

## **Leah Ruth Shafer**

Media and Society Program  
Hobart and William Smith Colleges  
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### **academic positions**

Hobart and William Smith Colleges

Associate Professor, Media and Society Program (2017-present)  
Chair, Media and Society Program (2019-2021, 2022-2023)  
Assistant Professor, Media and Society Program (2011-2017)  
Visiting Assistant Professor, Media and Society Program (2008-2011)

Bard College

Campus Coordinator, Bard Prison Initiative (2009-2011)  
Instructor, Bard Prison Initiative (2009)

Ithaca College

Instructor, Department of Cinema, Photography, and Media Arts (2007-2009)

### **education**

Ph.D. Department of Theatre, Film & Dance

Cornell University, Ithaca, NY January 2008  
Committee: Amy Villarejo (Chair), David Bathrick, Sabine Haenni  
Dissertation: *Brand Name Vision: Comedy and Props in the Films of John Hughes*

MA Department of Theatre, Film & Dance

Cornell University, Ithaca NY May 1999  
Committee: Rebecca Schneider (Chair), Amy Villarejo, Timothy Murray

AB *summa cum laude* College Scholar Program

College of Arts and Sciences Cornell University, Ithaca, NY May 1994

### **publications**

*Fifty Years of Women Media Makers: From New Hollywood to YouTube* (with co-author Rebecca Burditt)

forthcoming from Rutgers UP (2026)

“Early Pharmaceutical Commercials and Medicalized Consumers” (with co-author Rebecca Burditt)

*Routledge Handbook of Medicine and Media* (2022)

*25 for 25: Celebrating FLEFF's Transformative Vision*, Editor (2022)

“Brand Name Vision: Props in the Family Films of John Hughes”

*ReFocus: The Films of John Hughes*, Edinburgh UP (2021)

“Immediacy, Hypermediacy and the College Campus: Using Augmented Reality for Social Critique” (with co-author Iskandar Zulkarnain)

*Feminist Interventions in Digital Pedagogy*, Routledge (2018)

“*The Office*: broadcast television in the digital era”

in *The 25 Sitcoms that Changed Television: From I Love Lucy to Modern Family*, ABC-CLIO (2016)

“Cat Videos and the Superflat Cinema of Attractions”

*Film Criticism* (volume 40, Issue 2, July 2016)

“Using Digital Tools for Collaborative Discovery: Assurances and Ambivalences”

*Flow: A Critical Forum on Television and Media Culture* (2015)

“Progressive’s Flo: Convergence Brand”

*Teaching Media Quarterly*, Volume 3, Issue 4 (2016)

Digital Humanities and Media Studies Crossovers

co-edited issue of *Cinema Journal Teaching Dossier* (2016)

“‘Tik Tok on the Clock but the Party Don’t Stop No.’ Parodic Military Dance Videos on YouTube”

*The Wiley-Blackwell Companion to the War Film* (2016)

“Curation and the Video Essay”

*Cinema Journal Teaching Dossier* (2013)

“I Can Haz an Internet Aesthetic? LOLcats and the Digital Marketplace”

*Proceedings of the 2012 Northeast Popular Culture Association Conference* (2013)

“Extreme Searching: Multi-Modal Media Research” (with co-author Lisa Patti)

*Journal of Interactive Technology and Pedagogy* (2012)

“The Trouble With Your Refreshment System”

*In Media Res* (2011)

“Re-Branding the Dynasty: Tori Spelling’s HSN clips on YouTube”

*In Media Res* (2010)

Curator: theme week on “Shopping”

*In Media Res* (2010)

multi-media:

“Jadie David Transformations” (video essay)

*work in progress*

“No Ordinary Conversation” (video essay)

with Ben Ristow and Mark Olivieri, *submitted for publication*

Editor, "Sticks/figures" (experimental dance video)  
The Cherry Arts Dance Month 2021: re-emergence // access

"Declaration of Sentiments Wesleyan Chapel" (experimental documentary)  
Finger Lakes Environmental Film Festival "Habitats as Iterations" exhibition (2015)

"Declaration of Sentiments" (experimental documentary)  
*Seneca Falls Dialogues Journal* (2015)

"Declaration of Sentiments" (experimental documentary)  
Permanent Collection, National Women's Rights Historical Park (2015)

"Sentiments and Usurpations" (experimental documentary)  
installation, Gould Hotel, Seneca Falls, NY (2014)

Co-creator, *We, Landscape* (multi-channel digital video)  
*Points of View* exhibition, Houghton House Gallery  
Hobart and William Smith Colleges (2011)

reviews:

Review of Richard Rinehart and Jon Ippolito's *Re-Collection: Art, New Media, and Social Memory*  
*Afterimage* 42:5 (March/April 2015) 33-34.

Review of Andrew L. Russell's *Open Standards and the Digital Age: History, Ideology, and Networks*  
*Afterimage* 42:3 (November/December 2014) 39.

Review of Hilary Radner's *Neo-Feminist Cinema: Girly Films, Chick Flicks and Consumer Culture*  
*Cinema Journal* 53:1 (Fall 2013) 165-170.

Review of James Bennett's *Television Personalities: Stardom and the Small Screen Reconstruction: Studies in Contemporary Culture* (2012)

Review of *Pueblos Unidos: Swine Flu Ground Zero*  
*Transnational Cinemas* 1:1 (2010) 105-106.

Review of Tim Etchells' *Certain Fragments*  
*Women and Performance: a journal of feminist theory*. 12 (2002) 259-263.

Review of Peggy Phelan's *Mourning Sex*  
*Women and Performance: a journal of feminist theory*.10 (1999) 294-297.

reference volumes:

Entry on: *The Goldbergs*

*Women's Rights: Reflections in Popular Culture*, Greenwood Press (2016)

Entries on: William Vaughn Moody, *The Great Divide*, Frank Murdoch's *Davy Crockett*

*Columbia Encyclopedia of Modern Drama*, Columbia UP (2007)

## **curation, moderation, programming & producing**

Organizing Committee, Interactive Film & Media Conference (2023-present)

Producer, virtual events, Reproductive Justice Film Festival (2023)

Programmer, KinoFish! campus film series (2023-present)

Associate Programmer & Associate Producer, Finger Lakes Environmental Film Festival (2023-present)

Associate Producer, Finger Lakes Environmental Film Festival (2022)

Co-Director, *Conversations across Screen Cultures*  
speaker series (2020-present)

Steering Committee, CNY Humanities Corridor, Global Digital Humanities Working Group (2017-present)

Steering Committee, Media, Communication & Film at Liberal Arts Colleges (MCFLAC) (2016-present)

Co-host, *Participatory Pedagogy: a hybrid panel/workshop/maker event*  
Sponsored event at Society for Cinema and Media Studies Conference (2015)

Co-Curator, *Archival Activism: Reclaiming and Remixing the Battle of Seattle*  
Sponsored event at Society for Cinema and Media Studies Conference (2014)

Co-director, Critical Media Pedagogy Scholarly Interest Group, Society for Cinema and Media Studies (2014-2018)

Senior Writer, Cornell Cinema *Flicksheet* (1993-2011)

Webmaster, Central New York Film Consortium (2010)

Director, Animation Film Festival  
Fisher Center for the Study of Women and Men  
Hobart and William Smith Colleges (2008)

Finger Lakes Environmental Film Festival, Ithaca, NY  
Respondant and Moderator (2007-present)

Co-Curator, Finger Lakes Environmental Film Festival  
Open call for short films (2006)

## **presentations**

national/international conferences:

Digital Pedagogy Institute (2023)

“Information & Influence: a collaboratively built foundations course” (with Lisa Patti, Rebecca Burditt, Jiangtao Harry Gu, Iskandar Zulkarnain)

Interactive Film & Media (2023)

“The radical restorative justice of The People’s CDC”

Society for Cinema and Media Studies Conference (2021)

““Early Pharmaceutical Commercials and Medicalized Consumers”

Society for Cinema and Media Studies Conference (2019)

“Oh I Wish I Was a Little Bar of Soap.” on scale, commodity and satire in *The Incredible Shrinking Woman*”

Society for Cinema and Media Studies Conference (2018)

““Springtime for Hatred: *Downfall* Memes and Nationalism in Internet Cultures”

Media, Communication, and Film Programs at Liberal Arts Colleges (2016)

“Teaching Introductory Media, Communication, and Film Studies Courses”  
co-presented with Lisa Patti

Society for Cinema and Media Studies Conference (2016)

“Targeted advertising, exhibition interfaces and the “individually wrapped” viewing public”

Association of Internet Researchers Pre-Conference (2014)

“Cat Videos and the Aesthetics of the Superfurry”

Society for Cinema and Media Studies Conference (2014)

Chair: Workshop on Principles and Practices of Openness

National Association for Media Literacy Education (2013)

Media Literacy Smackdown: “Splashtop in the Classroom”

Society for Cinema and Media Studies Conference (2013)

Scholarly Social Media Workshop “Social Media Turn Ons”

FLOW (2012)

“What’s in a Title (sequence)?: Opening and Closing Sequences in Television”

Popular Culture Association/American Culture Association (2012)

“Flash Mobs and Mediated Performance” (Co-authored with Cynthia Williams)

Society for Cinema and Media Studies Conference (2012)

“Media Literacy and Pedagogy: Working with Local Libraries and Historical Societies”

Society for Cinema and Media Studies Conference (2011)

“ ‘Tik Tok on the Clock but the Party Don’t Stop No:’ Parodic Military Dance Videos on YouTube”

THATcamp Liberal Arts Colleges Conference, Conference Planner

St. Norbert College (2011)

regional conferences:

Breaking Boundaries: Video Games in Teaching, Learning, Research & Design, U of Rochester (2018)

“Immediacy, Hypermediacy and the College Campus: Using Augmented Reality for Social Critique” (with co-author Iskandar Zulkarnain)

Northeast Popular Culture Association Conference (2012)

“I Can Haz an Internet Aesthetic?!? LOLCats and the Digital Marketplace”

Politics of Leadership and Civil Rights: 2012 Seneca Falls Dialogues Conference (2012)

“Sentiments and Usurpations: Open Space Documentaries and Feminist Video Art”

New York Campus Compact (2011)

“Higher Education and Incarcerated Students”

EdTech: Teaching & Learning with Technology Symposium, Ithaca College (2011)

“Today’s Wired Student”

Call and Response: 2010 Seneca Falls Dialogues Conference (2010)

“Talking Head Documentaries and Feminist Video”

Dance, Architecture, Cinema and Modernism, Cornell University (2007)

“Roads, Lawns, and the Architechtonics of Narrative Vehicles”

invited lectures:

SUNY Upstate Medical University Department of Psychiatry’s Naomi Chernoff Creativity Conference - Inner Theaters/Outer Screens, “Cross-Platform Consumption: images of people and things” (2013)

Shimer College, “Constructing a Feminist Open Space Documentary” (2013)

Cornell University, Dept. of Theatre, Film & Dance, “Stardom” (2010)

“Television Guest Stars”

faculty institutes and symposia:

HWS Faculty Fellow: Pandemic Teaching Workshops  
“Zoom Tools & Tricks;” “Creating Community in a Mediated Classroom;” “Preparing Your Syllabus for a Semester of Unknowns;” “Online Tools for Pedagogical Goals” (2020)

HWS Faculty Institute: Promoting Visual Literacy Across the Curriculum (2010)  
“Thoughtful Uses of Hulu and YouTube “

Faculty Symposium, Hobart and William Smith Colleges (2009)  
“The Ethics of the Online Academy”

Faculty Institute on Teaching and Learning, Rochester Institute of Technology (2009)  
“Podcasting New Media Critiques”

HWS Faculty Institute (2009)  
“Podcasting New Media Critiques”

Beyond CNN: Global Islam Series, Ithaca College (2006)  
Panelist, Center for the Study of Culture, Race and Ethnicity

Teaching Writing, Cornell University (1995)  
“Epiphany and the Freshman Writing Experience”

international media appearances:

CBC Radio “Trail’s End,” invited guest  
“Late Night TV” (5/20/15)

HuffPost Live, invited guest  
“The Changing Landscape of Late Night TV” (5/19/15)

HuffPost Live, invited guest  
“Seinfeld, sexuality, and masturbation” (7/7/14)

HuffPost Live, invited guest  
“The Legacy of *Seinfeld* after 25 Years” (7/7/14)

HuffPost Live, invited guest  
“LOL My Thesis” (1/20/14)

HuffPost Live, invited guest  
“What Does it Take to Make It on Daytime TV?” (8/7/13)

HuffPost Live, invited guest  
“Rolling Stone Cover of Accused Boston Bomber Draws Outrage” (7/18/13)

## **courses taught**

Hobart and William Smith Colleges

Introduction to Media and Society, MDSC 100  
Cultures of Advertising, MDSC 200  
History of US Television, MDSC 203  
American Cinema, MDSC 208  
Compilation, Collage, Appropriation, MDSC 2XX  
Media and Theory, MDSC 304  
Branding as Cultural Practice, MDSC 317  
The Video Essay, MDSC 390  
Senior Seminar, MDSC 400

#### Bard Prison Initiative

Situating the European Avant Garde, HUM 201

#### Ithaca College

Fiction Film Theory, Film 300  
Hollywood and American Film, Film 214  
Introduction to Film Aesthetics and Analysis, Film 101

#### Cornell University

Teaching Assistant, Department of American Studies  
Survey of American Film, Film 230  
American Popular Culture 1900-1950, American Studies 201  
Literature and Culture of the American 1920s, English 363  
Teaching Assistant, Department of Theatre, Film & Dance  
Film Noir, Film 346  
American Film Melodrama, Film 344  
History and Theory of Commercial Narrative Film, Film 375  
Introduction to Film Analysis, Film 274  
History of Modern Polish Film, Film 455  
Instructor, Department of Theatre, Film & Dance  
Schwarzenegger and Shakespeare, Theatre Arts 130  
Surrealism in Dramatic Representation, Theatre Arts 115  
Blood, Horror, and Revenge in Dramatic Interpretation, Theatre Arts 135  
Instructor, John S. Knight Institute for Writing in the Humanities  
Teaching Writing, Writing 700

#### **awards, grants, fellowships, residencies**

Faculty award for Excellence in Teaching (2018)  
Hobart and William Smith Colleges

Signal Culture, researcher in residence (December 2016)  
Competitive research residency in new media art curation

Innovative Teaching and Technology Grant, Hobart and William Smith Colleges  
Competitive award for constructing learning space (2014, 2015, 2016)

Center for Teaching and Learning Grant, Hobart and William Smith Colleges  
Competitive award for research supporting eBook project (2013)

Mellon Digital Pedagogy Grant, Hobart and William Smith Colleges  
Competitive award for creation of eBook (2013)

Center for Teaching and Learning Grant, Hobart and William Smith Colleges  
Competitive award for innovative use of technology in the classroom (2009)

Departmental Grant, Department of Theatre, Film and Dance  
Funding for Italian language study at Centro Fiorenza, Florence, Italy (1996)

Sage Fellowship, Cornell University  
Funding for Graduate Study (1994-99, 2002-2003)

## **theatre**

Cornell University, Department of Theatre, Film & Dance  
Assistant Director, Project Developer, *Beat Box Bard* (2006)  
Dramaturg, *Twilight Los Angeles* (1998)  
Assistant Director, *Arcadia* (1998)  
Dramaturg, *Romeo and Juliet* (1998)  
Assistant Director, *Tartuffe* (1996)  
Dramaturg, *The Importance of Being Earnest* (1995)  
Chair, Heermans-McCalmon Playwriting Contest (1997)

Chippewa Valley Museum Theatre Outreach, Eau Claire, WI  
Consultant, *The Paj Ntaub Project: an oral history of the Hmong in the Chippewa Valley*  
(2003)  
Consultant, *Rubberheads: a history of Uniroyal* (2002)

Eau Claire Parks and Recreation Children's Summer Theatre, Eau Claire, WI  
Assistant Director, Playwright/adaptation, Designer, *Alice in Wonderland* (1997)  
Designer, *The Little Mermaid* (1993)  
Designer, *Charlie and the Chocolate Factory* (1992)

## **institutional service, Hobart and William Smith Colleges**

Fisher Center Steering Committee (2019-2023)

Fall 2020 Pandemic Plan Task Force (2020)

Institutional Branding Task Force (2019-2020)

Committee on Committees, Chair (Fall 2014)  
member (2013)

Steering Committee, Women's Studies Program (2009-2016)

Steering Committee, Theatre Department (2012-2017)

Honors Committee (2012-2015)

Classroom Committee (2011-2020)

Service Learning Advisory Council (2011-2013)

Phi Beta Kappa, Zeta of New York  
Leadership Collaborative (2015-2017)  
Secretary (2013-2014)  
President (2011-2013)  
Secretary (2010-2011)

Marshall Fellowship & Luce Scholarship interview committees (2009)

### **service to profession**

Executive Committee, Media, Communication & Film at Liberal Arts Colleges (MCFLAC)  
(2018-present)

Grant Review, Humanities New York (2020, 2022)

Program Review, Marist College (2020)

Coordinator, Central New York Humanities Corridor Global Digital Humanities Working Group  
(2018)

Program Review, Muhlenberg College (2017)

Judge, Wollstonecraft essay contest, Augustana College (2017)

Co-Chair, Media Literacy and Pedagogical Outreach Scholarly Interest Group (SCMS)  
(2014-2019)

Chair, Teaching Committee, Society for Cinema and Media Studies (2016-2018)

Teaching Committee, Society for Cinema and Media Studies (2014-2017)

IT Committee, Society for Cinema and Media Studies (2012-2104)

Webmaster, Media Literacy and Pedagogical Outreach Scholarly Interest Group (SCMS)  
(2012-2014)

### **other**

Personal Assistant to Dmitri Nabokov, Nabokov Centennial, Cornell University (1998)

Languages: French (speaking, reading); Italian (reading); German (reading)

Tompkins County Election Inspector