

## **Michelle Rodino-Colocino, Ph.D.**

Associate Professor of Media Studies and Women's Studies

Penn State

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### **Education**

Ph.D. Communication, University of Pittsburgh, 2003

M.A. Communication, Northwestern University, 1993

B.A. Political Science, University of California, Los Angeles, 1991

### **Academic Positions**

Associate Professor, Department of Film/Video and Media, College of Communications, Pennsylvania State University, Summer 2012-present. Associate Professor of Women's Studies, Affiliate faculty, Penn State, Summer 2012-present.

Assistant Professor, Department of Film/Video and Media, College of Communications, Pennsylvania State University, Fall 2007-Summer 2012. Assistant Professor of Women's Studies, Affiliate faculty, Penn State, Spring 2011-Summer 2012.

Assistant Professor, Department of Communication, University of Cincinnati, Fall 2004-Summer 2007.

### **Awards and Distinctions**

Dean's Award for Excellence in Research & Creative Accomplishments (2014). College of Communications, Penn State University.

Article of the Year. (2012). Critical Cultural Studies Division, National Communication Association (NCA), for "Geek Jeremiads: Speaking the Crisis of Job Loss by Opposing Offshored and H-1B Labor." *Communication and Critical/Cultural Studies* 9(1), 22-46, 2012.

Top Paper Award. (2012). Feminist and Women's Studies Division, National Communication Association (NCA). For "Post-Welfare Mothers in Wi-Fi Zones: Dreams of (Im)mobile Privatization in a Neo-Post World," to be presented on November 16 in Orlando, Florida.

Faculty Marshal, Journalism. (2009). Selected by student marshal, Stephanie Durning, College of Communication Spring Commencement, Penn State.

Darwin Turner Recognition for Outstanding Teaching. (2006). Selected by ethnic minority students. University of Cincinnati.

Emerging Scholar. (2005). National Communication Association. (NCA), Critical and Cultural Studies Division. Recognized on a panel of outstanding assistant professors for "Domesticating the PDA: When Moore's Law Meets Parkinson's Law," Boston, November 16-20.

### **Awards and Distinctions (continued)**

Tamara Horowitz Graduate Research Prize, Second Place Honors. (2003). University of Pittsburgh, Women's Studies Program for the dissertation chapter, "Converging on the Agents of Consumption: When Moore's Law Meets Parkinson's Law."

Tamara Horowitz Graduate Research Prize, Honorable Mention. (1999). University of Pittsburgh, Women's Studies Program for "Breaking Out of Binaries: Reconceptualizing Gender and its Relationship to Language in Computer-Mediated Communication."

Outstanding Paper Award. (1998). Northwest Communication Association, Graduate Division, for "Dying from Another Alternative: An Analysis of Workfare Articulation in the US," 1998.

University Fellow, Northwestern University, 1992-1993.

### **Grants**

Don Davis Summer Research Grant, College of Communications, for research related to current book project on the history of media and labor, awarded May 2017 (\$4,903).

Don Davis Summer Research Grant, College of Communications, for research related to current book project on the history of media and labor, awarded May 2016 (\$3,520).

Travel to Collections Grant for travel to the Smithsonian's Lemelson Center/Archives Center at the National Museum of American History, for book project on labor and media, awarded February 2015 (\$1,500).

Sam Fishman Travel Grant for travel to the Walter P. Reuther Library (Wayne State University) for archival research on my book project *Making Media Work: A Cultural History of New Media and Management*, 2015 (\$1,000).

Summer Support Research Grant (College of Communications, Penn State), for book project on labor and media, May-August 2015 (\$1,500).

Individual Faculty Grant (Institute for the Arts and Humanities, Penn State) for archival research on my book project *Making Media Work: A Cultural History of New Media and Management*, July-December 2014 (\$3,000).

Summer Support Research Grant (College of Communications, Penn State), for work with PhD students Aaron Heresco and Lauren DeCarvalho on masculinity and labor, May 2011 (\$2,500).

President's Fund for Research (University, Penn State) for "Communicating the Work Ethic of the Second Gilded Age through Information Technologies," December 2010 (\$600).

Summer Support Research Grant (College of Communications, Penn State), for work with PhD student Aaron Heresco on activism and labor, May 2010 (\$1,007).

National Communication Association (NCA), conference panel grant, November 2008 (\$500).

Student Research Grant. (2002). University of Pittsburgh, Women's Studies, 2002 (\$200).

## Articles in Peer-Reviewed Journals

Rodino-Colocino, M. (2018). "Me too, #MeToo: Countering Cruelty with Empathy." *Communication and Critical/Cultural Studies*, 15(1), 96-100.

Rodino-Colocino, M., L. deCarvalho, and A., Heresco. (2017). "Neo-Orthodox Masculinities on *Man Caves*," *Television & New Media*. Advanced publication online. DOI: 10.1177/1527476417709341

Rodino-Colocino, M. (2017). Making Media Work: Turning to Labor Management in Communication Studies. *International Journal of Communication*, 11, 2037-2041. <http://ijoc.org/index.php/ijoc/article/view/4556/2026>

Rodino-Colocino, M. (2016). Critical-Cultural Communication Activism Research Calls for Academic Solidarity. *International Journal of Communication*, 10. <http://ijoc.org/index.php/ijoc/article/view/6007/1753>

Rodino-Colocino, M., and S. N. Berberick. (2015, October). "‘You Kind of Have to Bite the Bullet and do Bitch Work’: How Internships Teach Students to Unthink Exploitation in Public Relations." *tripleC: Communication, Capitalism & Critique. Open Access Journal for a Global Sustainable Information Society* 13.2: 486-500.

Rodino-Colocino, M. (2014). [#YesAllWomen: Intersectional Mobilization Against Sexual Assault is Radical \(Again\)](#). *Feminist Media Studies*, 14(6), 1090-1092.

Rodino-Colocino, M. (2014). ["The He-Cession: Why Feminists Should Rally for the End of White Supremacist Capitalist Patriarchy."](#) *Feminist Media Studies*, 14(2), 343-347.

Rodino-Colocino, Michelle. (2013, published in October 2014). "Communique 3.0 Working to 'Change it'" *Democratic Communique*, 26(1), 46-50.

Rodino-Colocino, M. (2012). "Post-Welfare Mothers in Wi-Fi Zones: Dreams of (Im)mobile Privatization in a Neo-Post World." *Feminist Media Studies*, 12(4), 517-527, special issue on Women and Mobile Intimacy, Larissa Hjorth and Sun Sun Lim (Eds). <http://www.tandfonline.com/doi/abs/10.1080/14680777.2012.741868>

Rodino-Colocino, M. (2012). "Participant Activism: Exploring a Methodology for Scholar-Activists." *Communication, Culture & Critique*, 5(4), 541-562. <http://onlinelibrary.wiley.com/doi/10.1111/j.1753-9137.2012.01140.x/full>

Rodino-Colocino, M. (2012). "Man Up, Woman Down: Mama Grizzlies and Anti-Feminist Feminism during the Year of the (Conservative) Woman and Beyond." *Women and Language*, 35(1), 79-96, special issue on Women and Electoral Politics, Mary Vavrus (Ed.).

Rodino-Colocino, M. (2012). "'Feminism' as Ideology: Sarah Palin's Anti-Feminist Feminism and Ideology Critique." *tripleC: Communication, Capitalism, and Critique*, 10(2), 457-473, Spring 2012. <http://www.triple-c.at/index.php/tripleC/article/view/414>

Rodino-Colocino, M. (2012). ["Geek Jeremiads: Speaking the Crisis of Job Loss by Opposing Offshored and H-1B Labor."](#) *Communication and Critical/Cultural Studies*, 9(1), 22-46, 2012.

### Articles in Peer-Reviewed Journals (continued)

Rodino-Colocino, M. (2011). "Getting to 'Not Especially Strange': Embracing Participatory-Advocacy Communication Research for Social Justice." *International Journal of Communication*, 5; <http://ijoc.org/ojs/index.php/ijoc/article/view/1299/644>

Rodino-Colocino, M. (2011). "[POP Go the Workers in Dell's Advertising: Responding to the Hecessionary Moment ca. 2009.](#)" *Democratic Communique*, 24, 57-65

### Articles in Peer-Reviewed Journals (continued)

Rodino-Colocino, M. (2008). "[Technomadic Work: From Promotional Vision to WashTech's Opposition.](#)" *Work Organization, Labour and Globalization*, 2(1), 104-116.

Rodino-Colocino, M. (2006). "[Selling Women on PDAs from 'Simply Palm' to 'Audrey': How Moore's Law Met Parkinson's Law in the Kitchen.](#)" *Critical Studies in Media Communication*, 23(5), 375-390.

Rodino-Colocino, M. (2006). "[Laboring Under the Digital Divide.](#)" *New Media & Society*, 8(3), 487-511.

Rodino-Colocino, M. (2005). "[War Mothering](#)" *Feminist Media Studies* 5(3), 380-385.

Rodino-Colocino, M. (2003). "[Mobilizing Mother.](#)" *Feminist Media Studies*, 3(3), 375-378.

Rodino, M. (2002). "Corporate Fantasy and the 'Brave New World of Digital Education.'" *Workplace: A Journal for Academic Labor*.  
<http://www.louisville.edu/journal/workplace/issue5p1/rodino.html>.

Rodino, M. (1997). "Breaking Out of Binaries: Reconceptualizing Gender and its Relationship to Language in Computer-Mediated Communication." *Journal of Computer-Mediated Communication*, 3(3). <http://jcmc.indiana.edu/vol3/issue3/rodino.html>.

### Book chapters

Antunovic, D. and M. Rodino-Colocino (in press). "'Thank You Mom': A Feminist Analysis of P&G's Global Advertising Campaign." In Kimberly Golombisky and Kristi Reshel (Eds.), *What's the Big Idea? Feminist Perspectives on Advertising* (30 pp). Lanham, MD: Rowman and Littlefield.

Rodino-Colocino, M., Niesen, S. Noble, C. Quail (2017). Professors and (M)Others: Smashing the "Maternal Wall" in the Academy. In Kirsti Cole, Holly Hassel (Eds.), *Surviving Sexism in Academia: Strategies for Feminist Leadership* (pp. 15). New York, NY: Routledge.

Rodino-Colocino, M. (2012). "'Is that a PC in Your Pocket or is it Something More?' The Newton PDA and White-Collar Masculinity," In R. Jackson and J. Moshin (Eds.), *Communicating Marginalized Masculinities*, pp. 23-48. New York, NY: Routledge. Invited.

Rodino-Colocino, M. (2008). "Digital Divide Redux, Or Why The Greatest Gap is Ideological." In K. S. Amant and P Zemiliansky (Eds.), *Handbook of Research on Virtual Workplaces*, pp. 70-80. Hershey, PA: Idea Group Publishing. Invited.

### **Book chapters (continued)**

Rodino-Colocino, M. (2007). "High Tech Workers of the World, Unionize! A Case Study of WashTech's 'New Model of Unionism.'" In C. McKercher and V. Mosco (Eds.), *Knowledge Workers in the Information Society*, pp. 209-227. Lanham, MD: Rowman and Littlefield.

### **Extended Review Essays**

Rodino-Colocino, M. (2007). "Domesticity and New Media," review of *Domestication of Media and Technology*, edited by Thomas Berker, Maren Hartmann, Yves Punie, and Katie Ward (Open University Press, 2006) and *Modern Media in the Home: An Ethnographic Study*, edited by Hugh Mackay and Darren Ivey (John Libbey-CIC, 2004), *New Media & Society*, 364-371. (invited)

### **Book Reviews**

Rodino-Colocino, Michelle (2016). Review of Frey, Lawrence R., and Palmer, David L., (Eds.). (2014). *Teaching Communication Activism: Communication Education for Social Justice*. New York, NY: Hampton Press, 539 pages. *The Communication Review* 19 (1): 79-81.

Rodino-Colocino, M (2012). Review of *Work's Intimacy* by Melissa Gregg, 205 pages. *Journal of Broadcasting & Electronic Media* 56(4), 688-690. Invited.

Rodino-Colocino, M. (2008). Review of *Always Already New* by Lisa Gitelman, 205 pages. *Resource Center for Cyberculture Studies*.

<http://rccs.usfca.edu/bookinfo.asp?BookID=363&ReviewID=469>

Rodino-Colocino, M. (2006). Review of *Making Silicon Valley: Innovation and the Growth of High Tech, 1930-1970* by Christophe Lecuyer. *Resource Center for Cyberculture Studies*, 408 pages. <http://rccs.usfca.edu/bookinfo.asp?ReviewID=395&BookID=322>

Rodino-Colocino, M. (2005). Review of *Virtual Inequality: Beyond the Digital Divide*, by Karen Mossberger, Caroline J. Tolbert, and Mary Stansbury, 208 pages. *Resource Center for Cyberculture Studies*. <http://rccs.usfca.edu/bookinfo.asp?ReviewID=334&BookID=271>

### **Encyclopedia Entries**

Appelquist, J. and Rodino-Colocino, M (2014). "World Internet Project." In K. Harvey (Ed.), *Encyclopedia of Social Media and Politics*, pp. 1393-1394. CQ Press/Sage.

Rodino-Colocino, M. (2012). "Misogyny." In M. Kosut (Ed.), *Encyclopedia of Gender in Media*, pp. 234-236. Thousand Oaks: Sage.

### **Reprints**

Rodino-Colocino, M. (2017). "Laboring Under the Digital Divide." In Jianhua Yao (Ed.), *Digital Labor in the Manufacturing and Service Industries*. (pp. 43-70). The Commercial Press (in China).

Rodino-Colocino, Michelle. (2015, October). "'Feminism' as Ideology: Sarah Palin's Anti-Feminist Feminism and Ideology Critique." In C. Fuchs and V. Mosco (Eds.), *Marx and the Political Economy of Media*, Boston, MA: Brill/Haymarket. Chapter 10.

### **Reprints (continued)**

Rodino-Colocino, M. (2013). "Getting to 'Not Especially Strange': Embracing Participatory-Advocacy Communication Research for Social Justice." In J. Sterne (Ed.), *The Politics of Academic Labor in Communication Studies*, Ebook. Los Angeles, CA: USC Annenberg Press.

### **Association Magazines and Newsletters (invited)**

Rodino-Colocino, M. (2017, November). "TS Hawkins" NCA Scholar Response, Michelle Rodino-Colocino, in Stephen J. Hartnett (Ed.), *Communication's Civic Callings*, NCA publication, 47-49,

[https://www.natcom.org/sites/default/files/pages/SJE\\_Online\\_Social\\_Justice\\_Exchange.pdf](https://www.natcom.org/sites/default/files/pages/SJE_Online_Social_Justice_Exchange.pdf)

Rodino-Colocino, M. (2013, February). "UDC Past, Present, and Future Reflection," *Union for Democratic Communications Newsletter*.)

Rodino-Colocino, M. (2012, May). "UDC Past, Present, and Future," *Union for Democratic Communications Newsletter*, (conference special).

Rodino-Colocino, M. (2012, April). "Communicating for Workers' Rights," *Communication Currents* 7(2); translation of "Geek Jeremiads" article in *Communication and Critical/Cultural Studies* for a general audience. Available at: <http://www.natcom.org/commcurrentsissue.aspx>

Rodino-Colocino, M. (2012, January). "Looking Forward to the Future," *Union for Democratic Communications Newsletter* 1(1), pp. 2, 5-6. Available at:

<http://dl.dropbox.com/u/36273490/UDCNewsletter-Jan2012.pdf>.

Rodino-Colocino, M. (2011, August). "Practical Advice from Communication Experts," *Communication Currents* 6(4); commentary on the presidential elections 2012. Available at:

<http://www.natcom.org/CommCurrentsIssue.aspx?volume=6&issue=4>

### **Courses Taught**

#### Penn State

##### *Graduate*

COMM 511 Introduction to Qualitative Methods

COMM 597 Feminist Media Studies (special topics course awaiting permanent number)

COMM 597, Media and Cultural Technologies (special topics; new course)

COMM 590, Colloquium

##### *Undergraduate*

COMM 100 Media & Society (General education; 300 students)

COMM/WMNST 205 Women, Minorities and Media

COMM 405, Political Economy of Communication

COMM 411, Cultural Aspects of Mass Media

COMM 411H, Cultural Aspects of Mass Media, Honors Seminar

#### University of Cincinnati (new courses designed noted with an asterisk)

##### *Graduate*

\*COMM 703 Communication and Technology, "Adventures in New Media"

\*COMM 703 Work & IT

*Undergraduate courses taught (University of Cincinnati)*

\*COMM 418 Gender and New Media (undergrad and honors sections)

\*COMM 437 Fear, Media and Culture

\*COMM 478 Work & IT

COMM 527 Media and Culture

**Conference Presentations (sole authored unless indicated)**

“Making Italian Americans Productive: Notes from a Cultural History of New Media and Labor Management,” the Italian American Studies Association (IASA), Washington, DC, October 15, 2015.

“Activism and Social Justice: Future Directions for Critical Theory and Praxis,” panelist, NCA (National Communication Association), Philadelphia, November 12, 2016.

“Organizing with Social Media against Ad-feminist Attacks,” NCA, Philadelphia, November 10, 2016.

“Troubling the Waters of Media, Management, and Work: Notes on New Media and Labor Management”, UDC (Union for Democratic Communications), September 29, 2016.

“Making Media Work: A Cultural History of New Media and Labor Management.” Discussion of book research and writing in progress, ICA (International Communication Association), Fukuoka, Japan, June 12, 2016.

“Professors, Partners, and Parents: The State of Work-Family Policies in the Academy,” Union for Democratic Communications, May 1, 2015.

With Stevie Berberick as second author, “You Kind of Have to Bite the Bullet and do Bitch Work”: How Internships Teach Students to Unthink Exploitation in Public Relations, Union for Democratic Communications, May 1, 2015.

“Making Media Work: Key Moments in the Cultural History of New Media and Management,” Union for Democratic Communications, May 1, 2015

With Dunja Antunovic as second author, “DIY’s Italian American Machismo: Tony Siragusa Plays Himself to Renovate (White) Masculinity on Man Caves,” the Italian American Studies Association (IASA), Toronto, Canada, October 17-19, 2014.

With Dunja Antunovic as first author, “Thank You Mom”: Mother's Labor, Olympic Athletes, and P&G's Global Brand,” National Communication Association (NCA), Feminist and Women’s Studies Division, Chicago, IL, November 20-23, 2014.

“Making Media Work: A Cultural History of New Media and Management,” the International Communication Association (ICA), Seattle, WA, May 21-24, 2014.

“Making Media Work: Asking Feminist Questions,” to be presented at the International Communication Association (ICA), Seattle, WA, May 21-24, 2014.

“Nice Career? Possibilities and Challenges for Critical Academic, Activist, and Media Workers” (Roundtable), Union for Democratic Communications (UDC), San Francisco, CA, November 1-3, 2013.

### **Conference Presentations (continued)**

“Beefcake and Machismo: How DIY’s Dueling Masculinities Renovate White Masculinity on Man Caves,” National Communication Association (NCA), Critical and Cultural Studies Division, Washington, DC, November 21-24, 2013.

“Geeking Out in the USA: How The Promise of Today’s Heroic Worker Refashions the American Dream,” National Communication Association (NCA), Feminist and Women’s Studies Division, Washington, DC, November 21-24, 2013.

From the “Great He-cession” to Androgel: A Feminist Response to Post-Recessionary Panic about “The End of Men,” Console-ing Passions: An International Conference on Television, Audio, Video, New Media, and Feminism,” Leicester, UK June 22-24, 2013.

“Post-Welfare Mothers in Wi-Fi Zones: Dreams of (Im)mobile Privatization in a Neo-Post World,” National Communication Association (NCA), Feminist and Women’s Studies Division, Orlando, FL, November 15-18, 2012. **Winner, Top Paper Award.**

“‘Is that a PC in Your Pocket or is it Something More?’ The Newton PDA and White-Collar Masculinity,” International Communication Association (ICA), Feminist Scholarship Division, Phoenix, AZ, May 24-28, 2012.

“Participant Activism: Exploring a Methodology for Scholar-Activists,” Union for Democratic Communications (UDC), Tallahassee, FL, May 10-12, 2012.

“Man Up, Woman Down: Mama Grizzlies and Anti-Feminist Feminism during the Year of the (Conservative) Woman and Beyond,” Union for Democratic Communications (UDC), Tallahassee, FL, May 10-12, 2012.

“Androgel and the New Neurasthenia,” National Communication Association (NCA), Feminist and Women’s Studies Division, New Orleans, LA, November 17-20, 2011.

“Man Caves: Consuming, Producing and Eliminating Masculine Labor After the Peak,” Union for Democratic Communications (UDC), University Park, PA, October 14-16, 2010.

“How About an Awesome ‘Man Cave’ to go with that ‘He-Cession’? Or, What the Promotion and Critique of Domestic Men-Only Spaces tell us about Work, Consumption, and Media in Anxious Times,” Console-ing Passions: An International Conference on Television, Audio, Video, New Media, and Feminism, Eugene, OR, April 22-26, 2010.

“Add Labor and Stir, Feminist Political Economy and ICT,” Association for Internet Researchers (AOIR), University of Wisconsin-Milwaukee, October 4-6, 2009.

“White-Collar Internationalism: Toward Global Working Class Solidarity?” Union for Democratic Communications, University of Buffalo, NY, May 30-31, 2009.

“Collaborative Labor Organizing in the US and India: An experiment in ‘White-collar Internationalism’?” National Communication Association (NCA), Theme Session, San Diego, CA, November 20-24, 2008.



### **Conference Presentations (continued)**

“Welfare Moms in WiFi Zones: Will a WiFi Zone in Cincinnati Cast ‘Vanessa’ Further outside the Net?” Consoling Passions: An International Conference on Television, Audio, Video, New Media, and Feminism, Santa Barbara, CA, April 24-26, 2008.

“Welfare Moms in WiFi Zones: How an Imagined WiFi Zone for Low-Income Women Casts them Further outside the Net,” National Communication Association (NCA), Critical and Cultural Studies Division, San Antonio, TX, November 15-19, 2006.

“War Mothering: The Fight for ‘Security Moms.’” Union for Democratic Communications (UDC), Boca Raton, FL, May 19-22, 2006.

“Domesticating the PDA: When Moore’s Law Meets Parkinson’s Law,” National Communication Association (NCA), Critical and Cultural Studies Division, Boston, MA. November 16-20, 2005. **Recognized as one of four “Emerging Scholars.”**

“Virtual Domestication through Mobile Internet Technologies: How ‘Audrey’ and ‘Vanessa’ Help Mommy Stay Home,” Association of Internet Researchers (AOIR), Chicago, IL, October 5-9, 2005.

“Targeting Women, Tethering Mom: Marketing Mobile Communication Technologies to the ‘Laggards’,” International Communication Association (ICA), Feminist Scholarship Division, New Orleans, LA, May 27-31, 2004.

“Real Men Adopt PDAs: Selling the Business of Technomadic Work,” National Communication Association (NCA), Critical and Cultural Studies Division, Miami, FL, November 19-23, 2003.

“Converging on the Agents of Consumption: When Moore’s Law Meets Parkinson’s Law,” The Cultural Studies Association, Pittsburgh, PA, June 5-8, 2003.

“Laboring Under the Digital Divide,” International Communication Association (ICA), Political Communication Division, San Diego, CA, May 23-27, 2003.

“Materializing Cyberculture Studies: Analyzing the Promotion of Anytime-Anywhere Work,” Cyberculture Working Group, University of Maryland, April 26-27, 2002.

“Mobile or Mobilized? Promoting and Protesting Technomadic Work in the New Economy,” National Communication Association (NCA), Critical and Cultural Studies Division, Atlanta, GA, November 1-4, 2001.

“Demystifying the ‘Brave New World of Digital Education’: An Analysis of the Rhetoric that Promotes Virtual Universities,” National Communication Association (NCA), American Association for Rhetoric of Science and Technology, Chicago, IL, November 4-7, 1999.

“(High-Tech) Workers of the World, Unite!” National Communication Association (NCA) Organizational Communication Division, Chicago, IL, November 4-7, 1999.

### **Invited Talks and Panel Participation**

Panelist on the “Social Justice Exchange” with social movement activists, NCA (National Communication Association), Philadelphia. November 12, 2016.

“Mediating Productivity: A Cultural History of Labor and New Media,” invited talk at Wayne State University April 23, 2015.

“Mentoring Up, Down, and Around,” International Communication Association (ICA), Feminist Scholarship Division, London, UK, June 17-21, 2013.

“Man Caves: Producing, Consuming, and Eliminating Labor after the Peaks,” Texas A&M University, April 18-19, 2013

“‘Is that a PC in Your Pocket or is it Something More?’ The Newton PDA and White-Collar Masculinity,” invited panelist to present chapter in the edited book, *Marginalized Masculinities*, at the National Communication Association (NCA), Critical and Cultural Studies Division, Orlando, FL, November 15-18, 2012.

“Mentoring Feminist Ph.D. Students for Varied Career Options,” extended Feminist Studies Division session, International Communication Association (ICA), Phoenix, AZ, May 24-28, 2012

“Advocating Advocacy: The Work of Activism and Scholarship Online, Offline, and Over the Line,” preconference panelist, Association of Internet Researchers (AOIR), Seattle, WA, October 10, 2011.

“Workers of the World,” panelist on discussion of film festival of the same name at the State Theatre (September 30-October 2, 2011), Institute for the Humanities, Penn State University, University Park, PA, October 3, 2011.

“Inside the Bubble: Voices from Williamsport, PA on how Drilling in the Marcellus Shale Affects Work, Life, and Culture,” panelist, Artists and Scholars in Public Life, Institute for the Humanities, Penn State University, University Park, PA, September 9, 2011.

“WiFi Where Pigs Fly: Technical, Legal, and Cultural Challenges to Free Wireless Internet in Cincinnati,” Partnership for Progress on the Digital Divide panel, National Communication Association, San Antonio, TX, November 2006.

“A Healthy Self-Reflexivity: Reflecting on our Scholarship and Activism on Community Wi-Fi.” Partnership for Progress on the Digital Divide panel, “Information and Communication Technology and Community: Challenges and Opportunities for Policy and Practice in the Digital Age,” Boston, MA, November 16-20, 2005.

“Constructions, Consequences and Challenges of Labor in the New Economy,” National Communication Association Pre-Conference, “Engaged Organizational Communication in the New Economy: Technology, Globalization, and the Quality of Work Life,” Organizational Communication Division, November 2000, Seattle, WA.

**Invited Talks (continued)**

“Chatting up Gender: The Performance of Gender on Internet Relay Chat,” Language and Gender in the Workplace, Master’s Program Seminar, Heintz School of Public Policy, Spring 1994, Carnegie Mellon University, PA.

**Panel Organizer and Chair**

“Media Citizens of the World Speak: Corporate Citizens, Alien(ated) Workers, Policy Wonks, and Diasporic Machinima,” (co-chair with Leslie Regan Shade), Society for Cinema and Media Studies (SCMS), New Orleans, LA, March 9-13, 2011.

“Heroes, Teachers, Weavers and Men Under Siege: Excavating Stories about Gendered Labor from Early Industrial Production to the Great He-Cession,” chair, Union for Democratic Communications (UDC), University Park, PA, October 14-26, 2010.

“How Can We Become Internationalist? Negotiating Labor’s Message with National/ist Media,” Union for Democratic Communications (UDC), University Park, PA, October 14-26, 2010.

“UnCONVENTIONAL Collaborations: Communication Between Labor Organizers and Academic Activists,” National Communication Association (NCA), Theme Session, San Diego, CA, November 20-24, 2008.

**Invited Panel Chair**

“Title IX needed now more than ever”: Discourses surrounding a key gender equity law,” National Communication Association (NCA), Feminist and Women’s Studies Division, Washington DC, November 21-24, 2013.

“Branding Femininity: From Food and Dining to Bankable and Turkish Brands,” International Communication Association (ICA), Feminist Scholarship Division, London, UK, June 17-21, 2013.

“Consumption Technologies: Motherhood to Masculinity,” International Communication Association (ICA), Feminist Scholarship Division, Phoenix, AZ, May 24-28, 2012.

“Feminist Political Economy of Culture,” panel chair, Union for Democratic Communications (UDC), Tallahassee, FL, May 10-12, 2012.

“Gossip, Artifice, and Anger,” panel chair, Consoling Passions: An International Conference on Television, Audio, Video, New Media, and Feminism, Eugene, OR, April 22-26, 2010.

“War, Peace, and ‘Virtuous Mothers’: The Maternal Figure as Rhetorical Battle Ground,” National Communication Association (NCA), Feminist and Women’s Studies Division, San Antonio, TX, November 15-19, 2006

## **Respondent**

“War, Peace, and ‘Virtuous Mothers’: The Maternal Figure as Rhetorical Battle Ground,” National Communication Association (NCA), Feminist and Women’s Studies Division, San Antonio, TX, November 15-19, 2006.

“Digital Divide and Social Evolution of Communication Technology, Part II,” International Communication Association (ICA), Communication and Technology Division, New York, NY, May 25-29, 2005.

## **Doctoral, Master’s and Undergraduate Honors Thesis committees**

### Penn State University

#### *Adviser*

Stephanie Berberick, Ph.D. candidate, critical-cultural media studies (graduated in 2017)  
Cate Bednarz, Ph.D. candidate, critical-cultural media studies (co-adviser with Matt McAllister)  
Jeffrey Masko, Ph.D. candidate, critical-cultural media studies (graduated in 2017)  
Giuliana Sorce, Ph.D. candidate, critical-cultural media studies (graduated in 2017)  
Erica Hilton, Ph.D. Student (present)

Sabrina Stewart, MA; reality TV and gender (graduated in 2017)  
Elizabeth Brennan, MA; feminism and blogs (graduated Spring 2015)  
Brittany Brown, MA; natural hair movement on YouTube (graduated Spring 2014)  
Emma Bedor, MA; anti-abortion discourse and the film *October Baby* (graduated Spring 2013)  
Amirah Heath, Integrated MA-BA; Lingerie Football League and misogyny (graduated Spring 2013)  
Jackie Dunfee, Integrated MA-BA; representations of teen pregnancy on TV (graduated, Summer 2012)

Elizabeth Graham (Honors Adviser); Cold War films (graduated Spring 2014)  
Kelly Jackson (Thesis Adviser); eco-friendly advertising (graduated Spring 2014)  
Tracy Crouthamel (Honors Adviser); films of Danny Boyle (graduated Fall 2013)  
Echemendia, Mariel (Thesis Adviser); Latino bloggers and the presidential election of 2012 (graduated Fall 2013)  
Kyra Nelson, Honors BA; Disney, ideology, and childhood development (Fall 2011)  
Michael Oplinger, Honors BA; educational reform and media (graduated, Fall 2011)

#### *PhD committees* (reader, College of Communications unless otherwise indicated)

Kelly Chernin (graduated in 2017)  
Jessica Crowell (Ph.D. student at Rutgers, graduated in 2017)  
Lauren Camacci (Communication Arts and Sciences; to graduated in 2017)  
Azadeh Fassihi (present)  
Elysia Galindo-Ramirez (present)  
Azeta Hatef (present)  
Wunpini Fatimata Mohammed (present)  
Steph Orme (present)  
Alex Nutter Smith (present)

## **Doctoral, Master's and Undergraduate Honors Thesis committees (continued)**

*PhD committees* (reader, continued)

Sarah Worley (graduated in 2016)

Laura Rattner (Curriculum & Instruction and Women's Studies, graduated 2015)

Kyun Han You (graduated in 2014)

Ann Holt (Art Education, graduated in 2014)

Enica Castañeda (2014, one year on committee)

Lauren deCarvalho (graduated in 2013)

Aaron Heresco (Fall 2010-Spring 2011; graduated in 2014)

*MA committees* (reader, College of Communications)

Lauren Alwine (graduated Spring 2014)

Stef Davis (graduated Summer 2014)

Rafael R. Díaz-Torres, "Branded Sports Sovereignty: A Critical Media Approach to Puerto Rican Olympic Sports," graduated, Fall 2011.

University of Cincinnati

*MA committees* (reader)

Tiffany Hadley, "Not All Reality is Created Equal: A Rhetorical Hybrid of Conspiracy and Diatribe in Michael Moore's Fahrenheit 9/11" (M.A. defended Winter 2006).

Brian Warner, "Shaking Digital Fists: The Shape of Tactics of Internet-Mediated Social Movement Groups," M.A. defended Summer 2007.

*Undergraduate Honors Adviser*

Allison Knue: "'Be Resilient...And Put a Smile On': Perceptions of the Stereotypes That Comprise the Glass Ceiling And Its Effects on Business-Minded College Women" graduated, Spring 2006.

## **University Service**

### **Departmental Service**

Film-Video, and Media Studies (Penn State, Fall 2007-present)

Coordinator for Taskforce on Media Studies Curriculum Review, Fall 2010-Spring 2011.

Graduate curriculum committee on film-media 550 series (designed new graduate course and reviewed departmental proposals for new courses), Fall 2007-Spring 2008.

Media Enrichment Committee, Fall 2010-Spring 2012. Media Studies Curriculum Review, Fall 2007-Spring 2011. Spend-a-Summer Day, August 5, 2011.

Student Learning Outcomes committee Fall 2013-2014

### **Departmental Service (continued)**

#### Department of Communication (University of Cincinnati, Fall 2004-2007)

Reader, M.A. comprehensive exams, Spring 2005-Spring 2007.

Mediated Communication Curriculum, committee member, Fall 2004-Spring 2006.

Distance Learning, committee member, Winter 2005-Spring 2006.

### **Departmental Service**

#### Department of Communication (University of Cincinnati, Fall 2004-2007)

Technology Coordinator, Fall 2005-Spring 2007.

Graduate Admissions Committee, Fall 2006.

### **College Service (Penn State)**

Curriculum Review Committee, Fall 2007-Spring 2011.

Graduate Admissions Committee Fall 2013-Spring 2014

Organized presentations of faculty and graduate student UDC presentations post-convention, "Re-UDC," October 29, 2010.

Scholarships Committee, Fall 2011-Spring 2012. Graduate student paper contest reviewer: 2008, 2009.

Panelist, Graduate Student Discussion Forum on critical/cultural methods in communication, Spring 2010.

Teaching Mentor to graduate students: involves meeting with, observing graduate students' teaching, writing letters based on these observations, being observed by graduate students, and/or being interviewed by graduate students in a podcast posted online:

Teaching mentorship in association with the pedagogy course COMM 502:

Michelle Baker, Fall 2010

Lauren DeCarvalho, Fall 2010

Teaching mentorship in association with the pedagogy course COMM 602:

Rafael Del-Torres, Fall 2010

Aaron Heresco, Fall 2010 Alex

Nutter-Smith, Fall 2009

### **University Service**

#### Penn State

Graduate Council, Member of Graduate and Faculty Relations Committee (2016-2017).

Vice-President and Founding Member of AAUP-Penn State, Executive Committee of the American Association of University Professors, Penn State Chapter, Vice President and Founder, Elected. (August 25, 2013 - Present).

Founding member of Working Cultures: assist in organizing meetings of the interdisciplinary humanities outreach group that focuses on the intersection of work and culture; summer 2010-present

## **University Service (continued)**

### Penn State

Contributor to Marcellus Shale Archive at the Penn State Library, summer 2012: Conducted recorded interviews with residents in the Marcellus Shale drilling area, audio recording and transcript of interviews are being entered into a new university library archive. Two students from COMM 411 assisted in the interviews; spring-summer 2011.

### University of Cincinnati

Arts and Sciences Classroom Technology, Winter 2005-Spring 2007.

## **Professional Service**

### Leadership

Chair and Legislative Assembly representative, Critical Cultural Studies Division, National Communication Association, 2016.

(NCA), November 2012 elected, Second Vice Chair 2013; Awards Chair, 2014; Program Planner 2015; Chair, 2016).

Steering Committee Chair, Union for Democratic Communications (UDC), May 2011-March 2014.

Steering Committee member, Union for Democratic Communications (UDC), Fall 2007-May 2015.

Conference Co-Organizer, Union for the Democratic Communications (UDC), Fall 2012-Fall 2014

Founding Member and Advisory Board Member, Fembot, community for scholarship on feminist media and technology studies, 2010-present.

### Editorial Boards

*Ada: A Journal of Gender, New Media, and Technology* (<http://fembotcollective.org/journal/>).

*Communication, Culture & Critique* (ICA, International Communication Association)

*tripleC: Cognition, Communication, Cooperation* (<http://www.triple-c.at/index.php/tripleC>).

*Women's Studies in Communication* (ORWAC, Organization for Research on Women and Communication)

### Reviewer – Journals

*Communication and Critical/Cultural Studies*

*Communication, Culture & Critique*

*Communication Quarterly*

*Convergence: The International Journal of Research into New Media Technologies*

*Critical Studies in Media Communication*

*Environmental Communication: A Journal of Nature and Culture*

*Feminist Media Studies*

*The Information Society*

*Journal of Communication Inquiry*

*Journal of Community Informatics Management*

*Journalism and Mass Communication Quarterly*

*New Media & Society*

*Social Epistemology*

*Television and New Media*

*Transforming Cultures eJournal*

### Reviewer - Conferences

ICA (International Communication Association)

NCA (National Communication Association)

UDC (Union for Democratic Communications)

### **Service to Society**

*Miss Representation* Panelist for film screening of the feminist documentary, State Theatre, State College, PA, April 12, 2012.

Mother's Day Parade for Peace, State College, PA.

Organizer of annual parade for peace and peace activism, normally held on Mother's Day:

May 10, 2009, May 9, 2010, May 8, 2011, July 8, 2012, May 11, 2013.

Princess Intervention: Questioning Children's Media, Bennett Family Center, University Park, PA.

Organizer of pre-school level feminist media criticism of Disney film content; May 5, 2011.

Workers of the World Film Festival, Panelist and introduced *Modern Times*, State Theatre, State College, PA, Sept 30-October 2, 2011.

### **Interviews**

*The Altoona Mirror*, "Being Tech Savvy Can Help Teens," Scott Muska, January 19, 2011,

<http://www.altoonamirror.com/page/content.detail/id/546354/Being-tech-savvy-can-help-teens.html?nav=742>

*The Altoona Mirror*, "Face-to-face Communication Not Always Comfortable for Teens," Scott Muska,

January 16, 2011, <http://www.altoonamirror.com/page/content.detail/id/546223/Face-to-face-communication-not-always-comfortable-for-teens.html?nav=742>

*The Philadelphia Inquirer*, "Target audience blogs back," Aubrey Whelan, July 7,

2010, [http://www.philly.com/inquirer/imag/20100707\\_Target\\_audience\\_blogs\\_back.html](http://www.philly.com/inquirer/imag/20100707_Target_audience_blogs_back.html)

*ZDNet*, "A Fair Day's Work in the Digital Age," Ted Smalley Brown, 2001,

<http://www.zdnet.com.au/a-fair-day-s-work-in-the-digital-age-120226759.htm>

### **Professional Memberships**

International Communication Association (ICA)

National Communication Association, (NCA, Member of Legislative Assembly, Critical and Cultural Studies Division, November 2012-2017, Chair of Division in 2016)

Union for Democratic Communications (UDC, Steering Committee Chair/Coordinator Spring 2011-2013).