

## CURRICULUM VITAE

### MATTHEW P. MCALLISTER

#### HOME

1132 S. Garner Street  
State College, PA 16801  
814-574-6037  
E-mail: mattmc@psu.edu

#### OFFICE

Department of Film/Video & Media Studies  
The Pennsylvania State University  
209 Carnegie Building  
University Park, PA 16802 814-863-3322

#### EDUCATION

- Ph.D. Institute of Communications Research, University of Illinois at Urbana-Champaign, 1990. Advisor: D. Charles Whitney.
- M.A. Department of Communication, Purdue University, 1986.
- B.A. Department of Communication, Purdue University, 1983.

#### ACADEMIC APPOINTMENTS

Professor. Dept. of Film/Video & Media Studies, Donald P. Bellisario College of Communications, The Pennsylvania State University, Summer 2009-present.  
Undergraduate courses taught: Mass Media and Society, Cultural Aspects of the Mass Media, Political Economy of Communications, First-year Seminar (Children & Commercialism). Graduate courses taught: MA Proseminar in Media Studies, Ph.D. Proseminar in Mass Communications, New Graduate Student Colloquium, Social and Cultural Aspects of Advertising, Television Studies. Affiliate faculty in the Depts. of Communication Arts & Sciences, Women's Studies, and the Social Thought Program.

Associate Professor with tenure. Dept. of Film/Video & Media Studies, The Pennsylvania State University, Fall 2004-Summer 2009.

Associate Professor with tenure. Dept. of Communication, Virginia Tech, Spring 1997-Spring 2004. Undergraduate courses taught: Introduction to Communication Studies, Media Institutions, Media Effects (team-taught), Advertising Criticism, Television Criticism. Graduate courses taught: Television Criticism, Communication Theory, Qualitative Research Methods (team-taught).

Assistant Professor. Dept. of Communication, Virginia Tech, Fall 1991-Spring 1997.

Visiting Assistant Professor. Dept. of Communication, Denison University, Fall 1990-Spring 1991. Courses taught: Social Impact of the Mass Media, Seminars in Media Literacy, Advertising, and Broadcast News.

Adjunct Faculty Member. Liberal Arts Division, Danville Area Community College, Summers 1989, 1990. Course taught: Oral (Interpersonal) Communication.

Graduate Teaching Assistant. Dept. of Speech Communication and Institute of Communications Research, University of Illinois at Urbana-Champaign, August 1985-May 1990. Courses taught: The Arts of Public Discourse (Teaching Assistant), Communications and Popular Culture, Verbal Communication I and II.

Graduate Teaching Assistant. Dept. of Communication, Purdue University, August 1983-May 1985. Courses taught: Mass Communication and Society (Teaching Assistant), Communicative Behavior in Organizations, Reporting for the Mass Media.

## **RESEARCH AND SCHOLARSHIP**

### Authored Books

McAllister, M. P. (1996). *The commercialization of American culture: New advertising, control and democracy*. Thousand Oaks, CA: Sage Publications, Inc. Hardback and paperback editions.

### Edited Books

McAllister, M. P., & West, E. (Eds.). (2013). *The Routledge companion to advertising and promotional culture*. New York: Routledge.

Turow, J., & McAllister, M. P. (Eds.). (2009). *The advertising and consumer culture reader*. New York: Routledge.

Gordon, I., Jancovich, M., & McAllister, M. P. (Eds.). (2007). *Film and comic books*. Jackson, MS: University Press of Mississippi.

McAllister, M. P., Sewell, E. H., & Gordon, I. (Eds.). (2001). *Comics and ideology*. New York: Peter Lang. Published in the series "Popular Culture and Everyday Life," Series Editor Toby Miller.

### Guest-Edited Journals

McAllister, M. P., & Turow, J. (Eds.). (2002). *Journal of Broadcasting & Electronic Media*, 46(4). Special Issue on "New Media and the Commercial Sphere." Shared responsibility for writing and publicizing call for papers, coordinating reviewers, and selecting/editing manuscripts.

McAllister, M. P., & Mazzarella, S. R. (Eds.). (2000). *Mass Communication & Society*, 3(4). Special Issue on “Advertising and Consumer Culture.” Shared responsibility for writing and publicizing call for papers, coordinating reviewers, selecting/editing manuscripts, and inviting a “Milestones” essay from Professor Stuart Ewen.

### Journal Articles

McAllister, M. P., & Aupperle, A. (2017). Class shaming in post-Recession US advertising. *Journal of Communication Inquiry*, 41(2), 140-156.

McAllister, M. P., & Galindo-Ramirez, E. (2017). Fifty years of Super Bowl commercials, thirty-two years of spectacular consumption. *International Journal of the History of Sport*, 34 (1-2), 46-64, DOI: 10.1080/09523367.2017.1336162 [special issue on "The Super Bowl in national and global imaginations"].

Berberick, S. N., & McAllister, M. P. (2016). Online quizzes as viral, consumption-based identities. *International Journal of Communication*, 10, 3423-3441.

McAllister, M. P., Cooke, T. R., & Buckley, C. (2015). Fetishizing Flo: Constructing retail space and flexible gendered labor in digital-era insurance advertising. *Critical Studies in Media Communication*, 32(5), 347-362.

McAllister, M. P., & DeCarvalho, L. J. (2014). Sexualized branded entertainment and the male consumer gaze. *tripleC - Communication, Capitalism, & Critique*, 12(1) [special issue on “Critical visual theory”]. Online journal available at <http://www.triple-c.at/index.php/tripleC/article/view/506>.

Roman, Z., & McAllister, M. P. (2012). The brand and the bold: Synergy and sidekicks in licensed-based children’s television. *Global Media Journal*, 12(20) [special issue on “The state of media conglomeration: Synergy, power, resistance”]. Online journal available at <http://lass.calumet.purdue.edu/cca/gmj/index.htm>.

Kang, H., & McAllister, M. P. (2011). Selling you and your clicks: Examining the audience commodification of Google. *tripleC - Cognition, Communication, Co-operation*, 9(2). On-line journal available at <http://www.triple-c.at/index.php/tripleC/article/view/255>.

McAllister, M. P. (2010). But wait, there's more!: Advertising, the recession, and the future of commercial culture. *Popular Communication*, 8(3), 189-193 [invited essay].

McAllister, M. P. (2010). Hypercommercialism, televisuality, and the changing nature of college sports sponsorship. *American Behavioral Scientist*, 53(10), 1476-1491 [special issue on “Sport, communication, and the culture of consumption”].

McAllister, M. P. (2010). *No logo legacy*. *Women’s Studies Quarterly*, 38(3/4), 287-292 [invited essay].

McAllister, M. P. (2007). "Girls with a passion for fashion": The Bratz brand as integrated spectacular consumption. *Journal of Children and Media*, 1(3), 244-258.

Proffitt, J. M., Tchoi, D. Y., & McAllister, M. P. (2007). Plugging back into *The Matrix*: The intertextual flow of corporate media commodities. *Journal of Communication Inquiry*, 31(3), 239-254.

McAllister, M. P., Gordon, I., & Jancovich, M. (2006). Art house meets graphic novel, or blockbuster meets superhero comic?: The contradictory relationship between film and comic art. *Journal of Popular Film and Television*, 34(3), 108-114.

McAllister, M. P., & Giglio, J. M. (2005). The commodity flow of U.S. children's television. *Critical Studies in Media Communication*, 22(1), 26-44.

McAllister, M. P. (2003). Is commercial culture popular culture?: A question for popular communication scholars. *Popular Communication*, 1(1), 41-49 [invited essay; inaugural issue].

McAllister, M. P., & Turow, J. (2002). New media and the commercial sphere: Two intersecting trends, five categories of concern. *Journal of Broadcasting & Electronic Media*, 46(4), 505-514 [introduction to special issue].

McAllister, M. P. (2002). Television news plugola and the last episode of *Seinfeld*. *Journal of Communication*, 52(2), 383-401.

McAllister, M. P., & Mazzarella, S. R. (2000). Guest editor's note: Advertising and consumer culture. *Mass Communication & Society*, 3(4), 347-350 [introduction to special issue].

McAllister, M. P. (1999). Super Bowl advertising as commercial celebration. *The Communication Review*, 3(4), 403-428.

McAllister, M. P. (1998). College bowl sponsorship and the increased commercialization of amateur sports. *Critical Studies in Mass Communication*, 15(4), 357-381.

McAllister, M. P. (1992). Recombinant television genres and *Doogie Howser, M.D.*. *Journal of Popular Film and Television*, 20(3), 61-69.

McAllister, M. P. (1992). Comic books and AIDS. *Journal of Popular Culture*, 26(2), 1-24.

McAllister, M. P. (1990). Cultural argument and organizational constraint in the comic book industry. *Journal of Communication*, 40(1), 55-71.

## Book Chapters

- McAllister, M. P., & MacAuley, B. (Forthcoming). Comics industries. In B. Beaty & C. Hatfield (Eds.), *Comics studies: A guidebook*. New Brunswick, NJ: Rutgers University Press.
- McAllister, M. P., & Stoltzfus-Brown, L. (Forthcoming). Television advertising: Texts, political economy and ideology. In J. Wasko & E. R. Meehan, *A companion to television* (2nd Ed.). Oxford, England: Wiley Blackwell.
- McAllister, M. P., & Stoltzfus-Brown, L. (Forthcoming). Understanding corrosive elements in the political economy of media. In E. Downs (Ed.), *Dark side of media and technology: A 21st Century guide to media and technological literacy*. New York: Peter Lang.
- McAllister, M. P., & Orme, S. (2018). Cinema's discovery of the graphic novel: Mainstream and independent adaptation. In J. Baetens, H. Frey, & S. Tabachnick (Eds.), *The Cambridge history of the graphic novel* (pp. 543-557). Cambridge, UK: Cambridge University Press.
- McAllister, M. P., & Hatef, A. (2018). Just how commercialized is children's culture? In N. Jennings & S. R. Mazzarella (Eds.), *20 questions about youth and the media* (Rev. ed.) (pp. 185-195). New York: Peter Lang.
- McAllister, M. P., & Aupperle, A. (2017). Class and advertising. In J. F. Hamilton, R. Bodle, & E. Korin (Eds.), *Explorations in critical studies of advertising* (pp. 208-220). New York: Routledge.
- McAllister, M. P., & Orme, S. (2017). The impact of digital media on advertising: Five cultural dilemmas. In P. Messaris & L. Humphreys (Eds.), *Digital media: Transformations in human communication* (2nd ed.) (pp. 71-78). New York: Peter Lang.
- McAllister, M. P., & Kumanyika, C. (2013). "Brut slaps...and twins": Hypercommercialized sports media and the intensification of gender ideology. In M. P. McAllister & E. West (Eds.), *The Routledge companion to advertising and promotional culture* (pp. 237-251). New York: Routledge.
- West, E., & McAllister, M. P. (2013). Introduction. In M. P. McAllister & E. West (Eds.), *The Routledge companion to advertising and promotional culture* (pp. 1-8). New York: Routledge.
- McAllister, M. P., & Smith, A. N. (2013). Understanding hypercommercialized media texts. In S. R. Mazzarella (Volume Ed.), *The international encyclopedia of media studies: Vol. 2: Content and representation* (pp. 31-53). A. N. Valdivia (General Ed.). Oxford, England: Wiley-Blackwell.

McAllister, M. P. (2011). Consumer culture and new media: Commodity fetishism in the digital era. In S. Papathanassopoulos (Ed.), *Media perspectives for the 21st century* (pp. 149-165). London: Routledge.

McAllister, M. P. (2011). "Very high art": The cultural enhancement of product promotion in "making-of" videos about advertising campaigns. In G. Sussman (Ed.), *The propaganda society: Promotional culture and politics in global context* (pp. 61-76). New York: Peter Lang.

Turow, J., & McAllister, M. P. (2009). General introduction: Thinking critically about advertising and consumer culture. In J. Turow & M. P. McAllister (Eds.), *The advertising and consumer culture reader* (pp. 1-8). New York: Routledge.

McAllister, M. P., & Proffitt, J. M. (2008). Media ownership in a corporate age. In L. Wilkins & C. G. Christians (Eds.), *Handbook of mass media ethics* (pp. 328-339). Mahwah, NJ: Lawrence Erlbaum.

Gordon, I., Jancovich, M., & McAllister, M. P. (2007). Introduction. In I. Gordon, M. Jancovich, & M. P. McAllister (Eds.), *Film and comic books* (pp. vii-xvii). Jackson, MS: University Press of Mississippi.

McAllister, M. P. (2007). Just how commercialized is children's culture? In S. R. Mazzarella (Ed.), *20 questions about youth and the media* (pp. 267-279). New York: Peter Lang.

McAllister, M. P. (2005). Television advertising as textual and economic systems. In J. Wasko (Ed.), *A companion to television* (pp. 217-237). Oxford, England: Blackwell.

McAllister, M. P. (2003). Selling *Survivor*: The use of TV news to promote commercial entertainment. In A. N. Valdivia (Ed.), *A companion to media studies* (pp. 209-226). Oxford, England: Blackwell.

McAllister, M. P., & Kitron, U. (2003). Differences in early print media coverage of AIDS and Lyme Disease. In L. K. Fuller (Ed.), *Media-mediated AIDS* (pp. 43-62). Cresskill, NJ: Hampton.

McAllister, M. P., Sewell, E. H., Jr., & Gordon, I. (2001). Introducing comics and ideology. In M. P. McAllister, E. H. Sewell, Jr., & I. Gordon, (Eds.), *Comics and ideology* (pp. 1-13). New York: Peter Lang.

McAllister, M. P. (2001). Ownership concentration in the U.S. comic book industry. In M. P. McAllister, E. H. Sewell, Jr., & I. Gordon, (Eds.), *Comics and ideology* (pp. 15-38). New York: Peter Lang.

McAllister, M. P. (2000). From flick to flack: The increased emphasis on marketing by media entertainment corporations. In R. Andersen & L. A. Strate (Eds.), *Critical studies in media commercialism* (pp. 101-122). New York: Oxford University Press.

McAllister, M. P. (1997). Sponsorship, globalization, and the Summer Olympics. In K. T. Frith (Ed.), *Undressing the ad: Reading culture in advertising* (pp. 35-63). New York: Peter Lang.

McAllister, M. P. (1993). "What did you advertise with the war, Daddy?": Using the Persian Gulf War as a referent system in advertising. In R. E. Denton, Jr. (Ed.), *The media and the Persian Gulf War* (pp. 213-233). New York: Praeger.

McAllister, M. P. (1992). AIDS, medicalization, and the news media. In T. Edgar, M. A. Fitzpatrick, & V. S. Freimuth (Eds.), *AIDS: A communication perspective* (pp. 195-221). Hillsdale, NJ: Lawrence Erlbaum.

#### Miscellaneous Parts of Books

McAllister, M. P. (2010). Beyond product placement: Integrated marketing in *Movie Extra*. A "Spotlight On" section in Sayre, S., & King, C., *Entertainment and society: Influences, impacts, and innovations* (pp. 147-148). New York: Routledge.

McAllister, M. P. (2010). Forward. In J. Hardy, *Cross-media promotion* (pp. xi-xiii). New York: Peter Lang.

#### Encyclopedia Entries and Bibliographies

McAllister, M. P. (Forthcoming). Commercialization. In G. Ritzer (Ed.), *Wiley-Blackwell encyclopedia of sociology* (2nd ed.). Oxford, England: Wiley-Blackwell.

McAllister, M. P., & Cooke, T. R. (2016). Advertising and marketing. In E. J. Blum (Ed.), *Dictionary of American history, Supplement: America in the world, 1776-present* (Vol.1) (pp. 12-14). New York: Charles Scribner's Sons.

McAllister, M. P., & Fassihi, A. N. (2016). Markets. In Jensen, K. B. (Ed.), *The international encyclopedia of communication theory and philosophy* (pp. 1124-1128). Oxford, England: Wiley-Blackwell.

McAllister, M. P. (2015). Advertising, economics of. In W. Donsbach (Ed.), *The concise encyclopedia of communication* (pp. 8-9). Oxford, England: Wiley-Blackwell [abridged and updated from *the international encyclopedia of communication*].

McAllister, M. P. (2015). Commodity fetishism. In D. T. Cook & J. M. Ryan (Eds.), *The Wiley Blackwell encyclopedia of consumption and consumer studies* (pp. 97-98). Oxford, England: Wiley-Blackwell.

McAllister, M. P. (2015). Consumer culture. In W. Donsbach (Ed.), *The concise encyclopedia of communication* (p. 109). Oxford, England: Wiley-Blackwell [abridged and updated from *the international encyclopedia of communication*].

McAllister, M. P., & Applequist, J. (2015). Commercialization of politics. In G. Mazzoleni (Ed.), *The international encyclopedia of political communication* (pp. 155-159). Oxford, England: Wiley-Blackwell.

McAllister, M. P., & Smith, A. N. (2012). Advertising and promotion. In K. Gabbard (Ed.), *Oxford Bibliographies Online in Cinema and Media Studies*. New York: Oxford University Press. Online bibliography available at <http://www.oxfordbibliographies.com/view/document/obo-9780199791286/obo-9780199791286-0002.xml>

McAllister, M. P. (2010/2008). Advertising, economics of. In W. Donsbach (Ed.), *The international encyclopedia of communication: Vol. 1* (pp. 56-60). Oxford, England: Wiley-Blackwell. Revised June 2010 at <http://www.communicationencyclopedia.com>

McAllister, M. P. (2010/2008). Consumer culture. In W. Donsbach (Ed.), *The international encyclopedia of communication: Vol. 3* (pp. 954-959). Oxford, England: Wiley-Blackwell. Revised June 2010 at <http://www.communicationencyclopedia.com>

McAllister, M. P., & Kahle, S. (2009). Comics. In C. H. Sterling (Ed.), *Encyclopedia of journalism: Vol. 1* (pp. 322-326). Thousand Oaks, CA: Sage.

McAllister, M. P. (2004/1997). The financial interest and syndication rules. In H. Newcomb (Ed.), *Encyclopedia of television* (pp. 612-613, first edition; pp. 875-877, second edition). First edition publisher: Chicago: Fitzroy Dearborn; Second edition publisher: New York: Taylor & Francis.

McAllister, M. P. (2004/1997). The Simpsons. In H. Newcomb (Ed.), *Encyclopedia of television* (pp. 1493-1495, first edition; pp. 2092-2094, second edition). First edition publisher: Chicago: Fitzroy Dearborn; Second edition publisher: New York: Taylor & Francis.



## Reprints

McAllister, M. P., & Galindo-Ramirez, E. (2018). Fifty years of Super Bowl commercials, thirty-two years of spectacular consumption. In M. Dyreson & P. Hopsicker (Eds.). *A half century of Super Bowls: National and global perspectives on America's grandest spectacle*. New York: Routledge.

McAllister, M. P., & Giglio, J. M. (2013). The commodity flow of U.S. children's television. In J. Kispal-Kovacs & T. Mirrlees (Eds.). *The television reader: Critical perspectives in Canadian and US television studies* (pp. 351-366). Also in Don Mills, Ont: Oxford University Press; I. MacRury (Ed.). (2012). *Advertising: Critical concepts in media and cultural studies*. New York: Routledge; and J. Turow & M. P. McAllister (Eds.). (2009). *The advertising and consumer culture reader* (pp. 110-127). New York: Routledge.

McAllister, M. P., Gordon, I., & Jancovich, M. (2009). Art house meets graphic novel, or blockbuster meets superhero comic?: The contradictory relationship between film and comic art. In B. E. Duffy & J. Turow (Eds.). *Key readings in media today: A mass communication reader* (pp. 303-312). New York: Routledge.

McAllister, M. P. Recombinant television genres and *Doogie Howser, M.D.* (2004). In L. R. Vande Berg, B. E. Gronbeck, & L. A. Wenner (Eds.). *Critical approaches to television* (2<sup>nd</sup> Ed.) (pp. 129-138). Boston: Houghton Mifflin.

## Published Book Reviews

Turow, J., McAllister, M. P., Stole, I. L., & Timke, E. (2017). Author meets critics: *The aisles have eyes*. *Advertising & Society Quarterly*, 18(1). One-hour video roundtable discussing Joseph Turow, *The aisles have eyes: How retailers track your shopping, strip your privacy, and define your power*. Online journal available at <https://muse.jhu.edu/article/652409>

McAllister, M. P. (2016). Optimism and pessimism about the democratic potential of media. Review essay of Robert W. Gehl, *Reverse engineering social media: Software, culture, and political economy in new media capitalism*; Claudia Padovani & Andrew Calabrese (Eds.), *Communication right and social justice: Historical accounts of transnational mobilizations*; and James G. Webster, *The marketplace of attention: How audiences take shape in a digital age*, in *New Media & Society*, 18(7), 1190-1195.

McAllister, M. P. (2015). Review of Jonathan Hardy, *Critical political economy of the media: An introduction*, in *Journal of Broadcasting & Electronic Media*, 59(3), 533-535.

McAllister, M. P. (2008). Review of Benjamin R. Barber, *Consumed: How markets corrupt children, infantilize adults, and swallow citizens whole*, in *Journal of Communication*, 58(1), 193-195.

McAllister, M. P. (2004). Review of C. Edwin Baker, *Media, markets, and democracy*, in *Journal of Communication*, 54(1), 185-186.

McAllister, M. P. (2002). Review of Janet Staiger, *Blockbuster TV: Must-see sitcoms in the network era*, in *Film Quarterly*, 55(4), 52-53.

McAllister, M. P. (1998). Review of John Thornton Caldwell, *Televisuality: Style, crisis, and authority in American television*, in *Film Quarterly*, 51(4), 61-62.

McAllister, M. P. (1996-97). Review of Robin Andersen, *Consumer culture & TV programming*, in *Film Quarterly*, 50(2), 51-52.

McAllister, M. P. (1996). Review of Jackson Lears, *Fables of abundance: A cultural history of advertising in America*, in *Journal of Communication*, 46(3), 195-197.

McAllister, M. P. (1996). Re-decoding advertisements. Review essay of Sammy R. Danna, Ed., *Advertising and popular culture: Studies in variety and versatility*; Robert Goldman, *Reading ads socially*; Marilyn Kern-Foxworth, *Aunt Jemima, Uncle Ben, and Rastus: Blacks in advertising*; Ivan L. Preston, *The tangled web they weave: Truth, falsity, & advertisers*; Armand Mattelart, *Advertising international: The privatisation of public space*, in *Journal of Communication*, 46(2), 150-157.

McAllister, M. P. (1994). "Book note" review of Marjorie Garber, Jann Matlock and Rebecca L. Walkowitz, *Media spectacles*, in *Film Quarterly*, 48(1), 61-62.

McAllister, M. P. (1993). Review of Kenneth MacKinnon, *The politics of popular representation: Reagan, Thatcher, AIDS, and the movies*, in *Film Quarterly*, 47(1), 58-59.

McAllister, M. P. (1992). Review of Roberta E. Pearson and William Urrichio (Eds.), *The many lives of the Batman: Critical approaches to a superhero and his media*, in *Journal of Communication*, 42(1), 141-144.

### Online Research Postings

McAllister, M. P. (2018, April). Learning about the history of television advertising through J. Walter Thompson. *J. Walter Thompson: Advertising America* (digital archive). Commissioned essay and video interviews. Adam Matthew Digital.  
<https://www.amdigital.co.uk/primary-sources/j-walter-thompson-advertising-america>

McAllister, M. P., & Galindo-Ramirez, E. (2018, January 30). Teasing Super Bowl commercials. In A. P. Jones (Ed.), Super Bowl Paratext Week, *In Media Res*. Posting available at <http://mediacommons.futureofthebook.org/imr/2018/01/26/teasing-super-bowl-commercials>

McAllister, M. P., & Buckley, C. (2014, June 27). Lego-based paratextual commodity flow in children's television. In N. Ahmed (Ed.), *LEGO Week, In Media Res*. Posting available at <http://mediacommons.futureofthebook.org/imr/2014/06/27/lego-based-paratextual-commodity-flow-children-s-television>

### Refereed Papers Presented at Professional Meetings

Applequist, J., & McAllister, M. P. (2018, May). *"Don't mind me, I'm just a dermatophyte": The use of animation in direct-to-consumer pharmaceutical television advertising*. Presented at the International Communication Association, Prague, CZ.

McAllister, M. P., & Aupperle, A. (2016, November). *Highlighting class in advertising*. Presented at the National Communication Association, Philadelphia, PA.

McAllister, M. P., & Aupperle, A. (2016, June). *Class shaming in post-recession US advertising*. Presented at the International Communication Association, Fukuoka, Japan.

McAllister, M. P., Cooke, T. R., & Buckley, C. (2015, May). *Fetishizing Flo: Constructing retail space and gendered labor in digital-era advertising*. Presented at the International Communication Association, San Juan, Puerto Rico.

Berberick, S. N., & McAllister, M. P. (2015, May). *"You got: Piper": Online quizzes as viral, consumption-based identities*. Presented at the International Communication Association, San Juan, Puerto Rico.

Applequist, J., & McAllister, M. P. (2015, April). *Understanding the commercialization of mediated politics from a political economy perspective*. Presented at the Eastern Communication Association, Philadelphia, PA.

McAllister, M. P., & MacAuley, B. (2014, May). *The political economy of the modern comics industries*. Presented at the International Communication Association, Seattle, WA.

McAllister, M. P., & DeCarvalho, L. J. (2013, June). *Sexualized branded entertainment and the male consumer gaze*. Presented at the International Communication Association, London, UK.

McAllister, M. P., & Kumanyika, C. (2012, May). *"Brut Slaps...And Twins": Hypercommercialized sports media and gender ideology*. Presented at the International Communication Association, Phoenix, AZ.

McAllister, M. P., & Smith, A. N. (2011, November). *The dilemma of context in studying hypercommercialized media texts*. Presented at the National Communication Association, New Orleans, LA.

McAllister, M. P. (2009, August). *Commodity fetishism in the digital era*. Presented at the Association for Education in Journalism and Mass Communication, Boston, MA.

McAllister, M. P. (2008, May). *Hypercommercialism, televisuality, and the changing nature of college sports sponsorship*. Presented at the International Communication Association, Montreal, Canada.

McAllister, M. P. (2006, August). "*Girls With a Passion for Fashion*": *The Bratz brand as spectacular consumption*. Presented at the Association for Education in Journalism and Mass Communication, San Francisco, CA.

McAllister, M. P. (2005, April). *Advertising as a funding source for television: Seven effects*. Presented at the Eastern Communication Association, Pittsburgh, PA.

McAllister, M. P., & Giglio, J. M. (2003, November). *The commodity flow of U.S. children's television*. Presented at the National Communication Association, Miami, FL.

McAllister, M. P. (2002, November). *Selling Survivor: The use of TV news to promote commercial entertainment*. Presented at the National Communication Association, New Orleans, LA.

McAllister, M. P. (2000, November). *Television news plugola and the last episode of Seinfeld*. Presented at the National Communication Association, Seattle, WA.

McAllister, M. P. (1998, November). *From flick to flack: The increased emphasis on marketing by media entertainment corporations*. Presented at the National Communication Association, New York City, NY.

McAllister, M. P. (1997, November). *College bowl sponsorship and the commercialization of amateur sports*. Presented at the National Communication Association, Chicago, IL.

McAllister, M. P. (1997, May). *Sponsorship, globalization, and the Summer Olympics*. Presented at the International Communication Association, Montreal, Canada.

McAllister, M. P. (1994, November). *Comic production and control*. Presented at the Speech Communication Association, New Orleans, LA.

McAllister, M. P. (1993, November). *Place-based advertising as economic and symbolic control*. Presented at the Speech Communication Association, Miami, FL.

McAllister, M. P. (1993, May). *Recombinant television genres and Doogie Howser, M.D.*. Presented at the International Communication Association, Washington, DC.

McAllister, M. P. (1992, November). *“What did you advertise with the war, daddy” : Using the Persian Gulf War as a referent system in advertising*. Presented at the Speech Communication Association, Chicago, IL.

McAllister, M. P. (1989, April). *Medicalization in the news media: A theoretical investigation*. Presented at the Southern States Communication Association, Louisville, KY.

McAllister, M. P. (1989, April). *Comic book research: A bibliography and brief history*. Presented at the Southern States Communication Association, Louisville, KY.

McAllister, M. P. (1989, April). *Comic books and AIDS*. Presented at the Popular Culture Association, St. Louis, MO.

McAllister, M. P. (1987, November). *Cultural legitimation, argumentation and industrial factors: The changing nature of the comic book*. Presented at the Speech Communication Association, Boston, MA.

McAllister, M. P. (1987, May). *Medicalization as organizational control*. Presented at the International Communication Association, Montreal, Canada.

McAllister, M. P. (1986, November). *The relationship between Rockefeller philanthropies and mass communication research*. Presented at the Speech Communication Association, Chicago, IL.

McAllister, M. P., Billingsley, J. M., & Orlando, J. M. (1986, April). *Mass media and medicine: A case study investigating the information subsidy model*. Presented at the Central States Speech Association, Cincinnati, OH.

May, S. K., Hennen, P., & McAllister, M. P. (1984, November). *Exploratory relationships between social-interaction attributes and the amount of television viewing*. Presented at the Speech Communication Association, Chicago, IL.

#### Papers Presented at Professional Meetings as an Invited Paper or a Competitively Selected Panel

McAllister, M. P., & Galarza, L. (2018, May). *Selling with masculine, industrialized, and disgusting bodies: Constructing the construction worker in advertising*. Union for Democratic Communications, Chicago, IL.

McAllister, M. P. (2016, May). *Trends in media use*. Presented at the Media Summit, Schlow Centre Region Library, State College, PA.

McAllister, M. P., & Aupperle, A. (2015, November). *When advertising ideology gets in our face: Examining the backlash to Cadillac’s “Poolside” commercial*. Presented at the National Communication Association, Las Vegas, NV.

- McAllister, M. P. (2013, June). *Cross-promotion, media licensing, and Lego*. Presented at the International Association for Media and Communication Research, Dublin, Ireland.
- McAllister, M. P., & DeCarvalho, L. J. (2013, June). *Brands as media: Commercial, ideological and scholarly extensions*. Presented at the pre-conference seminar, Beyond the Brand, of the International Communication Association, London, UK.
- McAllister, M. P. (2012, May). *The 1990s: Antiadvertising blowback from the Children's Television Act of 1990 to 2000's No Logo*. Presented at the International Communication Association, Phoenix, AZ.
- McAllister, M. P. (2012, May). Panel participant in *Popular Communication Workshop: Production*. Presented at the International Communication Association, Phoenix, AZ.
- McAllister, M. P. (2011, February). Panel participant on *Market: Economy, culture and gender*. Presented at the Center for the Study of Women and Society, The City University of New York Graduate Center, New York, NY [panel organized as part of the launch of the special issue on "Market" of *Women's Studies Quarterly*].
- McAllister, M. P. (2010, October). *No Logo legacy: Assessing Naomi Klein's No Logo ten years later*. Presented at the Union for Democratic Communications, State College, PA.
- McAllister, M. P. (2009, May). *Ads as art: The reification of advertising in behind-the-scene videos about advertising campaigns*. Presented at the Union for Democratic Communications, Buffalo, NY.
- McAllister, M. P. (2008, August). *IMC: Integrated Marketing Culture?* Presented at the Association for Education in Journalism and Mass Communication, Chicago, IL.
- McAllister, M. P. (2007, October). *TV programs, parody and product placement*. Presented at the Union for Democratic Communication, Vancouver, Canada.
- McAllister, M. P. (2007, May). *"...And Twins": Gender ideology in intrusive commercial forms*. Presented at the International Communication Association, San Francisco, CA.
- McAllister, M. P. (2006, November). *Understanding the dangers of post-TiVO programming*. Presented at the National Communication Association, San Antonio, TX.
- McAllister, M. P. (2006, June). *Flow as a critical concept for modern commercial culture*. Presented at the International Communication Association, Dresden, Germany.
- McAllister, M. P. (2006, June). *Art house meets graphic novel, or blockbuster meets superhero comic?: The contradictory relationship between film and comic art*. Presented at the International Communication Association, Dresden, Germany.

- McAllister, M. P. (2004, May). *From Lard Lad to Butterfinger: Contradictions of The Simpsons in promotional and commercial culture*. Presented at the International Communication Association, New Orleans, LA.
- McAllister, M.P., & Giglio, J. M. (2003, May). *The commercial synergy of the Internet and U.S. children's television*. Presented at the International Communication Association, San Diego, CA.
- McAllister, M. P. (2002, November). *Using video as a teaching tool to critique commercial culture*. Presented at the National Communication Association, New Orleans, LA.
- McAllister, M. P. (2002, October). *Is commercial culture popular culture?* Presented at the Union for Democratic Communication, State College, PA.
- McAllister, M. P. (2002, September). *Global flows of advertising*. Presented at "Cultural Diversity for Sale?: Global Economies of Art and Entertainment," Roanoke, VA.
- McAllister, M. P. (1999, November). *The new face of television news plugola*. (75-minute "Media Forum" presentation). Presented at the National Communication Association, Chicago, IL.
- McAllister, M. P. (1998, April). *Super Bowl advertising as commercial celebration*. Presented at the Broadcast Education Association, Las Vegas, NV.
- McAllister, M. P. (1997, May). Panel participant in *Advertising as popular culture: Multi-divisional perspectives*. Presented at the International Communication Association, Montreal, Canada.
- McAllister, M. P. (1997, April). *Comics research: A political economy perspective*. Presented at the Eastern Communication Association, Baltimore, MD.
- McAllister, M. P. (1996, November). *Sponsorship and the commercialization of sports* (75-minute "Media Forum" presentation). Presented at the Speech Communication Association, San Diego, CA.
- McAllister, M. P. (1995, April). Panel participant in *The funnies and beyond*. Presented at the Popular Culture Association, Philadelphia, PA.
- McAllister, M. P. (1994, November). *Unmasking the camouflaged ad on television* (75-minute "Media Forum" presentation). Presented at the Speech Communication Association, New Orleans, LA.
- McAllister, M. P. (1991, May). *AIDS, medicalization, and the news media*. Presented at the International Communication Association, Chicago, IL.

McAllister, M. P. (1991, May). *Unconventional conventionality: How the entertainment industry talks about Twin Peaks*. Presented at the International Communication Association, Chicago, IL.

McAllister, M. P., & Kitron, U. (1990, November). *Media coverage of AIDS and Lyme Disease: A visual comparison* (75-minute "Media Forum" presentation). Presented at the Speech Communication Association, Chicago, IL.

McAllister, M. P. (1990, November). *Representations of science in the medical domain: AIDS research in American Medical News*. Presented at the Speech Communication Association, Chicago, IL.

McAllister, M. P. (1988, November). *AIDS, medicalized social control and the communication scholar*. Presented at the pre-conference seminar of the Speech Communication Association, New Orleans, LA.

McAllister, M. P. (1985, May). *The medical education process: The control of physicians through professional identification*. Presented at the International Communication Association, Honolulu, HI.

#### Conference Panel/Paper Responses

"Modern Visual Cultures." (2018, May). For a panel at the International Communication Association, Communication & History Division, Prague, CZ.

"Scholar-to-scholar: Topics in Mass Communication and Communication Education." (2014, November). For a poster session at the National Communication Association, Chicago, IL.

"Scholar-to-scholar Refereed Paper Research Session." (2008, August). For two papers at the Association for Education in Journalism and Mass Communication, Graduate Education Interest Group, Chicago, IL.

"Branding Experience: Explorations in the Marketization of Cultures and Identities." (2007, May). For a panel at the International Communication Association, Popular Communication Division, San Francisco, CA.

"(Trans)forming Cultural Values in Popular Music." (2005, May). For a panel at the International Communication Association, Popular Communication Division, New York City, NY.

"Alternative and Radical Media: Competitive Papers." (2004, November). For a panel at the National Communication Association, Mass Communication Division, Chicago, IL.



“Aftershock: Processing Crisis in Popular Music.” (2004, May). For a panel at the International Communication Association, Popular Communication Division, New Orleans, LA.

“Competitive Papers on Politics in the Media.” (2003, November). For a panel at the National Communication Association, Mass Communication Division, Miami, FL.

“Television: News, Quality Programming, and Fan Activism.” (2003, May). For a panel at the International Communication Association, Popular Communication Division, San Diego, CA.

“Competitive Papers in the Cultural Production of Identities and the Social Space.” (2002, November). For a panel at the National Communication Association, Mass Communication Division, New Orleans, LA.

“Public Radio, Public TV & Globalization.” (2002, September). For a panel at “Cultural Diversity for Sale?: Global Economies of Art and Entertainment,” Roanoke, VA.

“Advertising Justice: Crossing Cultural Boundaries with the Commodification of Social Justice.” (2000, July). For a panel at the International Communication Association, Mass Communication Division, Acapulco, Mexico.

“Competitive Papers in Cultural and Rhetorical Explorations of Popular Communication and Advertising.” (1999, November). For a panel at the National Communication Association, Mass Communication Division, Chicago, IL.

“Popular Communication and Social Geography.” (1996, May). For a panel at the International Communication Association, Popular Communication Division, Chicago, IL.

“Popular Communication and Film.” (1995, May). For a panel at the International Communication Association, Popular Communication Division, Albuquerque, NM.

“Relations of Gender and Generation on Prime-Time Television.” (1993, May). For a panel at the International Communication Association, Popular Communication Division, Washington, DC.

## **HONORS AND AWARDS**

Faculty Marshal, College of Communications, Fall 2017. Chosen to accompany College Student Marshal Alana Fiero at Commencement.

Graduate Faculty Teaching Award, Spring 2014. University-wide award for teaching graduate students, awarded to one Penn State faculty annually.

GSIC and CGF Student Appreciation Award, Spring 2012. Awarded by the Penn State College of Communications graduate student associations Graduate Students In Communications and Communications Graduate Forum.

Faculty Recognition Luncheon, Office of Residential Life. March 2012. The luncheon recognized instructors who were nominated by students as especially supportive during the students' first year.

Mass Communication Division Teaching Award, National Communication Association, November 2011. Discipline-wide award.

The Penn State Alumni Teaching Fellow Award, Spring 2010. University-wide award for undergraduate teaching, awarded to no more than two University Park campus teachers each year.

Third-Place Faculty Paper Award in the Cultural and Critical Studies Division, Association for Education in Journalism and Mass Communication, August 2009. For *Commodity fetishism in the digital era*. Ranked 3<sup>rd</sup> out of 92 papers submitted.

Deans' Excellence Award for Integrated Scholarship (Research, Teaching & Service), College of Communications, Penn State, Spring 2009.

Deans' Excellence Award for Service, College of Communications, Penn State, Spring 2006.

Top Three Paper Award in the Mass Communication Group, Eastern Communication Association conference, April 2005. For *Advertising as a funding source for television: Seven effects*.

Students' Choice Faculty Members of the Year, Virginia Tech Alumni Association, Spring 2004. One of nine faculty members chosen university-wide, based upon student votes.

University Sporn Award for teaching excellence in introductory subjects, Virginia Tech, Spring 2001. One university-wide award given each year, chosen from undergraduate student nominations. During the 2000-2001 academic year, 480 student nominations were submitted for 192 different faculty members.

Outstanding Academic Book of 1996 designation for *The Commercialization of American Culture*, *Choice*, January 1997. One of eight communication books published in 1996 so designated by *Choice*, the academic book review journal.

Certificate of Teaching Excellence Award from the College of Arts and Sciences, Virginia Tech, January 1995. Eight CTEs awarded annually to faculty members in Arts and Sciences, at that time Virginia Tech's largest college.

Advisor of the Year, Virginia Tech University Student Leadership Awards, April 1994. University-wide award for work as Faculty Advisor for WUVT-AM and FM, the student radio stations. Selected among eight university-wide nominees.

Cited for teaching excellence for Communications 220 (Communications and Popular Culture), University of Illinois, Fall 1987, awarded April 1988.

Membership in Kappa Tau Alpha, National Communications Honorary, University of Illinois, April 1988.

Cited for teaching excellence for Speech Communication 112 (Verbal Communication II), University of Illinois, Fall 1986, awarded April 1987.

National Science Foundation Fellow, Purdue University, August 1983-May 1984.

## **PROFESSIONAL ACCOMPLISHMENTS AND PUBLIC SERVICE**

### Professional Service

#### Editorial Positions

Book Review Editor, *Popular Communication*, Spring 2002-Spring 2007.

#### Editorial Boards

*J. Walter Thompson: Advertising America*. Digital archive, Adam Matthew, Spring 2017-present.

*Communication Theory*, Spring 2009-present.

*Critical Studies in Media Communication*, Spring 2008-present.

*International Journal of Comic Art*, Spring/Summer 1999-present.

*Journal of Broadcasting & Electronic Media*, Winter 2001-present.

*New Media and Society*, Spring 2016-present.

*Popular Communication*, Spring 2002-present.

*TripleC: Communication, Capitalism & Critique*, Spring 2015-present.

*Western Journal of Communication*, Winter 2013-Fall 2017.

*Journal of Communication*, Winter 2000-Winter 2005.

*Critical Studies in Mass Communication*, Spring 1996-Winter 1998.

#### Professional Associations

Member, Award Nominations Committee, Popular Communication Division, International Communication Association, Fall 2011-Fall 2015.

Member, “Best Book” Award Committee, International Communication Association, Spring 2004. Recipient selected from twenty nominated books.

Member, Board of Directors, International Communication Association, Summer 1998-Spring 2000.

Chair, Popular Communication Division, International Communication Association, Summer 1998-Spring 2000. Two-year term. Responsible for Division program planning for the annual conference, representing the Division to ICA, running annual business meetings, and planning future initiatives.

Vice-Chair, Popular Communication Division, International Communication Association, Fall 1996-Summer 1998. Responsible for recruiting new members, and developing/maintaining the web site. Achieved Divisional status in 1997.

Secretary, Popular Communication Interest Group, International Communication Association, Fall 1994-Fall 1996. Responsible for editing and mailing a 6-10 page three-times-a-year newsletter for the 250+ PopComm membership, assessing attendance at panels, and taking minutes of annual meetings.

Panel Chair, Annual Conventions of the International Association for Media and Communication Research, International Communication Association, and National Communication Association, 1995-present.

#### Manuscript, Media, Tenure and Program Reviews

Reviewer of submitted journal articles, 1990-present. Manuscripts reviewed for journals and other outlets that include *Asian Journal of Communication*, *Communication and Critical/Cultural Studies*, *Communication & Society/Comunicación y Sociedad*, *Communication, Culture, and Critique*, *The Communication Review*, *Communication Law and Policy*, *Communication Quarterly*, *Communication Theory*, *Communication Yearbook #24*, *Critical Studies in Media Communication*, *Democratic Communiqué*, *Diplomatic History*, *The Information Society*, *INKS: The Journal of the Comics Studies Society*, *International Journal of Communication*, *International Journal of Cultural Studies*, *International Journal on Media Management*, *Japanese Journal of Political Science*, *Journal of Broadcasting & Electronic Media*, *Journal of Children and Media*, *Journal of Communication*, *Journal of Communication Inquiry*, *Journal of Cultural Economy*, *Journal of Multicultural Discourses*, *Journalism: Theory, Practice, & Criticism*, *Journalism Studies*, *Journal of Language and Social Psychology*, *Mass Communication & Society*, *Media Industries*, *New Media & Society*, *Popular Communication*, *Popular Music and Society*, *Proteus*, *Sex Roles*, *Sexualization, Media, & Society*, *Television and New Media*, *Virginia Journal of Communication*, and *Western Journal of Communication*.

Reviewer of conference manuscripts/proposals for scholarly organizations, 1992-present. Manuscripts and panel proposals reviewed for the History, Mass Communication, Philosophy of Communication, and Popular Communication Divisions of the International Communication Association; the Critical & Cultural Studies and Mass Communication Divisions of the National Communication Association; the Graduate Education Interest Group of the Association for Education in Journalism and Mass Communication Mid-Winter Conference; and the Union for Democratic Communications.

Reviewer of pre-publication scholarly manuscripts/proposals for publishers, 1995-present. Manuscripts/proposals reviewed for Blackwell, Lawrence Erlbaum, Haworth, Northwestern University Press, Peter Lang, Oxford University Press, Routledge, Rowman & Littlefield, University of California Press, and University of Illinois Press.

Promotion and tenure reviewer, 1994-present. Forty-four external reviews for faculty at Boston College (3), Brooklyn College, Carleton University, College of Charleston, Drexel University (3), Fairfield University, Florida Atlantic University, Florida State University, Indiana University-Purdue University Fort Wayne (2), Indiana University Northwest, Iowa State University, Ithaca College, National University of Singapore, New York University, Oakland University, Queens College-CUNY, Rutgers University (2), University of Colorado Boulder, University of Colorado Colorado Springs (2), University of Denver, University of East London, University of Georgia, University of Illinois at Urbana-Champaign (3), University of Illinois-Chicago, University of Iowa, University of Leeds, University of Louisville, University of Michigan, University of Missouri, University of North Carolina at Chapel Hill, University of Oregon, University of Southern Maine, University of Toronto, University of Toronto Mississauga, and University of Washington Tacoma.

Faculty Judge and Head, Faculty-Graduate Student Nominating Committee, Public-Service Entries, The George Foster Peabody Awards, Spring 2015-2017. Coordinated the evaluation of 22-34 entries with two-three graduate student assistants each year: Anna Aupperle and Catherine Buckley (2015); Stephanie Orme and Sika Wheeler (2016); Azeta Hatef and Lars Stoltzfus-Brown (2017); Aya Al Khatib, Litzy Galarza, and Michael Krieger (2018).

Member, External Review Team, MA and Ph.D. Programs in Communication, Carleton University, Canada, June 2018.

Member, External Review Team, Department of Communication, Boston College, May 2018.

Chair, Review Team, The Pennsylvania Department of Education, for a proposed Ph.D. program in Culture and Communication, Drexel University, December 2008.

## University- and College-Level Service

### At Penn State

Graduate Programs Chair, Bellisario College of Communications, Summer 2014-present. Responsible for graduate student program approval, graduate course rotation, chairing the Graduate Faculty and Graduate Committees, and coordinating graduate student recruitment and admissions.

Participant and Presenter, Penn State Communication Arts and Sciences Undergraduate Symposium on Graduate Education in Communication Studies, June 2018.

Judge, Research Poster, Art Exhibit, and Performance Options, Graduate Exhibition, March 2007; 2018.

Panelist, "The Real Story of Fake News," Coalition for Concerned Faculty, April 2017.

Member, College-level Promotion and Tenure Committee, Fall 2017-Spring 2018 (Chair); Fall 2015-Spring 2016 (Chair, Spring 2016); Fall 2006-Spring 2008.

Member (Ex Officio), Search Committee, Science Communication Faculty Positions (two positions), Fall 2016-Spring 2017.

Member (Ex Officio), Search Committee, Davis Chair in Ethics Faculty Position, Fall 2016-Spring 2017.

Member (Ex Officio), Search Committee, Digital and Sports Journalism Faculty Position, Fall 2015.

Assistant Graduate Programs Chair, College of Communications, Fall 2011-Summer 2014. Responsible for coordinating graduate student recruiting and admissions.

Member, Arts and Humanities Selection Panel for the Faculty Scholar Medal, November 2010-Spring 2013. Chair, Spring 2013.

Member, Sabbatical Committee, College of Communications, Fall 2011.

Member, University Graduate Council, Summer 2008-Spring 2010. Also served on the Committee on Committees and Procedures, Summer 2008; and the Committee on Academic Standards, Fall 2008-Spring 2010.

Member, Associate Dean for Graduate Studies and Research Search Committee, College of Communications, Spring 2010.

Member, Graduate Committee, College of Communications, Fall 2005-Spring 2006; Fall 2007-Spring 2010.

Member, Faculty Senate, Fall 2005-Spring 2006. Also served on the Committee on Faculty Affairs, and the Subcommittee on Promotion and Tenure.

### At Virginia Tech

Member, University Graduate Curriculum Committee, Fall 2002-Spring 2004.

Chair, Computer Privacy Task Force, Fall 2002-Spring 2004. Charged by the VT Faculty and Staff Senates to (1) Explore issues about Faculty and Staff rights concerning information on their computers at the workplace, and (2) Recommend policies.

Faculty Advisor, WUVT-AM and FM, the Virginia Tech student radio stations, Spring 1993-Spring 2004.

Member, Management Team, Educational Media Company at Virginia Tech (EMCVT), Spring 1997-Spring 2004. Created in 1997, EMCVT is an independent corporation made up of the General Managers, Business Managers, and Faculty Advisors of the six major student media organizations on campus. Management Team meetings held bi-weekly. Member, Board of Directors and Chair, Personnel Committee, EMCVT. Spring 1997-Spring 2004. Board of Directors meetings are held quarterly. The Personnel Committee coordinated annual evaluations and compensation recommendations for professional staff.

Member, Advertising Advisor Search Committee, EMCVT, Spring 2003.

Member, University Honorifics Committee, Spring 2001-Spring 2003. Responsible for evaluating nominations for faculty external and internal awards and for honorary degrees to be granted by the university.

Member, Search Committee for the Dean of the College of Liberal Arts and Human Sciences, Spring 2003.

Member, Program Advisory Committee, "Choices and Challenges" forum on "Big Brother Technologies," Spring 2002-Spring 2003.

Member, College of Human Sciences and Education Graduate Curriculum Committee, Fall 2002-Spring 2003.

Chair, Search Committee, General Manager Position of EMCVT, Fall 1999. Responsible for planning, coordinating and implementing national search for the then sole full-time paid employee of the independent student media corporation. First choice hired.

Member, Virginia Tech University Student Leadership Awards Committee, Spring 1995. Committee was responsible for selecting University-wide Advisor of the Year and Student Organization of the Year awards.

Member, Search Committee, Virginia Tech Coordinator of Student Media, Spring 1993.

### Department-Level Service

#### At Penn State, Department of Film/Video & Media Studies

Member, Faculty Lifestyle Committee, Fall 2017-Spring 2018. Plans social events.

Judge, Student Film Organization Student Film Festival, April 2007; 2009; 2014; 2018.  
Over 30 student films evaluated by a panel of five-seven judges.

Chair, Pockrass Memorial Lecture Series Committee, Spring 2007-Fall 2017.

Member, Department-level Promotion and Tenure Committee, Fall 2004-Spring 2006; Fall 2016-Spring 2017. Chair, Fall 2005-Spring 2006. Responsible for data collection and evaluation of all 2<sup>nd</sup>, 4<sup>th</sup> and 6<sup>th</sup> year tenure-track faculty in the College of Communications.

Member, Student Enrichment Committee, Fall 2014-Spring 2015.

Co-Coordinator, Critical-Cultural Media Studies Discussion Group, Fall 2004-Fall 2014.

Member (Ex Officio), Search Committee, International Communication Faculty Position, Fall 2014-Spring 2015.

Acting Department Head, Summer 2013-Summer 2014.

Member, HR-40 Five-Year Extended Review Committee, Spring 2005; 2010.

Chair, Ad Hoc Committee on Graduate-level Critical-Cultural Media Studies Curriculum, Fall 2007-Spring 2008.

Chair, Search Committee, Critical-Cultural Media Studies Faculty Position, Fall 2006-Spring 2007.

Member, Media Studies Undergraduate Curriculum Task Force, Spring 2005, 2006.

Member, Search Committee, International Communications Faculty Position, Fall 2004-Spring 2005.

#### At Virginia Tech, Department of Communication

Director of Graduate Studies, Spring 2001-Spring 2004. Responsible for chairing the Graduate Committee; coordinating the development and publicity of the program; evaluation and admission of new students; advising first-year graduate students; reviewing, revising and implementing policies.



Member, Curriculum Committee, Fall 1993-Spring 1997; Fall 2002-Spring 2004.

Member, Graduate Committee, Spring 1993-Fall 1993; Fall 1996-Spring 1998; Spring 2001-Spring 2004.

Chair, Personnel Committee, Fall 1998-Spring 1999. Member, Fall 1993-Spring 1998; Fall 1999-Spring 2002. Committee responsible for annual evaluation of all instructional faculty in the department as well as coordination of promotion and tenure process.

Coordinator, Friday Afternoon Seminar Series, Fall 1997-Spring 2001. Responsible for recruiting, organizing and publicizing 12-to-16 public research presentations each year.

Chair, Student Honorifics Committee, Fall 1999-Spring 2001. Developed and coordinated the selection process for six undergraduate scholarships endowed in Fall 1999.

Coordinator, Student Events, Fall 1993-Spring 2001. Responsible for coordinating events such as Student Scholarship Recipient Reception, Senior Awards Reception, and Departmental Commencement.

Chair, Search Committee, Spring 1999. Coordinated screening and interviewing of candidates for positions in Public Relations (2 positions) and New Communication Technologies. All three first-choices were hired.

Chair, Student Organization Executive Committee, Spring 1995-Spring 1997.

Coordinator, Summer Orientation Sessions for Incoming First-year and Transfer Students, 1996 and 1997.

Member, Search Committee for position in Broadcasting, Spring 1992.

### Teaching Activities and Service

Textbook Reviewer, Spring 1992-present. Reviewed textbooks for several publishers, including Introduction to Communication (Wadsworth; Mayfield); News and Society (Sage); Research Methods (Mayfield); Media History (Blackwell); Promotional Culture (Polity), and Media and Society (Houghton Mifflin; Longman; Oxford University Press).

Interviewed for and paraphrased about teaching strategies in Murray, M. D. (2003). Introduction to Mass Communication. In R. L. Moore & M. D. Murray (Eds.), *Mass Communication Education* (pp. 17-34). Iowa State University Press.

At Penn State

Course Director, Comm 100, Spring 2006-present.

Teaching Evaluator for Graduate Teaching Assistants, Comm 602, Supervised Experience in College Teaching, 1-2 per year, Fall 2006-present.

Guest lectures to Comm 502 (Pedagogy in Communications) on “Large-Lecture Teaching,” Professor Anthony Olorunnisola, March 2007; on “Constructing Syllabi,” Professor Marie Hardin, October 2009; and on “Lecturing and Discussion,” Professor Ford Risley, September 2017.

Panel Participant, “Lecture Capture at Penn State.” Symposium for Teaching and Learning with Technology, State College, PA, March 24, 2012.

Chair, Student Learning Assessment for Media Studies, Fall 2007-Spring 2010 (Member in 2005, 2006).

Participant, New Faculty Orientation Teaching Workshop, College of Communications, August 2005, 2006, 2009.

Chair, College of Communications General Education Student Learning Assessment Committee, Spring 2009.

Chair, Ad Hoc Committee on Student Rating of Teaching Effectiveness, College of Communications, Spring 2006.

At Virginia Tech

Chair, Academy of Teaching Excellence, Spring 2003-Spring 2004. Secretary-Treasurer, Spring 2002-Spring 2003; Member, Spring 2001-Spring 2004. Chair is responsible for planning Fall and Spring meetings; updating website; communicating with various university-level teaching awards committees; exploring teaching initiatives; and chairing the Alumni Teaching Award (see below).

Chair, Selection Committee for the Alumni Teaching Award, Spring 2003-Spring 2004. Member, Fall 2002-Spring 2003. Composed of university-level teaching award winners from every college, this committee selects two Alumni winners from among college-level Certificate of Teaching Excellence winners from the previous three years.

Peer Teaching Reviewer, Fall 1993-Spring 2004. Conducted in-depth reviews of 10 tenure-track and non-tenure track teaching faculty. Process included attending several class meetings, evaluating instructional materials, discussing teaching philosophy, and writing a detailed review.

Panel Participant, “Communicating to support learning in large classes,” Center for Excellence in Undergraduate Teaching, Spring 2004.

Faculty Advisor, University Sporn Award for Excellence in Introductory Subjects Selection Committee, Fall 2001-Spring 2003.

Guest-lecturer, “Large-lecture teaching,” to EDCI 5774, “Preparation for Teaching,” Spring 2003. Coordinated by Dr. Sue Magliaro in the Department of Teaching and Learning, this course is designed for graduate students across different departments to discuss teaching strategies and philosophy.

Panel Participant, “Award-winning teachers on their favorite teaching methods.” Part of the New Faculty Mentoring Breakfasts for the College of Human Sciences and Education, November 2002.

Participant, Faculty Development Initiative concerning new technologies and teaching, Summers 1993, 1998; Spring 2002. Learned about computer-enhanced classroom presentations, digital videography, web page design and interactive networking possibilities for teaching.

“Surviving the Large-lecture Course,” two talks given to students in Lee and Ambler Johnston Residence Halls, Virginia Tech, Fall 1995.

### Undergraduate Academic Advising

Academic Advisor for approximately 15 undergraduate majors each semester, Penn State, Fall 2004-present.

Academic Advisor for approximately 50 undergraduate majors each semester, Virginia Tech, Fall 1992-Spring 2004.

### Graduate and Honors Student Advising and Committees, Penn State (Communications unless otherwise noted)

#### Chair, Ph.D. Committees

Alexandra L. Nutter, “Holistic living for the domestic blogger: Identity and agency in green domestic blogs.” Graduated Summer 2018.

Anna Aupperle, “Teen queens and adrenaline dreams: A history of The CW television network.” Graduated Spring 2018.

Stephanie Orme, “Growing up gamers: Female leisure in digital games culture.” Graduated Spring 2018.

Jesse Clark (Assumed chair duties from the late Ronald V. Bettig in 2016), “Evaluating the efficacy of online activism in relation to the issues of privacy and transparency, network neutrality, and copyrights.” Graduated Summer 2017.

Tanner R. Cooke (Co-Chair with C. Michael Elavsky), “Beyond Boundaries: Globalization, soccer, and translocal fandom.” Graduated Summer 2017.

Janelle Applequist (Co-Chair with C. Michael Elavsky), “A mixed-methods approach toward primetime television direct-to-consumer advertising: Pharmaceutical fetishism and critical analyses of the commercial discourse of health care.” Graduated Spring 2015.

Regina McNamara, “The selling of postfeminism *Lucky* Magazine and gendered consumerism.” Graduated Fall 2014.

Lauren J. DeCarvalho (Co-Chair with Matthew Jordan), “The work of prime-time post-recessionary sexism: Gender and television sitcoms in the post-recession era of the 2010s.” Graduated Summer 2013.

Chenjerai Kumanyika (Co-Chair with C. Michael Elavsky), “Producing the cause: Branded social justice, hip-hop and the promotional public sphere.” Graduated Summer 2013.

Jonathan A. Obar (Co-Chair with Amit M. Schejter), “Democracy or technocracy? An analysis of public and expert participation in FCC policymaking.” Graduated Fall 2010.

Shannon Kahle, “Visualizing the chaotic body in popular culture.” Graduated Spring 2010.

Heather McIntosh (Co-Chair with Kevin J. Hagopian), “PBS sings the blues: A high-profile documentary series, commercial media practices, and modern public broadcasting.” Graduated Fall 2009.

Murali Balaji, “Trap(ped) music and masculinity: The cultural production of southern hip-hop at the intersection of corporate control and self-construction.” Graduated Summer 2009.

Miranda J. Brady (Co-Chair with Jeremy Packer), “Discourse, cultural policy, and other mechanisms of power: The Smithsonian Institution's National Museum of the American Indian.” Graduated Fall 2007.

Catherine Bednarz (Co-Chair with Michelle Rodino-Colocino), in-progress.

Litzy Galarza, in-progress.

Azeta Hatef, in-progress.

Azadeh Nazer Fassihi, in-progress.

Lars Stoltzfus-Brown, in-progress.

Member, Ph.D. Committees (\*Graduated)

Andrew Gambino  
 Elysia Galindo-Ramirez  
 Erica Hilton  
 Lauren Brooks (German)\*  
 Jenna Grzeslo\*  
 Arienne Ferchaud\*  
 Erica Bailey\*  
 Stephanie Berberick\*  
 Giuliana Sorce\*  
 Jeffrey Masko\*  
 Mun-Young Chung\*  
 Keunyeong Karina Kim\*  
 Brian MacAuley\*  
 Drew Shade\*  
 Aaron Heresco\*  
 Erin Ash\*  
 Thomas (TC) Corrigan\*  
 Keunmin Bae\*  
 Julia Woolley\*  
 Sarah Kornfield (Communication Arts and Sciences)\*  
 Ryan Lizardi\*  
 Hillary Jones (Communication Arts and Sciences)\*  
 Kathleen Kuehn\*  
 Daniel Tamul\*  
 Kathleen O'Toole\*  
 Erin Whiteside\*  
 Weirui Wang\*  
 K. Maja Krakowiak\*  
 Omatayo Banjo\*  
 Mina Tsay\*

Chair, M.A. Committees

Sika Wheeler, “Black Girls Rock! and the politics of empowerment.” Graduated Summer 2016.

Nicole M. Lawrence, “Sassy cows and magical juju: Representations of race and ethnicity in three Nicktoons programs.” Graduated Fall 2012.

Zachary Roman, “The brand and the bold: Cartoon Network's *Batman: The Brave and The Bold* as comics-licensed children's television.” Graduated Spring 2011.

Ashley Sims, “Fetishizing blackness: The relationship between consumer culture and black identity as portrayed on BET.” Graduated Summer 2009.

Member, M.A. Committees (\*Graduated)

Sabrina Stewart\*  
 Juan Flores\*  
 Joseph Davies\*  
 Donghee Lee\*  
 Brittany Brown\*  
 Jason Ramesar\*  
 Catherine Buckley\*  
 Emma Bedor\*  
 Elise Stevens\*  
 Jacqueline Dunfee\*  
 Rachel Guldin\*  
 Daniel DeJuliis\*  
 Chamis Reinhart\*  
 Letrell Crittenden\*  
 Jennifer Ellsworth-Aults\*  
 Matthew James\*  
 Valerie Handunge\*

Chair, Undergraduate Honors Student

Kelsey J. Bradbury, “Changes in pacing, sound use, visual complexity, and narrative complexity in U.S. sitcoms 1950-present.” Graduated Spring 2012.

Graduate Student Advising and Committees, Virginia Tech (Communication unless otherwise noted)

Chair, M.A. Committees

Colleen C. Mihal, “Democracy, citizens’ media, and resistance: A study of *the New River Free Press*.” Graduated Summer 2004.

J. Matt Giglio, Non-thesis option. Graduated Spring 2003.

Member, Ph.D. Committee (\*Graduated)

David L. Ferro (Science & Technology in Society)\*

Member, M.A. Committees (\*Graduated)

Nathan J. Koenigsfeld\*  
 Matthew D. Harrington\*  
 Andrea M. Eger\*  
 Robert Leweke (Political Science)\*

Graduate Student Committees, External Faculty Member (\*Graduated)

Kyle Asquith, University of Western Ontario (Media Studies)\*

Invited Lectures and Presentations

“‘Brut Slaps...And Twins’: Hypercommercialized sports media and gender ideology,” The Mary Junck Research Colloquium Series, School of Journalism & Mass Communication, University of North Carolina, April 19, 2012.

“Ads as art?: How advertising sells itself to the public,” the inaugural lecture of the PCA Informal Lecture Series, Department of Performance and Communication Arts, St. Lawrence University, Canton, New York, October 25, 2010; the Mass Communications Center of Excellence, Lincoln University, Pennsylvania, December 1, 2010.

“Kids, commercialism, and media culture,” for the Department of Communication Studies, Ben-Gurion University of the Negev, Be’er Sheva, Israel, November 11, 2010.

“Very high art: The cultural enhancement of product promotion in ‘making-of’ videos about advertising campaigns,” for the 2010 International Speaker Series, School of Journalism and Communication, Carleton University, Ottawa, Canada, October 22, 2010.

“Advertising and consumer culture,” for Communication Studies 6007, “Communication, Discourse and Representation,” Professor Miranda J. Brady, Carleton University, Ottawa, Canada, October 22, 2010.

“Superheroes at the box office: How comic books changed Hollywood,” for the Research Unplugged public lecture series, Penn State, April 14, 2010; and for the "City Lights" series organized by the Penn State Alumni Association, held at the Toonseum, Pittsburgh, PA, May 12, 2011.

“Digital advertising and mediated content,” for the invitation-only conference, “New Media, New Content,” Hellenic Audiovisual Institute, Athens, Greece, October 7, 2009.

“Consumer culture and new media: Commodity fetishism in the digital era,” for the invitation-only workshop, “Communication in the 21<sup>st</sup> Century,” Hellenic Audiovisual Institute, Athens, Greece, October 31-November 1, 2008.

“Kids, commercialism and media culture,” Pennsylvania Renewable Energy and Sustainable Living Festival, Kempton, Pennsylvania, September 20, 2008.

“‘Girls with a passion for fashion’: The Bratz brand as spectacular consumption,” The Mary Junck Research Colloquium Series, School of Journalism & Mass Communication, University of North Carolina, March 6, 2008; and Noon-Time Colloquium, Annenberg School for Communication, University of Pennsylvania, March 27, 2008.

“From Lard Lad to Butterfinger: Cultural contradictions of *The Simpsons* in commercial culture,” Department of Communication Studies Public Lecture Series, University of Otago, Dunedin, New Zealand, April 24, 2006.

“Media conglomerate ownership,” for Communication Studies 101, “Introduction to Communication Studies,” Professor Chris Russill, University of Otago, Dunedin, New Zealand, April 24, 2006.

“The commodity flow of U.S. children’s television,” Department of Communication Arts and Sciences Colloquium Series, Penn State, October 29, 2004.

“Concentration and convergence in the news media,” co-presenter to the luncheon program of the Blue Ridge Chapter of the Public Relations Society of America, Roanoke, Virginia, Spring 2003.

“Data collection and databases,” for the “Choices and Challenges” public forum on “Big Brother Technologies,” Virginia Tech, Spring 2003.

“Selling *Survivor*: The use of television news to promote commercial entertainment,” Department of Advertising, University of Illinois at Urbana-Champaign, Spring 2002; and delivered as part of the XYZ Art Gallery Fall Lecture Series, Blacksburg, VA, Fall 2002.

“Sports Sponsorship,” for Advertising 281, “Introduction to Advertising,” Department of Advertising, University of Illinois, Urbana-Champaign, Spring 2002.

“Issues surrounding news coverage of September 11 and its aftermath,” for “Hot Topic Discussion” series, Center for Public Administration and Policy, Virginia Tech, Fall 2001.

“Democracy in the new communication future: Two paths,” for a panel on “The Future of Communications” organized by the Office of the President at Virginia Tech for executives at the *Roanoke Times*, Spring 2001.



“From flick to flack: The increased emphasis on marketing by media entertainment corporations,” for Roy H. Park School of Communications, Ithaca College, Ithaca, New York, Fall 1997.

“The commercialization of American culture,” for the Blacksburg Unitarian Church, Summer 1996; and Media Studies 334, Advertising Analysis, Professor Bernard Timberg, Radford University, Radford, Virginia, Spring 1996.

“Advertising and war,” for Media Studies 334, Advertising Analysis, Professor Bernard Timberg, Radford University, Radford, Virginia, Spring 1994.

“A brief history of advertising,” for the New River Valley Chapter of the National Association of Retired Federal Employees, Blacksburg, Virginia, Summer 1992.

“The role of the mass media in American politics,” for a seminar to Dutch Officials, Center for Public Administration and Policy, Virginia Tech, Fall 1991.

### Op-Ed Newspaper Writing

McAllister, M. P. (2002, September 17). Selling students; The dangers of the sponsored classroom. *The Collegiate Times* [the student-run newspaper at Virginia Tech], p. 5.

McAllister, M. P. (2000, August 6). The selling of “Survivor.” *The Roanoke Times*, pp. Horizon1, 5.

McAllister, M. P. (2000, January 23). AOL-Time Warner union poses social dangers ... shrinking the marketplace of ideas. *The Roanoke Times*, p. METRO3.

### Select Media Interviews

Holloway, D. (2014, March 17). Blinding them with science -- and platforms. *Broadcasting & Cable*, p. 14 (quoted about the promotional and programming strategies of the Fox television program *Cosmos*).

Samaha, A. (2012, June 20). Swoosh dreams: How Nike helped turn the Oakland Soldiers into Pros. *SF Weekly* (quoted about the influence of corporate sponsorship).

Madhar, R. (2010, May 7). Who’s coming to save the day?: Film studios tap into super heroes to save bottom line. *Toronto Star*, p. E3 (quoted about comic-book films and the changing nature of the Hollywood blockbuster).

WPSU-FM. (2009, October 30). Interviewed for 4-minute long radio story about vampires in popular culture.

Luscombe, R. (2007, July 8). Doh! Its the battle of the Springfields: Official Simpsons home could finally be chosen. *The Observer* (London), p. 35 (quoted about the setting of *The Simpsons*).

Jayson, S. (2007, January 16). Bashes for little darlings get bigger and bigger. *USA Today*, p. 7D (quoted about pressures on children to consume).

*Here on Earth*. (2006, July 19). Interviewed during live hour-long Wisconsin Public Radio regional program about the cultural implications of *The Simpsons* (one of three guests).

Robinson, J., & Harris, P. (2006, June 18). Murdoch: An emperor leading a revolution. *The Observer* (London), p. 10 (quoted about American views of News Corp. CEO Rupert Murdoch).

*Blue Ridge Live*. (2004, May 7). Politics in comics and editorial cartoons. (One of two panelists on one-hour live television talk program, airing on WBRA-TV, Blue Ridge Public Television, Roanoke, VA).

*American Morning*. (2004, April 23). CNN (quoted in story about the comic strip *Doonesbury* and its Iraq war storyline; re-aired on CNN Headline News).

Goodale, G. (2004, April 23). Goodbye old 'Friends,' goodbye sitcoms? *Christian Science Monitor*, p. 13 (quoted about future of TV sitcoms and reality-based programs).

Gillies, J. S. (2003, December 28). Back to *Mr. Rogers Neighborhood*. *The Washington Post, TV Week*, p. Y06 (quoted about *Mr. Rogers Neighborhood* as a children's program).

Margolis, L. (2003, August 8). Sellout or smart marketing? *Christian Science Monitor*, p. 19 (quoted about cross-promotional marketing campaigns).

*With Good Reason*. (2003, June 28-July 4). Interviewed during 15-minute segment on "Super-sizing the media" (public radio program distributed throughout stations in Va.).

Owen, R. (2003, May 25). Big 3 of Cable News compete in a niche market. *The Pittsburgh Post-Gazette*, p. G3 (quoted about branding and ideological slant of the cable news networks, especially Fox News).

Profiled in D. Baumgartner. (2003, May 13). Making sense of the media's messages. *The Roanoke Times (New River Valley Current insert)*, pp. 1, 6.

Quoted in various outlets about media coverage of the 2003 Iraq war, including interviews on southwestern Virginia radio stations WFIR (March 21) and WVTF (March 31) and Bothum, P. (March 29). Sorting through 'Reality TV War.' *York (PA) Daily Record*.

*Talk of the Nation*. (2003, February 13). Interviewed during live National Public Radio program about the cultural implications of *The Simpsons*.

Mowatt, R. V. (2002, August 16). Improved 'He-Man' series heads to Cartoon Network. *Chicago Tribune*, p. C4 (quoted about the recycling of children's television programs).

KUOW-FM, Public Radio, Seattle. (2002, March 3). Live 5-minute interview on *The Conversation*, a call-in radio show, about the possibility of David Letterman replacing *Nightline* on ABC.

*At Issue*. (2002, January 14/21). Media coverage of September 11 and its aftermath (Panelist on two installments of this public affairs program on WBRA-TV, Blue Ridge Public Television, Roanoke, VA).

Gaurino, M. (1999, October 15). Hard sell Kiddie pop groups may sound harmless, but it's their corporate sponsors who are singing their song. *Chicago Daily Herald*, p. TIMEOUT4 (quoted about the marketing of teen pop music groups).

Stanton, S. (1999, May 31). Ads proliferate -- Ad Nauseam? *The Sacramento Bee*, p. A1 (quoted about the increased commercialization in society).

Cimons, M. (1998, February 2). Some see Internet coming of age during Clinton troubles. *The Los Angeles Times*, p. A5 (quoted about growth of the Internet).

Storm, J. & Seplow, S. (1997, December 5). Selling more than just products. *The Philadelphia Inquirer*, pp. A1, A26-27 (quoted about the blurring of TV commercials into TV program content).

Maurstad, T. (1997, October 19). Levi's commercials sell soft and cool. *The Dallas Morning News*, p. C7 (quoted about latest Levi's campaign). Reprinted in *The Arizona Republic*, and *The Pittsburgh Post-Gazette*.

WVTF-FM radio, Roanoke, VA. (1997, July 8). (60-minute live interview on the commercialization of American culture).

Schnabel, M. (1996, August 18). Companies spending big on the Net. *The Roanoke Times*, pp. Business1, 3 (quoted about advertising on the Internet).

KVMR-FM radio, Sacramento, CA. (1996, May 6). (30-minute live interview on the commercialization of American culture).

Kahn, H. (1996, March 26). Advertisers seek new places to surprise consumers. *The Charleston Gazette*, p. D7 (quoted about "place-based" advertising found in such places as schools and airports).

Maurstad, T. (1995, December 9). What's the big deal about small talk; movies make it look -- and sound -- easy. *The Dallas Morning News*, p. C1 (quoted about conversation in film). Reprinted in *The Des Moines Register* and *The St. Louis Post Dispatch*.

Gallagher, F. J. (1995, July 23). Bandwidth in radio gets tighter. *The Roanoke Times*, pp. F1, F3 (quoted about concentrated ownership in media).

Bunce, A. (1995, January 20). National Geographic specials migrate back to network TV. *Christian Science Monitor*, p. 13 (quoted about the effect of a PBS program going to a commercial network).

Keveney, B. (1994, September 23). Before evolution, they were 'Quiz Shows.' *The Hartford Courant*, p. E1 (quoted about changes in game shows since the 1950s quiz show scandals). Reprinted in several newspapers, including *The Los Angeles Times*, *The Pittsburgh Post-Gazette*, and *The Baltimore Sun*.

Rohde, D. (1994, July 28). Affiliate reshuffling reflects TV networks' new strength. *Christian Science Monitor*, p. 1 (quoted about trends in network television).

KRLD radio, Dallas, TX; KSDO radio, San Diego, CA; and WKBK radio, Keene, NH. (March, 1994). (Live interviews about the 1994 Oscar telecast).