

## DR. AVI SANTO

### EDUCATION:

- PhD 2002-2006 University of Texas at Austin, Radio-Television-Film
- MA 1999-2002 University of Texas at Austin, Radio-Television-Film
- BFA 1994-1999 Concordia University, Film Studies
- Certificate in Licensing Studies (2012) from International Licensing and Merchandizers' Association "Licensing University" program
- Certificate in Entrepreneurship Education (2014) from Babson College

### Academic Appointments:

- **Assistant Professor** (2006-2012), Department of Communication and Theatre Arts, Old Dominion University
- **Associate Professor** (June 2013- present), Department of Communication and Theatre Arts, Old Dominion University

### COURSES TAUGHT AND DEVELOPED: \* graduate seminar; (\*) both undergraduate and graduate versions taught; # developed but not taught

COMM 260: Intro to Media (taught 8 times)  
COMM 272G Digital Literacy #  
COMM 301: Critical Methods in Communications #  
COMM 340: Mass Media & Popular Culture (taught 2 times)  
COMM 400W: Race & the Media (taught 4 times)  
COMM 445: Film Analysis (taught 3 times)  
COMM 445/545: Entertainment Industries & Cultures (\*) (taught 2 times)  
COMM 448: International Media Systems (taught 4 times)  
COMM 473/573: Television & Society (\*) (taught 3 times)  
COMM 495/595: History of Television (\*) (taught 3 times)  
COMM 495/595: Superheroes & US Media Culture (\*) (taught 3 times)  
COMM 495/595: Manly TV (\*) (taught 2 times)  
COMM 602: Intro to Digital Media Theory & Practice (taught 8 times)  
COMM 603: Communication & Social Change \* (taught 1 time)  
COMM 795: Children's Media & Culture \* (taught 2 times)  
COMM 795: Transnational Media Practices \* (taught 5 times)  
COMM 795: Media, Migration and Mobility \* (taught 5 times)  
HNRS 495/595 Gaming the University (\*) (taught 1 time)  
HUM 601: Intro to Critical Theory & Cultural Studies \* (taught 6 times)  
HUM 695: Debates in the Digital Humanities \* (taught 1 time)  
HUM 795: Play Cultures\* (taught 1 time)  
HUM 795: Cultural Politics of Masculinity \* (taught 1 time)  
ENGL 795: Authorship in the Digital Age\* (taught 2 times)

## Administrative appointments:

- **Director** (June 2013- August 2018), Institute for the Humanities, Old Dominion University
  - Administer interdisciplinary graduate degree program in Humanities involving two dozen faculty members from across 8 Departments and 80 full-time and part-time graduate students
  - develop and manage course schedules
  - Oversee annual recruitment and enrollment initiative
  - Conduct yearly operational analysis and review of Institute goals and objectives
  - Review, assess and revise curricular requirements for program
  - Manage annual state, gift and travel budget accounts
  - Conduct annual faculty and staff evaluation and performance counseling
  - Provide faculty guidance and support in Promotion and Tenure cases
  - Recruit and retain award-winning and nationally recognized faculty
  - Oversee the development of annual equipment purchases
  - Manage student grade disputes, complaints and other issues
  - Lead and promote new initiatives, such as:
    - Development of interdisciplinary graduate certificates in: Art & Entrepreneurship, Health, Communication & Culture, and Social Justice & Entrepreneurship. Developing external partnerships
    - Creation of annual newsletter for alumni, donors, and potential recruits
    - Creation of advisory board consisting of alumni and community leaders
    - Implementation of comprehensive co-curricular & community engagement program (18 events, approximately 2100 attendees in 2013-2017)
    - Development of the **Gaming & Social Change Hub**, including partnership with City of Norfolk
    - Developing **Center for Social Innovation**
- **Chair** (June 2018 - present), Department of Communications & Theatre Art
  - Oversee a budget of \$3,349,335 (\$395,000 in non-personnel related funds) and an addition \$2.2 Million in fixed assets
  - Supervise 30 full-time faculty, 65 adjuncts, and 4 staff people in a department with 900 majors and 60 graduate students.
  - Oversee seven distinct programs: Communication (comprised of Interpersonal and Organizational Communication (IPO) and Media Studies), Theatre, Dance, Cinema & Television Production, Strategic Communication, COMMONline, and a graduate program in Lifespan Communication & Digital Media
  - Initiated bi-monthly mentorship program for junior faculty (I meet with each junior faculty member - tenure track or lecturer - for an hour each once every other month. This is an opportunity for them to share accomplishments/concerns/questions and for us to work collectively on a plan toward tenure and/or promotion)

- Created a leadership committee responsible for developing and implementing department's shared mission and exploring collaborative opportunities across programs
- Drafted new mission statement for the department
- Began exploring formation of an external advisory board (currently 4 members, looking to have 8)
- Oversaw creation of new marketing materials and strategies for programs, including hiring a part-time marketing staff person
- Created an alumni committee and an events committee to oversee extracurricular engagement with key stakeholders
- Created a diversity committee to explore strategies for recruiting, supporting and retaining diverse faculty and graduate students as well as for developing dedicated Communication & Diversity learning objectives for our courses
- Created a monthly Brown Bag Works in Progress series where faculty share ongoing research with one another and with our graduate students
- Instituted bi-weekly e-bulletin that shares kudos, information, and upcoming events with all faculty and grad students
- Reintroduced departmental happy hours following monthly faculty meetings as a means of fostering more social and communal work environment (also reconciled monthly faculty meeting as less of an info dump and more design thinking/collective action oriented)
- Created a monthly adjunct conversation to ensure greater connectedness between our adjunct instructors and with the department
- Developed and implemented a stewardship program to ensure greater oversight by full-time faculty over our undergraduate curriculum and the instructors teaching our gen-ed classes
- Overseeing revision of our undergraduate curriculum, including introduction of new majors (Strategic Communication) and certificates (Digital Leadership; AVID), as well as developing a capstone experience for Seniors, and a diversity requirement for all majors
- Overseeing revision of our Graduate Teaching Assistant preparation program
- Coordinating with faculty from COMM, DANCE, FILM, and THEA on joint efforts to do community engaged creative scholarship as part of the Saint Paul's public housing redevelopment (launch Spring 2020)
- Overseeing development of a cross-disciplinary student-run revenue-generating digital strategies firm for Fall 2020 launch (Feasibility study completed in Fall 2018; Executive Director hired in Fall 2019)
- Overseeing development of Filmmaker-in-Residence program to support departmental feature film production partnerships with minority and marginalized filmmakers (anticipated launch: Fall 2022)
- Created a second Associate Chair position to oversee adjunct hiring, evaluation, scheduling, and stewardship and appointed Professor Katherine Hammond in that role
- Write reappointment/annual evaluation letters for 30 full-time faculty and tenure-letters for two full-time faculty
- Stewarded two successful tenure cases; currently working on a third; Stewarded three successful Lecturer promotions (1 to Senior Lecturer; 2 to Master Lecturer)

- Successfully hired two new faculty (one at the tenured Associate level); Successfully lobbied for creation of two new faculty lines; Stewarding two ongoing faculty hiring searches
- Wrote letters of nomination and support for five University summer grant applications, four College Summer Grant applications, eight faculty development grants, and two PURS grants (2 funded, 5 pending, 9 unfunded)
- Wrote letters of nomination for 2 SCHEV Outstanding Faculty Awards, 2 Burgess Research Awards, 1 Stern Award for Teaching, 1 Lewis Award for Mentoring, 1 Tonelson Award, 2 University Distinguished Teacher Awards, 2 University Professor Awards, 1 Graduate Teaching award, 1 Teaching with Technology award, and 1 Advising award (5 awarded, 8 not awarded)
- Wrote letters supporting research leave for three faculty and 1 letter supporting family leave for another (all four granted)
- Guided the department through a successful audit, which included developing new procedures for tracking our spending and our fixed assets
- Trained staff on new roles, including scheduling, faculty workload reports, Couseleaf updates, event coordination, and fixed asset tracking.
- Developed and implemented a more efficient and crowdsourced scheduling procedure that has reduced errors by 60% in only two semesters.
- Developed new program report and projection template to be used in making budgetary decisions. The template asks program directors to develop benchmarks, demonstrate evidence of need/impact, and to align requests with departmental mission as part of their review and projection for program strengths, needs, growth, and sustainability.
- Advocated to the Dean, VP of Student Engagement & Enrollment Services, and Provost for additional resources resulting in \$20,000 toward supporting promotion of *American Dreamer*; \$6000 toward sending the cast of *Anon(ymous)* to KCACTF in Spartanburg, SC, \$5000 toward offsetting the costs of ticket prices for students for *Twelfth Night*, two new Graduate Assistantships, and support for a tenured Associate Professor position for our Strategic Communication program.
- I also perform other regular Chair duties that included drafting an annual report, faculty work load reports, grade appeals, budgetary oversight, assembling annual requests for new budgetary items, holding monthly department meetings, meeting regularly with program directors, and attending monthly Chairs & Directors meetings

## **PUBLICATIONS:**

### **Monographs**

*Selling the Silver Bullet: The Lone Ranger and Transmedia Brand Licensing.* University of Texas Press, 2015.

### **Anthologies**

*Intermediaries: Management of Culture in the Entertainment Industries.* Eds. Derek Kompare, Derek Johnson and Avi Santo. NYU Press, 2014.

### **Journal Guest Editor**

“Film & Merchandise.” *Film Criticism*. Co-edited special issue with Elizabeth Affuso. 42:2, November 2018. <https://www.filmcriticismjournal.org/>

### **Peer Reviewed/Invited Journal Articles**

“Retail Tales & Tribulations: Transmedia Brands, Consumer Products, and the Significance of shop Talk.” *Journal of Cinema & Media Studies*. 58:2, Winter 2019, 115-141.

“Is It a Camel? Is It a Turban? No, It’s The 99”: Branding Islamic Superheroes as Authentic Global Cultural Commodities.” *Television & New Media*. 15:7, November 2014. 679-695.

“A Teenie Weenie Amount of ‘Goodwill’: Cross-media character brand merchandizing in the 1920s.” *Journal of Consumer Culture*. 12:3, November 2012. 283-305.

“Hi-Yo Trademark Away! Understanding how IP Laws Shape Cultural Commodities.” *Communication Currents*. October 2012.

“The Lone Ranger and the Law: Legal Battles over Corporate Authorship and Intellectual Property Management, 1939–1942.” *Critical Studies in Media Communication*. 29:3, 185-201.

“Good Morals are Good Business’: The Cultural Economy of Children’s Radio in the Late 1930s.” *Popular Communication*. 9:1, 2011. 1-21.

“Batman versus *The Green Hornet*: The Merchandisable TV text and the Paradox of Licensing in the Classical Network Era.” *Cinema Journal*. 49:2, Winter 2010. 63-85.

“Engaging Academic and Nonacademic Communities through Online Scholarly Work.”  
*Cinema Journal*. 48:2, Spring 2009. 129-138. (Invited submission for In Focus Section)  
(Co-authored with Christopher Lucas)

“Act locally, sell globally: Inuit media and the global cultural economy.” *Continuum  
Journal of Media & Cultural Studies*. 22:3, 2008. 327-340.

“Between Integration and Segregation: Former Soviet Union Filmmaking in Israel.”  
*Framework: The Journal of Cinema and Media*. 46:2 Fall 2005. 22-42.

“Nunavut: Inuit Television and Cultural Citizenship.” *International Journal of Cultural  
Studies*. 7:4, 2004. 379-397.

“Film Ads in the Montreal Press: 1905-1908.” *Canadian Journal of Film Studies*. 12:1  
Spring 2003. 69-82.

### **Book Chapters**

“Shelf Flow: Spatial Logics, Product Categorization, and Media Brands at Retail.” *Point of Sale:  
Analyzing Media Retail*. Edited by Dan Herbert and Derek Johnson. Rutgers University  
Press. 109-124.

“AwesomenessTV: Talent Management and Merchandising on Multi-Channel Networks.” *From  
Networks to Netflix: A Guide to Changing Channels*. Ed. Derek Johnson. Routledge. 2018.  
245-254.

“Fans & Merchandise.” *The Rutledge Companion to Media Fandom*. Edited by Suzanne  
Scott & Melissa Click. Routledge. 2017, 329-336.

“*The Boondocks* fans and Differentiated Black American Politics.” *Satire TV: The State  
of Satire and the Politics of Parody*. Ed. Jonathan Gray, Jeffrey P. Jones and Ethan  
Thompson. New York: NYU Press. April 2009. 252-273.

“Para-Television and Discourses of Distinction: The culture of production at HBO.” *It’s  
Not TV: Watching HBO in the Post-Television Era*. Ed. Marc Levrette, Brian Ott, and Cara  
Buckley-Ott. Routledge University Press: New York. 2007. 19-45.

“Weight, Body Image, and Masculinity in *The Sopranos*.” *This Thing of Ours:  
Investigating The Sopranos*. Ed. David Lavery. Columbia University Press: New York.  
2002. 72-94

## **White Papers**

“Open Review: A Study of Practices and Protocols.” (co-authored with Kathleen Fitzpatrick). Andrew W. Mellon Foundation. December 2012.

“MediaCommons: Social Networking Tools for Digital Scholarly Communication.” (co-authored with Kathleen Fitzpatrick, Brian Hoffman and Mark Reilly [Hoffman and Reilly handled technical side of report]). National Endowment for the Humanities. May, 2010.

## **Digital Publishing (only by invitation posts listed)**

“Every Yack Needs a God Hack.” Flow: A Journal of Television and Media Culture. September 1, 2016. <http://www.flowjournal.org/2016/09/every-yack-needs-a-good-hack/>

““ITS NOT JUST A DOLL; IT’S A SOCIAL MOVEMENT”: INVESTING IN BLACK TOYS THEN AND NOW.” Flow: A Journal of Television and Media Culture. April 24, 2016. <http://www.flowjournal.org/2016/04/investing-in-black-toys/>

“INVESTING IN GIRL PLAY: KICKSTARTING A NEW ERA OF STEM TOYS?” Flow: A Journal of Television and Media Culture. February 26, 2016. <http://www.flowjournal.org/2016/02/investing-in-girl-play/>

“Smart is the New Cool”: Branding Project MC2’s STEM Lifestyle.” Flow: A Journal of Television and Media Culture. November 25, 2015. <http://www.flowjournal.org/2015/11/smart-is-the-new-cool/>

“The Price of Success: A Lament for the Unconference.” Flow: A Journal of Television and Media Culture. September 28, 2014. <http://flowtv.org/2014/09/the-price-of-success/>

“Is it a Camel? Is it a Turban? Muslim Superheroes in the Global Cultural Economy”. Antenna: Responses to Media & Culture. April 30, 2012. <http://blog.commarts.wisc.edu/2012/04/30/is-it-a-camel-is-it-a-turban-no-it%E2%80%99s-the-99-marketing-islamic-superheroes-as-global-cultural-commodities/>

“I’m Not a Racist, I’m Just Really Invested in Continuity’: Casting Aside Donald Glover as Spider-Man”. In Media Res. August 3, 2011. <http://mediacommons.futureofthebook.org/imr/2011/08/03/im-not-racist-im-just-really-invested-continuity-casting-aside-donald-glover-spider-man>

“Refreshing Democracy?” Antenna: Responses to Media & Culture. June 8, 2010. <http://blog.commarts.wisc.edu/2010/06/08/refreshing-democracy/>

“Over-Seasoning Buffy”. *Antenna: Responses to Media & Culture*. March 6, 2010. <http://blog.commarts.wisc.edu/2010/03/06/buffy-fine-comic-lousy-tv-season/>

“The Future of Academic Writing?” *Transformative Works and Culture*. 3, 2009. <http://journal.transformativeworks.org/index.php/twc/article/view/163/121>

“Gender and Fan Culture: Round 21” (parts 1 and 2). *Confessions of an Aca-Fan: The Official Weblog of Henry Jenkins*. October 26 & 29, 2007. (Co-authored with Barbara Lucas). [http://henryjenkins.org/2007/10/gender\\_and\\_fan\\_culture\\_round\\_t\\_7.html](http://henryjenkins.org/2007/10/gender_and_fan_culture_round_t_7.html)

“Flow Fuzzies and Forget-Me-Nots”. *Flow: A Journal of Television and Media Culture*. November 17, 2006. <http://flowtv.org/?p=116>

## **RESEARCH AND MANUSCRIPTS IN PROGRESS:**

### **Works under Consideration**

*License to License: Cultivating Professional Identity in the Contemporary Character Licensing Industry*. Rutgers University Press. Anticipated delivery date for manuscript: December 2020

*Acquiring Fandom: The politics and purposes of purchasing merchandise within media fandoms*. Eds. Elizabeth Affuso & Avi Santo (proposal under review at NYU Press).

### **Works currently under Review**

““Smart is the New Cool”: Project MC2 and the Marketing of STEM Lifestyles to Tween Girls.” *Children’s Toys and Consumer Culture: The Marketing of Children’s Play*. (Eds. Rebecca Hains and Nancy Jennings), (Under review at University of Michigan Press).

“Fanning The Flames of Fan Lifestyles at Hot Topic,” *Sartorial Fandom* (eds. Elizabeth Affuso and Suzanne Scott), (under review at NYU Press)

## **RESEARCH PAPERS PRESENTED AT PROFESSIONAL MEETINGS (since 2010) (\* = invited talk):**

““Here Comes the General!”: Black Panther Okoye and Shuri Fan-made merchandise and the commodity value of Black fandom.” *Society for Cinema and Media Studies*, Seattle, WA, March 13, 2019.

“Express Yourself: Buying into Fandom as Lifestyle.” *Society for Cinema and Media Studies*, Chicago, IL, March 24, 2017



“Flow 10<sup>th</sup> Anniversary Panel” Flow Conference, Austin, Texas, September 15-17, 2016

“Style my StarDoll: Postfeminist Entrepreneurial Labor and the Politics of ‘Cuteness’.” Console-Ing Passions. Dublin, Ireland, June 18-21-2015.

“Come Shop at StarPlaza: StarDoll and the Licensing of Virtual Merchandise.” International Communication Association. San Juan, Puerto Rico, May 21-25, 2015.

“Managing children's franchisable lifestyles through consumer product extensions.” Society for Cinema and Media Studies. Montreal, Canada, March 25-29, 2015.

“Toys, T-Shirts, and Tumblers: These Are Not the Paratexts You Are Looking For (Hint: The Films Are)” (roundtable convener). Flow Conference. Austin, TX, September 11-13, 2014.

“Studying Media Event Spaces” (workshop convener). Society for Cinema and Media Studies. Seattle, WA, March 19-23, 2014.

“License to License: Cultivating Professional Identity in the Contemporary Character Licensing Industry.” Society for Cinema and Media Studies. Seattle, WA, March 19-23, 2014.

“Open-Access Publishing: Why? When? How?” (panel participant). Institute for Ethics and Public Affairs. Old Dominion University, March 29, 2013 (\*)

“When New Modes of Publishing Meet Old Modes of Evaluation: Rethinking Our Credentials.” Preparing Future Faculty. Old Dominion University, March 22, 2013 (\*)

“Interdisciplinarity @ ODU” (Roundtable discussion participant). College of Arts & Letters Colloquium Series. Old Dominion University, March 22, 2013 (\*)

“Hangin’ out in Mickey’s Joint: The Cultural Geography of Licensing Trade Shows and Cultivating Investment in Licensable IP.” Society for Cinema and Media Studies. Chicago, IL, March 6- 10, 2013.

“Scholarship in the Digital Age: ODU and MediaCommons.” College of Arts & Letters Colloquium Series. Old Dominion University, February 22, 2013 (\*)

“The 99: Islamic Superheroes and the Value of Social Entrepreneurialism.” Model United Nations Faculty Forum. Old Dominion University, February 16, 2013 (\*)

“Is it a Camel? Is it a Turban? Muslim Superheroes in the Global Cultural Economy””. Postcolonial Research Group. Old Dominion University, November 12, 2012 (\*)

“From Suits to Talent: “Management” in the Cultural Industries.” Flow Conference. November 1-3, 2012. Austin, Texas. (\*)

“Civility Sucks! The Risks and Rewards of being Uncivil”. Social Entrepreneurs Council forum on Civility & Discourse. Old Dominion University. September 12, 2012 (\*)

“Is it a Camel? Is it a Turban? Muslim Superheroes in the Global Cultural Economy”. Society for Cinema and Media Studies. Boston, MA, March 21-25, 2012

“Reconfiguring Publishing” (panel participant). Modern Languages Association. Seattle, WA, January 6-10, 2012. (\*)

“The Making of Old Dominion University’s Gay Cultural Studies Endowment” (panel participant). And Justice For All: A Symposium on Sexual Orientation & Gender Identity Programs and Policies at Virginia Colleges and Universities. Richmond, VA, June 18, 2011.

“Game On!: Intelligent Designs or Fan Aggregators?” (panel participant). Transmedia Hollywood 2. Los Angeles, CA, April 8, 2011. (\*)

"The Lone Ranger: Building the National Market One Icon at a Time". Broadcasting in the 1930s: New Media in a Time of Crisis Symposium. Madison, WI, July 6-9, 2010.

"Imagining Value: William Donahey's The Teenie Weenies and Struggles to Extend Character Brands in 1910s America". On, Archives! – a conference on media, theater and history Celebrating 50 Years of the Wisconsin Center for Film & Theater Research. Madison, WI, July 6-9, 2010.

“New Platforms”. The Digital University. CUNY Graduate Center, New York: April 21, 2010. (\*)

“Selling the Silver Bullet: Licensing the Lone Ranger in postwar America”. Society for Cinema and Media Studies. Los Angeles, CA. March 17-21, 2010.

“The Lone Ranger and the Law”. Georgia State University Speaker Series. February 22, 2010. (\*)

## **PUBLISHING/EDITORIAL WORK:**

### **MediaCommons: A Scholarly Digital Network**

Co-Creator and Managing Editor (With Kathleen Fitzpatrick) <http://www.futureofthebook.org/mediacommons>

### **Field Guide**

Co-creator and Faculty Advisor (2013-) <http://www.futureofthebook.org/mediacommons>

## **In Media Res**

Creator and Coordinating Editor (2006-2010) <http://mediacommons.futureofthebook.org/imr>

## **MediaCommons Front Page Survey/ Field Guide**

Creator & Faculty Advisor (2012-) <http://www.futureofthebook.org/mediacommons>

## **Flow: A Critical Forum on Television and Media Culture**

Co-Founder (with Christopher Lucas) and Coordinating Editor (2004-2005)

*Fall 2004- Summer 2005*

<http://www.flowtv.org>

## **The Velvet Light Trap**

Coordinating Editor (Fall 2000 – Summer 2002)

## **GRANTS & AWARDS:**

- 2019            Resilient Robots: Teaching social & Emotional Learning through Informal Robotics to Homeless Children – **National Science Foundation** (\$1,300,000) UNDER REVIEW  
Co-author on grant with Dr. Narketta Sparkman-Key and Dr. Vukica Jovanovic
- 2018            Resilient Robots: Teaching social & Emotional Learning through Informal Robotics to Homeless Children – **Tidewater Children’s Foundation** (\$4870)  
Co-author on grant with Dr. Narketta Sparkman-Key and Dr. Vukica Jovanovic
- 2017            Mapping Lambert’s Point – **ODU Educational Foundation** (\$40,000)
- 2014-2015     Birth of an Answer – **National Endowment for the Arts** (\$20,000); **Virginia Commission for the Arts** (\$8000); **Hampton Roads Community Foundation** (\$2000). Also internal monies from **President’s Lecture Series fund** (\$25,000), **Ludwig Diehn Concert Series fund** (\$30,000), and **ODU Film Festival fund** (\$10,000)
- 2013-2014     Mapping Lambert’s Point – **Norfolk Southern Foundation** (\$10,000) Co-author on grant with Dr. Tom Chapman

- 2013-2014 Mapping Lambert's Point – **Virginia Foundation for the Humanities** (\$5,000) Co-author on grant with Dr. Tom Chapman
- 2011-2012 Future of Digital Scholarship – **Andrew Mellon Foundation** (\$50,000) Co-author on grant with Dr. Kathleen Fitzpatrick, Monica McCormick and Eric Zinner; Co-PI on funded project with Dr. Kathleen Fitzpatrick, Monica McCormick and Eric Zinner; Co-author of white paper with Dr. Kathleen Fitzpatrick, Monica McCormick and Eric Zinner.
- 2008-2010 Digital Humanities Start-up Grant -- **National Endowment for the Humanities** (\$50,000) Co-author on grant with Dr. Kathleen Fitzpatrick and Brian Hoffman; Co-PI on funded project with Dr. Kathleen Fitzpatrick, Brian Hoffman and Michael Stoller; Co-author of white paper with Dr. Kathleen Fitzpatrick, Brian Hoffman and Mark Reilly.

**HONORS, AWARDS, PRIZES:**

- 2019 **President's Diversity Award**
- 2018 **Shining Star Award for Teaching and Mentoring Excellence**
- 2017 **Shining Star Award for Teaching and Mentoring Excellence**
- 2016 **John R. Broderick Diversity Champion Award**
- 2015 **Dr. Martin Luther King, Jr. Community Service Award** (Urban League of Hampton Roads)
- 2015 **Humanitarian Award** (Virginia Center for Inclusive Communities)
- 2015 **Outstanding Service to the College of Arts & Letters Award** (\$500)
- 2014 **John R. Broderick Diversity Champion Award**
- 2014 **Lee Entsminger Fellow for Entrepreneurship** (\$5000)
- 2014 **College of Arts & Letters Award for Interdisciplinarity** (\$500)
- 2013 **Shining Star Award for Teaching and Mentoring Excellence**
- 2012 **Joel S. Lewis Faculty Award for Student Mentoring** – [Nominated]
- 2012 **College of Arts & Letters Summer Research Grant** (\$5000)

- 2012        **Faculty Development Grant**(\$2350)
- 2011        **Joel S. Lewis Faculty Award for Student Mentoring** [Nominated]
- 2010        **Faculty Grant Proposal Preparation Program (FP3)**
- 2009        **Shining Star Award for Teaching and Mentoring Excellence**
- 2007        **College of Arts & Letters Summer Research Grant**(\$5000)

**UNIVERSITY SERVICE:**

**Faculty Senate - Old Dominion University**

*July 2018 - Present*

**Committee F - Old Dominion University**

*July 2018- Present*

Oversees Promotion & Tenure guidelines for Faculty Handbook

**Chair's Advisory Council Steering Committee - Old Dominion University**

*September 2018 - Present*

Offers guidance to Faculty Senate and Provost's Council on policies effecting Chair responsibilities

**Strategic Planning Subcommittee - Community Engagement - Old Dominion University**

*2018-2019*

Drafted goals, benchmarks, and desired outcomes for community engagement for ODU 2020-2025 Strategic Plan

**Strome Entrepreneurial Center – Old Dominion University**

*May 2014-Present*

Entsminger Fellow

**Strome Entrepreneurial Center – Old Dominion University**

*2014*

Search Committee member for Director position; Babson Fellow advisor to Provost

**College of Arts & Letters - Old Dominion University**

*2019*

Search Committee Chair for Fiscal Technician Position

**College of Arts & Letters – Old Dominion University**

*August, 2014-2018*

Graduate Studies Committee (Chair in 2014-2015)

**College of Arts & Letters – Old Dominion University**

*September, 2011-2013*

Chair, Long Range Planning Committee

- responsible for drafting College of Arts & Letters 2015-2019 Strategic Plan

**College of Arts & Letters – Old Dominion University**

*2010-2011*

Former Vice President and current Advisory Board Member, ODU Gay Cultural Studies Endowment Campaign

**College of Arts & Letters – Old Dominion University**

*2006-2019*

Supervised 13 Masters Theses and 1 Masters Project; have served as a committee member 10 other Masters Theses and 7 dissertations, and have served on 4 Masters oral defenses, across 5 different departments (Communications, Humanities, English, International Studies, Women's Studies).

**Department of Communication and Theatre Arts – Old Dominion University**

*2006-2019*

Served on eight search committees; Chaired two

**Department of Communication and Theatre Arts – Old Dominion University**

*2013-2018*

Served on Department Promotion & Tenure Committee

**Department of Communication and Theatre Arts – Old Dominion University**

*2009-2011*

Undergraduate Curriculum Revision Committee Member

**Department of Communication and Theatre Arts – Old Dominion University**

*2006-2011*

Digital Media & Lifespan Communication MA/PhD Proposal Committee Member

**PROFESSIONAL SERVICE:**

**Conference Organizing:**

**Flow 2006 Annual Conference** – University of Texas at Austin

Conference Organizer

*October 26-29, 2006*

<http://www.flowconference.org>

**Transparencies: Technology, Communications, Culture Conference** – University of Texas at Austin

Conference Coordinating Committee

*Fall 2003-Spring 2004*

**Journal Editorial Board:**

Film Criticism (2014-)

Transformative Works & Cultures (2012-)

Velvet Light Trap (2017-)

**Journal Reviewer:**

Cinema Journal; Critical Studies in Media Communication; International Journal of Learning and Media; Journal of Popular Communication; Television & New Media; Transformative Works and Culture; Velvet Light Trap

**Manuscript Reviewer:**

Blackwell Press; NYU Press; Routledge Press; Harvard University Press, University of Michigan Press