

# Cynthia B. Meyers

## Associate Professor

Communication Department  
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### Education

Ph.D., Radio-Television-Film, Critical/Cultural Studies, The University of Texas at Austin, 2005  
Dissertation: "Admen and the Shaping of American Commercial Broadcasting, 1926-1950"

M.A., Communications, Hunter College, City University of New York, 1992  
Thesis: "Expendable Assets: Creatives and Creativity in the American Advertising Industry of the 1950s and 1960s"  
James Aronson Award for Outstanding Masters' Thesis, Hunter College, 1992

Bachelor of Fine Arts, Dance, summa cum laude, 1983, Bachelor of General Studies, 1981  
Ohio University, Athens

### Publications

#### Book

*A Word from Our Sponsor: Admen, Advertising, and the Golden Age of Radio* (New York: Fordham University Press, 2014).

Recipient of the 2016 Broadcast Historian Award, Library of American Broadcasting Foundation

#### Book chapters

"When Worlds Collide: Sharing Historical Advertising Research on Tumblr." In *The Arclight Guide to Media History and the Digital Humanities*, eds. Charles Acland and Eric Hoyt (REFRAME Books, University of Sussex, 2016).

"The Best Thing on TV: 1960s US Television Commercials." In *Films that Sell: Moving Pictures and Advertising*, eds. Nico de Klerk, Bo Florin & Patrick Vonderau (BFI's Cultural Histories of Cinema Series, eds. Lee Grieveson and Haidee Wasson, 2016).

"From Sponsorship to Spots: Advertising and the Development of Electronic Media." In *Media Industries: History, Theory, and Method*, eds. Jennifer Holt and Alisa Perren (Oxford: Wiley-Blackwell, 2009): 69-80.

### **Journal Articles (Peer Reviewed)**

- “Inside a Broadcasting Blacklist: *Kraft Television Theatre*, 1951-55.” *Journal of American History* (forthcoming December 2018).
- “Advertising, the Red Scare, and the Blacklist: BBDO, US Steel, and *Theatre Guild on the Air*, 1945-52.” *Cinema Journal* 55, no. 4 (2016): 55-83.
- “The Problems with Sponsorship in Broadcasting, 1930s-50s: Perspectives from the Advertising Industry.” *Historical Journal of Film, Radio and Television* 31, no. 3 (Sept. 2011): 355-372.
- “From Radio Ad Man to Radio Reformer: Senator William Benton’s Broadcasting Career, 1930-60.” *Journal of Radio and Audio Media* 16, no. 1 (2009): 17-29.
- “Psychedelics and the Advertising Man: The 1960s ‘Countercultural Creative’ on Madison Avenue.” *Columbia Journal of American Studies* 4, no. 1 (2000): 114-127.
- “Global Marketing and the New Hollywood: The Making of the ‘Always Coca-Cola’ Campaign.” *Media International Australia/Culture & Policy*, no. 86 (February 1998): 27-37.
- “Frank and Anne Hummert’s Soap Opera Empire: ‘Reason-Why’ Advertising Strategies in Early Radio Programming.” *Quarterly Review of Film and Video* 16, no. 2 (1997): 113-132.
- “Godfrey Flury’s Billboard Advertising Business: An Austin Ad Man in the 1910s and 1920s.” *Southwestern Historical Quarterly* 98, no. 4 (April 1995): 569-83.

### **Journal Articles (Invited)**

- “Teaching about Social Media Influencers: A Lesson Plan for Digital Advertising Media Literacy.” *Advertising & Society Quarterly* 18, no. 2 (July 2017).
- “Commerce and Culture: Histories of Radio Sponsorship Yet to Be Written.” *Journal of Radio & Audio Media* 23, no. 2 (2016): 1-12.

### **Research in process**

*Madison Avenue and Television in the 1950s and 1960s*. Book manuscript based on archival research into the changing role of advertising agencies in broadcasting, from program producers to time buyers and commercial producers; the shift in advertising strategy from sponsorship to interrupting commercials; and the impact of the Creative Revolution on television advertising strategies.

- “*The March of Time* Radio Docudrama: *Time Magazine*, BBDO, and Radio Sponsors, 1931-39,” manuscript submitted to *American Journalism*.

## Book Reviews

Timothy D. Taylor, *The Sounds of Capitalism: Advertising, Music, and the Conquest of Culture* (Chicago: University of Chicago Press, 2012) in *Historical Journal of Film, Radio and Television* 33, no. 4 (2013): 638-639.

Ari Y. Kelman, *Station Identification: A Cultural History of Yiddish Radio in the United States* (Berkeley: University of California Press, 2009) in *Journal of American History* 97, no. 1 (June 2010): 221.

## Encyclopedia Articles

“Time Warner.” *The Encyclopedia of Television*, 2d ed., Horace Newcomb, ed. (New York: Fitzroy Dearborn, 2004).

“Media Conglomerates.” *The Encyclopedia of Television*, 2d ed., Horace Newcomb, ed. (New York: Fitzroy Dearborn, 2004).

“Steve Case.” *The Encyclopedia of Television*, 2d ed., Horace Newcomb, ed. (New York: Fitzroy Dearborn, 2004).

“Michael Ovitz.” *The Encyclopedia of Television*, 1st ed., Horace Newcomb, ed. (Chicago: Fitzroy Dearborn Publishers, 1997).

“Hubbell Robinson.” *The Encyclopedia of Television*, 1st ed., Horace Newcomb, ed. (Chicago: Fitzroy Dearborn Publishers, 1997).

“Trade Magazines.” *The Encyclopedia of Television*, 1st ed., Horace Newcomb, ed. (Chicago: Fitzroy Dearborn Publishers, 1997).

## Conference Proceedings

“Media Consolidation, Conglomeration, and Product Diversity.” Conference Report, “Media Diversity and Localism: Meaning, Metrics, and the Public Interest” Conference, Fordham University, December 2003.

## Scholarly Digital Publications (on established sites with editors)

“In TV’s Shifting Landscape, Advertising Scramble to Adapt,” *The Conversation*, 21 March 2016. <https://theconversation.com/in-tv-s-shifting-landscape-advertisers-scramble-to-adapt-53721>

“Using the Uncatalogued Archives,” *In Media Res: A Media Commons Project*, 20 March 2015. <http://mediacommons.futureofthebook.org/imr/2015/03/20/using-uncatalogued-archive>

- “Radio: Authenticity and Sincerity in Podcast Advertising.” *Antenna: Responses to Media and Culture*, University of Wisconsin—Madison, 19 February 2015.  
<http://blog.commarts.wisc.edu/2015/02/19/on-radio-authenticity-and-sincerity-in-podcast-advertising/>
- “Content the King Is Dead! Long Live Content the King!: Thoughts on the 2014 Time Warner Thought Leadership Faculty Seminar.” *Antenna: Responses to Media and Culture*, University of Wisconsin—Madison, 12 October 2014.  
<http://blog.commarts.wisc.edu/2014/10/12/content-the-king-is-dead-long-live-content-the-king/>
- “AT&T’s Branded Entertainment, Present and Past.” *Antenna: Responses to Media and Culture*, University of Wisconsin—Madison, 7 July 2014.  
<http://blog.commarts.wisc.edu/2014/07/07/atts-branded-entertainment-present-and-past/>
- “Branded Entertainment Reshapes Media Ecosystem.” Things to Know column, *Media Industries Project*, Carsey-Wolf Center, University of California – Santa Barbara, 27 June 2014. <http://www.carseywolf.ucsb.edu/mip/article/branded-entertainment-reshapes-media-ecosystem>
- “From Mercury to Mars: Why Teach *War of the Worlds*?” *Antenna: Responses to Media and Culture*, University of Wisconsin—Madison, 17 September 2013.  
<http://blog.commarts.wisc.edu/2013/09/17/from-mercury-to-mars-why-teach-war-of-the-worlds/>
- “Aereo and ‘Free’ Broadcasting.” *Antenna: Responses to Media and Culture*, University of Wisconsin—Madison, 18 April 2013. <http://blog.commarts.wisc.edu/2013/04/18/aereo-and-free-broadcasting/>
- “*House of Cards* Has No Advertising.” *Antenna: Responses to Media and Culture*, University of Wisconsin—Madison, 14 February 2013.  
<http://blog.commarts.wisc.edu/2013/02/14/house-of-cards-has-no-advertising/>
- “Time Warner’s Thought Leadership Seminar.” *Antenna: Responses to Media and Culture*, University of Wisconsin—Madison, 30 July 2012.  
<http://blog.commarts.wisc.edu/2012/07/30/time-warners-thought-leadership-seminar/>
- “Dish TV’s Auto Hop: Broadcast Networks Fight Back.” *Antenna: Responses to Media and Culture*, University of Wisconsin—Madison, 6 June 2012.  
<http://blog.commarts.wisc.edu/2012/06/06/dish-tvs-auto-hop-broadcast-networks-fight-back/>
- “*The Pitch*: Creativity in Advertising.” *Antenna: Responses to Media and Culture*, University of Wisconsin—Madison, 14 May 2012. <http://blog.commarts.wisc.edu/2012/05/14/the-pitch-creativity-in-advertising/>

## Invited Digital Publications

“From Radio to YouTube.” *Oxford University Press Blog*, 13 December 2013.  
<http://blog.oup.com/2013/12/corporate-advertising-branded-entertainment/>

“Advertainment.” *Fordham Impressions: The Fordham University Press Blog*, 21 November 2013. <http://www.fordhamimpressions.com/?p=5881>

## Conference Presentations (Peer Reviewed)

“Stalking the Wild Cranberry: The Making of a TV Commercial (1972).” Accepted for *The Love That Speaks Its Name: Advertising Film*, New York, 11 April 2018.

“The Voices of Time: Authenticity and Impersonation on *The March of Time* (1931-39).” Accepted for Society for Cinema and Media Studies, Toronto, March 2018.

“Ozzie Nelson, Kodak, and J. Walter Thompson (1956-58): A Case Study of the Decline of Sponsor Program Control.” Society for Cinema and Media Studies, Chicago, 23 March 2017.

“‘The March of Time’ (1931-45): Radio Docudrama, Sponsors, and BBDO.” Joint Journalism and Communication History Conference, New York, 11 March 2017.

“Social Media Influencers: Creators, Celebrity, Content, Audiences, Brands.” Flow Conference, The University of Texas at Austin, 17 September 2016.

“Blacklisting as an Advertising Strategy: J. Walter Thompson, Television Sponsors, and Anticommunist Activists, 1951-55.” Society for Cinema and Media Studies, Atlanta, GA, 2 April 2016.

“The Struggle over Blacklisting on *Kraft Television Theatre*: J. Walter Thompson, Kraft, and Anticommunist Activists, 1951-55.” International Association for Media and History, Bloomington, IN, 18 June 2015.

“The Decline of Sponsorship and the Rise of Commercialism on 1960s TV.” Society for Cinema and Media Studies, Montreal, Quebec, 28 March 2015.

“Making the Past Visible: Best Practices and New Adventures in Digital and Material Archives.” Workshop participant, Society for Cinema and Media Studies, Montreal, Quebec, 26 March 2015.

“Getting Clearance: Suspect Talent and the Blacklists at the J. Walter Thompson Advertising Agency, 1951-55.” Joint Journalism and Communication History Conference, New York, NY, 21 March 2015.

- “Sponsors, Past and Present, and the Problem of Cultural Legitimacy.” Flow Conference, University of Texas at Austin, 12 September 2014.
- “The Problems of Branded Entertainment: BBDO, Sponsors, and Blacklists on Radio and Early Television.” Society for Cinema and Media Studies, Seattle, WA, 20 March 2014.
- “Branded Entertainment during the Golden Age of Radio.” The Joint Journalism and Communication History Conference, New York, NY, 8 March 2014.
- “Salesmanship vs. Showmanship: Advertising Agencies in Radio during the 1930s-40s.” Business History Conference, Columbus, OH, 22 March 2013.
- “Radio with Pictures: How the Ad Industry in the 1940s Debated the Transition from Radio to TV.” Society of Cinema and Media Studies Conference, Chicago, IL, 9 March 2013.
- “Resist the Usual: Young & Rubicam’s Soft Sell Strategies in Radio Comedy Programming.” Society of Cinema and Media Studies Conference, Boston, MA, 22 March 2012.
- “Changing Industry Views of Audience Toleration of Commercials: Hulu vs. Netflix.” What Is Television? A Conference to Explore the Past, Present, and Future of Television, Portland, OR, 2 March 2012.
- “Dramatizing a Bar of Soap: Admen as the Showmen of Radio.” “On, Archives!” Conference, Wisconsin Center for Film and Theater Research, Madison, WI, 7 July 2010.
- “BBDO and US Steel on Radio and Television, 1948-52: The Problems of Sponsorship, New Media, and the Communist Threat.” “On, Archives!” Conference, Wisconsin Center for Film and Theater Research, Madison, WI, 9 July 2010.
- “The Typefaces of Radio: Translating Print Advertising Strategies into the Radio Medium.” Broadcast Educators Association, Las Vegas, NV, 17 April 2010.
- “Sponsorship on Radio: Why Did Some Admen Object?” The Radio Conference 2009: A Transnational Forum, Toronto, ON, 28 July 2009.
- “Who Owns the Time? Radio Networks vs. Advertising Agencies in the 1930s.” Broadcast Educators Association, Las Vegas, NV, 17 April 2008.
- “The Ad Man in 1940s Hollywood.” Society for Cinema and Media Studies, Philadelphia, PA, March 2008.
- “Thinking Outside the Tube: Advertiser and Network Perspectives on Changing Broadcast Television Business Models.” Society for Cinema and Media Studies, Vancouver, BC, March 2006.

- “The NBC-Universal Merger: Implications for the Television Industry.” Society for Cinema and Media Studies, Atlanta, GA, March 2004.
- “From Radio Ad Man to Radio Reformer: Senator William Benton and Corporate Liberal Discourses on Radio, 1930-1952,” Radio Conference: A Transnational Forum, University of Wisconsin, Madison, July 2003.
- “Promises and Threats of Digital Television Technologies: Corporate Strategies in the Brave New World of Entertainment.” Society for Cinema Studies, Washington, DC, May 2001.
- “Perception Is Everything: The Irresistible Rise of Talent Agents in 1980s Hollywood.” Society for Cinema Studies, Chicago, IL, March 2000.
- “The Role of Advertising Men in the Shaping of American Broadcasting.” International Communication Association, Montreal, Quebec, May 1997.
- “The Problem of Cultural Difference for Global Marketers: The Case of CAA’s Coca-Cola Television Commercials.” Accepted at Console-ing Passions: Television, Video and Feminism Conference, Madison, WI, April 1996.
- “Frank and Anne Hummert’s Soap Opera Empire.” Console-ing Passions, Seattle, WA, April 1995.

### **Conference Panel Chair/Organizer/Moderator**

- Convener: “Social Media Influencers: Creators, Celebrity, Content, Audiences, Brands.” Flow Conference, The University of Texas at Austin, 17 September 2016.
- Chair: Metadata Committee, Radio Preservation Task Force Conference, Library of Congress, Washington, DC, 26 February 2016.
- Moderator: “Historicizing the Aesthetics of Emergent and Convergent Media,” International Association for Media and History, Indiana University, Bloomington, IN, 18 June 2015.
- Chair/organizer: “Broadcasting History, Misremembrance, and the Archival Record,” Society for Cinema and Media Studies, Montreal, 28 March 2015.
- Moderator: “Resistance and Social Change,” Joint Journalism and Communication History Conference, New York University, 21 March 2015.
- Chair/Convener: “Branded Entertainment: Digital Advertising and New TV Business Models,” Flow Conference, University of Texas at Austin, 12 September 2014.
- Chair: “Branded Entertainment of the Past,” Society for Cinema and Media Studies, Seattle, WA, 20 March 2014.

Chair: "Radio in Transition, Past and Present," Society for Cinema and Media Studies, Chicago, IL, 9 March 2013.

Chair: "The Eye vs. the Ear: Visuality in Radio History," Broadcast Educators Association, Las Vegas, NV, 17 April 2010.

Moderator: "History" panels, The Radio Conference, Toronto, ON, July 2009.

Chair: "Who Controls the Airwaves? Debates in Early Radio," Broadcast Educators Association, Las Vegas, NV, April 2008.

Moderator: "Media of Intentional Influence: Public Relations, Advertising, and Propaganda," The Joint Journalism and Communication History Conference, New York, March 2012.

## **Invited Talks**

"*The Adventures of Ozzie and Harriet: Branded Content in Transition, 1956-58*," Communication Studies, College of Literature, Science, and the Arts, University of Michigan, Ann Arbor, MI, 8 November 2017.

Invited Participant, "Commercial Broadcasting," *Radio Preservation Task Force 2: From Archive to Classroom*, Library of Congress, Washington DC, 4 November 2017.

Invited Participant, *Advertising & Society Quarterly Conference*, Duke University, 12-13 October 2017.

"Roundtable on Digital Advertising," *Advertising & Society Quarterly* 18 (no. 1), held at R/GA, New York, 10 November 2016. Video is accessed here:  
<http://muse.jhu.edu/article/652407>

Guest Speaker, graduate media history course taught by Patrick File, Reynolds School of Journalism & Center for Advanced Media Studies, University of Nevada, Reno, 26 October 2016, 25 October 2017.

Guest Speaker, Graduate Seminar, "Media Industries," taught by Alisa Perren, The University of Texas at Austin, 27 October 2016.

"Branded Entertainment During the Golden Age of Radio." The Kimberly Fund Dinner, College of Mount Saint Vincent, 24 September 2016.

"Blacklisting as an Advertising Strategy: J. Walter Thompson and *Kraft Television Theatre*." Faculty Research Forum, College of Mount Saint Vincent, 21 April 2016.

"A Word from Our Sponsor," Broadcast Educators Association, Las Vegas, NV, 18 April 2016.



“When Worlds Collide: Sharing Historical Advertising Research on Tumblr.” Moving Image Analytics: Research Infrastructures for Film Heritage, National Library of Sweden, Stockholm, 16 October 2015.

Sabbatical Research Presentation. College of Mount Saint Vincent, 8 December 2014.

“Branded Entertainment: Past and Present.” AEF Visiting Professor presentation, BBDO-NY, 10 June 2013. Video featured on the Advertising Educational Foundation website: [http://www.aef.com/on\\_campus/professor/vpp/6000](http://www.aef.com/on_campus/professor/vpp/6000)

Faculty Research Forum, College of Mount Saint Vincent, 24 April 2013.

Research Presentation. Lambda Pi Eta Communication Honor Society, College of Mount Saint Vincent, New York, 18 October 2012.

“Dramatizing a Bar of Soap.” NY Old Time Radio Convention, Newark, NJ, 13 October 2012.

“Television Broadcast Networks Face the Future: Thinking Outside the Box?” Faculty Lecture Series, College of Mount Saint Vincent, New York, 4 December 2006.

“Entertainment Industry Integration Strategies.” Ministry of Economics, Trade, and Industry; the Institute for International Studies and Training; and the Research Institute of Economy, Trade and Industry, Tokyo, Japan, February 2002.

“Fine Tuning: Advertising Men and the Shaping of Commercial Radio in the 1930s.” Seminar on Technology, Society, and Culture; University of Delaware, Newark, 26 September 1995.

## **Pedagogical Conference Presentations**

“Using *Inner Sanctum* to Teach Radio Storytelling.” Saving America’s Radio Heritage: Radio Preservation, Access, and Education Conference, sponsored by the Radio Preservation Task Force, Library of Congress, Washington, DC, 26 February 2016.

“Basing Classroom Discussion on Students’ Contributions by Using Google Sites.” Excellence in Teaching Colloquium, College of Mount Saint Vincent, 21 January 2016.

“Using Google Sites for Writing Assignments and Peer Feedback.” Writing to Learn Colloquium, College of Mount Saint Vincent, 18 May 2012.

“Comparing Course Management Systems: Challenges for Faculty.” Excellence in Teaching Winter Colloquium, College of Mount Saint Vincent, 18 January 2012.

“Careers after the BFA.” at Alumni Panel, School of Dance, College of Fine Arts, Ohio University, Athens, OH, 13 April 2012.

“Course Wikis for Sharing Student Work.” Curriculum SwapShop on Using Social Media in the Classroom, Broadcast Educators Association, Las Vegas, NV, 15 April 2010.

“YouTube in the Classroom: Strategies for Finding, Showing, and Sharing.” Excellence in Teaching Workshop, College of Mount Saint Vincent, 21 January 2010.

“Online Writing Assignments: Blogs v. Wikis.” Writing to Learn Colloquium, College of Mount Saint Vincent, 15 May 2009.

“The Art of Teaching the Business: Media Industries and the Critical Studies Curriculum,” workshop participant. Society for Cinema and Media Studies, Chicago, IL, March 2007.

### **Awards, Grants, Fellowships**

Broadcast Historian Award for *A Word from Our Sponsor*, Library of American Broadcasting Foundation, 18 April 2016.

Course Release. College of Mount Saint Vincent, Fall 2016.

Faculty Fellow. International Radio and Television Society, Consumer Electronics Show, Las Vegas, NV, 4-8 January 2016.

Grant. Carsey-Wolf Media Industries Research Fellowship, University of California – Santa Barbara, April 2014.

Grant. Alvin A. Achenbaum Travel Grant, Hartman Center for Sales, Marketing and Advertising History, Duke University, May 2014.

Faculty Fellow. Time Warner Thought Leadership Faculty Seminar, July 2012, July 2014.

Faculty Fellow. Visiting Professor Program, Advertising Educational Foundation, BBDO-NY, 3-14 June 2013.

Faculty Fellow. International Radio and Television Society, New York, 15-16 November 2011.

Faculty Fellow. National Association of Television Programming Executives, Miami Beach, FL, 24-26 January 2011.

Faculty Fellow. Academy of Television Arts and Sciences Foundation Faculty Seminar, Burbank, California, 11-15 November 2008.

Travel funding to conferences, College of Mount Saint Vincent, 2006-17.

Grant-in-Aid. Center for the History of Business, Technology, and Society; Hagley Museum and Library, Wilmington, Delaware, 1995.

Grant. Shell Oil Co. Graduate Grant, Dissertation Research, University of Texas at Austin, 1995.

Fellowship. University of Texas Graduate Preemptive Fellowship, 1992-94.

James Aronson Award for Outstanding Masters' Thesis, Hunter College, 1992.

## **Consulting**

Moving Image Advertising Project, Stockholm University, Sweden, 16 October 2015.

Invited Lecturer at Ministry of Economics, Trade, and Industry; the Institute for International Studies and Training; and the Research Institute of Economy, Trade and Industry, Tokyo, Japan, February 2002.

“Entertainment Industry Integration Strategies.” Report commissioned by the Japan External Trade Organization, 2001.

## **Industry Conference Attendance**

Giants of Broadcasting, Library of American Broadcasting Foundation, New York, NY, 6 October 2016.

National Association of Broadcasters, Las Vegas, NV, 18-19 April 2016.

International Radio and Television Society Faculty Seminar, Consumer Electronics Show, Las Vegas, NV, 4-8 January 2016

“Gaming the System: Branded Entertainment for Producers,” PGA New Media Council East, New York, NY, 30 September 2015

Time Warner Thought Leadership Faculty Seminar, New York, NY, 21-22 July 2014

Branded Content, New York, NY, 18 March 2014

Media Summit NY 2014, New York, NY, 4-5 March 2014

Advertising Week, New York, NY, 23-36 September 2013

Advertising Educational Foundation, Visiting Professor Program, New York, NY, 3-14 June 2013 (BBDO, JWT, Ogilvy, R/GA, TVP, Google)

“Ad Tech,” Producer’s Guild of America, 29 April 2013

“Branded Entertainment,” Producer’s Guild of America, New York, NY, 3 October 2012

Time Warner Thought Leadership Faculty Seminar, New York, NY, 23-24 July 2012

“New Media, New Demand Measurement,” CITI, Columbia University, New York, 25 June 2012

“Reaching Consumers in the Digital Age: Marketing, Ad Sales, and Promotion at Today’s Media Companies,” International Radio and Television Society Faculty Seminar, New York, NY, 15-16 November 2011

Faculty Fellow, National Association of Television Programming Executives, Miami Beach, FL, 22-25 January 2011

“Transitioned Media,” Columbia Institute of Tele-Information, Columbia University, New York, 21 May 2010

National Association of Broadcasters, Las Vegas, 16 April 2010

“User Generated Content: From Threat to Opportunity,” Columbia Institute of Tele-Information, Columbia University, New York, 17 April 2009

Faculty Seminar, Academy of Television Arts and Sciences Foundation, Burbank, CA, 11-15 November 2008

National Association of Broadcasters, Las Vegas, 16 April 2008

“Digital Television: Beyond HD and DTV,” Columbia Institute for Tele-Information, New York, New York, 2 November 2007

Advanced Media Panels, sponsored by the National Academy of Television Arts and Sciences, New York City, 2006-08

## **Professional Activities & Service**

### **Memberships**

Radio Preservation Task Force, 2014-present

Society for Cinema and Media Studies, 1995-present

Broadcast Education Association, 2001-present

International Association of Media and History, 2015-present

Academy of Television Arts and Sciences (Los Angeles), 2008

National Academy of Television Arts and Sciences (New York), 2005-07

International Communication Association, 1995-2000

## **Leadership roles**

Co-Director, Eastern Region, and Metadata Director, Radio Preservation Task Force, National Recording Preservation Board, Library of Congress, 2014- present

Co-chair, Radio Studies Scholarly Interest Group, Society for Cinema & Media Studies, 2013-16

## **Referee/Judge/Reviewer/Committee Member**

Faculty-Student Screening Committee, Peabody Awards, January 2015, January 2016, January 2017, January 2018

Grant Panelist, Humanities Collections and Reference Resources, Division of Preservation and Access, National Endowment for the Humanities, Washington, DC, 6 November 2014

Reviewer, Library of American Broadcasting Foundation History Award, 2018

Editorial Board, *Media Industries Project Research*, 2014-present

Selection Committee, Visiting Professor Program, Advertising Educational Foundation, New York, March 2014, March 2017

Doctoral Dissertation Committee, External Member, Philip Oppenheim, The University of Texas at Austin, 2015-

Doctoral Dissertation Committee, External Member, Jeremy Groskopf, "Profit Margins: The American Silent Cinema and the Marginalization of Advertising," Georgia State University, June 2013

Judge, Faculty Video Competition, Broadcast Education Association, 2011, 2013, 2013, 2014, 2015, 2016

External Reviewer, grant proposal, Denison University, 2013

Conference paper reviewer, History Division, Broadcast Educators Association, 2012, 2016

Conference proposal reviewer, Joint Journalism and Communication History Conference, 2012

Conference proposal reviewer, Broadcast Education Association, 2016

Member, Editorial Collective, *The Velvet Light Trap*, 1992-94

## **Manuscript Reviewer**

University of California Press, 2016

Oxford University Press, 2015

Indiana University Press, 2015

*Endeavor*, 2017

*Journalism & Mass Communication Quarterly*, 2015

*Business History Review*, 2014

*College Literature Review*, 2014

*Historical Journal of Film, Radio, and Television*, 2011

*Journal of Radio and Audio Media*, 2010, 2011, 2012, 2013, 2017, 2018

## **Teaching Experience**

**Associate Professor**, Communication Dept., College of Mount Saint Vincent, 2010-present

*Introduction to Media Studies*

*Media Programming and Management*

*TV Studio Production*

*TV Sitcom Production*

*Video Field Production*

*New Media and Society*

*Internship*

*First Year Experience*

*Freshman Seminar: Advertising, Popular Culture, and Celebrity*

*Honors Theses*: Susan Young, 2011; Nicole-Ashley Carumba, 2016

**Assistant Professor**, Communication Dept., College of Mount Saint Vincent, 2005-2010

*Introduction to Broadcasting*

*Introduction to Media Studies*

*Broadcast Programming*

*Media Programming and Management*

*TV Production*

*TV Studio Production*

*Video Field Production*

*New Technologies and Media*

*New Media and Society*

*Senior Seminar*

**Instructor**, Communication Dept., College of Mount Saint Vincent, 2004-2005

*Introduction to Broadcasting*

*Broadcast Programming*

*TV Production*

*Senior Seminar*

**Instructor**, School for Continuing and Professional Studies, Department of Film, Video & Broadcasting, New York University, 1999-2004

*The Business of Entertainment* (16 semesters)

**Instructor**, Journalism and Technical Communication Department, Colorado State University, Fort Collins, 1997-98

*Videotape Editing*  
*Electronic Field Production*

**Teaching Assistant**, Radio-Television-Film Dept., The University of Texas at Austin, 1993-94  
*History of Electronic Media*  
*Television Production I*

**Teaching Assistant**, Film & Media Studies Department, Hunter College, 1991-92, 1998  
*Introduction to Media Studies*

## **College Service**

### **Committee Chair**

Faculty Development Committee, 2014-present  
Institutional Technology Committee, 2010-13  
Working Group 2, Middle States Self-Study (Co-Chair), 2010-11  
Undergraduate Committee, 2006-08  
Undergraduate Committee (Vice Chair), 2005-06

### **Committee Member**

Faculty Promotion Committee, 2017  
Faculty Mentor, Stefanie Vuotto, Psychology, 2016-17  
Institutional Outcomes Assessment Committee, 2014-16  
Budget Committee, 2014-15  
Mid Tenure Review Committee, Art Department, 2014  
Search Committee, Art Department, 2012, 2013  
Ad Hoc Library Committee, 2013  
Faculty Grievance Committee (Alternate), 2012-13  
Ad Hoc Committee on Governance, 2012  
Core Revision Committee, 2011  
Institutional Technology Committee, 2009-10

### **Departmental Service**

Department Promotion Committee, 2017  
Faculty Judge, Mount Media Film Festival, April 2016, April 2017  
Member, Subcommittee for Curriculum Revision, Communication Dept., 2007-09  
Coordinator, Senior Seminar, Communication Dept., 2005-09  
Communication Department Search Committees, 2005-11  
Communication Department Mid-Tenure and Tenure Review Committees  
Faculty Advisor, 2004-present  
Faculty representative at "Accepted Students Day" and Open Houses, 2005-16  
Faculty Advisor, "Flow," 2014-15  
Facilitator, ad hoc Classroom Wiki workshop, 2009  
Faculty Advisor, *MounTimes* (student newspaper), 2007-11

## Media & Press

### Reviews of *A Word from Our Sponsor*

Jessica Bay, *Journal of Radio and Audio Media*, vol. 24, no. 1 (2017): 179-181.

Michael Stamm, *American Historical Review*, vol. 120, no. 1 (February 2015): 279-80.

Cheryl Williams, *Advertising & Society*, vol. 16, no. 1 (2015).

Jack Shafer, "It's an Ad, Ad, Ad, Ad World," *Reuters*, 13 March 2014.  
<http://blogs.reuters.com/jackshafer/2014/03/13/its-an-ad-ad-ad-ad-world/>

Andrew Sullivan, "The Tail Becomes the Dog," *The Dish*, 15 March 2014.  
<http://dish.andrewsullivan.com/2014/03/15/the-tail-becomes-the-dog/>

"Book Notes." *European Journal of Communication*, vol. 29, no. 4 (August 2014): 524.

D. O. Cullen, "Review." *Choice: Current Reviews for Academic Libraries*, vol. 51, no. 9 (May 2014).

Catherine Martin, "A Word from Our Sponsor," *Confluence*, 27 March 2104.  
<http://blogs.bu.edu/confluence/2014/03/27/a-word-from-our-sponsor/>

Aaron Hughey, "A Word from Our Sponsor Explores World of Advertising, Communication," *BGDaily News*, 9 February 2014.  
[http://www.bgdailynews.com/features/a-word-from-our-sponsor-explores-world-of-advertising-communication/article\\_108d2468-6e69-554f-ae61-e7d6938d30ce.html](http://www.bgdailynews.com/features/a-word-from-our-sponsor-explores-world-of-advertising-communication/article_108d2468-6e69-554f-ae61-e7d6938d30ce.html)

Michael J. Hayde, "A Word from Our Sponsor," *Radio Recall*, February 2014.  
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