIC Mean?’: Soap Viewing in a Transmedia World,” Reception Studies Association conference, Purdue University, West Lafayette, IN, September 2009

“Like Sands Through the Hourglass: The Changing Fortunes of the Daytime Television Soap Opera,” International Communication Association conference, Chicago, IL, May 2009

“Selling the HD Set: The Cultural Meanings of TV Technology,” Unthinking Television: Visual Culture(s) Beyond the Console conference, George Mason University, Fairfax, VA, March 2009

“From Domestic Appliance to High-Tech Gadget: Media Convergence and the Masculinization of Television Technology,” Console-ing Passions International Conference on Television, Audio, Video, New Media and Feminism, Santa Barbara, CA, April 2008

“National Television, Global Market: Canada’s *Degrassi: The Next Generation*,” Society for Cinema and Media Studies conference, Philadelphia, PA, March 2008

“Doing Soap Opera History: Challenges and Triumphs,” Media Histories Conference, Austin, TX, October 2007

“*Love and Sex: The New Sexual Culture of 1970s American Television*,” Society for Cinema and Media Studies conference, Chicago, IL, March 2007

“Producing Transnational Television: The Case of *Degrassi: The Next Generation*,” Two Days in Canada: Television in Canada conference, St. Catharine’s, Ontario, Canada, November 2006

“The Uses and Meanings of Television History,” *Flow* conference, Austin, TX, October 2006

“The Soaps On the Web: U.S Broadcast Networks and On-line Soap Opera Promotion,” Console-ing Passions International Conference on Television, Audio, Video, New Media and Feminism, Milwaukee, WI, May 2006

“Media, the Past, and Everyday Life: In Search of Historical Audiences,” Society for Cinema and Media Studies conference, Vancouver, BC, March 2006

“Femininity and Feminism in *Charlie’s Angels*, 1970s to the present,” Society for Cinema and Media Studies conference, London, UK, April 2005

“*Buffy* and the ‘New Girl Order’: Defining Feminism and Femininity,” National Communication Association conference, Chicago, IL, November 2004

“Wallowing in Sex: Made-for-TV Movies and Endangered Youth in the 1970s,” Console-ing Passions International Conference on Television, Audio, Video, New Media and Feminism, New Orleans, LA, May 2004

“Live! Defining Television Quality at the Turn of the 21st Century,” Media in Transition III: Television conference, Massachusetts Institute of Technology, May 2003

“Cultural Studies of Media Industries,” workshop, Society for Cinema and Media Studies conference, Minneapolis, MN, March 2003

“The threat of the ‘X’: U.S. television and ‘X-rated’ culture, 1969-1975,” Society for Cinema and Media Studies conference, Minneapolis, MN, March 2003

“From Romance to Rape: Sex, Violence, and Soap Operas in the 1970s,” Society for Cinema Studies conference, Denver, CO, May 2002

“Lifting the Curse: Menstrual Products Advertising and the NAB TV Code,” National Communication Association conference, Atlanta, GA, November 2001

“Bras without Breasts: The NAB TV Code and Advertising Regulation, 1959-1982,” Society for Cinema Studies conference, Washington, D.C., May 2001

“The Wonder Woman: Television, Cultural Feminism, and Female Power in the 1970s,” Console-ing Passions conference, South Bend, IN, May 2000

“‘We’re all wallowing in sex’: Sex, Violence, and Television Network Competition in the 1970s,” Society for Cinema Studies conference, Chicago, IL, March 2000

“Re-viewing Ethnography: Media Audiences, Cultural Studies, and the Limitations of Knowledge,” National Communication Association conference, Chicago, IL, November 1999

“Constructing a Market, Constructing an Ethnicity: U.S. Spanish-language Television and the Formation of Latino/a Identity,” American Studies Association conference, Montreal, Quebec, October 1999

“A Mother’s Tears and a Nation’s Fears: Charles A. Lindbergh and the Tabloid Press,” Society for the History of Authorship, Reading and Publishing (SHARP) conference, Madison, WI, July 1999

“Behind the Scenes: The Scholar/Fan and On-site Industry Research,” Society for Cinema Studies conference, West Palm Beach, FL, April 1999

“Fractured Fairy Tales and Fragmented Markets: The Postmodern Crisis of a Media Empire,” Console-ing Passions conference, Montreal, Quebec, May 1997

Invited Lectures/Presentations

“Her Stories: Daytime Soap Opera and US Television History,” PLATO Madison, November 9, 2022

“The Classic Ghosts: ‘The House and the Brain’,” UCLA Film and Television Archive, October 20, 2022

Interview with Elana Levine, Popular Culture Association Conference, April 16, 2022

“Her Stories: Daytime Soap Opera and US Television History,” Hart Park Senior Center, Wauwatosa, WI, October 14, 2021

“Her Stories: Daytime Soap Opera and US Television History,” National Arts Club Television Festival: Women and the Moving Image, September 29, 2021

“Soap Operas and Women, 1950s-1980s,” Osher Lifelong Learning Institute, University of Wisconsin-Milwaukee School of Continuing Education, Feb. 22, 2021

“Her Stories: Daytime Soap Opera and US Television History, 1950s-1980s,” Light Industry, Brooklyn, NY, scheduled for March 2020, canceled due to CoVid-19. Audio version of talk available, <https://www.patreon.com/posts/38129594>

“Gender, Work, and the Family Sitcom,” curator and interviewee TV at the Pollock, Carsey-Wolf Center, University of California-Santa Barbara, Feb. 13, 2020

“The Supercouple Fantasy: Daytime Soap Opera in the 1980s,” lunchtime speaker and mentor, Undergraduate Honors Conference, Department of Communication and Theater, DePauw University, April 2019

“Streaming Soap Opera: Cultural Hierarchy and the (Short) History of Streaming TV Originals,” featured speaker, “Streaming, Binge-Watching, and Second Screening: Online Social Television in Perspective,” Boston University Emerging Media Studies Program Conference, April 2017

“Love in the Afternoon: Historicizing the Supercouple of 1980s US Daytime Soap Opera,” invited speaker, Symposium on Women’s Media History, University of Pittsburgh, February 2017

“Legitimizing Television: The Striving Soap Opera,” keynote presentation, Western Humanities Association conference, University of California-Irvine, November 2015

“Inventing a Genre: Daytime Soap Opera and/as US Television History,” colloquium presentation, Media and Cultural Studies program, University of Wisconsin-Madison, October 2015

“Transitioning Soap Opera from Radio to Television,” guest lecture, DGMD 4810: Radio and Television History, Professor Amanda Keeler, Marquette University, Milwaukee, WI, October 2015

“Feminized Popular Culture in the Early 21st Century,” presentation, Miami University, Oxford, OH, September 2015

“Television, Cultural Legitimation, and the Case of Soap Opera,” keynote presentation, TV Now conference, University of Minnesota, Minneapolis, MN, December 2013

“Love in the Afternoon: The Supercouple of 1980s US Daytime Soap Opera,” Women’s Studies Program brown bag, University of Wisconsin-Milwaukee, October 2013

“What Should Women Watch? Compulsory Productivity and the End of Soap Opera,” Media, Technology, & Politics, Nieman Conference, Marquette University, Milwaukee,

WI, October 2012

“Legitimated Serials and the Denial of Soap Opera,” Screen Cultures Doctoral Program Colloquium, Northwestern University, Evanston, IL, June 2011

Moderator, “Complicating Authorship and Cultural Labor,” Unboxing Television workshop, MIT, Boston, MA, November 2007

“Doing Soap Opera History: Romance and Rape in the 1970s,” Gender and Genre Symposium, Screen Cultures Doctoral Program, Northwestern University, Evanston, IL, February 2007

Media and the Family (Television), Union Art Gallery, University of Wisconsin-Milwaukee, November 2006

“Re-thinking the Liveness Myth: Recent Experiments in Live Television,” Media and Cultural Studies colloquium, Department of Communication Arts, University of Wisconsin-Madison, Fall 2003

“Gender, Sexuality, and the Media,” Abusive Relationships, Community Problems, Community Solutions course, School of Education, University of Wisconsin-Milwaukee, Spring 2003

“*Buffy* and the ‘New Girl Order’: Two Waves of Television and Feminism,” Media and Cultural Studies colloquium, Department of Communication Arts, University of Wisconsin-Madison, Spring 2002

“‘Having a female body doesn’t make you feminine’: Personal Products Advertising in 1970s TV,” Media and Cultural Studies colloquium, Department of Communication Arts, University of Wisconsin-Madison, Spring 2001

“Sex, Gender, and U.S. Television in the 1970s,” Hillel Graduate Student meeting, University of Wisconsin-Madison, February 2001

“Modes of Television Production,” Introduction to Video Production course, University of Wisconsin-Madison, Spring 2001, Spring 2000

“Constructing a Market, Constructing an Ethnicity: U.S. Spanish-language Media and the Formation of a Syncretic Latino/a Identity,” Media and Cultural Studies colloquium, Department of Communication Arts, University of Wisconsin-Madison, Spring 2000

“The Turn to ‘Irrelevance’—Late ‘70s TV,” Survey of Radio, TV, and Film as Mass Media course, University of Wisconsin-Madison, Spring 2000, Fall 1999, Spring 1998

“A Mother’s Tears and a Nation’s Fears: Charles A. Lindbergh, the Tabloid Press, and

Radio Broadcasting,” School of Library and Information Sciences colloquium, University of Wisconsin-Madison, October 1999

“Toward a Paradigm for Media Production Research: Behind the Scenes at *General Hospital*,” Media and Cultural Studies colloquium, Department of Communication Arts, University of Wisconsin-Madison, Spring 1999

“Fractured Fairy Tales and Fragmented Markets: The Postmodern Crisis of a Media Empire,” Media and Cultural Studies colloquium, Department of Communication Arts, University of Wisconsin-Madison, Spring 1997

“Soaps and Serials: An Oral History of Daytime Radio Listeners,” with Jennifer Wang, Media and Cultural Studies colloquium, Department of Communication Arts, University of Wisconsin-Madison, Fall 1996

Fellowships, Grants, and Awards

Research in the Humanities Award, University of Wisconsin-Milwaukee, 2021

Humanities Scholarly Activity Fund awardee, University of Wisconsin-Milwaukee, 2020

Research Travel Award, University of Wisconsin-Milwaukee, Fall 2019

UWM nominee, National Endowment for the Humanities Summer Stipend, 2019-2020

Fellow, Center for 21st Century Studies, University of Wisconsin-Milwaukee, 2018-19, 2014-15

Research and Creative Activities Support Award, University of Wisconsin-Milwaukee, 2018-19 award period (\$8203); 2012-2013 award period (\$12,032.66)

Faculty Fellow, National Academy of Television Arts and Sciences, 2015 Faculty Seminar

Arts and Humanities Faculty Travel Grant, University of Wisconsin-Milwaukee, 2015, 2014, 2012, 2006, 2005

Faculty Fellow, National Association of Television Program Executives (NATPE), 2013

Best Book Award, Critical and Cultural Studies Division, National Communication Association, *Legitimizing Television: Media Convergence and Cultural Status*, 2012

Faculty Fellow, International Radio and Television Society Faculty Seminar, 2009

Walter Jay and Clara Charlotte Damm Fund research grant, Journal Communications Foundation, \$3,550, 2008 award period; \$3,060, 2009 award period

American Heritage Center Travel Grant, American Heritage Center, University of Wyoming, 2008 (\$500)

Walter Jay and Clara Charlotte Damm Fund, Journal Communications Foundation, in support of Console-ing Passions International Conference on Television, Audio, Video, New Media and Feminism, Milwaukee, WI, co-organizer with Carol Stabile, May 2006 (\$5,000)

Global Studies Course Enhancement Grant, Center for International Education, University of Wisconsin-Milwaukee, 2005 (\$1,000)

Faculty Travel Grant, Center for International Education, University of Wisconsin-Milwaukee, 2005 (\$300)

Outstanding Dissertation Award, National Communication Association, Critical and Cultural Studies Division, 2002-2003

University Dissertator Fellowship, University of Wisconsin-Madison, 2001-2002

Departmental Teaching Award, Department of Communication Arts, University of Wisconsin-Madison, 2001

Vilas Travel Grant, Graduate Student Council, University of Wisconsin-Madison, 2001

American Heritage Center Travel Grant, American Heritage Center, University of Wyoming, 2000 (\$500)

Vilas Travel Grant, Graduate Student Council, University of Wisconsin-Madison, 2000

McCarty Dissertation Scholarship, Department of Communication Arts, University of Wisconsin-Madison, 2000

Helen K. Herman Award, Department of Communication Arts, University of Wisconsin-Madison, 2000

Delmas Foundation Grant, Society for the History of Authorship, Reading, and Publishing, SHARP conference, Madison, WI, 1999

McCarty Continuing Achievement Award, Department of Communication Arts, University of Wisconsin-Madison, 1999, 1998

McCarty Travel Award, Department of Communication Arts, University of Wisconsin-

Madison, Spring 2002, Fall 2001, Spring 2001, Fall 1999, Spring 1999, Spring 1997

WARF Fellowship, University of Wisconsin-Madison, 1995-1996

Conference Organizing

Fiske Matters: A Conference on John Fiske's Legacy for Cultural Studies, Madison, WI, June 2010, co-organizer with Ron Becker

Console-ing Passions International Conference on Television, Audio, Video, New Media and Feminism, Milwaukee, WI, May 2006, co-organizer with Carol Stabile

Teaching

Graduate courses (University of Wisconsin-Milwaukee)

ENG 876, Seminar in Media Studies: Media Industry Studies, Spring 2023

ENG 878, Seminar in Feminist Critical Theory: Feminist Media Studies, Fall 2021

ENG 876, Seminar in Media Studies: Gender and Popular Culture, Fall 2020

JAMS 860, US Television & Social Change, Spring 2020

JAMS 830, Seminar in Media History: Television Studies and Television History, Spring 2018; History of Mass Media: Television Studies and Television History, Spring 2014

JAMS 700, Approaches to Media Studies, Fall 2019, Fall 2018, Fall 2016, Fall 2014, Fall 2013

JAMS/JMC 860/845, Gender and Popular Culture, Spring 2016, Fall 2012, Spring 2011, Spring 2009

JMC 815, Mass Media and Cultural Studies, Spring 2007, Spring 2004, Spring 2003

JMC 815, Feminist Media Studies, Fall 2005

Independent Studies

ENG 999 (Spring 2022) Television History & Television Studies, Jessica Hoover;

JAMS 999 (Fall 2020) Scheduling Heteronormativity, Melissa Monier; (Fall

2019) Masculinity and Reality TV, Stephanie Menders; (Fall 2018) Television in the Digital Age, Dasmond McMillan; Teen Television and LGBT content,

Analise Pruni; (Fall 2016) Gender, Comedy, and British Television, Lindsay

Weber; (Spring 2015) Young Adult Literature, Megan Connor and Meg

Kohlmann; (Fall 2014) Girl Culture, Megan Connor; Self-Help Culture, Natalie

Peters; Sports and Gender, Ethan Collins; (Fall 2013) Masculinity, Leslie

Peckham; Celebrity Culture and Girl Studies, Anna Donatelle; Moral Panics and

Youth Sexuality, Megan Yahnke; (Spring 2013) Michel Foucault and Post-

structuralism, Nicholas Stratton; (Fall 2011) Production Studies & the Book

Publishing Industry, Rachel Ney (Fall 2010) Television Studies, Derek Granitz

(Fall 2009) Melissa Zimdars; (Fall 2008) Global Media Culture and Korean

Television, Youngchi Chang; (Spring 2011) Celebrity Culture, Whitnee Smith

(Fall 2006) Nicole Pokuta; (Spring 2006) Media Audience Studies, Katherine

Schmitt; (Fall 2005) Feminist Media Studies, Erin Hareng; (Spring 2005)

Postfeminism and Media, Eszter Szikora; (Fall 2004) Media/Cultural Studies,

Donte McFadden; (Summer 2004), Gender and Media, Erin Hareng, (Fall 2003) Angie Tinholt, (Fall 2002) Allison Klein, Patricia Koehler; (Summer 2003) Race and Media, Qadira Oliver

Undergraduate courses (University of Wisconsin-Milwaukee)

FILMSTD 690: Seminar in Contemporary Cinema and Media: Cultural Studies of Film and Media, Spring 2021
 ENG/FILMSTD 393, Entertainment Industries: American TV Industry, Spring 2022, Spring 2021, Spring 2020
 ENG/FILMSTD 291, Introduction to Television Studies, Fall 2021, Fall 2020
 JAMS 101, Introduction to Mass Media, Fall 2017-Spring 2018, Fall 2013, Spring 2013, Fall 2012, Spring 2012, Fall 2011
 JMC 142, Television and Radio in American Society, Fall 2010, Fall 2009, Spring 2009
 JMC/JAMS 262, Principles of Media Studies, Fall 2019, Spring 2016, Spring 2015, Spring 2006, Fall 2005, Spring 2005, Fall 2004
 JMC 296, UROP Apprenticeship, Spring 2007, Fall 2006, Spring 2006, Fall 2005
 JMC 460, Gender and the Media, Fall 2002
 JMC 560, History of Mass Media, Spring 2008, Fall 2007, Spring 2007, Fall 2006
 JAMS/JMC 562, Media Studies and Culture, Fall 2011, Fall 2010, Fall 2009, Spring 2008, Fall 2007, Fall 2006, Spring 2005
 JAMS/JMC 661, Seminar in Mass Communication and Society: Gender and Popular Culture, Spring 2019, Spring 2017, Fall 2016; Media Audiences, Summer 2016, Summer 2012, Summer 2009, Summer 2006, Fall 2004, Fall 2003, Spring 2003; JMC 661, Seminar in Mass Communication and Society: Media History, Fall 2002

Independent Studies

HONORS 689, Thesis, Zoe Farrell, Spring 2022
 JAMS 699, Race, Audiences, and Reality Television, Danielle Brooks, Spring 2014
 JMC 699, Cultural Theory and Video Gaming, John Vanderhoef, Spring 2007
 JMC 699, Advanced Principles of Media Studies, Shari Testa, Spring 2005

University of Wisconsin-Madison courses

CA 250, Survey of Radio, TV, and Film as Mass Media, Spring 2001, Fall 2000, Summer 2000
 WS 421, Constructions of Gender in the Media, Spring 2002, Summer 2001

Ph.D. Dissertation Committees

Completed

As advisor (English, University of Wisconsin-Milwaukee)

Paul Doro, English, "Rural Masculinities in American Scripted Television Series of the 2010s," Summer 2022

As committee member

University of Wisconsin-Milwaukee

Catherine Abbott, “Women to the Front: Power, Agency, and Devotion in New Religious Movements,” (History), Fall 2022

Morgan Foster, “Girlhood by the Book: Race, Gender, and Young Adult Literature, 1980-2020,” (English), Spring 2022

Jessica Johnston, “The Business of the Girl: Celebrity and the Professionalization of Girlhood in Early Twenty-first Century Media Culture” (English), Spring 2020

Terra Rasmussen, “The Great War and Motherhood” (Communication), Summer 2018

Bridget Kies, “The Masculine Turn: American Television from Carter to Clinton” (English), Spring 2018

Ruth Wollersheim, “Retrograde Returns of the American Housewife: Reimagining an Old Character in a New Millennium” (English), Fall 2015

Rachel Davidson, “Rhetorical Lessons in Advocacy and Shared Responsibility: Family Metaphors and Definitions of Crisis and Care in Unpaid Family Caregiving Rhetoric” (Communication), Summer 2015

Daniel Brown, “The Highland Clearances and the Politics of Memory” (Modern Studies), Fall 2013

Liana J. Odracic, “Reading Our Lives: Collective Reading and Cultural Work in 19th and 20th Century Wisconsin Women’s Book Clubs” (Modern Studies), Summer 2007

Patrick Gonder, “Like a Monstrous Jigsaw: Genetics, Evolution and the Body in the Horror Films of the 1950s” (Modern Studies), Summer 2007

Suzanne Leonard, “Scarlet Women: Unfaithful Wives in Contemporary Feminism, Fiction, and Film” (English), Fall 2005

University of New South Wales

Jessica Ford, “American Feminist Sensibility Television in the Postnetwork Era,” Summer 2017

University of Alberta

Ashley Elaine York, “A Model of Popular Prime Time Serial Design and the Case of TNT’s *The Closer*,” Spring 2016

University of Iowa

Melissa Zimdars, “Watching Our Weights: The Global Circulation of Fat Television and the ‘Obesity Epidemic’,” Spring 2015

The University of Queensland

Angie Knaggs, “Contemporary Televisual Spaces, Power Dynamics, and Constructions of Identity in *Prison Break*,” Winter 2011

In progress

As advisor (English, University of Wisconsin-Milwaukee)

David Kocik

Jessica Hoover

As committee member

University of Wisconsin-Milwaukee (English)

Jordan Adler
Keaton Vosper
Georgia State University
Maria Boyd
University of Minnesota, Twin Cities
Caroline Bayne
University of Wisconsin-Madison
Daphne Gershon

M.A. Committees (University of Wisconsin-Milwaukee)

Completed

As Advisor, Media Studies M.A.

Naomi Wilson (2021); Melanie Gaw (2021); Melissa Monier (2021); Riana Slyter (2021); Stephanie Menders (2020); Dasmond McMillan (2019); Analise Pruni (2019); Sierra Wolff (2018); Lindsay Weber (2017); Rachel Kinnard (2016); Meg Kohlmann (2016); Megan Connor (2015); Ethan Collins (2015); Natalie Peters (Women's Studies, 2015); Leslie Peckham (2015); Anna Donatelle (2014); Robin Turnblom (2014); Jing Zhao (2012); DeAnna Fabiano (2012); Whitnee Smith (2012); Aarti Basnyat (2011); Derek Granitz (2011); Eric Lohman (2010); Melissa Zimdars (2010); John Vanderhoef (2010); Mara Williams (2009); Youngchi Chang (2009); Anthony Marinetti (2008); Allison Klein (2008); Nicole Pokuta (2008); Angie Tinholt (2008); Erin Hareng (2007); Melody Hoffmann (2007); Qadira Oliver (2006); John-Peter Trask (2005); Eszter Szikora (2005); Kimberly Ducaine (2003); Patricia Koehler (2003)

As Committee Member, English

Allison Farrell (2022)

As Committee Member, Media Studies M.A. (unless labeled otherwise)

Sam Wisneski (2022); Briah Baker (2021); Molly Bell, Women's and Gender Studies (2020); David Kocik (2020); Safa Khairy (2019); Claire Hackett (2019); Molly McCourt (English, 2019); Justin Englebart (2017); Daniel Murphy (2016); Max Neibaur (2015); Paromita Sengupta (2015); Kate Kallenberger (2015); Shawn Glinis (2014); Megan Yanke, Women's Studies (2014); Stephen Kohlmann (2014); David Wooten (2013); Kristi Grimm (2013); Carey Peck (2012); Molly Bancroft (2011); Lawrence Dugan Nichols (2011); Patrick Fitzgerald (2009); Matt Turner (2009); Martha Boehm (2009); Janice McGann (2008); Maureen Fitzpatrick (2007); Katherine Schmitt (2007); Nicholas Grider (2006); Angela Simonson, Modern Studies (2005); Katherine Werther-Kapsy (2003)

In progress

As Committee Member

Ariel Teal, *Film M.F.A.*

Service***Departmental Service******English, University of Wisconsin-Milwaukee***

Coordinator, Media, Cinema, and Digital Studies Plan, Fall 2021-

Executive Committee, Fall 2019-

Graduate Program Committee, Fall 2020-

Undergraduate Program Committee, Fall 2021-

Awards & Recognition Committee, Fall 2020-Spring 2022

Journalism, Advertising, and Media Studies, University of Wisconsin-Milwaukee

Executive Committee, Fall 2008-Spring 2019

Director of Graduate Studies, Fall 2016-Spring 2018, Fall 2010 – Spring 2014

Chair, Visiting Assistant Professor Search Committee, Spring 2018

Faculty Search Committee, Fall 2010, Spring 2008, Fall 2003

Curriculum Committee, Chair, Spring 2008; Member, Fall 2017-present, Fall 2011-Spring 2013, Fall 2003-Spring 2004

Undergraduate Committee, Fall 2009, Fall 2006-Spring 2007

Graduate Committee, Spring 2003-Summer 2006, Fall 2007-Spring 2009, Spring 2016

Liaison, Museum of Radio and Television Satellite Seminar Series, 2004-2006

Vision/Mission Committee, Summer 2003

Awards Committee, Fall 2002-Spring 2003

Communication Arts, University of Wisconsin-Madison

Graduate Student Representative, Media and Cultural Studies Hiring Committee, 2000-2001

Judge, Bi-annual Undergraduate Public Speaking Contest, Spring 1999, Spring 2000, Fall 2000, Spring 2001, Fall 2001

University Service (University of Wisconsin-Milwaukee)

University Library Committee, Fall 2021-

University Relations Committee, Fall 2020-

Graduate Fellowships Committee, Fall 2020-

Chair, Search Committee, Vice-Chancellor for Marketing & Communications, Spring 2022 – Fall 2022

2030 Plan: Faculty Workload Working Group, Fall 2021- Spring 2022

Faculty Mentor, Fall 2018-present

Faculty Rights and Responsibilities Committee, Fall 2018-present, chair, 2020-21

College of Letters & Science Academic Planning & Governance Committee, Fall 2017-Spring 2019, Fall 2020-Spring 2021; Chair, Fall 2021-Spring 2022

Graduate Faculty Council, Fall 2016-Spring 2019

Graduate Course and Curriculum Committee, Chair, Fall 2017-Spring 2019; Committee Member, Fall 2016-Spring 2017

College of Letters & Science Dean's Search Committee, Fall 2016-Spring 2017

College of Letters & Science WUWM General Manager Search Committee, Spring 2018-Fall 2019

Judge, Meadows Scholarship, College of Letters & Science, 2016-17
 Chancellor's Task Force on Sexual Violence Prevention, Reporting, and Response, 2015
 Women's Studies Advisory Committee, Fall 2013 – present
 Arts & Humanities Divisional Executive Committee, Chair, Fall 2013-Spring 2014;
 Member, Fall 2011-Spring 2013
 Graduate Program Reviews Committee, Graduate School, Spring 2009-Spring 2011
 Faculty Advisory Committee, Center for 21st Century Studies, Fall 2016- present, Fall
 2008-Spring 2010
 Women's Studies Executive Committee, Fall 2009 – Spring 2010
 Affiliated Faculty Member, Women's Studies Program, Fall 2002-present
 Women's Studies Steering Council, Women's Studies Program, Fall 2009 – Spring
 2010, Fall 2004-Spring 2005
 Co-Coordinator, Feminist Theory Research Workshop, Center for 21st Century Studies,
 Fall 2003-Spring 2005
 Honors Program Committee, Fall 2003-Spring 2005

Professional Service

Interviewer, Fieldnotes interview with Lynn Spigel, Society for Cinema and Media
 Studies, Spring 2017
Judge, Graduate Student Prize in Feminist Media History, Society for Cinema and Media
 Studies and *Feminist Media Histories* journal, 2016-17
Mentor, Society for Cinema and Media Studies
Chair, Pedagogy Award Committee, 2015-16, Society for Cinema and Media Studies

Reviewer (Tenure and Promotion)

Arizona State University, Boston University; Catholic University; CUNY-Hunter
 College, Denison University, Emory University; Fordham University, Muhlenberg
 College, Old Dominion University, Portland State University, University of Albany,
 University of California, Los Angeles, University of Kentucky, University of Maryland-
 Baltimore County, University of Michigan, University of Oregon; University of Southern
 California

Reviewer (Publishers)

Bedford/St. Martin's; Bloomsbury Academic; Duke University Press; New York
 University Press; Open University Press; Polity Books; Routledge; Rutgers University
 Press; SUNY Press; Syracuse University Press; Wayne State University Press; University
 of Arizona Press; University of California Press; University of Chicago Press; University
 of Georgia Press; University of Kansas Press; University of Illinois Press; University of
 Texas Press

Reviewer (Journals)

*Afterimage; American Journal of Public Health; Canadian Review of American Studies;
 Cinema Journal/Journal of Cinema and Media Studies; Communication, Culture and
 Critique; Continuum: Journal of Media and Cultural Studies; Critical Studies in Media*

Communication; Feminist Media Studies; [in]Transition; Journal of American History; Journal of Communication Inquiry; Journal of Popular Television; Journalism and Mass Communication Quarterly; Media Industry Studies; New Media and Society; New Review of Film and Television Studies; Popular Communication; Series; Postmodern Culture; Sociological Perspectives; Television and New Media; Transformative Works and Cultures; Wide Screen; Women's Studies in Communication

Reviewer (Professional Associations)

Best Book Award, Critical and Cultural Studies Division, National Communication Association, Fall 2018

Conference proposal reviewer, Console-ing Passions International Conference on Television, Audio, Video, New Media and Feminism, Spring 2017

Open call proposal reviewer, Society for Cinema and Media Studies, 2016-17, 2014

Preconstituted panels proposal reviewer, Society for Cinema & Media Studies, 2012

Open call conference proposal reviewer, Television Studies, Society for Cinema and Media Studies, 2010

Board Member, Console-ing Passions International Conference on Television, Audio, Video, New Media and Feminism

Judge, National Communication Association, Critical and Cultural Studies Division Outstanding Dissertation Award Competition, 2003-2004

Reviewer (Research Funding)

CLARIAH-CORE Digital Humanities Research Program, Netherlands

Editorial Boards

Afterimage: The Journal of Media Arts and Cultural Criticism, April 2019-present

Television and New Media, April 2018 - present

Communication, Culture and Critique, Jan. 2017- present

Feminist Media Studies series, University of Illinois Press

Transformative Works and Cultures, spring 2008-fall 2017

The Velvet Light Trap, Coordinating Editor, Fall 1999-Fall 2000; Editorial Board, Fall 1995-Spring 1999