

VICKI A MAYER

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EDUCATION | **Ph.D.** Communication, University of California, San Diego, 2000

Dissertation Title: Cultural Affirmation and Consumer Alienation: Mexican Americans, Mass Media, and Cultural Citizenship.

M.A. Communication, University of California, San Diego, 1997

Comprehensive Areas: Audiences, Media Studies, Critical Political Economy, and Ethnography.

B.A. Independent Major, "Journalism in the Third World: A Critical Reappraisal," & Brazilian Studies, Brown University, 1993 (magna cum laude)

Areas of Study: Journalism, Mass Communication, Latin American Studies.

**UNIVERSITY
EXPERIENCE**

Associate Dean for Academic Initiatives, Tulane University, School of Liberal Arts, 2024.

Associate Dean for Academic Initiatives and Curriculum, Tulane University, School of Liberal Arts, 2018-2024.

Louise K. Riggio Chair of Social Innovation and Entrepreneurship, Tulane University, Taylor Center for Design-Thinking, 2014-2019.

Professor, Tulane University, Communication, 2012-present.

Bonnier Professorship, Stockholm University, May 2018.

Visiting Professor, University of Tampere, May 2016.

Associate Professor, Tulane University, Communication, 2007-2012.

Assistant Professor, Tulane University, Communication, 2003-2007.

Visiting Assistant Professor, University of California, Davis, American Studies Program, 2001-2003.

Assistant Professor, University of Texas at San Antonio, Department of Communication, 2000-2001.

Instructor, Trinity University, Department of Communication, 1998-1999.

RESEARCH | **I. Single-Authored Books:**

1. Mayer, Vicki. *Almost Hollywood, Nearly New Orleans: The Lure of the Local Film Economy*. Berkeley: University of California Press and Luminos Open Access Project, 2017.
 - **Reviews of this book:**
 - a. Rawlins, Justin. *Media Industries Journal* 6 (2019): <http://dx.doi.org/10.3998/mij.15031809.0006.109>.
 - b. Mark Barber. *Synoptique* 8.2 (2019): 73-103.

- c. C.B. Regester. *Choice* 55.1 (2007): 68.
2. Mayer, Vicki. *Below the Line: Television Producers and Production Studies in the New Economy*. Durham, NC: Duke University Press, 2011.
 - **Reviews of this book:**
 - a. O'Brien, Nina F. *International Journal of Communication* 5 (2011): 1691-1693.
 - b. Spicer, Andrew. *Screening the Past* 2 (2012):
<http://www.screeningthepast.com/2012/02/below-the-line-producers-and-production-studies-in-the-new-television-economy/>.
 - c. O' Donnell, Vincent. *Cultural Studies Review* 18.1 (2012): 295-302.
 - **Podcast interviews with the author:**
 - a. "New Books in Communications: Interview with Jefferson Pooley," 11 Mar. 2013, <http://newbooksincommunications.com/2013/03/11/vicki-mayer-below-the-line-producers-and-production-studies-in-the-new-television-economy/>.
 - b. "Books Aren't Dead (BAD): Interview with M.E. Luka," 1 May 2013, <https://soundcloud.com/books-arent-dead/books-arent-dead-luka-meyer>.
3. Mayer, Vicki. *Producing Dreams, Consuming Youth: Mexican Americans and Mass Media*. New Brunswick, NJ: Rutgers University Press, 2003.
 - **Reviews of this book:**
 - a. Nochimson, Martha. *Film Quarterly* 59.3 (2006): 79-80.
 - b. Molina, Isabel. *Popular Communication* 4.1 (2006): 63-65.
 - c. Caldwell, John. *Aztlán* 31.1 (2006): 177-179.
 - d. De Uriate, Mercedes. *Latino Studies* 3.1 (2005): 162-164.

II. Edited or Co-Authored Books:

1. Mayer, Vicki, Noa Lavie and Miranda Banks, eds. *Media Industries in Crisis: What COVID Unmasked*. London: Routledge, 2024.
2. Banks, Miranda, Bridget Conor and Vicki Mayer, eds. *Production Studies, The Sequel! Cultural Studies of Media Industries*. New York: Routledge, 2015.
3. Alexander, S.L., et. al. *The Times-Picayune in a Changing Media World: The Transformation of an American Newspaper*. New York: Lexington, 2014.
 - **Reviews of this book:**
 - a. Kirch, John F. *American Journalism* 32.1 (2015): 94-96.
 - b. Johnson, Allen M., Jr. *America: The National Catholic Review* 19 Oct. 2015, <http://americamagazine.org/issue/culture/paper-chase>.
4. Mayer, Vicki, ed. *The International Encyclopedia of Media Studies: Media Production*. Malden, MA: Wiley-Blackwell, 2013.
5. Mayer, Vicki, Miranda Banks, John Caldwell, eds. *Production Studies: Cultural Studies of Media Industries*. New York: Routledge, 2009.
 - **Translated into Chinese in 2011.**
 - **Reviews of this book:**
 - a. Quinn, Anthony. *Media, Culture & Society* 33 (2011): 335-9.
 - b. Morrison, Eleanor. *International Journal of Communication* 3 (2009): 813-6.
 - c. Wood, Helen. *Global Media and Communication* 6 (2009): 118-20.

III. Other Editorial Work:

1. Mayer, Vicki and Sonia Virginia Moreira, "Brazilian-U.S. Communication Forum." *International Journal of Communication* 3 (2009): 667-714. [Edited journal issue]

IV. Peer-Reviewed Articles:

1. Mayer, Vicki and Noa Lavie. "Emplacement and Emplotment: Media Production in Pandemic Times." *Television & New Media* 25.8 (2024).
2. Mayer, Vicki and Julia Velkova. "This Site Is a Dead End? Employment Uncertainties and Labor in Data Centers." *The Information Society* 39.2 (2023): 112-122. <https://doi.org/10.1080/01972243.2023.2169974>
3. Mayer, Vicki. "When Do We Go From Here? Data Center Infrastructure Labor, Jobs, and Work in Economic Development Time and Temporalities." *Media & Society* 25.2 (2023): 307-323. <https://doi.org/10.1177/14614448221149947>.
4. Mayer, Vicki. "Essential." *Popular Communication*. 20.4 (2022): 253-259. <https://doi.org/10.1080/15405702.2022.2044043>
5. Mayer Vicki and Alice Pavanello. "On Media Moguls and Racist Tropes." *Journalism & Communication Monographs*. 24.1 (2022): 70-74. doi:[10.1177/15226379211070052](https://doi.org/10.1177/15226379211070052)
6. Mayer, Vicki. "Small Data Theorizing." *Communication Theory* 31.4 (2021): 1002-1021 <https://doi.org/10.1093/ct/qtaa029>.
7. Mayer, Vicki. "From Peat to Google Power: Communications Infrastructure and Structures of Feeling in Groningen." *European Journal of Cultural Studies* 24.4 (2021): 901-915 <https://doi.org/10.1177/1367549420935898>.
8. Mayer, Vicki. "The MAAFiA Mystique." *Television & New Media*. 21.6 (2020):616-620. doi:[10.1177/1527476420918831](https://doi.org/10.1177/1527476420918831)
9. Mayer, Vicki. "The Second Coming: Google and Internet Infrastructure." *Culture Machine* 18 (2019): <https://culturemachine.net/vol-18-the-nature-of-data-centers/the-second-coming/>.
10. Mayer, Vicki. "Media Policy and Governance." *Feminist Media Histories* 4.2, (2018): 113-116.
11. Mayer, Vicki. "The Places Where Production and Audience Studies Meet." *Television and New Media* 17.8 (2016): 706-718.
 - Revised and reprinted in Portuguese: "Os lugares onde os estudos de audiência e os estudos de produção se encontra." *Matrizes: A Revista Da Programa de Pós-Graduação nas Ciências da Comunicação na Universidade de São Paulo* 11.3 (2018): 39-55.
12. Griffith, Mike and Vicki Mayer. "MediaNOLA on Fire." *Reconstruction* 16 (2016): http://reconstruction.eserver.org/Issues/161/Griffith_Mayer.shtml.
13. Mayer, Vicki. "Introduction and Translation: Civic Media Meet Community Media." *Critical Studies in Media Communication* 32.3 (2015): 143-157.
14. Mayer, Vicki. "Media Work, Management, and Greed: A New Agenda?" *Media Industries Journal* 1.3 (2015). Located at: <http://www.mediaindustriesjournal.org/index.php/mij/article/view/101>.
 - Reprinted in *Media Industries: Perspectives on an Evolving Field*, edited by The Media Industries Collective, 127-132, online: 2016.
15. Mayer, Vicki. "Signs of Home." *Public Culture* 26, no. 3 (2014): 369-377.
16. Mayer, Vicki. "Through the Darkness: Musings on New Media." *Ada: Journal of Gender, New Media and Technology* 1.1 (2012): <http://adanewmedia.org/2012/11/issue1-mayer/>.

17. Mayer, Vicki, and Tanya Goldman. "Hollywood Handouts: Tax Credits in the Age of Economic Crisis." *Jump Cut: A Review of Contemporary Media* 52 (2010): <http://www.ejumpcut.org/currentissue/mayerTax/index.html>.
18. Mayer, Vicki. "Digitally Not Yours: Spatial Discourses and Discursive Spaces for Brazilian Digital Television Policy in Manaus." *The Communication Review* 12.1 (2009): 1-19.
19. Mayer, Vicki, et al. "Losing Ground but Finding the High Road: Teaching Women's Studies in Post-Katrina New Orleans." *Journal of the National Women's Studies Association* 20.3 (2008): 185-192.
20. Mayer, Vicki. "Guys Gone Wild? Soft Core Video Professionalism and New Realities in Television Production." *Cinema Journal* 47.2 (2008): 97-116.
21. Mayer, Vicki. "Digital Television in Brazil: The View from Manaus." *Liinc em Revista (Laboratório Interdisciplinar sobre Informação e Conhecimento: Interdisciplinary Lab on Information and Knowledge)* 3.2 (2007): 81-90.
22. Mayer, Vicki. "Letting It All Hang Out: Mardi Gras Performances Live and Video." *TDR: Theater Drama Review* 51.2 (2007): 76-93.
23. Mayer, Vicki. "Fieldnote." *Con/texts: A Journal of the American Sociological Association* 5.4 (2006): 58-59.
24. Mayer, Vicki. "A vida como é/ pode ser/ deve ser? Um dialogo sobre *Aqui Agora* e a Cidadania no Brasil." *Revista Brasileira de Ciências da Comunicação: Journal of the Brazilian Society for the Study of Communication* 29.1 (2006): 1-21.
 - English version: "Life as it Really Is/Could Be/Should Be? Discussing *Aqui Agora* and Citizenship in Brazil." *Intersections: The IAMCR Journal of Global Communications and Culture* 3.6 (2003): 17-28.
25. Mayer, Vicki. "Soft-Core in TV Time: A Political Economy of *Girls Gone Wild*." *Critical Studies in Media Communication* 22.4 (2005): 302-320.
26. Mayer, Vicki. "Research Beyond the Pale: Theorizing Articulations of Whiteness in the Ethnography of Audiences." *Communication Theory* 15.2 (2005): 148-167.
27. Mayer, Vicki. "Please Pass the Pan: Retheorizing the Map of Panlatinidad in Communication Research." *The Communication Review* 7.2 (2004): 113-124.
28. Mayer, Vicki. "Living Telenovelas/Telenovelizing Life: Mexican-American Girls' Identities and Transnational Telenovelas." *Journal of Communication* 53.3 (2003): 479-495.
 - To be reprinted in: *Globalization and the Media: Critical Concepts*, edited by Terhi Rantanen, pp. TBA, London: Routledge, 2019.
29. Mayer, Vicki. "From Segmented to Fragmented: Latino Media in San Antonio, Texas." *Journalism and Mass Communication Quarterly* 78.2 (2001): 275-290.
30. Mayer, Vicki. "Pop Goes the World." *Emergences: Journal of Media and Composite Cultures* 11.2 (2001): 309-324.
31. Mayer, Vicki. "When the Camera Won't Focus: Tensions in Media Ethnography." *Feminist Media Studies* 1.3 (2001): 307-322.
32. Mayer, Vicki. "Capturing Cultural Identity/Creating Community: A Grassroots Video Project in San Antonio, Texas." *International Journal of Cultural Studies* 3.1 (2000): 57-78.
33. Mayer, Vicki. "For the People and By the People: TV Maxambomba's Regeneration of Popular Cinema." *Studies in Latin American Popular Culture* 17 (1998): 223-232.

34. Harris, Chad, Vicki Mayer, Catherine Saulino, and Dan Schiller. "The Class Politics of Rush Limbaugh and Talk Radio." *The Communication Review* 1.4 (1996): 545-64.

V. Refereed Book Chapters:

1. Vicki Mayer. "Introduction: COVID Strikes." In *Media Industries in Crisis: What COVID Unmasked*, edited by Vicki Mayer, Noa Lavie and Miranda Banks, eds. London: Routledge.
2. Miller, Toby, Vicki Mayer, and Bill Grantham. "Commissioning Hollywood: How the Desire for Diversity Reproduces the Behemoth." In *Las Film Commissions en Europa y América Latina: influencias de los espacios y territorios cinematográficos en la cultura y el desarrollo económico y social*, Editorial Razón y Palabra, Mexico City, forthcoming 2024.
3. Vicki Mayer and Julia Velkova. "The Social Mapping of Hyperscale Data Center Regions: Placemaking, Infrastructuring, Curating." In: *Media Backends: Digital Infrastructures and Sociotechnical Relations*, edited by Lisa Parks, Julia Velkova, Sander De Ridder, pp. XX. University of Illinois Press, 2023.
4. Mayer, Vicki. "Locational Love and Labor: Hollywood Media Production Pre- and Post-Pandemic." In *The Routledge Companion to Media and the City*, edited by Erica Stein, Germaine R. Haleboua, Brendan Kredell, chapter 32, London: Routledge, 2022.
5. Mayer, Vicki, Heidi Schmalbach, and Toby Miller. "The Contradictions of the Film Welfare Economy, or For the Love of *Treme*," In *Remaking New Orleans: Beyond Exceptionalism and Authenticity*, edited by Matt Sakakeeny and Thomas Adams, pp. 162-178, Durham: Duke University Press, 2019.
6. Mayer, Vicki. "Cultural and Creative Industries." In *The Oxford Research Encyclopedia of Communication and Critical Studies*, edited by Dana Cloud, posted September 28, 2018, available at: <https://oxfordre.com/communication/view/10.1093/acrefore/9780190228613.001.0001/acrefore-9780190228613-e-552>.
7. Mayer, Vicki, Andrea Press, Deb Verhoeven, and Jonathan Sterne. "How Do We Intervene in the Stubborn Persistence of Patriarchy in Communication Scholarship?" *Interventions*, ICA theme book, v. 5, edited by Adrienne Shaw and Travers Scott, Peter Lang, pp 53-64, 2018.
8. Mayer, Vicki and Aline Maia, "For Themselves and for their Communities: Alternative Mediations of Digital Natives," *Media and Class: Film, TV and Digital Culture*, edited by June Deery and Andrea Press, pp. 189-199. New York: Routledge, 2017.
9. Mayer, Vicki. "Labor." In *Keywords for Media Studies*, edited by Laurie Ouellette and Jonathan Gray, pp. 115-118. New York: New York University Press, 2017. Also featured online: <https://keywords.nyupress.org/media-studies/essay/labor/>.
10. Mayer, Vicki. "Precarious Creative Economy and the Production of Extras." In *Precarious Creativity*, edited by Michael Curtin and Kevin Sanson, pp. 63-73. Berkeley: University of California Press, 2016.
11. Grindstaff, Laura and Vicki Mayer. "The Importance of Being Ordinary: Brokering Talent in the New-TV Era." In *Brokerage and Production in the American and French Entertainment Industries: Invisible Hands in Cultural Markets*, edited by Violaine Roussel and Denise Bielby, 131-152. New York: Lexington, 2015.
 - Adapted and translated in French for *Revue Biens symboliques/Symbolic Goods* (2019).

12. Mayer, Vicki, and Jocelyn Horner. "Student Media Labor in the Digital Age: MediaNOLA in the Classroom and the University." In *Labor and Media*, edited by Richard Maxwell, 242-251. New York: Routledge, 2015.
 - Reprinted in Yao, Jianhua, Ed. *Digital Labour in the Media Industries* (Media and Digital Labour: Western Perspectives, Volume II). Beijing: The Commercial Press.
13. Mayer, Vicki. "Little Hollywoods: The Cultural Impacts of Runaway Film Production." In *The Routledge Companion to Global Popular Culture*, edited by Toby Miller, 699-715. New York: Routledge, 2014.
14. Mayer, Vicki, and Clare Cannon. "A Greener Screening Future: Manufacturing and Recycling as the Subjects of Television Studies." In *The Sage Handbook of Television Studies*, edited by Manuel Alvarado, Milly Buananno, and Toby Miller, 193-203. New York: Routledge, 2014.
15. Mayer, Vicki. "Cast-aways: The Plights and Pleasures of Reality Casting and Production Studies." In *Companion to Reality Television*, edited by Laurie Ouellette, 55-73. Malden: Wiley, 2014. [Abridged version of chapter from *Below the Line*]
16. Mayer, Vicki. "To Communicate Is Human, To Chat Is Female: The Feminization of Media and Communication Labor." In *Routledge Companion to Media and Gender*, edited by Cynthia Carter and Linda Steiner, 51-60. New York: Routledge, 2013.
17. Mayer, Vicki. "Reality Television's 'Class'rooms: Knowing, Showing, and Telling about Social Class in Reality Casting Labor and the College Classroom." In *Reality Television and Class*, edited by Helen Wood and Beverley Skeggs, 185-196. London: British Film Institute and Palgrave, 2011.
18. Mayer, Vicki. "Bringing the Social Back In: Studies of Production Cultures and Social Theory." In *Production Studies: Cultural Studies of Media Industries*, edited by Vicki Mayer, Miranda Banks, and John Caldwell, 15-24. New York: Routledge, 2009.
 - Portuguese version: "O Retorno ao "Social": Estudos de teoria social e cultura da produção," *E-Compós: Jornal Científica da Associação Nacional dos Programas de Pós-Graduação em Comunicação*, 12.3 (2009): <http://www.compos.org.br/seer/index.php/e-compos/issue/view/20>.
19. Mayer, Vicki, Miranda Banks, and John Caldwell. "Introduction: Roots and Routes." In *Production Studies: Cultural Studies of Media Industries*, edited by Vicki Mayer, Miranda Banks, and John Caldwell, 1-12. New York: Routledge, 2009.
20. Mayer, Vicki, and Kevin Esch. "Feeding the Hunger: The Media's Role in the Pornification of Everyday Life." In *Pornification: Sex and Sexuality in Media Culture*, edited by Susana Paasonen and Kaarina Nikunen, 99-114. London: Berg, 2007.
21. Seiter, Ellen and Vicki Mayer. "Diversifying Representation in Children's TV: Nickelodeon's Model." In *Nickelodeon Nation: The History, Politics and Economics of America's Only TV Channel for Kids*, edited by Heather Hendershot, 120-33. New York: NYU Press, 2004.

VI. Invited Articles

1. Mayer, Vicki and Angharad Valdivia. "The Case for Undoing Bias in the International Communication Association." *Feminist Media Studies*, 22.7 (2022): 1847-1851. <https://www.tandfonline.com/doi/full/10.1080/14680777.2021.2007497>

2. Mayer, Vicki. "Forward." In *Rabisco e publica: Juventudes e estratégias de visibilidade social e midiática do passinho carioca ao ativismo de Nova Orleans* by Aline Maia, 2021.
3. Mayer, Vicki. "Media Love and Labor." *Synoptique: An Online Journal of Film and Moving Image Studies*, 8.2 (2019): <https://www.synoptique.ca/issue-8-2>
4. Mayer, Vicki. "The Future of No Work," *ViaNolaVie*, May 8, 2018, <https://www.vianolavie.org/2018/05/08/the-future-of-no-work/>.
5. Mayer, Vicki. "Engaging Community Voices: Postcard from the Netherlands." *ViaNolaVie*, April 28, 2018, <https://www.vianolavie.org/2018/04/27/engaging-community-voices-postcard-from-the-netherlands/>.
6. Mayer, Vicki. "Erfgood for the Public Good." *ViaNolaVie*, November 16, 2017: <https://www.vianolavie.org/2017/11/16/erfgood-for-the-public-good/>.
7. Mayer, Vicki. "Stolpersteine: Stumbling on Social Innovations in Europe." *ViaNolaVie*, September 19, 2017: <http://www.vianolavie.org/2017/09/19/stumbling-on-social-innovations-in-europe/>.
8. Mayer, Vicki. "Pedagogy and Where Sh** Happens in Digital Humanities." *Flow* 22 (2015): <http://flowtv.org/2015/09/pedagogy-and-where-sh-happens-in-digital-humanities/>.
9. Mayer, Vicki. "The Follies of a Film Economy." *Louisiana Cultural Vistas Magazine* (2015): 70-73.
 - Reprinted in Louisiana Endowment for the Humanities, *KNOWLA, the Digital Encyclopedia of Louisiana*: <http://www.knowlouisiana.org/38362/>.
10. Mayer, Vicki. "Creative Work Is Still Work." *Creative Industries Journal* 7.1 (2014): 59-61.
11. Mayer, Vicki and Mike Griffith. "MediaNOLA: A Digital Humanities Project to Tell Stories of Cultural Production in New Orleans." *Journal of Digital Humanities*. 2.2 (2013): <http://journalofdigitalhumanities.org/2-2/medianola-by-vicki-mayer-and-mike-griffith/>. [Reprint of a 2013 white paper for the National Endowment for the Humanities]
12. Mayer, Vicki. "What's in a Name?" *Communication and Critical/Cultural Studies*. 10.2-3 (2013): 291-294.
13. Mayer, Vicki. "Film Your Troubles Away." *Antenna: Responses to Media and Culture*, 27 Apr. 2011, <http://blog.commarts.wisc.edu/2011/04/27/film-your-troubles-away/>.
14. Mayer, Vicki. "Housewives in Crisis, Economic That Is." *Antenna: Responses to Media and Culture*, 23 Jan. 2010: <http://blog.commarts.wisc.edu/2010/01/23/housewives-in-crisis-economic-that-is/>.
15. Mayer, Vicki. "A Tale of a Roux and a Rue." *Antenna: Responses to Media and Culture*. 8 Feb. 2010: <http://blog.commarts.wisc.edu/2010/02/08/a-tale-of-a-roux-and-a-rue/>
16. Dunnebacke, Liz and Vicki Mayer, "Youth Media in the Aftermath of Disaster," *Youth Media Reporter* 3.6 (2009): http://youthmediareporter.org/2009/12/youth_media_in_the_aftermath_o.htm
17. Mayer, Vicki. "The Camera Girl: Historical Fragments of a Popular Production Discourse for Brazilian Television." *Flow* 10.9 (2009): <http://flowtv.org/?p=4350>.
18. Mayer, Vicki. "My Media Studies, Fifty Years Later." *Television & New Media* 10.1 (2009): 103-104.
19. Mayer, Vicki. "Where Production Takes Place." *The Velvet Light Trap*. No. 62 (2008): 71-2.

20. Mayer, Vicki. "Studying Up and F**king Up: Production Ethnography Methods." *Cinema Journal* 47.2 (2008): 141-148.
21. Mayer, Vicki. "The Road Home: The Tourist Edition." *In Medias Res*, 12 Mar. 2007, <http://mediacommons.futureofthebook.org/blog/2007/03/12/in-medias-res-march-12-16-2007/>.
22. Mayer, Vicki. "Reflections on Katrina in Brazil." *Flow* 3.6 (2005): <http://idg.communication.utexas.edu/flow>.
23. Mayer, Vicki. "Bussing the News." *Flow*. 2.9 (2005): <http://idg.communication.utexas.edu/flow>.
24. Mayer, Vicki. "Extreme Health Care." *Flow* 2.4 (2005): <http://idg.communication.utexas.edu/flow>.
25. Mayer, Vicki. "Latino Media." In *Oxford Encyclopedia on Latinos*, Vol. 3, edited by Suzanne Oboler and Denna J. Gonzalez, 92-98. New York: Oxford University Press, 2005.

VII. Book Reviews

1. Mayer, Vicki. "Derek Johnson, Derek Kompare and Avi Santo (eds.): *Making Media Work Cultures of Management in the Entertainment Industries*." *Cultural Sociology* 10.1 (2016): 129-131.
2. Mayer, Vicki, Melina Leodas, and Gwen Murray. "Pamela Wilson and Michelle Stewart (eds): *Global Indigenous Media: Cultures, Poetics and Politics*." *Global Media and Communications* 6.1 (2010): 109-111.
3. Mayer, Vicki. "Review Essay: The Perils and Promise of Youth Media Production." *Journal of Communication* 57.2 (2007): 404-407.
4. Mayer, Vicki. "Fractured Categories: New Writings on Latinos and Stereotypes, A Review Essay." *Latino Studies* 2.3 (2004): 445-452.
5. Mayer, Vicki. "Contemporary Field Research: Perspectives and Formulations, 2nd Ed. By Robert E. Emerson." *International Review of Modern Sociology* 30.1 (2002): 107-108.

VIII. Selected Talks and Papers

1. "The Transformation of American New Orleans Newspapers: The Click and Scroll Economy." Invited talk and conversation with Gordon Russell. Above the Fold: The History of Louisiana Newspapers." Annual Symposium of Historic New Orleans Collection. New Orleans. February 2024.
2. "Emplacement and Emplotment During COVID." Invited Keynote for Media Industries Conference. London Kings College. May 2023.
3. "Being Essential: The Performance of Employment in Film and Television Industries During a Pandemic." Invited Keynote for Literature & Film Association Conference, New Orleans, October 2022.
4. "Media Love and Labor." Invited Keynote for the Media Labour Conference, Concordia University, November 2018.
5. "Introduction to Digital Humanities in New Orleans." Invited Talk for Xavier University's Digital Humanities Initiative, New Orleans, LA, Feb. 2017.
6. "Colonial Ambitions, Crony Capitalism, and Covert Racism: Towards New Histories of Media Entrepreneurs." Invited Keynote for the launch of the Media Cultures Research Group, University of Leicester, May 2016.
7. "Introduction to Digital Initiatives." Invited Talk for the French-American Chamber of Commerce's Annual History Lecture, New Orleans, LA, Oct. 2015.

8. "MediaNola: Pedagogy and the Digital Humanities." Invited Talk for the Department of Radio-TV-Film Research Seminar, University of Texas, May 2015.
9. "Almost Hollywood: The Cultural Dimensions of US Film Policy." Invited Talk for Department of Art History and Communication Studies, McGill University, Canada, Nov. 2014.
10. "Extra-Ordinary: Or Working for the Love of *Treme*." Keynote for Conference on Production and Audience Studies, University of Lund, Sweden, Apr. 2014; and Invited paper for the Cultural Industries Workshop, University of Haifa, Israel, Oct. 2013.
11. "Hollywood South: The Privatization of the Public in New Orleans." Annual keynote address for the Honors Program in Communication, Muhlenberg College, Allentown, PA, Oct. 2012.
12. "Below the Line." Keynote speaker, Conference on Race, Affect and Digital Culture, Bowling Green University, OH, Apr. 2011.
13. "Expressing the Self through Work." Invited participant in the roundtable Technologies of Gender and Labour, University of Sydney, Australia, Dec. 2010.
14. "What's Identity Have to Do with It? Cultural Studies of Production in the New Television Economy." Invited talk for the Centre for Critical and Cultural Studies, University of Queensland, Australia, Dec. 2010 & Invited talk for the Institute of Communications Research, University of Leeds, England. Sept. 2010.
15. "Those Aren't Producers: Invisible Labour and Production in the New Television Economy." Invited talk for Conference on Digital Labour: Workers, Authors, Citizens conference, University of Western Ontario, Canada, Oct. 2009.
16. "Media Audience Research with Youth." Invited talk for the School of Communication (ECO) of the Universidade Federal de Rio de Janeiro, Brazil, Jun. 2009.
17. "Cultural Rebuilding in New Orleans." Invited panelist for the Arts Administration Program, School of the Institute of Art, Chicago, IL, Sept. 2008.
18. "Digitally Not Yours: Spatial Discourses in Digital Television Policy." Top paper award Division of Philosophy of Communication, International Communication Association, Montreal, Canada, May 2008.
19. "Putting Production Studies on the Line: Television Set Assemblers as a Creative Class in the New Television Economy." Invited talk for the Department of Media Arts, Women's Studies, and Global Studies at the University of Wisconsin, Madison, WI, Nov. 2007.
20. "O Jogo da Mão, O Jogo da Cintura: Montadoras como uma Classe Criativa em Manaus." Invited talk for the Center for Amazonian Culture and Society, Manaus, Brazil, Aug. 2006.
21. "Flashing em Mardi Gras: Mais uma Olhadinha." Invited talk for the Center for Carnavalesque Studies, Universidade Federal de Rio de Janeiro, Brazil, Aug. 2006.
22. "Guys Gone Wild: Soft Core Video Professionalism and New Realities in Television Production." Invited talk for the Center for the Study of Women and the Critical Studies Program, Department of Film, Television, and Digital Media, University of California, Los Angeles, CA, Nov. 2005.
23. "Digitalizing Television in Brazil." Invited presentation for the Second Colloquium on U.S. Brazil Communication Research, Rio de Janeiro, Brazil, 2005.

TEACHING | Courses I designed and added to the curriculum are marked with an asterisk. Service learning partners in parenthesis.

Introductory Courses:

- Comm110 "Introduction to Mass Communication"
- Comm1000: "Introduction to Communication Studies" *
- SLAM 2100: "Introduction to Creative Industries"
- Tide148 "Greening the Media" (co-taught) (partnered with a wetlands nonprofit)*
- Tide138 "Media Cultures: Images of New Orleans" (co-taught) (partnered with a community cultural development center) *

Service Learning Core Courses:

- Comm3160 "Technology Analysis" (partnered with community media websites) *
- Comm3260 "Media Analysis" (partnered with the New Orleans Video Access Center and various nonprofit broadcast radio stations)
- Comm328 "Media Histories" (partnered with the Louisiana Endowment for the Humanities)
- Comm3140 "Cross-Cultural Communication" (partnered with the New Orleans Video Access Center) *
- Comm314 "Intercultural Communication" (taught as study-abroad in Rio de Janeiro and partnered with Bem TV) *
- Comm361 "Alternative Journalism" (partnered with various community newspapers) *
- Comm3670 "Digital Archives and Cultural Memory" (partnered with various libraries and archives) *

Special Topics Seminars:

- Comm477 "Theories of Media Production and Consumption" *
- Comm466 "Youth Cultures and Media"
- Comm4670 "Creative Labor" *
- Comm482 "Consumer Citizens or Citizen Consumers?" *
- Comm4820 "Hollywood South" *
- SISE4010 "The Public Intellectual 2.0" *
- SISE/COMM 4820 "Beyond Neutral Ground" *

Honors and Graduate Studies

- CCCC7000 "Introduction to Social Theory"
- Various independent studies. Topics range from Latin American media industries, to creative industries and economy, to youth identities and pedagogy, to creative production, advertising, and action research

Graduated Ph.D. Students

- Miranda Banks, Film and TV, UCLA, currently Associate Professor at Loyola Marymount, Los Angeles.
- Sarah Fouts, Latin American Studies, Tulane, currently Associate Professor, University of Baltimore.
- Jennifer Scarnato Miller, Social Work, Tulane, currently Assistant Professor Fordham University, New York.
- Aline Maia, Communication, PUC-Rio, currently Lecturer at Juiz da Fora University, Brazil.
- Li Cornfeld, Art History and Communication Studies, McGill University, currently post-doctoral fellow, Digital Studies Institute, University of Michigan.

- Renata Cerqueira, Communication, University of Bahia.
- Heidi Schmalbach, Urban Studies, Tulane, currently program director, University of Texas.
- Natalie Blaustone-Dye, Urban Studies, Tulane, fifth-year student.

SERVICE | I. Department:

- Director of Liberal Arts Management Minor Program, 2019
- Job Search Committee Chair, 2016-2017.
- Promotions & Tenure Committee Chair (for Full promotions), 2013- 2016.
- Strategic Vision Chair, 2012-2013.
- Annual Review Committee Chair, 2010-2011.
- Chair, Department of Communication, 2007-2010.

II. University:

- Liberal Arts Business Council, 2020 – present.
- Senate Committee for Educational Policy (ex-officio), 2018 – present
- Liberal Arts Committee on Curriculum (ex-officio), 2018 – present
- Liberal Arts Committee on Undergraduate Academic Requirements (ex-officio), 2018 – present
- IT Investment Council, 2018 – 2020.
- Mellon Planning Committee for a Community Engagement Certificate, 2016-2017.
- Human Subjects (IRB) Advisory Board, 2016 – 2019.
- Search Committee for the Dean of School of Continuing Studies, 2015-2016.
- Provost's Committee on Scholarly Engagement, 2014 – present.
- Newcomb-Tulane Core Curriculum Task Force, 2013- 2015.
- Senator, University Senate, 2009-2012.
- Committee Member, Program Review Committee for School of Liberal Arts, 2009-2010.
- Executive Committee Member, Latin American Studies, 2009- present.
- Committee Member, Strategic Planning Committee for School of Liberal Arts, 2008-2009.
- Advisory Board Member, Center for Public Service Video Training. 2007.
- Co-Director, Tulane in Brazil Summer Program, 2006-2009.
- Fellow, Wall Residential College. 2006-2010.

III. Professional:

- Co-Creator, [*ViaNolaVie: Talking Life and Culture in New Orleans*](#), 2016-present.
- International Association of Communication Book Award Committee, 2017-2021.
- Community Board Member: Creative Alliance of New Orleans, New Orleans Video Access Center Archives
- Editorial Board Member, current appointments:
 - Communication, Culture, and Critique*
 - Communication and Critical/Cultural Studies*
 - Journalism and Mass Communication Monographs*
 - Popular Communication*

- v. *Critical Studies in Media Communication*
- vi. *Feminist Media Studies*
- vii. *Media Industries Journal*
- viii. *Media and Communication*
- ix. *Intercom-Revista Brasileira de Ciências da Comunicação*
- x. *Journal of Latin American Communication Research*
- xi. *E-Compos*
- xii. Editorial Board Member, past appointments: *Women's Studies in Communication*, *Journal of Communication*.
- Editor, *Television & New Media*, SAGE, 2011-2017.
- Co-Organizer, The NOLA Digital Consortium, 2015-2017.
- Editor, Organizer and Project Director, [MediaNOLA](#), 2008-2016.
- Manuscript Reviewer, various, including: Duke U. Press, NYU Press, MIT Press, U. of Georgia Press, UC Press, Oxford University Press, Routledge Books, Amsterdam University Press, SAGE, Polity Books, Blackwell Publishers, Palgrave Books, *Sociology Compass*, *Sexuality and Culture*, *Aztlán*, *Ethnography*, *Sex Roles*, *Cinema Journal*, *Journal of Children and Media*, *Communication Review*, *Latino Studies*, *Communication Theory*, *Journal of Communication Inquiry*, *Annals of Tourism Research*, *Journal of Contemporary Ethnography*
- Grant Reviewer, various, including: Dutch Academy of Sciences, the Israeli Science Foundation, and the National Science Foundation.
- Co-Director, Third Colloquium on U.S.-Brazil Communication Research, New Orleans, Louisiana, March 2008.
- President, Feminist Studies Division, International Communication Association 2007-2009.
- Vice President, Feminist Studies Division, International Communication Association 2006-2007.
- Board Member, *Console-ing Passions: Feminism, Television, and Video*, 2004-2014.
- Program Chair, Children and Youth Cultures Track, LASA 2006.
- Co-Host, *Console-ing Passions: Feminism, Television, and Video* annual conference, 2004.
- Host Committee, *International Communication Association* annual conference, 2004.

AWARDS AND GRANTS

I. External (Funded Only)

1. National Institute of Health Grant for COVID Vaccine Messaging in Louisiana, 2022-2023, \$1.6 million [\$33,000 as co-I]
2. Binational Science Foundation (US-Israel) Grant for "A Tale of Two Cities: Creative Economies During the Pandemic, 2021-2024, \$145,000 [\$80,000 as co-PI]
3. NEH Digital Humanities Start-Up Grant for Media-NOLA, 2011-2012, \$24,397
4. NEH Fellowship to the Digital Humanities Institute at the University of Denver, 2011, \$2500.
5. Learn and Serve Grant from the Louisiana and Kentucky Campus Compact for Service Learning, 2009, \$3000.

II. Internal (Selected)

1. School of Liberal Arts Top Research Award, 2017.
2. Carol Lavin Bernick Grant for Interdisciplinary Research, \$15000, 2016.
3. The Community Action Council of Tulane University Students' Community Enrichment Award (awarded to MediaNOLA as Outstanding Community Partner), Tulane University, 2016.
4. The Barbara E. Moely Award for Service Learning, Tulane University, 2012-2103.
5. Monroe Fellowship for the Center for Gulf South Studies. 2012, \$7000.
6. Glick Sabbatical Fellowship 2011, \$5000.
7. Center for Public Service grant for community-based research. \$4000, 2010.
8. Grants awarded by the Deep South Humanities Center, the Stone Center for Latin American Studies, and the Silverstein Memorial Fund for the Third Bi-Annual U.S.-Brazil Communication Colloquium, hosted together with the Brazilian Communication Association (INTERCOM) 2007, \$7500.
9. Grants awarded by Tulane Center for Scholars, Newcomb College, and the Silverstein Memorial Fund for Console-ing Passions: Feminism, Television, and Video annual conference 2003,\$11,000.

PROFESSIO NAL MEMBERSHI PS	International Communication Association
	National Communication Association
	Society for Cinema and Media Studies
	Latin American Studies Association

LANGUAGE SKILLS	Fluent in Portuguese and Spanish
	Building competency in Dutch