

# **Erika Engstrom, Ph.D.**

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## **EDUCATION**

Doctor of Philosophy in Mass Communication, University of Florida, 1991

Master of Arts in Communication, University of Central Florida, 1986

Bachelor of Arts in Radio-Television, University of Central Florida, 1984

## **ACADEMIC and ADMINISTRATIVE EXPERIENCE**

Director and Professor, School of Journalism and Media, University of Kentucky, 2020-present

Professor of Communication Studies, UNLV, 2013-2020

Associate Dean, Greenspun College of Urban Affairs, UNLV, 2000-2009

Associate Professor of Communication Studies, UNLV, 1997-2013

Internship Coordinator, Greenspun School of Communication, UNLV, 1999-2000, 1995

Scholarship Coordinator, Greenspun School of Communication, UNLV, 1992-1998

Director of Graduate Studies, Greenspun School of Communication, UNLV, 1994-1995

Assistant Professor of Communication Studies, UNLV, 1991-1997

Teaching & Research Assistant, College of Journalism & Communications, University of Florida, 1986-1991

## **PROFESSIONAL MEDIA EXPERIENCE**

Acting General Manager. KUNV-FM, NPR Affiliate, Las Vegas, NV, 2002-2003

News Anchor/Producer/Reporter. WUFT-FM, NPR Affiliate, Gainesville, FL, 1987

News Writer/Production Assistant/CG Operator. WCPX-TV, CBS Affiliate, Orlando, FL, 1985

Announcer/DJ. WWLD-AM, Orlando, FL, 1985

News Assistant. WJYO-FM, Orlando, FL, 1985

Assistant News Director, News Anchor/Producer/Reporter/DJ. WUCF-FM, Orlando, FL, 1984-85

News Assistant. WCPX-TV, CBS Affiliate, Orlando FL, 1984

## **COURSES TAUGHT**

Broadcast News

Broadcast Practicum: Television News

Broadcast Practicum: Television Sports Magazine

Effects of Mass Communication

Gender and Communication

Gender Issues in the Mass Media

Gender in Popular Film and TV

Gender Portrayals in Popular Communication

Intercultural Communication

Introduction to Media and Culture

Love and Romance in Mass Media

News and the News Media

Nonverbal Communication

Quantitative Research Methods

Survey of Mass Communication

Survey of Communication Studies

Television News Production

Writing for Broadcast

Radio News

Writing for Electronic Media

Writing for Mass Communication

**BOOKS**

- Beliveau, R., Bolf-Beliveau, L., DeFoster, R., Engstrom, E. (2024). *Catholic horror on television: Haunting faith*. Lexington Books.
- Engstrom, E., & Beliveau, R. (2021). *Gramsci and media literacy: Critically thinking about TV and the movies*. Lexington Books.
- Valenzano III, J. M., & Engstrom, E. (2019). *Religion across television genres: Community, Orange Is the New Black, The Walking Dead, and Supernatural*. Peter Lang.
- Engstrom, E. (2017). *Feminism, gender, and politics in NBC's Parks and Recreation*. Peter Lang.
- Engstrom, E., Lucht, T., Marcellus, J., & Wilmot Voss, K. (2015; 2014). *Mad Men and working women: Feminist perspectives on historical power, resistance, and otherness*. Peter Lang.
- Engstrom, E., & Valenzano III, J. M. (2016; 2014). *Television, religion, and Supernatural: Hunting monsters, finding gods*. Lexington Books.
- Engstrom, E. (2012). *The bride factory: Mass media portrayals of women and weddings*. Peter Lang.

**BOOK CHAPTERS** (\*Reprint)

- Engstrom, E., & Stephenson, D. (2024). Audio and video journalism. In V. Filak (Ed.), *Convergent journalism: An introduction* (4th ed.) (pp. 99-119). Routledge.
- Engstrom, E., & Larson, G. (2020). Audio and video journalism. In V. Filak (Ed.), *Convergent journalism: An introduction* (3rd ed.) (pp. 99-114). Routledge.
- Marcellus, J., & Engstrom, E. (2016). 'The Suitcase' and 'The Strategy': The pro-family feminist bond between *Mad Men* protagonists Don Draper and Peggy Olson. In K. Ryan, D. Macey, & N. Springer (Eds.), *Friends, lovers, co-workers, and community: Everything I know about relationships I learned from television* (pp. 107-127). Lexington.
- Engstrom, E., & Larson, G. (2014). Audio and video journalism. In V. Filak (Ed.), *Convergent journalism: An introduction* (2nd ed.) (pp. 121-140). Focal Press.
- \*Engstrom, E. (2010). Unraveling The Knot: Political economy and culture hegemony in wedding media [Reprint]. In Gail Dines & Jean M. Humez (Eds.), *Gender, race, and class in media: A critical reader* (pp. 243-254). Sage.
- Engstrom, E. (2006). The 'reality' of reality television wedding programs. In M-L. Galician & D. Merskin (Eds.), *Critical thinking about sex, love, and romance in the mass media* (pp. 335-354). Lawrence Erlbaum.
- Engstrom, E., & Larson, G. (2003). Advanced television production. In M. Murray & R. Moore (Eds.), *Mass communication education* (pp. 297-318). Iowa State University.

**REFERENCE BOOK ENTRIES**

- Engstrom, E. (2022). C-SPAN. In G. Borchard (Ed.), *Encyclopedia of journalism* (pp. 427-433). Sage.
- Engstrom, E. (2022). Spectacle. In G. Borchard (Ed.), *Encyclopedia of journalism* (pp. 1534-1537). Sage.
- Engstrom, E. (2022). Walt Disney Company. In G. Borchard (Ed.), *Encyclopedia of journalism* (pp. 1720-1723). Sage.
- Engstrom, E. (2012). Doane, Mary Ann. In M. Kosut (Ed.), *Encyclopedia of gender in media* (pp. 68-70). Sage.
- Engstrom, E. (2012). Hall, Stuart. In M. Kosut (Ed.), *Encyclopedia of gender in media* (pp. 157-158). Sage.
- Engstrom, E. (2012). Toys and games: Gender socialization. In M. Kosut (Ed.), *Encyclopedia of gender in media* (pp. 390-393). Sage.
- Engstrom, E. (2012). Toys and games: Racial identity and stereotyping. In M. Kosut (Ed.), *Encyclopedia of gender in media* (pp. 393-396). Sage.
- Engstrom, E. (2004). Adult contemporary format. In C. H. Sterling (Ed.), *Museum of Broadcast Communications encyclopedia of radio* (Vol. 1, pp. 3-4). Fitzroy Dearborn.
- Engstrom, E. (2004). Consultants. In C. H. Sterling (Ed.), *Museum of Broadcast Communications encyclopedia of radio* (Vol. 1, pp. 381-384). Fitzroy Dearborn.
- Engstrom, E. (2004). Hottelet, Richard C. In C. H. Sterling (Ed.), *Museum of Broadcast Communications encyclopedia of radio* (Vol. 2, pp. 731-733). Fitzroy Dearborn.
- Engstrom, E. (2004). Middle of the road format. In C. H. Sterling (Ed.), *Museum of Broadcast Communications encyclopedia of radio* (Vol. 2, pp. 944-945). Fitzroy Dearborn.

**REFERENCE BOOK ENTRIES continued**

- Engstrom, E. (2004). Soft rock format. In C. H. Sterling (Ed.), *Museum of Broadcast Communications encyclopedia of radio* (Vol. 3, pp. 1296-1297). Fitzroy Dearborn.
- Engstrom, E. (2004). Tesla, Nikola. In C. H. Sterling (Ed.), *Museum of Broadcast Communications encyclopedia of radio* (Vol. 3, pp. 1390-1392). Fitzroy Dearborn.
- Engstrom, E. (1998). Buchenwald (pp. 54-55); radio consultants (pp. 92-93); soft rock (p. 336). In D. G. Godfrey & F. Leigh (Eds.), *Historical dictionary of American radio* (pp. 54-55). Greenwood.

**JOURNAL ARTICLES**

- McCann, A., & Engstrom, E. (2023). A lack of Joi: Hegemonic femininity and the male gaze in *Blade Runner 2049*. *Popular Culture Review*, 34(1), 51-83.
- Engstrom, E., Stephenson, D., Kim, Y. S., & Valenzano III, J. M. (2022). 'Under His eye': Religious appropriation and American civil religion in Hulu's *The Handmaid's Tale*. *Journal of Media and Religion*, 21(2), 55-68.
- Stephenson, D., Kim, Y. S., & Engstrom, E. (2021). Quality television as visual literacy tool: Analyzing production elements of Hulu's *The Handmaid's Tale*. *Journal of Media Education*, 12(2), 23-32.
- Engstrom, E. (2020). Entertainment as education: Multiculturalism and interculturalism in Eytan Fox's 2004 film *Walk on Water*. *Popular Culture Review*, 31(1), 71-97.
- Engstrom, E., & Valenzano III, J. M. (2016). Religion and the representative anecdote: Replacement and revenge in AMC's *The Walking Dead*. *Journal of Media and Religion*, 15(3), 123-135.
- Galloway, L., Engstrom, E., & Emmers-Sommer, T. (2015). Does movie viewing cultivate young people's unrealistic expectations about love and marriage? *Marriage and Family Review*, 51, 687-712.
- Miyose, C., & Engstrom, E. (2015). *Boys Over Flowers*: Korean soap opera and the blossoming of a new masculinity. *Popular Culture Review*, 26(2), 2-13.
- Valenzano, III, J. M., & Engstrom, E. (2014). Cowboys, angels and demons: American Exceptionalism and the Frontier Myth in the CW's *Supernatural*. *Communication Quarterly*, 62, 552-568.
- Engstrom, E. (2013). 'Knope we can!': Primetime feminist strategies in NBC's *Parks and Recreation*. *Media Report to Women*, 41(4), 6-11, 20-21 [editor-reviewed].
- Valenzano III, J. M., & Engstrom, E. (2013). Homilies and horsemen: The Scripture in the CW's *Supernatural*. *Journal of Communication and Religion*, 36(1), 50-72.
- Engstrom, E. (2012). The marriage gradient as representative anecdote in AMC's *Mad Men*. *Media Report to Women*, 40(4), 12-19, 22 [editor-reviewed].
- Engstrom, E. (2010). Alternative feminist media on the airwaves: Radio and women's music. *Journal of Radio and Audio Media*, 17(1), 18-32.
- Engstrom, E., & Valenzano III, J. M. (2010). Demon hunters and hegemony: Portrayals of religion in the CW's *Supernatural*. *Journal of Media and Religion*, 9(2), 67-83.
- Engstrom, E. (2009). Creation of a new 'empowered' female identity in WETV's *Bridezillas*. *Media Report to Women*, 37(1), 6-12 [editor-reviewed].
- Engstrom, E. (2009). *Buff Brides*: Disciplining the female body. *Popular Culture Review*, 20(1), 35-44.
- Engstrom, E. (2008). Unraveling The Knot: Political economy and cultural hegemony in wedding media. *Journal of Communication Inquiry*, 32(1), 60-82.
- Engstrom, E. (2008). Exploring women's music radio programs in the US. *Feedback*, 49(6), 44-54 [editor-reviewed].
- Jackson, D., Engstrom, E., & Emmers-Sommer, T. (2007). Think leader, think male and female: Sex vs. seating arrangement as leadership cues. *Sex Roles: A Journal of Research*, 57(9/10), 713-723.
- Engstrom, E. (2007). Selling with sex in Sin City: The case of the Hard Rock Hotel Casino. *Journal of Promotion Management*, 13(1/2), 169-188.
- Frisby, C., & Engstrom, E. (2006). Always a bridesmaid, never a bride: Portrayals of women of color in bridal magazines. *Media Report to Women*, 34(4), 10-14 [editor-reviewed].
- Jackson, D., Engstrom, E., & Hassenzahn, D. (2005). Effects of sex and seating arrangement on selection of leader. *Perceptual and Motor Skills*, 100, 815-818.
- Engstrom, E. (2005). Edward L. Bliss, Jr.: Broadcast journalist, educator, and author. *Journal of Broadcasting and Electronic Media*, 49, 251-257 [invited].

**JOURNAL ARTICLES** *continued*

- Engstrom, E. (2004). Hegemony and counterhegemony in Bravo's *Gay Weddings*. *Popular Culture Review*, 15(2), 33-47.
- Engstrom, E., & Semic, B. (2003). Portrayal of religion in reality TV programming: Hegemony and the contemporary American wedding. *Journal of Media and Religion*, 2, 145-163.
- Engstrom, E. (2003). Hegemony in reality-based TV programming: The world according to *A Wedding Story*. *Media Report to Women*, 31(1), 10-14 [editor-reviewed].
- Engstrom, E., & Ferri, A. (2000). Looking through a gendered lens: Local US television news anchors' perceived career barriers. *Journal of Broadcasting and Electronic Media*, 44, 614-634.
- Nishie, J., & Engstrom, E. (2000). Breaking Hollywood's stereotypes of the Japanese-American: The significance of the film *Go for Broke!* *Popular Culture Review*, 11(2), 17-28.
- Feldberg, S., & Engstrom, E. (1999). Societal relationships in the film *Metropolis*: Portrayal of Tonnie's *Gemeinschaft* and *Gesellschaft*. *Popular Culture Review*, 10(1), 157-166.
- Engstrom, E., & Ferri, A. (1998). From barriers to challenges: Career perceptions of women TV news anchors. *Journalism and Mass Communication Quarterly*, 75, 789-802.
- Engstrom, E., & Ferri, A. (1999). A career profile of local television news anchors in the US. *Feedback*, 40(2), 8-13 [editor-reviewed].
- Engstrom, E. (1997). *Retto-kan*: Japan's *gaijin* complex in contemporary media and culture. *Human Communication*, 1(1), 17-24.
- Engstrom, E. (1996). Audiences' perceptions of sources' credibility in a television interview setting. *Perceptual and Motor Skills*, 83, 579-588.
- Gotfredson, D., & Engstrom, E. (1996). Video essay: Teaching and learning with alternative news presentations. *Journalism and Mass Communication Educator*, 51(2), 55-62.
- Engstrom, E. (1995). *Schoolhouse Rock*: Cartoons as education. *Journal of Popular Film and Television*, 23, 98-104.
- Engstrom, E. (1995). Use of Western celebrities in Japanese advertising. *Popular Culture Review*, 6(2), 127-136.
- Engstrom, E. (1994). Effects of nonfluencies on speaker's credibility in newscast settings. *Perceptual and Motor Skills*, 78, 739-743.
- Edwardson, M., Kent, K., Engstrom, E., & Hofmann, R. (1992). Audio recall immediately following video change in television news. *Journal of Broadcasting and Electronic Media*, 36, 395-410.

**REFEREED CONFERENCE PAPERS** (\*Award winner)

- Engstrom, E., Brody, E., & Casadevall, A. (2024, August). *Queering contemporary comedy: FX's What We Do in the Shadows*. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, Philadelphia, PA.
- Engstrom, E. (2022, August). *The duality of Evil: Portrayal of Catholicism in the television streaming era*. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, Detroit, MI.
- Engstrom, E., & Beliveau, R. (2021, August). *Masculinity's representative anecdote in the MCU: Resistance and revision in Avengers: Endgame*. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, New Orleans, LA (virtual).
- Valenzano III, J. M., & Engstrom, E. (2018, November). *The (unseen) order of the study group: NBC's Community and religious humor*. Paper presented at the National Communication Association annual conference, Salt Lake City, UT.
- \*Engstrom, E., & Valenzano III, J. M. (2018, August). True believers, poseurs, and becoming 'woke': Portrayals of religion in Netflix's *Orange Is the New Black*. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, Washington, DC (Top Faculty Paper Award, Religion and Media Interest Group).
- Engstrom, E. (2016, August). *Television's masculinities: 'New Man' portrayals in NBC's Parks and Recreation*. Paper presented at the 2016 Association for Education in Journalism and Mass Communication annual conference, Minneapolis, MN.

**REFEREED CONFERENCE PAPERS** *continued* (\*Award winner)

- Miyose, C., & Engstrom, E. (2015, February). *Boys Over Flowers: Korean soap opera and the blossoming of a new masculinity*. Paper presented at the Western States Communication Association annual conference, Spokane, WA.
- Engstrom, E. (2013). *'Knpe we can!': Primetime feminist strategies in NBC's Parks and Recreation*. Paper presented at the Association for Education in Journalism and Mass Communication annual convention, Washington, DC.
- Galloway, L., & Engstrom, E. (2013, August). *Does movie viewing cultivate unrealistic expectations about love and marriage?* Paper presented at the Association for Education in Journalism and Mass Communication annual convention, Washington, DC.
- Valenzano III, J. M., & Engstrom, E. (2013, April). *'Somebody's gotta save people's asses': The Frontier Myth and American Exceptionalism in CW's Supernatural*. Paper presented at the Southern States Communication Association annual convention, Louisville, KY.
- Engstrom, E. (2012, August). *What happens to the 'cream of the crop'? The representative anecdote in AMC's Mad Men*. Paper presented at the Association for Education in Journalism and Mass Communication annual convention, Chicago, IL.
- Valenzano III, J. M., & Engstrom, E. (2011, November). *Homilies and horsemen: The Scripture in the CW's Supernatural*. Paper presented at the National Communication Association annual convention, New Orleans, LA.
- \*Engstrom, E., & Valenzano III, J. M. (2009, August). *Demon hunters and hegemony: Portrayal of religion on the CW's Supernatural*. Paper presented at the Association for Education in Journalism and Mass Communication annual convention, Boston, MA (Top Faculty Paper Award, Religion and Media Interest Group).
- Engstrom, E. (2008, August). *Alternative feminist media on the airwaves: Exploring women's music radio programs in the US*. Paper presented at the Association for Education in Journalism and Mass Communication annual convention, Chicago, IL.
- Engstrom, E. (2007, August). *Measuring a woman's worth: Femininity and the disciplined body in FitTV's Buff Brides*. Paper presented at the Association for Education in Journalism and Mass Communication annual convention, Washington, DC.
- Jackson, D., & Engstrom, E. (2006, February). *Seating arrangement vs. sex as leadership cues: Testing the 'think-leader, think-male' heuristic*. Paper presented at the Western States Communication Association annual conference, Palm Springs, CA.
- \*Engstrom, E. (2005, August). *Unraveling The Knot: Hegemony, gender, and weddings in mass media*. Paper presented at the Association for Education in Journalism and Mass Communication annual convention, San Antonio, TX (Best Poster Award, Cultural and Critical Studies Division).
- Jackson, D. & Engstrom, E. (2004, May). *Effects of sex and proxemics on perceptions of leadership*. Paper presented at the International Communication Association annual conference, New Orleans, LA.
- \*Engstrom, E. (2003, July). *Hegemony and counterhegemony in Bravo's Gay Weddings*. Paper presented at the Association for Education in Journalism and Mass Communication annual convention, Kansas City, MO (Third-Place Faculty Paper, Entertainment Studies Interest Group).
- Engstrom, E., & Semic, B. (2002, August). *Portrayal of religion in reality TV programming: Hegemony and the contemporary American wedding*. Paper presented at the Association for Education in Journalism and Mass Communication annual convention, Miami, FL.
- Engstrom, E. (2000, August). *Nurturing motherhood: The portrayal of gender roles and childbirth in A Baby Story*. Paper presented at the Association for Education in Journalism and Mass Communication annual convention, Phoenix, AZ.
- Engstrom, E. (1999, August). *Cultural hegemony in reality-based television programming: The world according to A Wedding Story*. Paper presented at the Association for Education in Journalism and Mass Communication annual convention, New Orleans, LA.
- \*Engstrom, E., & Ferri, A. (1999, April). *Local television news anchors at the end of the 1990s: A career profile*. Paper presented at the Broadcast Education Association annual convention, Las Vegas, NV (Second-Place Winner, Open Category, News Division).

**REFEREED CONFERENCE PAPERS** *continued* (\*Award winner)

- Engstrom, E., & Ferri, A. (1998, August). *Gender differences in the perceptions of television news anchors' career barriers*. Paper presented at the Association for Education in Journalism and Mass Communication annual convention, Baltimore, MD.
- \*Engstrom, E., & Ferri, A. (1998, April). *From barriers to challenges: Career perceptions of women television news anchors*. Paper presented at the Broadcast Education Association annual convention, Las Vegas, NV (Second-Place Winner, Open Category, Gender Issues Division).
- Engstrom, E. (1997, May). *Retto-kan: Japan's inferiority complex with the West in contemporary media and culture*. Paper presented at the International Communication Association annual conference, Montreal, Canada.
- Feldberg, S., & Engstrom, E. (1996, May). *Gemeinschaft and Gesellschaft: Societal relationships in the film Metropolis*. Paper presented at the International Communication Association annual conference, Chicago, IL.
- \*Gottfredson, D., & Engstrom, E. (1996, April). *Teaching with and learning from alternative news presentations: The video essay*. Paper presented at the Broadcast Education Association annual convention, Las Vegas, NV (Second-Place Winner, Debut Category, Production Division).
- Burns, D., & Engstrom, E. (1994, February). *Risky business: The role of the media in communicating environmental risk issues*. Paper presented at the Media and Environment Conference of the Association for Education in Journalism and Mass Communication, Reno, NV.
- Engstrom, E., Gentry, J., & Melwani, G. (1989, August). *Evidence for differential effects on males and females in the wake of post-debate analyses*. Paper presented at the Association for Education in Journalism and Mass Communication annual convention, Washington, DC.

**CONFERENCE PANEL PRESENTATIONS**

- Engstrom, E. (2023). *Women Talking: Finding filmic feminist strategies for smashing the patriarchy*. Presented at the National Communication Association annual convention, National Harbor, MD.
- Engstrom, E. (2023). *Catholic horror as critique in the TV streaming era*. Presented at the Association for Education in Journalism and Mass Communication annual meeting, Washington, DC.
- Engstrom, E. (2020, August). *Mobilizing culture: Using popular media to teach about race, class, and gender [Use of high-octane action films and high-level theory: Popular film, subversion and resistance]*. Presented at the Association for Education in Journalism and Mass Communication virtual annual meeting.
- Engstrom, E. (2020, February). *The gendered Endgame: Marvel's new man*. Presented at the Far West Popular and American Culture Associations annual meeting, Las Vegas, NV.
- Engstrom, E. (2019, November). *Surviving the darkness: The Washington Post's Super Bowl ad and press freedom*. Presented at the National Communication Association annual convention, Baltimore, MD.
- Engstrom, E. (2019, August). *Desecration and despair: Considering civil religion and Hulu's The Handmaid's Tale*. Presented at the Association for Education in Journalism and Mass Communication annual meeting, Toronto, Canada.
- Engstrom, E. (2019, February). *Television's 'new man' persona: Nostalgia and masculinity in ABC's The Goldbergs*. Presented at the Far West Popular and American Culture Associations annual meeting, Las Vegas, NV.
- Engstrom, E. (2018, April). *Ironic faith: Religious renewal in The Walking Dead*. Presented at the Eastern Communication Association annual meeting, Pittsburgh, PA.
- Engstrom, E. (2018, February). *Shades of faith in Orange Is the New Black*. Presented at the Far West Popular and American Culture Associations annual meeting, Las Vegas, NV.
- Engstrom, E. (2017, August). *Positive disruption: Gender, popular communication, and the growth mindset*. Panel presentation at the Association for Education in Journalism and Mass Communication annual meeting, Chicago, IL.
- Engstrom, E. (2017, February). *Facing it: Pop consciousness raising and the movement against makeup*. Presented at the Far West Popular and American Culture Associations annual meeting, Las Vegas, NV.
- Engstrom, E., & Marcellus, J. (2016, May). *Interpersonal relationships: The Don-Peggy relationship*. Presented at *Mad Men* the Conference, Middle Tennessee State University, Murfreesboro, TN.

**CONFERENCE PANEL PRESENTATIONS *continued***

- Engstrom, E. (2016, February). Teaching with movies: Intercultural concepts in *Walk on Water* and *Amreeka*. Presented at the Far West Popular and American Culture Associations annual meeting, Las Vegas, NV.
- Engstrom, E. (2015, November). *Player intimacy and the application of environmental psychology to casino design*. Presented at the National Communication Association annual convention, Las Vegas, NV.
- Engstrom, E., & Valenzano III, J. M. (2015, October). *Religion and the representative anecdote: Replacement and revenge in AMC's The Walking Dead*. Presented at the annual meeting of the Midwest Popular Culture Association, Cincinnati, OH.
- Engstrom, E. (2015, February). *Personal construct psychology and intimacy in mediated relationships*. Presented at the Far West Popular and American Culture Associations annual meeting, Las Vegas, NV.
- Engstrom, E. (2015, February). *Mad Men and working women: What popular culture can tell us about gender and the workplace*. Presented at the Far West Popular and American Culture Associations annual meeting, Las Vegas, NV (invited luncheon address).
- Engstrom, E. (2014, October). *'Let us plan your happily ever after': Disney's princess brides in the wedding utopia*. Presented at the Midwest Popular and American Culture Associations annual conference, Indianapolis, IN.
- Engstrom, E. (2013, August). *Tebowmania: Fandom as religion*. Presented at the Association for Education in Journalism and Mass Communication annual convention, Washington, DC.
- Engstrom, E. (2013, February). *Making feminism mainstream: Amy Poehler and NBC's Parks and Recreation*. Presented at the Far West Popular and American Culture Associations annual meeting, Las Vegas, NV.
- Engstrom, E. (2012, November). *The Disneyfication of Brideland*. Presented at the National Communication Association annual convention, Orlando, FL.
- Engstrom, E. (2012, November). *Learning from and teaching with smart popular culture: Corporate wives, career girls, and partner asymmetry in Mad Men*. Presented at the National Communication Association annual convention, Orlando, FL.
- Engstrom, E. (2012, August). *Gender dynamics and journalists: Cultural work and the function of functionaries*. Presented at the Association for Education in Journalism and Mass Communication annual convention, Chicago, IL.
- Engstrom, E. (2012, February). *Mad women and the marriage gradient: The risks and rewards of being a highly competent woman*. Presented at the Far West Popular and American Culture Associations annual meeting, Las Vegas, NV.
- Engstrom, E. (2011, August). *Mad women: Workplace stereotypes beyond Kanter*. Presented at the Association for Education in Journalism and Mass Communication annual convention, St. Louis, MO.
- Engstrom, E. (2011, August). *'Teacher is bitter man-hater': Adjusting course content and delivery*. Presented at the Association for Education in Journalism and Mass Communication annual convention, St. Louis, MO.
- Engstrom, E. (2010, August). *Women's music on radio: A soundscape in flux*. Presented at the Association for Education in Journalism and Mass Communication annual convention, Denver, CO.
- Engstrom, E. (2010, March). *Women's voices, women's music: Status report on feminist media in popular culture*. Presented at the Far West Popular and American Culture Associations annual meeting, Las Vegas, NV.
- Engstrom, E. (2009, March). *Say yes to hegemonic femininity: Gender portrayals in TLC's Say Yes to the Dress*. Presented at the Far West Popular Culture and American Culture Associations annual meeting, Las Vegas, NV.
- Engstrom, E. (2009, February). *The bride as media text: Feminine work and the wedding*. Presented at the Western States Communication Association annual convention, Phoenix, AZ.
- Engstrom, E. (2007, February). *In your face: Use of women and sex to create casino branding in Las Vegas*. Presented at the Western States Communication Association annual convention, Seattle, WA.
- Engstrom, E. (2006, August). *Blatant innuendo: Use of women and sex to create the Hard Rock Hotel Casino brand*. Presented at the Association for Education in Journalism and Mass Communication annual convention, San Francisco, CA.

**CONFERENCE PANEL PRESENTATIONS *continued***

- Engstrom, E. (2006, August). *Gendered communication: Multicultural feminism and Western physical ideals in Japanese women's magazines*. Presented at the Association for Education in Journalism and Mass Communication annual convention, San Francisco, CA.
- Engstrom, E. (2006, August). *Critiquing gender, love, and romance in reality television weddings*. Presented at the Association for Education in Journalism and Mass Communication annual convention, San Francisco, CA.
- Engstrom, E. (2006, April). *Retto-kan and images of women in Japanese media*. Presented at the Broadcast Education Association annual convention, Las Vegas, NV.
- Engstrom, E. (2006, January). *Use of lesbian chic in casino advertising*. Presented at the Far West Popular and American Culture Associations annual meeting, Las Vegas, NV.
- Engstrom, E., & Murray, M. (2005, April). *BEA distinguished scholars: The contributions of Ed Bliss*. Presented at the Broadcast Education Association annual convention, Las Vegas, NV.
- Engstrom, E. (2005, February). *Gender roles, expectations, and socialized desires: Feminist scholarship of the modern wedding*. Paper presented at the Far West Popular and American Culture Associations annual meeting, Las Vegas, NV.
- Engstrom, E. (2004, October). *Feminine beauty ideals in Japanese culture: Implications of retto-kan*. Presented at the Gender Studies in Asia Seminar, National Endowment for the Humanities Focus Grant Faculty Development Seminar, University of Nevada, Las Vegas.
- Engstrom, E. (2004, April). *A great gender divide? Male vs. female news anchors and perceived career barriers*. Presented at the Broadcast Education Association annual convention, Las Vegas, NV.
- Engstrom, E. (2003, February). *Husband hunting: Reality TV programming and compulsory heterosexuality*. Paper presented at the Far West Popular and American Culture Associations annual meeting, Las Vegas, NV.
- Engstrom, E. (2002, August). *Retto-kan: The Japanese media filter*. Presentation at the Association for Education in Journalism and Mass Communication annual convention, Miami, FL.
- Engstrom, E. (2001, January). *Courtship on camera: The dating genre of reality television programming*. Presented at the Far West Popular Culture and American Culture Associations annual meeting, Las Vegas, NV.
- Engstrom, E. (2000, January). *Uncovering the past, enlightening the present: The Internet and the story of Nikola Tesla*. Presented at the Far West Popular Culture and American Culture Associations annual meeting, Las Vegas, NV.
- Engstrom, E. (1999, July). *US press coverage of Japanese politics: A case study of the resignation of Ryutaro Hashimoto*. Paper presented at the Asian Studies on the Pacific Coast annual conference, San Diego, CA.
- Engstrom, E. (1996, January). *The National Enquirer time warp: Sensational journalism as a teaching tool*. Paper presented at the Far West Popular Culture and American Culture Associations annual meeting, Las Vegas, NV.
- Engstrom, E. (1995, July). *Retto-kan and its manifestations in the Japanese culture: From Meiji to present*. Paper presented at the Asian Studies on the Pacific Coast annual conference, Pacific University, Forest Grove, OR.
- Engstrom, E. (1995, January). *Western definitions of beauty as illustrated by the use of gaijin in Japanese advertising: Remnants of retto-kan*. Paper presented at the Far West Popular and American Culture Associations annual meeting, Las Vegas, NV.
- Engstrom, E. (1994, January). *The flow of culture from West to East: American stars in Japanese television commercials*. Paper presented at the Far West Popular and American Culture Associations annual meeting, Las Vegas, NV.
- Engstrom, E. (1993, January). *Schoolhouse Rock: How people 'learned stuff' from watching Saturday morning cartoons*. Paper presented at the Far West Popular and American Culture Associations annual meeting, Las Vegas, NV.

## TEACHING AWARDS AND RECOGNITIONS

Selectee, Best Teaching Practices Expo, UNLV Faculty Development, 2020  
Selectee, Best Teaching Practices Expo, UNLV Faculty Development, 2019  
Recognized as an Outstanding Professor by the UNLV Student Athletes, 2018  
Named Exceptional Professor by the National Residence Hall Honorary, 2004

## ACADEMIC SERVICE

### University of Kentucky

Member, College of Communication and Information Onboarding Committee, 2021  
Presenter, College of Communication and Information Research Seminar, 2021

### University of Nevada, Las Vegas

Member, Faculty Senate Program Review Committee, 2017-present  
Judge, Graduate College Student Presentation Competition, 2017, 2014, 2013  
Member, Faculty Senate Tenure and Promotion Committee, 2013-2014  
Member, Alex G. & Faye Spanos Distinguished Teaching Award Committee, 2008  
Member, Regents Award Program Committee, 1997-99, 2001-2004  
Representative, University System of Nevada Common Course Numbering Committee, 2001-2003  
Member, Search Committee for Vice Provost for Academic Resources, 2003  
Member, Ad Hoc Tenure and Promotion Document Committee, 2001-2002  
Member, Women's Studies Steering Committee, 2002  
Member, New Student Orientation Planning Committee, 2001-2002  
Member, University Council on Teacher Education, 2001  
Scholarship Interviewer, Silver State One-Hundred Scholarships, 2001  
Member, UNLV Scholarship Work Group, 2000-2001  
Member, University Assessment Committee, 2001  
Member with Special Duties, University Honors Convocation Committee, 2000  
Chair, Faculty Senate Scholarship Committee, 1997-1999  
Member, Regents' and UNLV Teaching Awards Committee, 1998, 1999  
Member, Faculty Senate Scholarship Committee, 1995-1997  
Member, Graduate Faculty Scholarship Committee, 1995  
Discussant, Liberal Arts Research Seminar, 1995  
Member, Graduate Studies Council, 1994-1995  
Member, Program Review Committee, Instructional & Curricular Studies, 1994

### Greenspun College of Urban Affairs

Member, Personnel Committee, 2017-2020, 2013-2015, 2011-2012  
Member, Scholarship Committee, 1998  
Chair, Scholarship Committee, 1997

### Department of Communication Studies/Hank Greenspun School of Communication

Member, David Henry Writing Award Committee, 2019-2020  
Chair, Graduate Comprehensive Exams Committee, 2016-2018; Member, 2013-2014  
Chair, Interpersonal Communication Position Search Committee, 2013  
Member, Search Committees: 2015-2016; 2007, 1993-1999  
Chair, Grants Committee, 2000  
Member, Personnel Committee, 1998-2000  
Author, Five-Year School Report, 1998  
Research Colloquium Coordinator, 1997-1998  
Member, School Commencement Committee, 1993-1996  
Competition Judge, Silver State Documentary Festival, 1994, 1995

**PROFESSIONAL SERVICE**

Association for Education in Journalism and Mass Communication

- Panelist, Women Faculty Moving Forward Workshop for Lillian Kopenhaver Fellows, 2022
- Manuscript Reviewer, AEJMC News Audience Research Paper Award, 2022
- Member, News Engagement Day Committee, 2021
- Panel Moderator, Student Media Teaching Session, 2021
- Member, Nominations and Elections Committee, 2017-2019
- Panelist, Putting AEJMC to Work for You, Midwinter Conference, 2007
- Member, Task Force on Diversity, 2003-04

Commission on the Status of Women

- Head—Second Year Co-Chair, 2003-2004; First Year Co-Chair, 2002-03
- Program Chair, 2001-02
- Research Chair, 2000-01
- Paper Judge, 2020, 2019, 2014, 2013, 2012, 2011, 2009, 2008, 2005, 2002, 1999
- Paper Discussant, 2009, 2008, 2005, 1996 Annual Conventions
- Panel Moderator, 2010, 2008 Annual Conventions
- Newsletter Contributor and Web Site Coordinator, 2000-07

Communication Theory and Methodology

- Paper Judge, 1996 Annual Convention

Cultural and Critical Studies Division

- Head, 2012-2013
- Program Chair, 2011-2012
- Research Co-Chair, 2006-07
- Paper Discussant, 2012, 2008 Annual Conventions, 2007 Midwinter Conference
- Paper Judge, 2024, 2023, 2020, 2019, 2018, 2017, 2016, 2015, 2014, 2013, 2012, 2010, 2009, 2008, 2006

Entertainment Studies Interest Group

- Paper Discussant, 2006 Annual Convention

Mass Communication and Society Division

- Paper Judge, 2003, 1999, 1998, 1995, 1993 Annual Conventions, 1997 Winter Conference
- Paper Discussant, 2003, 2000, 1999, 1995 Annual Conventions
- Religion and Media Interest Group
- Paper Judge, 2020, 2019
- Teaching Chair, 2009-2010
- Panel Moderator, 2010 Annual Convention

Southeast Colloquium

- Panelist, Preparing the Teaching Portfolio, 2024
- Panelist, Making the Most Out of AEJMC, 2023

Broadcast Education Association

- Television Production Syllabus Project Web Site Coordinator, 2000

International Communication Association

- Paper Judge, 1998 Annual Conference, Intercultural Communication Division

National Communication Association

- Paper Judge, Feminist and Gender Studies Division, 2020
- Paper Judge, Critical and Cultural Studies Division, 2019, 2016
- Paper Judge, Mass Communication Division, 2019

Western States Communication Association

- Paper Judge, Media Studies Interest Group 2016, 2015, 2011, 2010, 2009, 2008 Annual Conventions
- Paper Respondent, Media Studies Interest Group, 2011, 2009, 2008 Annual Conventions

**EDITORIAL SERVICE**

Editorial Board, *Journalism and Mass Communication Quarterly*, 2016-present

Editorial Board, *Journalism and Mass Communication Educator*, 2004-2012

Manuscript Reviewer

*Critical Studies in Media Communication*

*Communication Reports*

*Feminist Media Studies*

*Journalism History*

*Journal of Broadcasting and Electronic Media*

*Journal of Media and Religion*

*Journal of Social and Personal Relationships*

*Mass Media and Society*

*Perceptual and Motor Skills*

*Popular Culture Review*

*Sex Roles*

*Television and New Media*

*Visual Communication Quarterly*

**COMMUNITY SERVICE**

Judge, Wisconsin Newspaper Association Foundation Better Newspaper Contest, 2024

Judge, Wisconsin Newspaper Association Foundation Collegiate Better Newspaper Contest, 2024

Education Representative, Kentucky Press Association, 2021-2023

Judge, Oklahoma Press Association Better Newspaper Contest, 2022

Intake Volunteer, UK Vaccine Clinic, February 2021

Debate Judge, Golden Desert High School Debate Tournament, 2019

UNLV Forum Speaker, "Gender and Politics in NBC's *Parks and Recreation*," 2017

UNLV Forum Speaker, "Television, Religion, and *Supernatural*," 2015

Guest Speaker on *Mad Men* and working women, Acacia Springs Senior Living, 2015

Guest Speaker on *Mad Men* and working women, State of Nevada Cooperative Extension, 2014

UNLV Forum Speaker, "The Disneyfication of Brideland," 2013

UNLV Forum Speaker, "Weddings in Mass Media," 2001

On-Air Pledge Volunteer, KUNV-FM, 2004-2012

Broadcast News Instructor, Junior Broadcasters Program, Las Vegas Inner City Games, 1996-1999

Competition Judge, Society of Professional Journalists Broadcast Journalism Contest, 1997

Competition Judge, International Association of Business Communicators Quill Awards, 1993, 1995

Adult Literacy Tutor, Clark County Library District, 1992-1993

**PROFESSIONAL DEVELOPMENT TRAINING**

University of Kentucky Women's Executive Leadership Development Program, 2022

ASJMC Winter Workshop, Leadership in Times of Change, 2021

University of Kentucky Chairs' Academy I and II, 2020, 2021

University of Kentucky, "Publish and Flourish: Becomes a Prolific Scholar," 2020

Academic Impressions, "Fostering Curiosity as a Creative Leader," 2021

Academic Impressions, "Time Management: Focusing on Your Priorities and Purpose," 2021

Academic Impressions, "Supporting Mid-Career Faculty,": 2021

Academic Impressions, "Essential Behaviors of a Servant Leader," 2021

UNLV Graduate College, Recruitment, Retention, Progression, & Completion Workshop, 2018

UNLV Office of Academic Assessment, Academic Assessment Workshop, 2013

UNLV Teaching & Learning Center, "Publish and Flourish: Become a Prolific Scholar," 2009

UNLV Supervisory Series, Training Requirements for Supervisors of Classified Employees, 2005

National Endowment for the Humanities, Asian Studies Faculty Development Seminar, 2004

UNLV Retention Planning Retreat, Undergraduate Retention Workshop, 2002

UNLV Chair and Directors, Faculty Workload Survey Workshop, 2002

**MEDIA APPEARANCES AND COVERAGE: PRINT**

Moresby Press website. Story on TV streaming and culture, 2022  
 UNLV News Center, "Show of subversiveness." Review of my book on *Parks and Recreation*, 2018  
 Author, "The Audacity of Knope." UNLV Forum article, 2017  
 Author, "Lecture Preview: TV, Religion, and CW's *Supernatural*." UNLV Forum article, 2017  
*Las Vegas Review-Journal*. News source for feature story, "Mad Men all about smart women," 2014  
 UNLV News & Publications. News source for feature story on *Mad Men* television show, 2014  
*UNLV Innovation: The Research Magazine of UNLV*. Story on my book *The Bride Factory*, 2013.  
*Las Vegas Sun*. News source for "Las Vegas-based *Say Yes to the Dress* pilot in the works," 2012  
 UNLV News & Publications. News source for feature story on reality television weddings, 2012  
*Las Vegas Sun*. News source for story on treatment of women in Las Vegas, 2007  
*Las Vegas Review-Journal*. Story on my bridal magazine research with C. Frisby, 2006  
*Las Vegas Sun*. Story on popular culture and my casino advertising research, 2006  
*Las Vegas City Life*. News source for story about KUNV-FM, 2003  
*Las Vegas Sun*. Story on my women television news anchors research with A. Ferri, 1998  
*Las Vegas Review-Journal*. Story on my clothing and credibility research, 1991  
*Las Vegas Sun*. Story on my clothing and credibility research, 1991  
*Orlando Sentinel*. Story on my clothing and credibility research, 1991  
*Miami Herald*. Story on my clothing and credibility research, 1991  
*St. Petersburg Times*. Editorial cartoon on my clothing and credibility research, 1991  
*Gainesville Sun*. Front-page story on my clothing and credibility research, 1991

**MEDIA APPEARANCES AND COVERAGE: BROADCASTING, FILM, & NEW MEDIA**

Webinar Panelist, Religion and Culture, Indiana Univ. Purdue University, October 2022  
 Guest, Media and Culture Podcast, November 2021  
 Webinar Panelist, Media Literacy in Higher Education, October 2021  
 New Books Podcast. Interviewed about *Feminism, Gender, and Politics in NBC's Parks and Recreation*, 2020  
 WMES-FM. Radio interview on "Feminism and *Mad Men*," 2019  
 UNLV-TV, *UNLV Research Files*. Interview on my research and books, 2015  
*The Academic Minute*, WAMC-FM. "Wedding 'Pictures.'" Podcast news feature on weddings, 2014  
 KNPR-FM, Las Vegas. Panelist on program on working women during the 1960s *Mad Men* era, 2014  
 KUNV-FM, On-Air Pledge Volunteer, 2004-2012  
*Jeopardy!* Contestant on nationally syndicated game show, 2006  
 KNPR-FM, Las Vegas. Panelist on "State of Nevada" program on weddings, 2012  
*Georgia Rule*. Uncredited television appearance in major feature film, 2007  
 KVVU-TV, Las Vegas. News source for story on media coverage of national security, 2001  
 KLAS-TV, Las Vegas. News source for story on popularity of reality television shows, 2000  
 KVVU-TV, Las Vegas. News source for story on death of JFK, Jr., 1999  
 KTNV-TV, Las Vegas. Panel guest for public affairs show on TV self-ratings, 1997  
 KLAS-TV, Las Vegas. News source for story on UNLV's student-produced TV newscast, 1996  
 KLAS-TV, Las Vegas. News source for story about NBC's GM truck report on *Dateline*, 1993  
 National Public Radio. Story on my clothing and credibility research, 1991

**BOOK REVIEWS**

Engstrom, E. (2006). *The quieted voice: The rise and demise of localism in American radio*. *Popular Culture Review*, 17(1), 95-96.  
 Engstrom, E. (2006). *What women watched: Daytime television in the 1950s*. *Journal of Broadcasting and Electronic Media*, 50, 338-341.  
 Engstrom, E. (2004). *Sex, love, and romance in the mass media*. *Feedback*, 45(2), 16.  
 Engstrom, E. (1999). *The children of Telstar: Early experiments in school television production*. *Journalism History*, 25, 120.  
 Engstrom, E. (1997). *Nightline: History in the making and the making of television*. *Journalism and Mass Communication Quarterly*, 74, 216-217.

**NEWSLETTER ARTICLES**

- Engstrom, E. (2013, Summer). Getting our CCS house in order—pronto. *C&CS News: Newsletter of the Cultural and Critical Studies Division of AEJMC*, p. 2.
- Engstrom, E. (2013, Spring). Headnote: You're gooder than that. *C&CS News: Newsletter of the Cultural and Critical Studies Division of AEJMC*, p. 2.
- Engstrom, E. (2013, Winter). Headnote: Research ideas and opportunities for CCS members. *C&CS News: Newsletter of the Cultural and Critical Studies Division of AEJMC*, p. 2.
- Engstrom, E. (2013, Winter). AEJMC winter meeting marks last chip auction. *C&CS News: Newsletter of the Cultural and Critical Studies Division of AEJMC*, pp. 1, 4.
- Engstrom, E. (2012, Summer). Making history in Chicago: AEJMC returns to birthplace. *C&CS News: Newsletter of the Cultural and Critical Studies Division of AEJMC*, p. 1.
- Engstrom, E. (2010, July 2). Getting ready for fall: Teaching tips. *Religion and Media Interest Group Newsletter*. [Available: <http://religionandmedia.wordpress.com>]
- Engstrom, E. (2010, Winter). Learning styles: New review of the research. *Religion and Media Interest Group Newsletter*. [Available: <http://religionandmedia.wordpress.com>]
- Engstrom, E. (2009, Fall). Teaching tips: The graduate student web site mini-project. *Religion and Media Interest Group Newsletter*. [Available: <http://religionandmedia.wordpress.com>]
- Engstrom, E. (2007, Winter/Spring). Silent auction a success in San Francisco. *Women's Words: Newsletter for the Commission on the Status of Women of the AEJMC*, p. 2.
- Engstrom, E. (2006, Spring/Summer). Nellie Bly and my *Jeopardy!* adventure. *Women's Words: Newsletter for the Commission on the Status of Women of the AEJMC*, p. 5.
- Engstrom, E. (2005-2006, Fall/Winter). *Women's Voices* provides musical refuge in FM landscape (cover story). *Women's Words: Newsletter for the Commission on the Status of Women of the AEJMC*, pp. 7-9.
- Engstrom, E. (2005, Summer). Male/female salary gap persists in most ranks in 2002-2003. *Women's Words: Newsletter for the Commission on the Status of Women of the AEJMC*, pp. 8-9.
- Engstrom, E. (2000, Fall). Making lemonade: Maintaining research productivity when life hands you lemons. *Women's Words: Newsletter for the Commission on the Status of Women of the AEJMC*, pp. 6-8.

**TEACHING WORKSHOPS ATTENDED**

- UNLV Faculty Development, 2020—“Best Teaching Practices Mini-Workshops”
- UNLV Faculty Development, 2019—“Creative Research Assignments”
- UNLV Faculty Development, 2019—“Student Motivation, Engagement, and Peer Learning”
- UNLV Teaching & Learning Center Workshop, 2008—“WebCampus Show & Tell”
- UNLV Teaching & Learning Center Workshop, 2008—“Using Student Tracking in WebCampus”
- UNLV Teaching & Learning Center Workshop, 2008—“Creating Simple Quizzes in WebCampus”
- UNLV Teaching & Learning Center Workshop, 2008—“Course Development and Redevelopment”
- UNLV Teaching & Learning Center Workshop, 2007—“Publish and Flourish: Become a Prolific Scholar”
- UNLV Teaching & Learning Center Workshop, 2006—“WebCT VISTA Basics Mini-Course”
- UNLV Teaching & Learning Center Workshop, 2002—“Creating Web-Based Assignments”
- UNLV Teaching & Learning Center Workshop, 2001—“Giving Effective Feedback”
- UNLV Teaching & Learning Center Workshop, 2001—“Scholarship of Teaching”
- UNLV Teaching & Learning Center Workshop, 2000—“Sex, Teaching, and Learning”
- UNLV Teaching & Learning Center Workshop, 2000—“Teaching and Motivation”
- UNLV Teaching & Learning Center Workshop, 2000—“Teaching and Humor”
- UNLV Teaching & Learning Center Workshop, 2000—“Electronic Dialogue Tools for Active Learning”
- UNLV Teaching & Learning Center Workshop, 2000—“Active Lecture”
- UNLV Teaching & Learning Center Workshop, 2000—“Discussion Teaching”
- UNLV Teaching & Learning Center Workshop, 2000—“Teaching with Technology”
- UNLV Teaching & Learning Center Workshop, 1999—“Learning Styles and Teaching Styles”
- UNLV Teaching & Learning Center Workshop, 1999—“Students' Cognitive Development and Teaching”
- UNLV Teaching & Learning Center Workshop, 1999—“Classroom Assessment Techniques”
- UNLV Teaching & Learning Center Workshop, 1999—“Teaching Portfolios”