

## Ashley A. Hinck

### CONTACT INFORMATION

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### POSITIONS HELD

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Associate Professor, 2021-current

Communication Arts Department, Xavier University, Cincinnati, OH

Assistant Professor, 2015-2021

Communication Arts Department, Xavier University, Cincinnati, OH

Lecturer and Teaching Assistant, 2009-2015

Communication Arts Department, University of Wisconsin-Madison, Madison, WI

### EDUCATION

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Doctor of Philosophy (2015), Communication Arts, University of Wisconsin-Madison

PhD Minor: Digital Communication

Dissertation: "Fan-Based Performances of Citizenship: Fandom, Public Engagement, & Politics" \*Winner of the 2015 Linda Lee Kaid Dissertation Award from NCA's Political Communication Division

Master of Arts (2011), Communication Arts, University of Wisconsin-Madison

Bachelor of Arts (2008), Communication Studies, Creighton University

### PUBLICATIONS

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#### Books

**Hinck, A.** (March 2019). *Politics for the Love of Fandom: Fan-Based Citizenship in a Digital World*. Baton Rouge: Louisiana State University Press.

Awards:

- Roderick Hart Outstanding Book Award from the National Communication Association's Political Communication division (2020)
- Tied for the Midwest Popular Culture Association/American Culture Association's Award for "Best Single Work by One or More Authors" (2020)

Reviews:

- Fields, V. (2022) Book Review: Politics for the Love of Fandom: Fan-Based Citizenship in a Digital World. *Quarterly Journal of Speech*, <https://www.tandfonline.com/doi/full/10.1080/00335630.2022.2087611>.
- Carter, J.S. (2020). Book review: *Politics for the Love of Fandom: Fan-Based Citizenship in a Digital World*. *Argumentation and Advocacy*, 56:3, 198-200, <https://doi.org/10.1080/10511431.2020.1793459>.
- Hammonds, K. A. (2020). Book review: *Politics for the Love of Fandom: Fan-Based Citizenship in a Digital World*. *International Journal of Communication*, 14, 4552–4555, <https://ijoc.org/index.php/ijoc/article/view/16124>.
- Alberto, M. (2020). *Politics for the Love of Fandom: Fan-Based Citizenship in a Digital World*, by Ashley Hinck [book review]. In "Fandom and Politics," edited by Ashley Hinck and Amber Davisson, special issue, *Transformative Works and Cultures*, no. 32. <https://doi.org/10.3983/twc.2020.1839>.

Booth, P., Davisson, A., Hess, A., & **Hinck, A.** (October 2018). *Poaching Politics: Online Communication in the 2016 US Presidential Election*. New York: Peter Lang. In the “Frontiers in Political Communication,” series edited by Mitchell McKinney and Mary Stuckey.

#### *Journal Articles*

- Hinck, A.** (2023). Fan-based citizenship in “Mary Poppins Quits”: Public affect, fannish affect, and the potential for solidarity. *Critical Studies in Media Communication*, 40(4), 213-226. <https://www.tandfonline.com/doi/abs/10.1080/15295036.2023.2249082>
- Hinck, A.** & Hardin, C. (2023). Civic culture in the Supernatural fandom: Misha Collins, Destiel, and the 2020 US presidential election. *Convergence: The International Journal of Research into New Media Technologies*. <https://journals.sagepub.com/doi/abs/10.1177/13548565231174585>
- Hinck, A.** & Tighe, J. (2020). From the other side of the desk: Students’ discourses of teaching and learning. *Communication Education*, 69(1), 1-18. <https://www.tandfonline.com.nocdbproxy.xavier.edu/doi/full/10.1080/03634523.2019.1657157> [\*\*lead article]
- Davisson, A. and **Hinck, A.** (2019). Watch that #NastyWoman shimmy: Memes, public perception, and affective publics during the 2016 US presidential debates. *Electronic Journal of Communication*, 29(1-2). [http://www.cios.org/getfile/029121\\_EJC](http://www.cios.org/getfile/029121_EJC)
- Hinck, A.** (2018). Digital ghosts in the modern classroom. *Hybrid Pedagogy: An Open-Access Journal of Learning, Teaching & Technology*. <http://hybridpedagogy.org/digital-ghosts-modern-classroom/>
- Hunting, K. & **Hinck, A.** (2017). “I’ll see you in Mystic Falls”: Intimacy, feelings, and public issues in Ian Somerhalder’s celebrity activism. *Critical Studies in Media Communication*, 34(5), 432-448.
- Hinck, A.** (2016). Ethical frameworks and ethical modalities: Theorizing communication and citizenship in a fluid world. *Communication Theory*, 26(1), 1-20. [\*\*lead article]
- Hinck, A.** (2013). Framing the video essay as argument. *The Cinema Journal Teaching Dossier*, 2(1) Summer/Fall 2013, <http://www.teachingmedia.org/framing-the-video-essay-as-argument/>.
- Hinck, A.** (2012). Theorizing a public engagement keystone: Seeing fandom’s integral connection to civic engagement through the case of the Harry Potter Alliance. *Transformative Works and Cultures*, no. 10. doi:10.3983/twc.2012.0311.
- Hatfield, K., **Hinck, A.**, & Birkholt, M. (2007). Seeing the visual in argumentation: A rhetorical analysis of UNICEF Belgium’s Smurf PSA as a site of visual argumentation. *Argumentation & Advocacy*, 43(3&4), 144-151.

#### *Book Chapters*

- Hinck, A.** (2022). “SPN Family Votes!”: Celebrity endorsements in the Supernatural fandom during the 2020 US presidential campaign. In B. Warner, D. Bystrom, & M. Banwart (Eds.), *Democracy Disrupted: Communication in the Volatile 2021 Presidential Election*.
- Rasmussen, L. & **Hinck, A.** (2021). Influencer strategies and political PR: An AOC case analysis. In A. Hutchins and N. T. J. Tindall (Eds.), *Public relations and online engagement: Audiences, fandom, and influencers*. New York: Routledge.

- Hinck, A.** (2020). Fan-based social movements: The Harry Potter Alliance and the future of online activism. In N. Crick (Ed.), *The Routledge handbook for the rhetoric of social movements* (pp. 191-206). New York: Routledge.
- Hinck, A.** (2018). Shifting patterns of football fandom and digital media cultures: YouTube, FIFA videogames, and AFC Wimbledon. In S. Lawrence and G. Crawford (Eds.), *Digital football cultures* (pp. 104-121). New York: Routledge.
- Zolides, A. & **Hinck, A.** (2018). Debating a social media celebrity: Social media and Trump in the 2016 presidential debates. In E. Hinck (Ed.), *Presidential debates in a changing media environment—Volume II: The citizens talk back* (pp. 152-175). Santa Barbara, CA: Praeger.
- Hinck, A.** (2017). Fluidity in a digital world: Choice, communities, and public values. In A. Hess & A. Davisson (Eds.), *Theorizing digital rhetoric* (pp. 98-111). New York: Routledge.
- Hinck, S., Ghanem, S., **Hinck, A.**, and Kitsch, S. (2017). Exploring the decision to pursue a career in higher education administration: An analysis of gendered constraints and opportunities. In K. Cole and H. Hassel (Eds.), *Surviving sexism in academia: Strategies for feminist leadership* (pp. 29-37). New York: Routledge.
- Hinck, A.** (2014). Serving online communities: Service-learning, internet studies, and online education. In S. L. Crabill and D. W. Butin (Eds.), *Community engagement 2.0?: Dialogues on the future of the civic in the disrupted university* (pp. 26-40). New York: Palgrave Macmillan.
- Hinck, A.** (2012). Building bridges between sports and communication: The warm-up jog for the communication classroom. In F. Mullen and W. Mullen (Eds.), *Teaching Communication Creatively* (pp. 91-94). Lynchburg, VA: Liberty University Press.

#### *Book Reviews and Introductions*

- Hinck, A.** (2022). Editorial: Populism in and through Online Communities. *Media and Communication*, 10(4), <https://www.cogitatiopress.com/mediaandcommunication/article/view/6505>.
- Hinck, A.** (2021). Book Review: *Popular Culture and the Civic Imagination: Case Studies of Creative Social Change*. *Transformative Works and Cultures*, no. 36. <https://doi.org/10.3983/twc.2021.2183>
- Hinck, A.** and Davisson, A. (2020). "Fandom and Politics" [editorial]. In "Fandom and Politics," edited by A. Hinck and A. Davisson, special issue, *Transformative Works and Cultures*, no. 32. <https://doi.org/10.3983/twc.2020.1973>.
- Hinck, A.** (2018). Book Review: *Igniting the Internet: Youth and Activism in Postauthoritarian South Korea*. *Quarterly Journal of Speech*, 104(3), 345–348. <https://doi.org/10.1080/00335630.2018.1478660>

#### **RESEARCH AWARDS & GRANTS**

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- *Roderick Hart Outstanding Book Award* (2020): Awarded to *Politics for the Love of Fandom: Fan-Based Citizenship in a Digital World* by the National Communication Association's Political Communication division.
- Tied for *Best Single Work by One or More Authors* (2020): Awarded to *Politics for the Love of Fandom: Fan-Based Citizenship in a Digital World* by Midwest Popular Culture Association/American Culture Association.

- *Top Panel* (2019): “Digital Dialogues: Online Activism in a Networked Public Culture.” Rhetorical Theory and Criticism Interest Group. Awarded at the Central States Communication Association conference in Omaha, Nebraska.
- *Top Four Papers Panel* (2019): “Watch that #NastyWoman shimmy: memes, public perception and affective publics during the 2016 presidential debates.” Rhetoric and Public Address Division. Awarded at the Eastern Communication Association conference in Providence, Rhode Island.
- *Teaching as Research Mini-Grant* (2019, \$500): Funded my “Discourses of Pedagogical Paradigms” project involving interviews and online, open-ended surveys with students.
- *Xavier University Pre-Tenure Research Sabbatical* (Spring 2019): One semester sabbatical granted by Xavier University.
- *Xavier University Summer Fellowship* (2017): Awarded by Xavier University to fund summer research.
- *NCA Linda Lee Kaid Best Dissertation Award* (2015): Awarded by the Political Communication Division of the National Communication Association for best dissertation project, Fall 2015.

### **INVITED TALKS**

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- “Fangirling Dr. Amy Acton: Contesting Partisan Divides Through Fan-Based Citizenship.” The Communication Studies and Modern Languages Annual Low Distinguished Lecture at Southeast Missouri State University, April 18, 2023.
- “Fan-Based Citizenship.” A guest lecture for the University of Wisconsin-Madison’s Rhetoric, Politics, and Culture program on February 23, 2023.
- “Fandom and Social Media.” A guest lecture for Dr. Andrew Peck’s undergraduate class “Communication Theory and Everyday Life,” at Miami University, on Monday, November 29, 2021.
- “The Fan as Citizen”: Fandom, Populism, and Trump in the 2016 and 2020 US Presidential Campaigns.” Invited lecture for the research colloquium at the University of Huddersfield on February 25, 2021.
- “Digital Rhetoric in Online Fan-Based Citizenship.” A presentation for Dr. Heather Woods’ graduate class, “Digital Rhetoric,” at Kansas State University on November 17, 2020.
- “Fandom and Emerging Adulthood.” A presentation for Dr. Kelly Austin’s first-year seminar, “Emerging Adulthood,” at Xavier University on September 28, 2020 and September 10, 2021, February 7, 2022, and September 19, 2022.
- “Politics for the Love of Fandom.” A guest lecture for Dr. Lindsey Meeks’ graduate class, “Media and Civic Life,” at the University of Oklahoma on March 10, 2020.
- “Fan Activism and Methods.” A guest lecture for Dr. Eleanor Patterson’s graduate class on qualitative methods at Auburn University on Wednesday, February 19, 2020.
- “Fandom and Politics.” A guest lecture for Dr. Paul Booth’s class at DePaul University, on Tuesday, November 12, 2019.
- “The “Fan-as-Citizen” Discourse in the 2020 Election: Cases of Trump and Yang.” A presentation invited by Dr. Karl Aho for the Sociology and Philosophy Clubs at Tarleton University, on November 4, 2019.

- “The “Fan-as-Citizen” Discourse in US Politics, 2015-2019.” Invited paper presented as a “Featured Speaker” at the annual meeting of the Midwest Popular Culture Association. Cincinnati, OH on October 11, 2019.
- “Rhetoric, Online Communities, and Internet Research.” Invited by Dr. Jennifer Keohane to deliver a presentation for her Digital Methods class at the University of Baltimore on March 29, 2018.
- “Research on Celebrity and Media.” Invited by Dr. Elizabeth Ellcessor to deliver a presentation for her graduate class at Indiana University on March 28, 2017.
- “Fan Activism Online.” Invited by Dr. Andrew Peck to deliver a guest lecture for CA200: Intro to Digital Studies at the University of Wisconsin-Madison on December 1, 2016.
- “Digital Activism and the Project for Awesome.” A presentation invited by Associate Dean Leslie Withers and given at the College of Communication and Fine Art’s Fall Brown Bag event for Central Michigan University on November 18, 2014.
- “Fan Performances of Citizenship.” A presentation invited by Josh Shepperd and given at the Department of Media Studies at The Catholic University of America, Washington, D.C. on November 22, 2013.
- “Becoming Dumbledore’s Army: Strategic Unpairing in the Harry Potter Alliance’s Bid for Civic Transformation.” A talk at the University of Wisconsin-Madison Rhetoric, Politics, & Culture Colloquium on March 15, 2012.

## CONFERENCE PRESENTATIONS

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- Hinck, A. & Miller, L. (2023). Political Culture and the Specter of the Fan. Paper presentation at the annual meeting of the National Communication Association. National Harbor, MD.
- Hardin, C. & Hinck, A. (2023). ‘Normalize changing your mind!’: Negotiating civic values in Real Housewives fandom. Paper presentation at the annual meeting of the Fan Studies Network North America Conference. Online.
- Hinck, A. (2022). Panel presentation on Digital Critical Pedagogy at the annual meeting of the Midwest Educational Research Association. Cincinnati, OH.
- Angelone, L. & Hinck, A. (2022). Exploring Digital Critical Pedagogy Post(?)–COVID. Presentation at the Digital Pedagogy Institute. Online.
- Rasmussen L. & Hinck, A. (2022). Ungrading in PR and Digital Media Senior Seminars. Panel presentation at the annual meeting of the Association for the Education of Journalism and Mass Communication. Detroit, MI.
- Hinck, A. (2022). The Dr. Amy Acton Fan Club: Contesting a Polarized Political Culture. Paper presentation for the annual meeting of the International Communication Association. Paris, France.
- Hinck, A. (2022). The “Fan-as-Citizen” Discourse in US Politics: Bernie Sanders, Andrew Yang, and Alexandria Ocasio-Cortez Fans and Anxieties Around Populism.” Paper presentation for the biennial meeting of the Rhetoric Society of America. Baltimore, MD.
- Hinck, A. (2022). Fangirling Dr. Amy Acton: Fandom, Media Consumption, and Civic Practices During the 2020 COVID-19 Pandemic. Paper presentation for the annual meeting of the Central States Communication Association. Madison, WI.
- Rasmussen, L. & Hinck, A. (2021) Preparing for Transition: A Capstone Course Grading Approach. Poster presentation for the Public Relations Society of America (PRSA) Education Academy Super Saturday Conference. Virtual Meeting.

- Hinck, A. (2021). Seminar: Rhetoric, Culture, and Technology. Seminar led by Damien Pfister and Adam Banks for the Rhetoric Society of America Institute. Virtual meeting.
- Davisson, A. & Hinck, A. (2020). Salon: Fandom and American Politics. Salon led by Amber Davisson and Ashley Hinck for the annual meeting of the Fan Studies North America Network Conference. Virtual meeting.
- Hinck, A. (2020). The “fan as citizen” discourse: Critiquing and disciplining citizenship performances. Paper presentation for the annual meeting of the National Communication Association. Indianapolis, IN.  
\*\*[accepted, but conference was moved to be virtual only, and panelists decided to withdraw submission]
- Hinck, A. (2020). Rhetoric, Citizenship, and Fan Cultures: The Future of Fandom. Panel presentation for the biennial meeting of the Rhetoric Society of America, Portland, OR.  
\*\*[accepted, but conference was canceled due to COVID-19]
- Hinck, A. (2019). Mary Poppins quits: Affect, fandom, and conductors of public feelings. Paper presented at the annual meeting of the National Communication Association. Baltimore, MD.
- Hinck, A. (2019). Building civic culture over time: Political organizing in the online Harry Potter fan community. Paper presented at the annual meeting of the Midwest Popular Culture Association/American Culture Association. Cincinnati, OH.
- Davisson, A. and Hinck, A. (2019). Watch that #NastyWoman shimmy: memes, public perception and affective publics during the 2016 presidential debates. Paper presented at the annual meeting of the Eastern Communication Association (ECA). Providence, Rhode Island. [presented by Amber Davisson].
- Hinck, A. (2019). Building civic culture online: Two decades of political organizing in the Harry Potter fan community. Paper presented at the annual meeting of the Central States Communication Association (CSCA). Omaha, NE.
- Hinck, A. (2018). Fandom in official campaign communication: Politicians as fans and candidate values as fan values. Paper presented at the Fan Studies Network North America (FSN-NA) Conference. Chicago, IL.
- Hinck, A. (2018). Political organizing in online fan communities. Paper presented at the annual meeting of the American Political Science Association (APSA). Boston, MA.
- Hinck, A. (2017). Trek against Trump: Star Trek fandom in the 2016 US presidential election. Paper presented at the annual meeting of the National Communication Association (NCA). Dallas, TX.
- Hinck, A. (2017). Rhetorical theory and digital culture: Key questions and future directions Roundtable. Panel presented at the annual meeting of the National Communication Association (NCA). Dallas, TX.
- Hinck, A. (2017). Symposium on theorizing communication in a digitally networked age. Competitively selected for participation. Organized by Pennsylvania State University. University Park, PA.
- Hinck, A. (2017). Greenpeace’s LEGO campaign: Contested argument in networked and affective publics. Paper presented at the Alta Argumentation conference. Alta, UT.
- Hinck, A. (2017). Participated in the Digital Pedagogy Lab institute co-hosted by Hybrid Pedagogy and Kwantlen Polytechnic University. Vancouver, Canada.
- Hinck, A. (2017). Activism and politics in the Harry Potter fandom. Paper presented at the DePaul Pop Culture Symposium on Harry Potter, Chicago, IL.

- Hinck, A. (2017). Ted Cruz is a Star Wars fan: Deploying fandom for in the 2016 US presidential campaign. Paper presented at the Society for Cinema and Media Studies (SCMS). Chicago, IL.
- Hinck, A. (2016). LEGO, LUGs, and locality: Making room for women in LEGO fandom. Paper presented at the Fan Studies Network (FSN) conference. Norwich, United Kingdom.
- Hinck, A. (2016). “Everything is NOT awesome”: Greenpeace, LEGO, and Shell’s Arctic oil project. Paper presented at the Rhetoric Society of America (RSA) conference. Atlanta, GA.
- Hinck, A. (2015). Nerdfighters and the Project for Awesome. Paper presented at the annual meeting of the National Communication Association (NCA). Las Vegas, NV.
- Hinck, A. (2015). Fluidity. Theorizing digital and networked rhetorics: Nine key concepts. Roundtable at the annual meeting of the National Communication Association (NCA). Las Vegas, NV.
- Hinck, A. (2015). Deploying affect for politics, translating affect into civic action: Funny or Die, Mary Poppins, and fan-based civic appeals. Paper presented at the Affect, images, and Digital Media conference hosted by the University of Utah. Salt Lake City, UT.
- Hinck, A. (2015). Participated in the Digital Pedagogy Lab institute hosted by the University of Wisconsin-Madison. Madison, WI.
- Hinck, A. (2015). Participated as a member of the grant and development opportunities (led by J. Michael Hogan) in Interdisciplinary Rhetorical Studies Workshop at the biennial institute for the Rhetoric Society of America (RSA). Madison, WI.
- Hinck, A. (2015). Fan-based citizenship performances: Fandom, public engagement, and politics. Paper presented as part of the Rhetorics of Citizenship Seminar (led by Cate Palczewski and Karma Chavez) at the biennial institute for the Rhetoric Society of America (RSA). Madison, WI.
- Hinck, A. (2015). Sports and rhetoric: Performances, sites, and politics. Roundtable at the Rhetoric Society of America University of Wisconsin-Madison Student Chapter Annual Symposium, Madison, WI.
- Hinck, A. and Aufderheide, T. (2015). “It’s a color, big deal”: Fan backlash, memetic frames, and the Iowa locker room controversy. Paper presented as part of a panel at the annual meeting of the Central States Communication Association (CSCA), Madison, WI.
- Hinck, A. (2015). Shifting patterns of soccer fandom, team ownership, and digital media cultures: YouTube, FIFA 14, and the AFC Wimbledon Wombles. Paper presented as part of a panel at the annual meeting of the Society for Cinema and Media Studies (SCMS), Montreal, Canada.
- Hinck, A. (2014). Being a Nebraska football player, being a Husker fan, and being a Nebraskan citizen: Football and Nebraskan Belonging. Paper presented as part of a panel at the annual meeting of the National Communication Association (NCA), Chicago, IL.
- Hinck, A. and Hunting, K. (2014). The Ian Somerhalder Foundation: Fan activism in the name of Damon, Ian and *The Vampire Diaries*. Paper presented at the annual meeting of the American Studies Association (ASA), Los Angeles, CA.
- Hinck, A. (2013). Fan performances of citizenship. Position paper presented for a roundtable at the “Situated discourses of citizenship” preconference at the annual meeting of the National Communication Association (NCA), Washington, DC.
- Hinck, A. (2013). Doctor Who as resources for citizenship: A public humanities project. Paper presented at DePaul’s Doctor Who Colloquium. Chicago, IL.

- Hinck, A. (2012). Lou Gehrig's "Farewell to Baseball": Fandom subjectivity and fandom community in baseball and democracy. Paper presented at the annual meeting of the National Communication Association (NCA), Orlando, FL.
- Hinck, A. (2012). Online video as protest: Defining community and unity in the 2011 Wisconsin protests. Paper presented at the annual meeting of the National Communication Association (NCA), Orlando, FL.
- Hinck, A. (2012). The co-production of rhetoric in user-generated content spaces. Paper presented at the annual meeting of the National Communication Association (NCA), Orlando, FL.
- Hinck, A. (2011). Protesting digitally: The 2010 Wisconsin union protests. Paper for a round table discussion for presentation at the annual meeting of the National Communication Association (NCA), New Orleans, LA.
- Hinck, A. (2011). Locating citizenship in online content production. Paper presented at the annual meeting of the Association of Internet Researchers (AoIR), Seattle, WA.
- Hinck, A. (2011). Becoming Dumbledore's army for the real world: Civic transformation in the Harry Potter Alliance's social movement rhetoric. Paper presented at the First Annual UW-Madison Rhetoric Symposium, Madison, WI.
- Hinck, A. (2011). Fandom's restoration of postmodern society's empty signifiers. Paper presented at the meeting of the Central States Communication Association (CSCA), Milwaukee, WI.
- Hinck, Ashley. (2011). The practice of citizenship through online social movements: An alternative perspective. Paper presented at the Midwest Winter Workshop (MWW), The University of Iowa, Iowa City, IA.
- Hinck, A. (2010). Fantasy, imitation, and social activism in fandom rhetoric. Paper presented at the meeting of the Association of Internet Researchers (AoIR), Gothenburg, Sweden.
- Hinck, A. (2010). Adding the public sphere to perspectives of communication in nonprofit organizations. Position paper presented at the National Communication Association (NCA) Conference, San Francisco, CA.
- Hinck, A. (2010). Building bridges between sports and communication: The warm-up jog for the communication classroom. Paper presented at the meeting of the National Communication Association (NCA) conference, San Francisco, CA.
- Hinck, A. (2010). The rhetoric of Tarbell's *The History of the Standard Oil Company*: Blending and invention. Paper presented at the Midwest Winter Workshop, Northwestern University, Chicago, IL.
- Hinck, A. (2009). Identification through metaphor in the Harry Potter Alliance's Darfur campaign. Paper presented at the meeting of the National Communication Association (NCA) Conference, Chicago, IL.
- Hinck, A & Hatfield, K. (2007). Seeing the visual in argumentation: A rhetorical analysis of UNICEF Belgium's Smurf PSA as a site of visual argumentation. Presented at the National Communication Association Conference (NCA), Chicago, IL.

## **TEACHING EXPERIENCE**

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1. COMM 101: Public Speaking
2. COMM 221: Introduction to Digital Media
3. COMM 235: Digital Design
4. COMM 321: Advanced Digital Media



5. COMM 489: Senior Seminar in Digital Media
6. COMM 385: Media, Democracy, and the Public
7. HONR 300: Models of Fandom

## TEACHING AWARDS

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### *While at Xavier University*

- *The Pearson & Nelson Outstanding New Teacher Award* from the Central States Communication Association (2020): Awarded competitively to one person each year who is early in their career (within 5-years of PhD) and who shows excellence and distinction in their teaching.
- *The National Communication Association's Undergraduate Course Syllabi Resource* (2019): Two of my syllabi were competitively selected for inclusion as models of communication class syllabi on social/digital media in NCA's online resource for teachers, <https://www.natcom.org/academic-professional-resources/teaching-and-learning/classroom/undergraduate-course-syllabi>
- *Cincy Magazine's Outstanding Educator Award* (2019): Awarded competitively to higher education professors in the Cincinnati metro area.
- *Digital Pedagogy Lab Institute Scholarship* (2017, \$550): Competitively awarded by the Digital Pedagogy Lab Institute to enable participation in their annual institute.

### *While at University of Wisconsin—Madison*

- *UW College of Letters and Sciences Teaching Fellow* (2014-2015): Awarded to only 15 instructors across the university who demonstrate excellence in teaching; fellows lead workshops for incoming TAs.
- *UW Writing-Across-the-Curriculum Teaching Assistant Fellow* (2014): Awarded for excellence in teaching in writing-intensive courses; fellows help to plan and lead a two-day training for new TAs of writing intensive courses; awarded by the University of Wisconsin-Madison Writing-Across-the-Curriculum Program.
- *UW Honored Instructor Award* (2013): Awarded for outstanding classroom instructors based on student nominations; awarded by the University of Wisconsin-Madison University Housing.

## TEACHING GRANTS

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- *Xavier University Take It On 2020* (2020, \$2,500): With Dr. Mary Kochlefl (CTE) and Paul Weber (Digital Media Lab); Grant to bring Dr. Leslie Hahner and Dr. Heather Woods to campus for a digital literacy workshop for faculty and an evening keynote presentation on memes in politics.
- *Xavier University Women of Excellence Grant* (2019, \$1,350): With Dr. David Knutson (Spanish), Dr. Natalia Jacovkis (Spanish), and Dr. Drew Zolides (Communication); Grant to bring two speakers to campus from Spain and Argentina to talk about women, social movements, and social media.
- *Xavier University Mission-Animators Mini-Grant* (2018, \$3,200): With Dr. David Knutson (Spanish), Dr. Natalia Jacovkis (Spanish), and Dr. Drew Zolides (Communication); Grant to bring two speakers to campus from Spain and Argentina to talk about women, social movements, and social media.
- *Xavier University Wheeler Grant* (2016, \$12,452.00): With Ben Chamberlain; Grant to buy and install a sound booth in the Digital Media Lab to support music recording in the

Music Department and podcast recording in the Digital Media Minor, awarded competitively by Xavier University.

- *Xavier University Faculty Technology Grants* (2015, \$10,000): With Gwyn Mellinger; Grant to buy digital cameras for Introduction to Digital Media, a core course in the new Digital Media Minor, awarded competitively by Xavier University.

## **MA THESIS COMMITTEE MEMBER**

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- Johanna Simpson, Baylor University (Fall 2020-Spring 2021)
- Ali Matthews, New York University (Fall 2021)

## **REVIEWER**

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### *Editorial Boards*

- Peer reviewed journals:
  - *Media & Communication* (2020-2022)
  - *Transformative Works and Cultures* (2020-present)
- Blogs:
  - *Digital Doxa: Informed Critique of Networked Culture* (2019-2021)

### *Ad Hoc Reviewing*

- Served as a reviewer for *The Journal of Experimental Political Science* (June 2023).
- Served as a reviewer for *The International Journal of Press/Politics* (June 2023).
- Served as a reviewer for *The Popular Culture Studies Journal* (2023).
- Served as reviewer for *Communication & Democracy* (2023).
- Served as a reviewer for *Convergence* (2023).
- Served as a reviewer for *Global Media and China* (2022).
- Served as a reviewer for *Celebrity Studies* (2022).
- Served as a reviewer for *SAGE Open* (2022).
- Served as a reviewer for the *International Journal of Communication* (2018, 2020, 2022)
- Served as a reviewer for *Southern Communication Journal* (2022)
- Served as a reviewer for *New Political Science* (2021)
- Served as a reviewer for the *International Journal of Cultural Studies* (2021)
- Served as a reviewer for *Ohio Journal of Communication* (2021)
- Served as a reviewer for the *American Behavioral Scientist* (2020).
- Served as reviewer for *Girlhood Studies* (2020)
- Served as reviewer for *Curriculum Journal* (2020)
- Served as reviewer for *Journalism and Mass Communication Quarterly* (2020)
- Served as a reviewer for the *Popular Culture Studies Journal* (2019).
- Served as a reviewer for the *Journal of Communication Inquiry* (2019).
- Served as a reviewer for *The Communication Review* (2018).
- Served as a reviewer for *Media and Culture* (2018).
- Served as a reviewer for the *Western States Communication Journal* (2017, 2019, 2022).
- Served as a reviewer for *Transformative Works and Cultures* (2012).

## SERVICE

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### *Awards*

- 2020 Outstanding Service Award from the Central States Communication Association.

### *For the Department*

- Advise 20-30 students each semester, 2015-present.
- Served as the departmental liaison to the Political Communication Minor, 2015-2019.
- Manage the Communication Arts Department website and social media, 2015-present.
- Served as a departmental representative at X-Day, November 2015, October 2016, April 2018, November 2018, and October 2019.
- Served as a departmental representative for the Majors & Minors Fair, October 2016.
- Developed the Digital Media Major curriculum and proposal with Dr. Gwyn Mellinger, 2015.
- Organized Debate Watch Parties sponsored by the Digital Media Minor and the Political Communication Minor, 2015.

### *For the College and University*

- Served on Xavier's Center for Innovation Board (2023-present)
- Served on Xavier's Core Curriculum Assessment Committee (2023-present)
- Served on Xavier's Board of Undergraduate Studies (2023-present)
- Served on the Oral Communication Flag committee (member, 2016-2017; chair, 2017-2019, 2023-present).
- Served as a judge for the Community Engaged Learning Scholarship (2022)
- Served on the Take It On Best Practices committee (2022)
- Served on the Digital Media Lab Advisory Committee, 2020-present
- Served on the search committee for the Head of Access Services Librarian, 2019.
- Served as co-chair for Digital Learning Day planning committee, 2018 and 2019.
- Participated in the Panel Discussion for Dylan Marron's presentation (sponsored by the E/RS speaker series) on Tuesday, October 9, 2018
- Developed presentation with Christian End about fandom for a Fan Engagement workshop for Xavier Athletics (June 28, 2019)
- Served as chair of the Digital Media Taskforce, 2017-2019.
- Served as a panelist for the Preparing Future Faculty event, 2017 and 2019.
- Led a session for Manresa, 2016, 2018, and 2021.
- Presented a workshop on Zotero for faculty, 2016.
- Served on the search committee for the Digital Media Lab Videographer, 2015.
- Search committee for the librarian to serve as Head of Access Services, (May-June 2019)

### *For the Discipline*

- Served on the committee for the Roderick Hart Outstanding Book Award for the Political Communication Division of the National Communication Association (NCA) in 2021.
- Served on the committee for the Cooper Award for Graduate Teaching for the Central States Communication Association (CSCA), member in 2019 and co-chair in 2020.
- Mentor with the Fan Studies Network North America program (2019-2020)
- Reviewed submissions for the Rhetoric and Communication Theory division of the National Communication Association (NCA), 2018

- Served on the Nominating Committee for the Rhetoric and Communication Theory division of the National Communication Association (NCA), 2017-2018.
- Served on the Federation Prize Award committee for the Central States Communication Association (CSCA), 2016.
- Served on the Linda Lee Kaid Dissertation Award committee for the Political Communication division of the National Communication Association (NCA), 2016.
- Served as a reviewer for the Political Communication Division of the International Communication Association (ICA), 2015.

*For the Public*

- Consulted with Kpop4climate (2021)
- Presented panel on “How to be a fan-scholar” at the Cincinnati Comic Expo on Sunday, September 19, 2022
- Presentation on “Political Communication and Division” for a Cincinnati chapter of the Young Professionals Organization (YPO), June 23, 2021.
- Presentation for the Reading, Ohio, Historical Society on social media, October 6, 2016.
- Presentation on “What Fan Activism Means for State Legislators” during a panel at the meeting of the National Conference of State Legislatures in Madison, WI, October 12, 2012.

**MEDIA INTERVIEWS** (interviewed as an expert in the discipline)

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- Amy Harmon, *The New York Times*, October 31, 2022.
- Kate Knibbs, *Wired*, March 1, 2022.
- Kieran Press-Reynolds, Insider, “Zelensky fans flood social media with fancams and thirsty posts, creating a controversial online obsession,” March 2, 2022, <https://www.insider.com/volodymyr-zelensky-ukrainian-president-selfie-videos-fancams-tiktok-twitter-2022-3>
- Carla Menezes, *Estado* (Brazilian newspaper), “Fan citizenship: how groups of pop culture lovers can influence an election,” October 31, 2020, <https://cultura.estadao.com.br/noticias/geral,cidadania-de-fas-como-grupos-de-amantes-da-cultura-pop-podem-influenciar-uma-eleicao,70003495912>
- Liu, Marian, *The Washington Post*, “When race, fandom and pop-music dollars collide,” September 23, 2020, <https://www.washingtonpost.com/business/2020/09/23/blm-kpop-bts-blackpink/>
- Michelle Harven, *1A* (NPR), “K-Pop, The President, and Protests,” July 1, 2020, <https://the1a.org/segments/k-pop-the-president-and-protests/>
- Rosanna Cooney, *The Business Post*, June 9, 2020.
- Herb Scribner, *DeseretNews*, “Will ‘Star Wars’ drive its fans to a galaxy far, far away? Fandom may have reached its peak,” March 5, 2020, <https://www.deseret.com/entertainment/2020/3/5/21158444/star-wars-high-republic-harry-potter-target-disneyland-super-fans-nerd-culture-marvel-disney>
- Herb Scribner, *DeseretNews*, “Will fans ever turn on the Marvel Cinematic Universe? An inside look at toxic fandom,” February 12, 2020, <https://www.deseret.com/entertainment/2020/2/12/21058655/marvel-cinematic-universe-mcu-star-wars-rise-of-skywalker-toxic-fandom>

- Herb Scribner, *DeseretNews*, “The debate over Star Wars: ‘The Rise of Luke Skywalker’ is an example of the culture war,” January 24, 2020, <https://www.deseret.com/entertainment/2020/1/24/21064389/star-wars-rise-of-skywalker-last-jedi-jj-abrams-fans-toxic-fans-disney-dc-comics-batman-superman>
- Erin Vanderhoof, *Vanity Fair*, “JK Rowling’s Tweet Shows the Divide Between the Writer and the Phenomenon She Created,” December 20, 2019: <https://www.vanityfair.com/style/2019/12/jk-rowling-terf-tweet-harry-potter-fandom>
- Sam Ashworth, *Longreads*, “McDreamy, McSteamy, and McConnell,” September 2019. Retrieved from <https://longreads.com/2019/09/16/mcdreamy-mcsteamy-and-mcconnell/>
- Vo, L. T. , “Why Is Everyone So Obsessed With AOC? Let’s Analyze The Memes,” *BuzzFeed News*, May 3, 2019. Retrieved from <https://www.buzzfeednews.com/article/lamvo/alexandria-ocasio-cortez-aoc-conservatives-liberals-meme>
- *i24News*, Monday, July 15, 2019.
- Whitney Gent on “A Public Affair,” *WORT*, interview about fan-based citizenship on March 23, 2016, <http://www.wortfm.org/fandoms-guiding-civic-engagement-in-the-general-election/>
- Dr. Keith Strudler and Geoff Brault, *The Classroom on ESPN 1220*, interview about athletes endorsing political candidates on September 19, 2015.
- Simon Schustor, *The State News* (Michigan State University), interview about online activism on February 3, 2015.
- Jane Burns. *Wisconsin State Journal*, “Wizard World Comic Con goes beyond the comics,” February 2, 2015, [http://host.madison.com/entertainment/television/wizard-world-comic-con-goes-beyond-the-comics/article\\_92708180-4433-54cf-ae3b-b9695708b7ea.html](http://host.madison.com/entertainment/television/wizard-world-comic-con-goes-beyond-the-comics/article_92708180-4433-54cf-ae3b-b9695708b7ea.html)
- Kent Watson and Brian Standing, “Geeks Save the World,” *The 8 O’Clock Buzz*, *WORT* 89.9 FM, September 23, 2013, <http://www.wortfm.org/geeks-save-the-world/>
- Jolyon Jenkins, Interview about fan activism, BBC Radio, September 16, 2013. The radio story “Fan Power” was published on November 11, 2013, <http://www.bbc.co.uk/programmes/b03gvd82>

## **BLOG POSTS** (accepted by blog editors)

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### *Digital Doxa*

- “Digital Citizen or Super-Fan? Andrew Yang’s Supporters and Digital Citizenship,” *Digital Doxa*, December 9, 2019, <https://www.digitaldoxa.org/post/digital-citizen-or-super-fan-andrew-yang-s-supporters-and-digital-citizenship-ashley-hinck>

### *Confessions of an Acafan*

- Invited blog post for *Confessions of an Acafan* blog, organized by Henry Jenkins, March 29-30, 2019, <http://henryjenkins.org/blog/2019/3/25/participatory-politics-in-an-age-of-crisis-lianna-gamber-thompson-amp-ashley-hink-part-i>

### *In Media Res*

- “Trump-Voldemort Metaphors in the 2016 US Presidential Election,” *In Media Res*, November 14, 2016, <http://mediacommons.futureofthebook.org/imr/2016/11/14/trump-voldemort-metaphors-2016-us-presidential-election> [featured in the ProfHacker column on *The Chronicle of Higher Education*:

<http://www.chronicle.com/blogs/profhacker/weekend-reading-post-election-classroom-resources/63213>]

*Rhetorically Speaking* (run by the University of Wisconsin-Madison Rhetoric, Politics, & Culture program)

- “As You’re Tweeting the National Championship Game...,” *Rhetorically Speaking*, April 6, 2015, <http://rhetoric.commarts.wisc.edu/?p=276>
- “Thai Protesters’ Use of the Hunger Games 3-Finger Salute as a Form of Resistance and Critique,” *Rhetorically Speaking*, June 4, 2014, <http://rhetoric.commarts.wisc.edu/?p=169>
- “Why Rhetoricians Need to Pay Attention to Fan Culture,” *Rhetorically Speaking*, May 29, 2014, <http://rhetoric.commarts.wisc.edu/?p=150>
- “China, Japan, and Voldemort,” co-authored with Judy Y. for *Rhetorically Speaking*, February 3, 2014, <http://rhetoric.commarts.wisc.edu/?p=92>
- “Team Jack: What It Means to Be a Husker,” *Rhetorically Speaking*, January 9, 2014, <http://rhetoric.commarts.wisc.edu/?p=75>

*Antenna: Responses to Media & Culture* (run by the University of Wisconsin-Madison Media & Cultural Studies program)

- “The Wire, Freddie Gray, and Collective Social Action,” *Antenna: Responses to Media & Culture*, April 28, 2015, <http://blog.commarts.wisc.edu/2015/04/28/the-wire-freddie-gray-and-collective-social-action/>
- “Popular Culture and Politics: The Hunger Games 3-Finger Salute in Thai Protests,” *Antenna: Responses to Media & Culture*, June 4, 2014, <http://blog.commarts.wisc.edu/2014/06/04/popular-culture-and-politics-the-hunger-games-3-finger-salute-in-thai-protests/>
- “Harry Potter Takes Fans from Apathy to Activism,” *Antenna: Responses to Media & Culture*, January 24, 2011, <http://blog.commarts.wisc.edu/2011/01/24/harry-potter-takes-fans-from-apaty-to-activism/>

*Imagine Better* (the Harry Potter Alliance’s Blog)

- “Hermione Visits Madison, WI,” *Imagine Better*, March 29, 2011, <http://thehpalliance.org/2011/03/hermione-visits-madison-wisconsin/>

## **DIGITAL MEDIA PRODUCTION SKILLS**

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- Website design with CSS and HTML
- Image manipulation in Adobe Photoshop
- Some sound editing in Adobe Audition
- Some video editing in iMovie and Adobe Premiere
- Some experience with digital video, including lighting, sound, and editing

## **PROFESSIONAL MEMBERSHIPS**

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- Association for the Education of Journalism and Mass Communication (AEJMC)
- American Educational Research Association (AERA)
- Midwestern Educational Research Association (MWER)
- The American Political Science Association (APSA)
- Association of Internet Researchers (AoIR)
- American Studies Association (ASA)
- Alpha Sigma Nu (AZN-Jesuit honor society)

- Central States Communication Association (CSCA)
- International Communication Association (ICA)
- National Communication Association (NCA)
- Rhetoric Society of America (RSA)
- Society for Cinema and Media Studies (SCMS)