

Melanie E.S. Kohnen

EDUCATION

Brown University, Providence, RI, USA
Ph.D., American Studies, May 2010
M.A., American Studies, 2002

Dissertation: *Screening the Closet: The Discourse of Visibility, Sexuality, and Queer Representation in American Film and Television, 1969-Present*

Heinrich-Heine-Universität, Düsseldorf, Germany
Magister Artium (combined B.A. and M.A.), English Languages and Literatures with minor in Media Studies, 2001

International Women's University (ifu), Hannover, Germany, July-October 2000
Interdisciplinary program sponsored by the European Union. Attended by scholars from 115 countries.
Participated in project area *Migration*, focusing on transnational communities and globalization.

Wesleyan University, Middletown, CT, USA, 1998-1999
DAAD (German Academic Exchange Service) exchange student in American Studies

ACADEMIC APPOINTMENTS

Assistant Professor of Rhetoric and Media Studies
Lewis & Clark College, August 2016-present

Lecturer, Media & Communications, School of Media and Performing Arts
Coventry University, January-July 2016

Visiting Assistant Professor, Department of Media, Culture, and Communication
New York University, 2012-2015

Marion L. Brittain Postdoctoral Fellow, School of Literature, Media, and Culture
Georgia Institute of Technology, 2009-2012

Instructor
Summer Studies, Brown University, 2007-2009

PUBLICATIONS

“Distributing Whiteness: *Please Like Me* and Global Television Circulation”
Television and New Media, Online first publication, November 2021.

“Transcultural Fan Studies in Practice: A Conversation.”
Transformative Works and Cultures: Special Issue on Fan Studies Pedagogies, Issue 35, Spring 2021.

“The Experience Economy of TV Promotion at San Diego Comic-Con.”
International Journal of Cultural Studies, Vol 41.1 (2021).

“Time, Space, Strategy: Fan Blogging and the Economy of Knowledge at San Diego Comic-Con.”
Popular Communication Vol 18.2 (2020).

“Becoming Videographic Critics: A Roundtable Conversation.”

The Videographic Essay: Criticism in Sound & Image, edited by Christian Keathley, Jason Mittell, and Catherine Grant. Caboose Books, 2019.

“Tumblr Pedagogies”

Invited contribution to *Companion to Fandom and Fan Studies*. Ed. Paul Booth. Wiley-Blackwell, 2018.

“Please Like Me and Global TV Flows.”

Transformative Works and Cultures: Symposium Section, Issue 26, Spring 2018.

“Roundtable: Remix and Videographic Criticism.”

Cinema Journal (now *Journal of Cinema and Media Studies*) 56:4 (Summer 2017).

“Fannish Affect, ‘Quality’ Fandom, and Transmedia Storytelling Campaigns”

Invited contribution to *The Routledge Companion to Media Fandom*. Eds. Suzanne Scott and Melissa Click. Routledge, 2017.

Queer Representation, Visibility and Race in American Film and Television: Screening the Closet

Routledge, 2016.

“Television’s Queer Future? The Possibilities and Limitations of Web Series, Digital Distribution, and LGBT Representation in *Husbands*”

Future Texts: Subversive Performance and Feminist Bodies. Eds. Vicki Callahan and Virginia Kuhn. Parlor Press, 2016.

“Cultural Diversity as Brand Management in Cable Television”

Media Industries 2.2 (Winter 2015).

“The Power of Geek’: Fandom as Gendered Commodity at Comic-Con”

Invited contribution to *Creative Industries Journal* Special Issue on Media Industries, 7.1 (2014).

“‘This Was Just a Melodramatic Crapfest’: American TV Critics’ Reception of *The Killing*”

Invited contribution to *Journal of Popular Television*, Dossier on Danish Television, 1.2 (Fall 2013).

“The Challenge of Participation: Flickr Photostreams and Tumblr as Backchannels in the Digital Media Classroom.”

Cinema Journal Teaching Dossier on Teaching (With) Social Media, Vol. 1, Winter/Spring 2013.

“Decoding the Industrial and Digital City: Visions of Security in Holmes’ and Sherlock’s London”

Co-authored essay with Anne Kustritz for *Sherlock and Transmedia Fandom: Essays on the BBC Series*. Eds. Louisa Stein and Kristina Busse. McFarland, 2012.

“The Adventures of a Repressed Farmboy and the Billionaire Who Loves Him: Queer Spectatorship in *Smallville* Fandom”

Teen Television: Essays on Programming and Fandom. Eds. Sharon Ross and Louisa Stein. McFarland, 2008.

Editorial Work

Digital Humanities and Media Studies: Crossovers/Collaborations/Interdisciplinary Explorations.

Cinema Journal Teaching Dossier. Co-edited with Leah Shafer. January 2016.

Select Book Reviews

Review of *Old Futures: Speculative Fiction and Queer Possibility* by Alexis Lothian.
Transformative Works and Cultures Vol. 28 (2018).

Review of *Love and Money: Queers, Class, and Cultural Production* by Lisa Henderson.
Cinema Journal 53.2 (2014).

Select Online Publications

“Talking Television in a Time of Crisis: Economics.” *Aca-Media: A Podcast from the Society of Cinema and Media Studies*, January 2021, <https://aca-media.org/pandemic-tv>

“The State of Fandom Studies 2018: Bethan Jones and Melanie Kohnen.” *Henry Jenkins: Confessions of an Aca-Fan*, April 2018.

“Videographic Criticism 101.” *Antenna: Responses to Media and Culture*, July 2015.

“Gay Sexuality and AIDS in *An Early Frost*.” *In Media Res*, August 2014.

“Report from New York Television Festival's Digital Day: The Rise of Indie TV.” *Antenna*, November 2014.

“Report from New York Television Festival's Digital Day: Twitter and Television.” *Antenna*, October 2013.

“Transmedia for the One Percent That Matters?” *Antenna*, October 2013.

“Creating a Spark: Official and Fan-Produced Transmedia for *The Hunger Games*.” *Antenna*, October 2012.

CREATIVE WORK

Teaching with Prezi Video. Video Essay.

<https://vimeo.com/489585932> December 2020.

SDCC Offsites: The Experience Economy of Media Promotion at San Diego Comic-Con. Storymap. January 2020. <https://storymaps.arcgis.com/stories/c164784a9ca14b52bc852bf4586f51a7>

San Diego Comic-Con 101. Storymap. November 2019.

<https://storymaps.arcgis.com/stories/b2ea29577470457a970b4c74edde5e6a>

Understanding Videographic Criticism. Video Essay. October 2018.

<https://vimeo.com/334457678>

Everything Comes Full Circle: Beginnings and Endings in Todd Haynes' *Carol*. Video Essay. October 2018.

<https://vimeo.com/296765823>

Murder Husbands: Queerness, Violence & Cinematic History. Video Essay. April 2016.

<https://vimeo.com/162093687>

Hannibal, Slash Fandom, and Queer Media Visibility. Video Essay. September 2015.

<https://vimeo.com/139212267>

Normative | Transgressive (Queer Visibility on *Husbands*). Video Essay. June 2015.

<https://vimeo.com/138347353>

TEACHING

Lewis & Clark

Introduction to Rhetoric & Media Studies
Media Design and Criticism
Media Theory
Queer Film & Television
Digital Media and Society
Television and American Culture
Independent Study: Blackness in the Media in the 2010s
Independent Study: Queer Film & TV

Coventry University

Media and Cultural Fields
Critical Media Methods
Theory into Practice
Living in a Digital World
Thesis Advisor

New York University

Honors Thesis Advisor
Introduction to Digital Media
Introduction to Media and Cultural Analysis
Global Television
Television: History and Form
Senior Seminar: 1900/2000: Media in Transition
Senior Seminar in Global Television
Senior Seminar in Queer Film and Television
Senior Seminar in Transmedia Television & Industry
Independent Study: Digital Literacy

Georgia Institute of Technology

Web 2.0: Collaboration / Consumption / Creativity
Understanding Television
Transmedia Television
Digital Media and Participatory Culture
Technology / Media / Everyday Life

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INVITED LECTURES

- “Fan-Industry Relations at SDCC.” *Spectatorship, Audience, Fandom*. Middlebury College, May 2021.
- “Tumblr Pedagogies.” *History and Theory of New Media Graduate Seminar*, UC Berkeley, October 2019.
- “Fan and Critical Reception & Marketing of NBC’s *The Good Place*.” *The Good Class*. University of Notre Dame, September 2019.
- “Comic-Con 101.” *Fandom and Participatory Audiences*, DePaul University, October 20, 2015.
- “Branding, Diversity, and Cable TV.” *Introduction to Popular Culture Studies*, Western Kentucky University, March 2015.
- “Web Series, Audiences, and the Contemporary TV Industry.” *Transmedia Storytelling and Entertainment*, Oakland University, November 2015.
- “Queer Spectatorship and Fandom Practices.” *Fan Cultures*, Arizona State University, January 2014.
- “Intellectual Property and Transmedia Storytelling.” *Copyright, Commerce and Culture*, New York University, November 2013.

SELECT CONFERENCE PRESENTATIONS

- “It’s Not ‘Girl Gets Boy,’ It’s ‘Girl Gets Book’: Greta Gerwig’s *Little Women*”
Accepted by *Theory and Practice of the Video Essay: An International Conference on Videographic Criticism*, University of Massachusetts Amherst, September 2022.
- “From Comic-Con to Amazon: Platforms and Fan Conventions”
In collaboration with Felan Parker and Benjamin Woo. *Global Perspectives on Platforms and Cultural Production*, University of Amsterdam, June 2022.
- “Affective Labor Meets Machine Learning: Industry-Fan Relationships in Algorithmic Brand Culture”
Society for Cinema and Media Studies Annual Meeting, April 2022.
- “The Year Without a Comic-Con”
Roundtable Discussion, *Fan Studies North America Conference*, October 2021.
- “Videographic Pedagogy: Teaching the Video Essay”
Society for Cinema and Media Studies Annual Meeting, April 2021.
- “Online Spaces: The Present and Future of Virtual Fan Conventions”
Roundtable Discussion, *Fan Studies North America Conference*, October 2020.
- “The Experience Economy of TV Promotion at San Diego Comic-Con”
Society for Cinema and Media Studies Annual Meeting, Seattle, April 2019.
- “Everything Comes Full Circle: Beginnings and Endings in Todd Haynes’ *Carol*”
Videographic Essay, *Fan Studies North America Conference*, DePaul University, October 2018.
- “Digital Distribution Reconsidered: *Please Like Me* and Global TV Flows”
Media Industries: Current Debates and Future Directions. King’s College, London, April 2018.
- “Syllabus Hack: Introducing Television Studies in the Internet Era”
Workshop, *Society for Cinema and Media Studies Annual Meeting*, Toronto, March 2018.
- “Fandom and Civic Engagement”
Roundtable, *The Transformative Civics of Fandom Symposium*, University of Southern California, February 2018.

- “Tumblr and Its Pedagogies of Dissent”
American Studies Association Annual Meeting, Chicago, November 2017.
- “Convention Memories as Currency: The Industry of Fan Experiences at San Diego Comic-Con”
Society for Cinema and Media Studies Annual Meeting, Chicago, March 2017.
- “Audience Generations: Millennials, ‘Becomers,’ and Beyond”
Convener and Presenter, *Flow*, University of Texas at Austin, September 2016.
- “The Video Essay as Queer Cinematic”
Screen, University of Glasgow, June 2016.
- “Non-Normative Scholarship for Non-Normative Media: A Videographic Exploration of Classical Hollywood Cinema's Queer Tropes”
Society for Cinema and Media Studies Annual Meeting, Atlanta, April 2016.
- “Fan Remix Videos as Gateway to Critical Digital Praxis”
Society for Cinema and Media Studies Annual Meeting, Atlanta, April 2016.
- “Branding Diversity: Corporate Visions of Queerness in Cable Television”
Society for Cinema and Media Studies Annual Meeting, Montreal, March 2015.
- “Millennial Media Territories: Surveying Content Discovery”
Connected Viewing Summit, University of California at Santa Barbara, February 2015.
- “Digital Distribution Beyond the Last Mile”
Convener and Presenter, *Reconsidering Digital Distribution* roundtable, *Flow*, University of Texas at Austin, September 2014.
- “Cultural Diversity as Brand Management in Cable Television Programming”
Console-ing Passions: International Conference on Television, Audio, Video, New Media, and Feminism, University of Missouri, April 2014.
- “Mobile Applications as Extensions of Scholarly Monographs”
Making Digital Scholarship Count Workshop at *Society for Cinema and Media Studies Annual Meeting*, Seattle, March 2014.

POPULAR MEDIA COMMENTARY

Cited expert in “How the Snowflakes Won” [A History of Tumblr] by Kaitlyn Tiffany. *The Atlantic*, February 2022. <https://www.theatlantic.com/technology/archive/2022/02/tumblr-internet-legacy-survival/621419/>

Consulted for *Everything I Need I Get From You: How Fangirls Invented the Internet as We Know It* by Kaitlyn Tiffany. Farrer, Straus, and Giroux, 2022.

Featured expert in “How Queer Characters Have Evolved in Children’s Animation.” *Insider*, June 2021. <https://youtu.be/CXeG-LGx25Y> [660,000 views]

“Comic-Con@Home: Virtual Comics Event Declared Failure by Industry Critics, But Fans Loved It.” Co-authored with Erin Hanna and Benjamin Woo, *The Conversation*, September 2020.

<https://theconversation.com/comic-con-home-virtual-comics-event-declared-a-failure-by-industry-critics-but-fans-loved-it-143801>

Consulted for “Tumblr's a rare safe haven amid all of the internet's ugliness” by Katie Collins, European Correspondent, CNet/CBS Interactive, August 2019. <https://www.cnet.com/culture/internet/tumblrs-a-rare-safe-haven-amid-all-of-the-internets-ugliness/>

Consulted for “The Science of Why We Can't Stop Looking at Kim Kardashian.” *Mic* June 11, 2015.

Interview on social media and television. *NPR Marketplace Tech*. September 24, 2014.

Interview on social media and race. *BBC News Magazine*. November 27, 2012.

PROFESSIONAL DEVELOPMENT IN SCHOLARSHIP & PEDAGOGY

Swarming SDCC Reading Group in Ethnography, 2021-2022

Monthly reading group in ethnographic research methods, covering traditional, sensory, hybrid, and collaborative ethnography.

“Student Perspectives on Trauma-Informed, Anti-racist Teaching and Learning: A Workshop for Faculty and Staff” led by Dr. Alison Cook-Sather, November 2020, Lewis & Clark College.

Japan Fan Studies Tour, December 2018

Organized by Dr. Lori Morimoto. Five-day trip to Tokyo with focus on Japanese fan/pop culture. Included “Intersections: Fan Studies in Conversation in Japan” symposium at Sophia University.

Faculty Technology Institute: Maps & More Deep Dive, May 2018, Lewis & Clark College

Teaching Excellence Program Innovation Institute, May 2018, Lewis & Clark College

“Seven Habits of Highly Well Intentioned Faculty Members Trying to Make a Difference in the Classroom”

Workshop led by Dr. Marcia Chatelain (Georgetown University), Lewis & Clark College, March 2018

“Digging In to Act Out: Creating Spaces of Security for LGBTQ Students,” April 2018

Workshop led by Dr. Bethy Leonardi and Dr. Sara Staley, Lewis & Clark College

“Introducing Multimedia Narratives with Storymaps,” January 2018

Watzek Library Digital Initiatives, Lewis & Clark College

Digital Humanities Summer Institute, University of British Columbia, June 2017 and 2013

Completed courses: *Models for DH at Liberal Arts Colleges* and *Creating Digital Humanities Projects for the Mobile Environment*

National Endowment for the Humanities Workshop in Videographic Criticism, Middlebury College, June 2015

Highly selective two-week workshop in which we produced video essays and theorized their scholarly and pedagogical possibilities.

Time Warner College Professor Thought Leadership Seminar, New York City, July 2014

Invited to participate in intensive two-day seminar covering Time-Warner's current digital strategies in TV, film, and multiplatform entertainment.

THATCamp (Technology and Humanities Camp) Digital Pedagogy, Stockton University, June 2014

Seminar in Hybrid Learning Environments, Georgia Institute of Technology, Spring 2012

THATCamp Southeast, Emory University, March 2011

Seminar in Digital Pedagogy, Georgia Institute of Technology, Fall 2009

Summer Institute for Teaching and Technology, Brown University, June 2009

Teaching Certificate in Classroom Tools, Sheridan Center for Teaching and Learning in Higher Education, Brown University, 2009

PROFESSIONAL EXPERIENCE

Collaborator, Swarming Comic-Con Grant, 2020-present, <https://rocetlab.ca/projects/swarming-sdcc/>

Co-Principal Investigator, Connected Viewing Initiative, UC Santa Barbara, 2014-2015

Project: *Millennial Media Territories: Surveying Content Discovery Among College Students*
Collaborated with Dr. Karen Petruska to investigate how millennials consume media via digital platforms using two surveys and fifty half-hour interviews. Presented findings to Warner Bros. and authored white paper entitled *Cultivating the College-Age Media Audience: Incentivizing Content Discovery and the Ownership Proposition*.

Catalog Coordinator, American Film Institute Academic Network
Georgia Tech, 2011-2012

Event Coordinator

Writing & Communication Program at Celebrate Teaching Day, Georgia Tech, Spring 2010

Managing Editor

Digital Humanities Quarterly, 2006-2009

Teaching Consultant, Sheridan Center for Teaching and Learning in Higher Education
Brown University, 2004-2009

AWARDS, GRANTS, AND SCHOLARSHIPS

Awards

National Council of Teachers of English Media Literacy Award 2011

Co-author of award application on behalf of Georgia Tech's Writing and Communication Program

Grants

“Swarming Comic-Con: A Collaborative Ethnography of Industry-Audience Relations in the Entertainment Industries.” Collaborator, Social Sciences and Humanities Research Council of Canada Insight Grant [\$76,000]

Teaching Excellence Program Classroom Innovation Grant, Lewis & Clark College, Fall 2018 [\$2,000]

University of Washington Simpson Center for the Humanities Tuition Grant for Digital Humanities Summer Institute 2017 [\$1,000]

Connected Viewing Initiative Grant, 2014-2015

Professional Development Grant, New York University, Summer 2013, 2014, 2015

Historical Society of Southern California Haynes Research Grant, Summer 2008

John F. Kennedy Institute Library Research Grant, Freie Universität, Berlin, Germany, March 2001

DAAD Research Grant, Summer 2000

Scholarships

Tuition Scholarship, Digital Humanities Summer Institute, University of British Columbia, Summer 2013

Miss Abbott's School Alumnae Fellowship, 2006-2007

Brown University Fellowship, 2001-2002

DAAD Scholarship, August 1998-June 1999

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SERVICE AT LEWIS & CLARK

Major and pre-major advisor, 2017-present

Gender Studies Steering Committee, 2016-present

Search Committee for Tenure-Track Hire in Sociology Anthropology, 2021-2022

American Association of University Women Senior Woman's Award Selection Committee, Spring 2020

Library Educational Technology Committee, 2018-2020

Fall Faculty Technology Showcase, 2020 and 2017

Search Committee for Area Director, Student Life, Spring 2018

SERVICE BEYOND LEWIS & CLARK

Peer-Reviewed Journals:

Editorial Board, *Transformative Works and Cultures*, 2017-present

Review Board, *Creative Industries Journal*, 2018-present

Submission reviews for:

- *Communication, Culture, and Critique*, *Critical Studies in Television*, *Feminist Media Studies*, *[in]transition: Journal of Videographic Film and Moving Image Studies*, *Jeunesse: Young People, Texts, Cultures*, *Journal of Cinema and Media Studies*, *Jump Cut*, *Media Industries Journal*, *Refractory: Journal of Entertainment and Media*, *Television and New Media*, and *Transformative Works and Cultures*
- Iowa University Press, Routledge, and Oxford University Press

Society for Cinema and Media Studies:

Best Essay in an Edited Collection Award Committee, 2020

Reviewed and commented on 27 essays; deliberated with committee members to choose a winner.

Conference Programming Committee for 2019 Annual Meeting

Reviewed, scored, and commented on 90 abstracts; collaborated with Professor Hollis Griffin to organize accepted proposals into conference panels.

Chair, Teaching Committee, 2014-2016

Co-Chair, Television Studies Scholarly Interest Group, 2013-2016

PROFESSIONAL ASSOCIATIONS

Society for Cinema and Media Studies