

### **Academic Appointments**

2026 – Present, Lehigh University, Bethlehem PA

Director, Rauch Center for Business Communication and Associate Teaching Professor, College of Business.

2025 – 2026, Penn State University: Abington, Abington, PA

Assistant Teaching Professor, Corporate Communication, Division of Arts and Humanities.

2014 – 2025, Plymouth State University, Plymouth, NH

Department Chair and Associate Professor, Communication & Media Studies Program, Arts & Technologies Cluster in the College of Arts and Sciences.

Co-Chair, Women, Gender, & Sexuality Studies Program in the College of Arts and Sciences.

*\*Distinguished Undergraduate Teaching Award Finalist, 2020*

*\*Competitive Research Sabbatical Award, 2020*

*\*PSU National Endowment for the Humanities Nominee, 2020*

*\*PCA President's Award for Service, 2021*

*\*Going Above and Beyond for PSU Students Award, 2021, 2022*

*\*Theo Kalikow Award Winner, 2023*

*\*Loretta Lorance Award Winner, 2023*

*\*Faculty Excellence in IDEA Award Nominee, 2025*

*\*PSU Professor Emerita, 2026*

### **Education**

Ph.D., 2012, Temple University, Klein College of Media and Communication

Mass Media and Communications, Philadelphia, PA.

Dissertation title: *The Digitalization of Music Culture: A Case Study Examining the Musician/Listener Relationship with Digital Technology*

M.A., 2006, Syracuse University, S.I. Newhouse School of Public Communication

Media Studies, Syracuse, NY.

Thesis title: *Needs, Motives, and Behaviors in Computer-Mediated Communication: An Inductive Exploration of Social Networking Websites*

*\* Catherine L. Covert Award for Research, Syracuse University, 2006*

B.S., 2003, Drexel University, College of Media Arts and Design

Graphic Design, Philadelphia, PA.

Thesis title: *An Oral History of Virginia Rehffuss*

*\*Imperial College, Drexel University Study Abroad, London, UK, 2001*

*\* Anthony J. Drexel Academic Scholarship*

*\* Drexel University Honors Program*

### **Research and Teaching Interests**

Digital technology & culture, mediated communication, social media, community engagement, popular music, music streaming services, media studies, gender studies, media archeology, digital history, and qualitative research methods.

### **Publications: Books**

Ray, Mary Beth. (Ed). (2024). *Essays on Music, Identity, & Adolescence: The Adoloescentia Project*, NYC, NY: Palgrave MacMillan.

Ray, Mary Beth. (2017). *Digital Connectivity and Music Culture – Artists & Accomplices*. NYC, NY: Palgrave MacMillan.

**Publications: *Digital Project***

Ray, Mary Beth & Carrie Teresa Isard. (2020 - Present). *The Adoloescentia Project: Public Digital Music Archive*– [www.adolescentiaproject.com](http://www.adolescentiaproject.com)

**Publications: *Journal Article***

Ray, Mary Beth & Matthieu Guitton. (2020). Beyond technology: Calling for critical inquiry on the cultural impact(s) of the Internet. *Computers in Human Behavior*, Volume 107(106306).

**Publications: *Book Chapters***

Ray, Mary Beth. (2019). “MySpace Music’s Pivotal Role in the Digitalization of Music Culture”. In *Consumer Identities: Agency, Media & Digital Culture*. Eds. Candice Roberts & Ethan Lascity. Bristol, UK: Intellect.

Ray, Mary Beth. (2011). “‘If you catch me at the border, I got visas in my name’: Borders, Boundaries, and the Production of M.I.A.”. In *Rock Brands: Selling Sound in a Media Saturated Culture*. Ed. Beth Christian. Lanham, MD: Lexington Books.

**Publications: *Review***

Ray, Mary Beth. (2021). “Digital Media Review: Women Who Rock Digital Oral History Archive.” *American Journalism*, Vol. 38(2).

**Publications: *In Progress***

Ray, Mary Beth, & Laura Dykstra. “A culture of honor: Violence as a form of female agency in American popular country music.” (Journal Article)

Ray, Mary Beth. “Forward, backward, and in-between: Identity construction, gender expression, and independent musical media.” (Journal Article)

Ray, Mary Beth. “The Adoloescentia Project: A history of the albums of adolescence ” (Digital Project)

**Peer Reviewed Conference Presentations**

“Analog + Digital: Streaming as Recursive Musical Media” Popular Culture Association & American Culture Association (PCA/ACA) Conference, Internet Culture Area, Atlanta, GA, April 8-11, 2026.

“Into the Deep (Time): Musical Media Technologies and Ways of Listening”, Mid-Atlantic Popular & American Culture Association (MAPACA), Music Area, Philadelphia, PA, Nov. 6-8, 2025.

“The Sonic Self: Navigating Adolescence through Digital Musical Media”, Mid-Atlantic Popular & American Culture Association (MAPACA), Music Area, Atlantic City, NJ, Nov. 7-9, 2024.

“Music, Media, and Autoethnographic Narrative: Helium's 'Pirate Prude' and the Exploration of Self”, Popular Culture Association & American Culture Association (PCA/ACA) Conference, Gender & Media Studies Area, Chicago, IL, March 27-30, 2024.

“Flower of the Apocalypse: Gender, Media, and Identity in Adolescence”, International Symposium on Autoethnography and Narrative (ISAN), Virtual, March 1-3, 2024.

“Identity, Gender, and Ideology in Adolescence: Helium’s Pirate Prude”, Popular Culture Association & American Culture Association (PCA/ACA) Conference, Gender & Media Studies Area, Virtual, April 13-16, 2022.

“The Adoloescentia Project: Music Culture, Adolescence, and Identity”, Mid-Atlantic Popular & American Culture Association (MAPACA), Music Area, Virtual, Nov. 7-9, 2021.

“The Adoloescentia Project: Albums that meant the world to our 14-year-old selves”, Popular Culture Association & American Culture Association (PCA/ACA) Conference, Music Area, Boston, MA, June 2-5, 2021.

“Hashtag Activism’s Relationship to Gender Representation and Creative Industry”, Popular Culture Association & American Culture Association (PCA/ACA) Conference, Internet Culture Area, Philadelphia, PA, April 15-18, 2020.

\*Panel Chair, “Selling and Being Sold on Social Media” (*Covid related cancellation*)

“Rock Music Journalism Surrounding #MeToo”, Northeast Popular Culture Association (NEPCA), Music Area, Portsmouth, NH, Nov. 15-16, 2019.

“Violence, Honor, & Female Agency in American Country Music”, Northeast Popular Culture Association (NEPCA), Music Area, Portsmouth, NH, Nov. 15-16, 2019.

“Hegemonic Discourse in #MeToo Era Rock Music Journalism”, Mid-Atlantic Popular & American Culture Association (MAPACA), Music Area, Pittsburgh, PA, Nov. 7-9, 2019.

“Representation(s) of Gender in Popular Music Journalism”, Popular Culture Association & American Culture Association (PCA/ACA) Conference, Women’s Studies Area, Washington, DC, April 17-20, 2019.

\*Panel Chair, “Talking Intersectionality: Gender, Class, Race, and More”

“Popular Music Journalism’s Gendered Preconceptions & Digital Discourse: Gender, Representation, and Social Media”, Society for Cinema & Media Studies (SCMS) Conference, Seattle, WA, March 13-17, 2019.

\*Panel Chair, “Net Culture vs. IRL”

“Digital Sites of Resistance? Female Musician’s Social Media Spaces”, Popular Culture Association & American Culture Association (PCA/ACA) Conference, Internet Culture Area, Indianapolis, IN, March 28-31, 2018.

\*Panel Chair, “Interactive Communities & Professional Creative Culture”

“Artists & Accomplices in Fair Trade Music Culture”, Popular Culture Association & American Culture Association (PCA/ACA) Conference, Internet Culture Area, San Diego, CA, April 12-15, 2017.

\*Panel Chair, “Community Work & Non-Work: Media Co-Production”

“Opportunities & Challenges: Digital Connectivity & the Logistics of Music Consumption”, Popular Culture Association & American Culture Association (PCA/ACA) Conference, Internet Culture Area, Seattle, WA, March 22-25, 2016.

\*Panel Chair, “Media Audiences & Distribution in the Digital Sphere”

“Personal and Social Structures in the Everyday: Exploring the Intersection of Digital Connectivity and Music Culture”, Popular Culture Association & American Culture Association (PCA/ACA) Conference, Internet Culture Area, New Orleans, LA, April 1-4, 2015.

\*Panel Chair, “Audiences, Influencers, & Co-Production”

“Spotify: On Demand Digital Music Streaming”, Mid-Atlantic Popular & American Culture Association (MAPACA), Special Session: High Density Popular Culture Crash Course, Baltimore, MD, Nov. 6-8, 2014.

“The Value of the College Internship: Acquiring Cultural Capital through a Well-Managed Collegiate Program”, Association for Education in Journalism and Mass Communication (AEJMC) Conference, Internships and Careers Interest Group, Montreal, QC, Canada, August 6-9, 2014.

“The Value of the College Internship: Acquiring Cultural Capital through a Well-Managed Collegiate Program”, Association for Education in Journalism and Mass Communication (AEJMC) Pre- Conference Workshop Session, Internships and Careers Interest Group, Montreal, QC, Canada, August 5, 2014.

“CASH Music: Technology-Mediated Social Participation and Cultural Sustainability”, Popular Culture Association & American Culture Association (PCA/ACA) Conference, Internet Culture Area, Chicago, IL, April 16-19, 2014.

\*Panel Chair, “Cultural and Commercial Community on the Internet”

“Compensation in Contemporary Creative Industries: Digital Music Streaming and Artist Royalties”, Mid-Atlantic Popular & American Culture Association (MAPACA), Music Division, Atlantic City, NJ, Nov. 7-9, 2013.

\*Panel Chair, “Media, & Social Construction”

“Music in the Cloud: The Impact of Networked Mobility on Popular Music Consumption”, Popular Culture Association & American Culture Association (PCA/ACA) Conference, Communication & Digital Culture Area, Washington, DC, March 27-30, 2013.

\*Panel Chair, “Mobility, the Body, and the Interface”

“Mediating Value: Team Clermont’s Strategic Approach to Fostering Artist-Audience Connections”, International Association for the Study of Popular Music (IASPM) Conference, Liminality & Borderlands, University of Texas, Austin, TX, Feb. 28 -March 3, 2013.

\*Panel Proposal Author, “Exploring Music, Media, Mediators, and Meanings at the Crossroads”

“Artists and Audiences: Experiencing Everyday Life Together”, Mid-Atlantic Popular & American Culture Association (MAPACA), Music Division, Pittsburgh, PA Nov. 1-3, 2012.

\*Panel Chair, “Music, Media, & Social Construction”

“‘You have made your world mine’: Musician, Audience, & Online Community”, Popular Culture Association & American Culture Association (PCA/ACA) Conference, Music Division, Boston, MA April 11-14, 2012.

“A Rat Girl’s CASH: Online Community as a Component of Sustainable Music Culture”, Mid-Atlantic Popular & American Culture Association (MAPACA) Conference, Internet Culture Division, Philadelphia, PA, Nov. 3-5, 2011.

“Shaking Through the Music Industry Stalemate with New Media”, Popular Culture Association & American Culture Association (PCA/ACA) Conference, Internet Culture Division, San Antonio, TX, April 20-23, 2011.

"Lily Allen and the Narrative of MySpace Music Stardom", Pennsylvania Communication Association (PCA) Conference, Mass Communication and Society Division, Saint Vincent College, Latrobe, PA, Oct. 16-18, 2009.

“If you catch me at the border I got visas in my name’: Borders, Boundaries, and the Production of M.I.A.”, International Association for the Study of Popular Music (IASPM) Conference, Don't Fence Me In: Borders, Frontiers, and Diasporas, University of California, San Diego, CA, May 29-31, 2009.

“The PTA’s Lil’Secret: Adults in Webkinz World”, Popular Culture Association and American Culture Association (PCA/ACA) Conference, Internet Culture Division, New Orleans, LA, April 8-11, 2009.

“Media Convergence and Non-Specific Genre: M.I.A.’s Hybrid Style”, Pennsylvania Communication Association (PACA) Conference, Communication and Media Technology Interest Council, Pennsylvania State University-Lehigh Valley, PA, Oct. 17-19, 2008.

“The Digitalization of Consumption: A Case Study of Lily Allen”, Association for Education in Journalism and Mass Communication (AEJMC) Conference, Entertainment Studies Interest Group, Chicago, IL, August 6-9, 2008.

“From all the Junks the One I Need More is Music: iPods in Everyday Life”, Popular Culture Association and American Culture Association (PCA/ACA) Conference, Popular Music Division, San Francisco, CA, March 18-22, 2008.

*\* Schoenecke Graduate Student Competitive Travel Grant Award, 2008.*

“Needs, Motives, and Behaviors in Computer-Mediated Communication: An Inductive Exploration of Social Networking Websites”, International Communication Association (ICA) Conference, Communication and Technology Division, San Francisco, CA, May 24-28, 2007.

*\* Top Student Paper Award, ICA: Communication & Technology Division, 2007.*

“National or Local Politics? An Inductive look at Dischord Records & the DC Punk Community”, Popular Culture Association and American Culture Association (PCA/ACA) Conference, Popular Music Division, Boston, MA, April 4-7, 2007.

*\* Schoenecke Graduate Student Competitive Travel Grant Award, 2007.*

### **Invited Talks & Public Lectures**

“Essays on Music, Adolescence, and Identity: The Adoloescentia Project”, Klein College of Media and Communication Speaker Series, Temple University, April 28, 2025.

“Qualitative Research Methods and Popular Social Media” at Niagara University, Communication and Media Studies Program, Zoom Lecture, October 3, 2024.

“Intersectionality Talks: In conversation with Dr. Candice Roberts”, [Plymouth State University’s Intersectionality Talks](#), April 20, 2022.

“The Adoloescentia Project: Albums that meant the world to our 14-year-old selves”, [Teebs & Kid Phoenix VS. Podcast](#), Episode 11, June 30, 2021.

“The Adoloescentia Project: Albums that meant the world to our 14-year-old selves”, at Portland State University, University Studies: Popular Culture, Zoom Lecture, May 10, 2021.

“The Adoloescentia Project: Albums that meant the world to our 14-year-old selves”, [Cinepunx Podcast](#), Episode 131, April 6, 2021.

“The Adoloescentia Project: Albums that meant the world to our 14-year-old selves”, at the University of Colorado Boulder, Program for Writing and Rhetoric, Zoom Lecture, February 10, 2021.

“Detoxifying Gender Roles: Liberation from the Traditional Binary”, Diversity Institute 2020 at Plymouth State University, Plymouth, NH March 21, 2020. (*Covid related Cancelation*)

“Social Media, Gender, and Sexuality”, Society of Scholarly Dialogue (SSD) at Plymouth State University, Plymouth, NH, 2020. (*Covid related Cancelation*)

"Celebrity Portraits: Real or Constructed?", Panel Discussion & Juried Art Exhibition at Holy Family University, Philadelphia, PA October 8, 2015.

["Food Waste Awareness Social Media Campaign"](#), at the University of Missouri, Bioengineering Department, Skype Lecture, September, 23, 2014.

### **Press**

BBC News, [“TikTokers are speeding up songs - but are we forgetting the originals?”](#), August 18, 2024.

The Union Leader, “Cutting the Cord: As technology changes and choices expand, more Granite Staters are switching off cable TV”, August 18, 2021.

The Newsette, “The Business of Friendship: Carrie Teresa + Mary Beth Ray of The Adoloescentia Project”, July 21, 2021.

Klein College News, “Love Letters to our 14-Year-Old Selves: PhD Alumnae Start Digital Media Archive”, May 24, 2021.

Good Day Philadelphia, “Adoloescentia Project shares music from youth to build living archive” May 9, 2021.

Philly Voice, “Instagram forum asks people to reflect on the music they enjoyed as teenagers”, April 30, 2021.

The Key, “The Adoloescentia Project celebrates our formative music experiences one Instagram post at a time”, April 28, 2021.

### **Conference Roundtable Participation**

“Capturing the Zeitgeist: How Digital Tools Enhance—and Limit—Popular Culture Pedagogies”, Popular Culture Association & American Culture Association (PCA/ACA) Conference, Professional Development Area, Seattle, WA, March 22-25, 2016.

"Little things that make a big difference: General and specific teaching strategies for popular culture educators", Mid-Atlantic Popular & American Culture Association (MAPACA), Professional Development Area, Philadelphia, PA, Nov. 5-7, 2015.

\*Panel Organizer and Chair

"State of the Music Industry Un-Conference", Mid-Atlantic Popular & American Culture Association (MAPACA), Music Area, Philadelphia, PA, Nov. 5-7, 2015.

"(Digital) Video Killed the ... Traditional Assignment: How Media Technology Can Make Your Classes More Exciting and Your Students More Versatile", Popular Culture Association & American Culture Association (PCA/ACA) Conference, Professional Development Area, New Orleans, LA, April 1-4, 2015.

\*Panel Co-Organizer

"Gender and the Academy", Mid-Atlantic Popular & American Culture Association (MAPACA), Professional Development Area, Baltimore, MD, Nov. 6-8, 2014.

### **Plymouth State Internal Grant Awards**

Office of the President's *Facilities Enhancement Grant* to establish the *PSU Digital Culture Center*, Spring 2024 (*FEG* - \$5,000).

Center for Research & Innovation, *Student Research and Creativity Award (SRAC – \$150.00)* with Isaac Collins, Spring 2022.

Center for Research & Innovation, *Student Research and Creativity Award (SRAC – \$150.00)* with Olivia Gut, Spring 2022.

Center for Research & Innovation, *Student Research and Creativity Award (SRAC – \$150.00)* with Cassidy Keyser, Spring 2022.

Center for Research & Innovation, *Student Research and Creativity Award (SRAC – \$50.00)* with Saoirse Gaulocher-Bergmann, Fall 2020.

Center for Research & Innovation, *Student Research and Creativity Award (SRAC – \$850.00)* with Grace Dawson, Spring 2020.

Center for Research & Innovation, *Student Research and Creativity Award (SRAC – \$971.00)* with Ashley Hitchborn, Spring 2020.

Arts & Technologies, *Integrated Cluster Grant Funding (ICGF – \$5,000.00)*, Feminist Afrofuturism: Black History Month at Plymouth State University, Spring 2019.

Innovation & Entrepreneurship, *Integrated Cluster Grant Funding (ICGF – \$10,000.00)*, New Marketing Initiatives for NH's Historic Castle in The Clouds, Spring 2018.

Arts & Technologies, *Integrated Cluster Grant Funding (ICGF – \$500.00)*, Pilot of Mathematical Games Tournament, 2017-2018.

## **Academic Employment**

2025 – Present, Penn State University: Abington, Abington, PA  
Assistant Teaching Professor, Corporate Communication, Division of Arts and Humanities.

2020 – 2025, Plymouth State University, Plymouth, NH  
Associate Professor, Communication and Media Studies Program in the College of Arts and Sciences.

2015 – Present, Plymouth State University, Plymouth, NH  
Program Co-Chair, Women, Gender, & Sexuality Studies in the College of Arts and Sciences.

2014 – 2020, Plymouth State University, Plymouth, NH  
Assistant Professor, Communication and Media Studies Program in the College of Arts and Sciences.

2007 – 2014, Temple University, Philadelphia, PA  
Adjunct Instructor and Teaching Assistant, Advertising Department and Journalism Department in the School of Communication and Theater.

2012 – 2014, Holy Family University, Philadelphia, PA  
Adjunct Instructor, Communication Department and English Department in the School of Arts and Sciences.

2004 – 2006, Syracuse University, Syracuse, NY  
Adjunct Instructor and Teaching Assistant, Multimedia, Photography, and Design Department in the S.I. Newhouse School of Public Communications.

## **Teaching Experience**

### ***Penn State University: Corporate Communication***

CAS 204 *Communication Research Methods*, Sole Instructor, Fall 2025 – Present  
COMM 241 *Graphic Design for Communications*, Sole Instructor, Fall 2025 – Present  
CC 490W *Corporate Communication Seminar*, Sole Instructor, Fall 2025 – Present  
CC 404 *Risk and Crisis in Corporate Communication*, Sole Instructor, Fall 2025  
CC 406 *Social Media in Corporate Communication*, Sole Instructor, Spring 2026

### ***Plymouth State University: Communication & Media Studies***

CM 4655 *Communication Research Methods*, Sole Instructor, Fall 2014 – 2025  
CM 3945/2945 *Social Media: Technology & Culture*, Sole Instructor, Fall 2014, Spring 2016, Fall 2016, Fall 2017, Fall 2018, Fall 2019, Fall 2021, Fall 2024  
CM 2990 *Social Media Audience Engagement*, Sole Instructor, Spring 2017, Spring 2018  
CM 2995 *Professional Social Media*, Sole Instructor, Spring 2021, Spring 2023, Spring 2024, Spring 2025  
CM 3640/3645 *Communication Theory*, Sole Instructor, Fall 2014 - Spring 2016, Fall 2021, Spring 2022  
CM 3960 *Internship: Concord TV*, Sole Instructor, Fall 2024  
CM 3960 *Internship: Waterville Valley Historical Society*, Sole Instructor, Fall 2023, Spring 2024  
CM 3960 *Internship: PSU Athletic Communication*, Sole Instructor, Fall 2023, Spring 2024, Fall 2024  
CM 3960 *Internship: Lakes FM 101.5*, Sole Instructor, Fall 2022 – 2025  
CM 2915, *Communication & Leadership*, Sole Instructor, Fall 2019  
CM 2910, *Human Communication & Conflict*, Sole Instructor, Fall 2015 – Spring 2018

CM 2000, *Studies in Communication & Media*, Sole Instructor, Spring 2019  
CM 4910, *Independent Study: Hypermediated Marketplace of Sports*, Sole Instructor, Summer 2018  
CM 4910, *Independent Study: Digital Content Creation*, Sole Instructor, Spring 2021

***Plymouth State University: Women, Gender, & Sexuality Studies***

IS 3470 *Women in Contemporary American Culture*, Sole Instructor, Fall 2019  
WS 4000 *Internship: Title IX*, Sole Instructor, Fall 2019 - Spring 2020  
WS 4000 *Internship: PSU President's Commission on the Status of Women*, Sole Instructor, Fall 2019  
WS 4000 *Internship: Office of Community Impact*, Sole Instructor, Spring 2020  
CMDI 2025 *Sex and Cinema in the 20<sup>th</sup> Century (and Beyond)*, Sole Instructor, Spring 2018, Spring 2020, Spring 2021, Spring 2022, Spring 2023, Fall 2023, Spring 2024, Fall 2024  
WS 4910 *Independent Study: Title IX Advocacy Marketing*, Sole Instructor, Spring 2020  
WS 4910 *Independent Study: Women in Rock Music*, Sole Instructor, Spring 2020

***Temple University: Klein College of Media & Communication***

ADV 1101 *Introduction to Media & Society*, Sole Instructor, Fall 2007, Fall 2008, Fall 2009, Spring 2010, Fall 2010, Fall 2011, Spring 2012, Fall 2012, Spring 2013, Fall 2013  
ADV 2010 *Special Topics: Social Media & Society*, Sole Instructor, Fall 2010, Spring 2011  
ADV 1102 *Introduction to Advertising*, Sole Instructor, Spring 2008, Spring 2009, Spring 2010, Fall 2012  
JOU 1111 *Journalism & Society*, Teaching Assistant, Philadelphia, PA, Fall 2007

***Holy Family University: School of Arts and Sciences***

COMM 314 *Editing in the Age of Convergence*, Sole Instructor, Fall 2012, Fall 2013  
ENGL 115 *Public Speaking*, Sole Instructor, Fall 2012, Spring 2013, Fall 2013

***Syracuse University: Newhouse School***

GRA 218 *Introduction to the Graphic Arts Laboratory*, Sole Instructor, Fall 2004, Spring 2005  
GRA 217 *Introduction to the Graphic Arts*, Teaching Assistant, Fall 2005, Spring 2006

**Faculty Sponsored Student Research Projects & Presentations**

Hanna Lanoie, "Contemporary Video Game's Impact on College Students", PSU Showcase of Research Excellence 2023.

Isaac Collins, "Political Polarization and Social Media: How Big a Role Does Social Media Play in Shaping Our Political Perspectives?", Popular Culture Association & American Culture Association (PCA/ACA) Conference, Undergraduate Area, Virtual, April 13-16, 2022.

Olivia Gut, "The Age of the Influencer: A Digital Shift in Celebrity Culture", Popular Culture Association & American Culture Association (PCA/ACA) Conference, Undergraduate Area, Virtual, April 13-16, 2022.

Cassidy Keyser, "Social Media: Redefining Romance in the Digital Age", Popular Culture Association & American Culture Association (PCA/ACA) Conference, Undergraduate Area, Virtual, April 13-16, 2022.

Saoirse Gaulocher-Bergmann, "*Mad Max Fury Road: A Feminist Analysis*", Northeast Popular Culture Association (NEPCA), Portsmouth, NH, Oct. 22-24, 2020.

Grace Dawson & Ashley Hitchborn, "Diversity Through Representation of Characters with Differing Gender Roles, Sexuality and Accessibility in Arthur", PSU Showcase of Research Excellence 2020.

Samantha Knapton & Megan Steimer “The Progression of Disney’s *Aladdin*”, PSU Showcase of Research Excellence 2020.

Grace Dawson & Ashley Hitchborn, “Diversity Through Representation of Characters with Differing Gender Roles, Sexuality and Accessibility in Arthur”, Popular Culture Association & American Culture Association (PCA/ACA) Conference, Undergraduate Area, Philadelphia, PA, April 15-18, 2020. (Covid related cancellation)

Shae Dauenheimer, “Gender and Ageism in *American Horror Story: The Coven*”, Northeast Popular Culture Association (NEPCA), Portsmouth, NH, Nov. 15-16, 2019.

Mariah Davis & Renee Hall, “The Portrayal and Representation of Ed Kemper in Netflix’s *Mind Hunter*”, PSU Showcase of Research Excellence 2019.

Eklutna Kenney, “A Social Media Analysis of King Author Flour”, PSU Showcase of Research Excellence 2019.

Joseph Leblanc & Khue Hoang Nguyen, “Cultural themes present in the most recent season of *The Simpsons*”, PSU Showcase of Research Excellence 2019.

Denee Woods, “Contemplating Social Media for Social Change”, PSU Showcase of Research Excellence 2019.

Nora Butler, “A Social Media Analysis of the *Tonight Show* starring Jimmy Fallon”, PSU Showcase of Research Excellence 2018.

Kaila Guterriez & Will Secunde, “A Textual Analysis of *Black Mirror*”, PSU Showcase of Research Excellence 2018.

Kara Pedro, “Social Media High Times”, PSU Showcase of Research Excellence 2018.

Nicholas Pulliam, “An Analysis of Marvel Studio’s Social Media Use”, PSU Showcase of Research Excellence 2018.

Mackenzie Cleveland & John Haney, “A Textual Analysis of the New York Times and its Portrayal of Climate Change”, PSU Showcase of Research Excellence 2017.

Mariah Davis, “Social Media Analysis of the Minnesota Wild”, PSU Showcase of Research Excellence 2017.

Samantha Paquin, “Kayla Itsines: The Key to Virtual Training Success”, PSU Showcase of Research Excellence 2017.

Jordan Rosenburg, “The New England Patriots & their Social Media Use”, PSU Showcase of Research Excellence 2017.

Megan Driscoll & Lauren Vengren, “Representation of Mental Illness in *American Horror Story: Asylum*”, PSU Showcase of Research Excellence 2016.

Stephanie Robinson & Justin Hardesty, “Setting the Stage for Media and Race: A Textual Analysis of Michael Brown News Coverage”, PSU Showcase of Research Excellence 2016.

Mary Amenta & Emma Partridge, “*Contradictions Within Women’s Consumer Magazines*”, PSU Showcase of Research Excellence 2015.

Tucker Wright, Connery Dearborn, & Stephanie Alicata, “*A Qualitative Study: Let’s Watch! The Study of the Popular Sensation that is Let’s Plays*”, PSU Showcase of Research Excellence 2015.

Gina Miller, “Make ‘Em Laugh: Women in Comedy Television”, Mid-Atlantic Popular & American Culture Association (MAPACA), Baltimore, MD, Nov. 6-8, 2014.

Ryan Shuttleworth, “How Sirius XM is Changing the Radio Industry Today”, Mid-Atlantic Popular & American Culture Association (MAPACA), Baltimore, MD, Nov. 6-8, 2014.

### **Service to the Profession**

External Reviewer for Southern Maine University, Department of Communication and Media Studies, AY 2025-2026.

External Reviewer for Georgian Court University, Promotion and Tenure, Department of Communication and Graphic Design, Fall 2024.

External Reviewer for Thomas Edison University’s Master of Liberal Studies concentrations in Professional Communication and Digital Humanities, 2023.

Judge, Bread and Roses Film Festival, Asbury Park, NJ, 2023, 2024.

External Consultant for Thomas Edison University’s BA in Communication, 2022.

Digital Media Director, Ex-Officio Board Member, Popular Culture Association & American Culture Association (PCA/ACA), 2020–2021.

Social Media Manager, Popular Culture Association & American Culture Association (PCA/ACA), 2019–2020.

Co-Chair, Internet Culture Area, Popular Culture Association & American Culture Association (PCA/ACA), 2014–Present.

VP of Communication, Mid-Atlantic Popular/American Culture Association (MAPACA), 2013–2019.

Co-Chair, Music Area, Mid-Atlantic Popular/American Culture Association (MAPACA), 2015–Present.

Judge, *NH National History Day* at Plymouth State University, 2015, 2016.

Selected Participant, University of New Hampshire’s *Academic Technology Institute* at Granite State College, May 26-29, 2015.

Social Media Consultant, University of Missouri’s *Food Waste Awareness Social Media Campaign*, 2014–2015.

Qualitative Research Group Leader and Selected Participant, *Summer Social WebShop*, College Park, MD, August 32-26, 2011.

Research Assistant, *Future of Music Coalition*, Artist Revenue Streams Project, 2011.

Editorial Assistant, *JUMP! Magazine: The Philly Music Project*, Temple University, 2011–2012.

### **Service to Plymouth State University**

Director, *PSU Digital Culture Center*, 2024 – 2025.

Co-Founder & Council Member, *PSU Digital Media Skills Certificate Program*, 2020 – 2024.

Advisor, *Feminist Facti at Plymouth State University*, 2020 – 2024.

Member, *Intersectionality Talks*, Open Learning & Teaching Collaborative (CoLab), 2022 – 2025.

Member, *Sally Boland Essay Prize Selection Committee*, 2015 – 2025.

Member, *John K. Walsh Scholarship Selection Committee*, 2023 – 2025.

Organizer, *PSU NH Young Women's Conference*, 2014 – 2021.

Member, *Faculty Promotion & Tenure Committee*, English, 2021.

Member, *PSU AAUP Election Committee*, 2021, 2023.

Member & Secretary, *President's Commission for the Status of Women*, 2014 – 2021.

Member & Secretary, *Academic Technology Committee (ATC)*, 2016 – 2019.

Co-Advisor, *WPRC 91.7fm* Plymouth State University, 2016 – 2019.

Cluster Project Co-leader, *Social Media Marketing Castle in the Clouds*, 2018.

Cluster Project Co-leader, *Mathematical Games Tournament*, 2017-2018.

Advisory Board Member, *Center for Excellence in Teaching & Learning (CETL)*, 2015 – 2016.

Faculty Observer, *Curriculum Committee*, 2015 – 2016.

Faculty Search Committee Member: *Art History* 2015, *Early American Literature* 2015/2016, *Medieval History* 2016, *Criminal Justice* 2021.

### **Service to the Communication & Media Studies Program**

Advisor, *Lambda Pi Eta (LPH) Honor Society*, 2016 – 2025.

Author, *CMS Academic Program Review*, Spring 2022.

Recruitment Liaison, *PSU Athletic Council*, Fall 2023– 2025.

Member, *CMS Academic Assessment Sub-Committee*, 2021– 2025.

Founder and Advisor, *CMS Peer Mentorship Program*, 2019– 2025.

Founder, *CMS Teaching Assistant Program*, 2018.

Member, *CMS Advisory Board Sub-Committee*, 2017 – 2025.

Member, *CMS Promotion & Tenure Sub-Committee*, 2014 – 2025.

Representative, *PSU Minor's Fair*, 2014 – 2025.

### **Reviewing**

*Rebus Community Press Open-Source Textbooks* 2018 – Present.

*Qualitative Research Reports in Communication*, 2015 – Present.

*Response: The Digital Journal of Popular Culture Scholarship* 2014 – Present.

*SageOpen*, 2014 – Present.

*The Walden Prize*, 2013 – Present.

Association for Education in Journalism and Mass Communication (AEJMC), 2010 – 2015.

Association of Internet Researchers (AoIR), 2011.

### **Professional Affiliations**

Popular Culture Association/American Culture Association (PCA/ACA)

Mid-Atlantic Popular/American Culture Association (MAPACA)

Northeast Popular Culture Association (NEPCA)