

# John J. Vilanova

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## Education

### Ph.D in Communication

ANNENBERG SCHOOL FOR COMMUNICATION, UNIVERSITY OF PENNSYLVANIA / AUGUST 2019

- Dissertation: "Not Simply the Best: The GRAMMY Awards, Race, and America"
- Graduate Certificate Recipient, Africana Studies / Completed 2017

### M.A. in Communication

ANNENBERG SCHOOL FOR COMMUNICATION, UNIVERSITY OF PENNSYLVANIA / MAY 2016

### M.A. in American Studies

UNIVERSITY OF KANSAS, LAWRENCE, KS / MAY 2012

- Master's Thesis: "'I'mma Let You Finish But . . . ': Kanye West, Taylor Swift, Beyoncé Knowles and the Myths of Memory."

### B.A. in English

UNIVERSITY OF PENNSYLVANIA, PHILADELPHIA, PA / MAY 2009

- Magna Cum Laude / Inaugural Member, Sigma Tau Delta English Honors Society
- Minors in Music History and Jazz

## Academic Appointments

### Professor of Practice of Journalism & Communication and Africana Studies

LEHIGH UNIVERSITY, BETHLEHEM, PA / AUGUST 2019-PRESENT

### Adjunct Instructor, Media Studies & Production

KLEIN COLLEGE OF MEDIA AND COMMUNICATION, TEMPLE UNIVERSITY / 2018

## Scholarly Publications

### Peer-Reviewed Journal Articles

Vilanova, J. (2019). "Kingston Be Wise:" Jamaica's Reggae Revival, Musical Livity, and Troubling Temporality in the Modern Global Music Industry." *International Journal of Communication*.

Vilanova, J. & Cassidy, K. (2019). "'I'm Not the Drummer's Girlfriend': Merch Girls, Tour's Misogynist Mythos, and the Gendered Dynamics of Live Music's Backline Labor." *Journal of Popular Music Studies*.

Vilanova, J. (In Preparation). "Roots Routes: Japan, Jamaica, and the Surprising Global Flows of Vintage Reggae Vinyl." *Media Industries*.

### Other Journal Articles

Vilanova, J. (2017). "Any-Where and Every-When: Using the Mongol Hordes and the

Khmer Rouge to Understand the Islamic State's Spatial and Temporal Strategies"  
*Global-e*.

### Book Chapters

Kraidy, M. & Vilanova, J. (2019). "Time Space and Communication: A Preliminary Comparison of Islamic State to the Mongol Hordes and the Khmer Rouge." In R. Pennington (Ed.), *The Media World of ISIS*. Bloomington, IN: Indiana University Press.

Vilanova, J. (2013). "White-Out!: Surf Films, Alternative Whiteness, and the Commodification of Surfer Subculture." In Ingle, Z. & Sutera, D. (Eds.), *Identity and Myth in Sports Documentaries: Critical Essays*. Lanham, MD: Scarecrow Press.

### Podcasts

Vilanova, J. & Shapiro, A. (2015). "Exemptions and Obligations: Penn, Philadelphia, and the Debate over PILOTS Payments." *3620 Podcast*.  
<http://podcast.asc.upenn.edu/2015/04/episode-59-exemptions-obligations/>.

Vilanova, J. (2014). "This Pod Should Be Cast Loud: War, Noise, and the Politics of Amplification." *3620 Podcast*. <http://podcast.asc.upenn.edu/2014/12/episode-55-the-pod-should-be-cast-loud/>.

## Selected Mass Media Publications

Vilanova, J. (2019, February, 9). What it takes for Black Artists to Win GRAMMYS. *The Atlantic*.  
<https://www.theatlantic.com/entertainment/archive/2019/02/what-it-takes-black-artists-win-grammys/582379/>

Vilanova, J. (2018, October 10). "Migos' Crossover Win at the AMAs Signals an Imminent Industry Shift. *The Atlantic*.  
<https://www.theatlantic.com/entertainment/archive/2018/10/why-migos-won-favorite-poprock-duo-or-group-amas/572602/>.

Vilanova, J. (2018, September 13). "John Legend's EGOT and the Seduction of Symbolic Racial Progress." *The Atlantic*.  
<https://www.theatlantic.com/entertainment/archive/2018/09/john-legends-egot-and-the-seduction-of-symbolic-racial-progress/570058/>.

Vilanova, J. (2018, June 20). "Why Shouldn't I Interview Stevie Wonder?" *MusiQology*.  
<http://musiqology.com/blog/2018/06/20/why-shouldnt-i-interview-stevie-wonder/>.

Vilanova, J. (2018, January 30). "Bruno Mars's Big Night Suggests the GRAMMY Awards Want to Stick to Music. *MusiQology*. <http://musiqology.com/blog/2018/01/30/bruno-marss-big-night-suggests-the-grammy-awards-want-to-stick-to-music/>

Vilanova, J. (2017, April 5). "Pepsi's Idiotic Kendall Jenner Ad Highlights Pop Music's Protest Problem." *Rolling Stone*. <https://www.rollingstone.com/music/music-news/pepsi-idiotic-kendall-jenner-ad-highlights-pop-musics-protest-problem-112933/>.

Vilanova, J. (2017, March 29). "I Got Dreams to Remember: Considering Race in Contemporary Memphis." *MusiQology.com*. <http://musiqology.com/blog/2017/03/29/ive-got-dreams-to-remember-considering-race-in-contemporary-memphis/>.

Vilanova, J. (2017, February 13). "Beyoncé's Grammy snub and the Glass Ceiling on Black Art." *Los Angeles Times*. <http://www.latimes.com/opinion/op-ed/la-oe-vilanova-grammys-beyonce-adele-glass-ceiling-20170118-story.html>.

Vilanova, J. (2016, February 22). Kendrick Lamar and the Structural Limits of Black Excellence. Musiqology.com. <http://musiqology.com/blog/2016/02/22/kendrick-lamar-and-the-structural-limits-of-black-excellence/>.

## Selected Conference Presentations

- Vilanova, J. (2019). "I'm Not the Drummer's Girlfriend: Merch Girls, Tour's Misogynist Mythos, and the Gendered Dynamics of Music's Backline Labor." International Communication Association Annual Meeting.
- Vilanova, J. (2018). "Roots Routes: Japan, Jamaica, and the Surprising Global Flows of Vintage Reggae Vinyl." National Communication Association Annual Conference.
- Vilanova, J. (2018). "Kingston Be Wise: Jamaica's Reggae Revival, Musical Liverty, and Troubling Temporality in the Music Industry." International Communication Association Annual Conference.
- Vilanova, J. and Cassidy, K. (2018). "I'm Not the Drummer's Girlfriend": Merch Stands, Merch Girls, and the Gendered Dynamics of Live Music's Backline Labor." Museum of Popular Culture Pop Conference.
- Vilanova, J. (2017). "Top Up, Top Down: Jamaican Mobile Telephony, Epistemic Paratext, and the Ontological Divide." International Association for Media and Communication Research Annual Conference.
- Vilanova, J. (2017). "Beating the Babylon System: Paratextual Apparatuses and Theorizing 1960s Jamaican Record Pressing." [POSTER]. International Communication Association Annual Conference.
- Vilanova, J. (2017). "Noise-Making, Occupy Wall Street and the Politics of Amplification." International Communication Association Annual Conference.
- Vilanova, J. (2017). "Not Simply the Best: Quantifying Discrimination in Music Industry Award Shows." Cultural Studies Association Annual Conference.
- Vilanova, J. (2016). "Roots Routes: Japan, Jamaica, and the Surprising Global Flows of Vintage Reggae Vinyl." Jamaica Music Conference (Industry Conference).
- Vilanova, J. (2016). "Beating the Babylon System: Kingston's Record Pressing Plants and Global Music Industry Hegemony in 1950s Jamaica." Global Fusion Annual Conference.
- Vilanova, J. (2016). "The Sonic TechnoLogics of Occupy: Protest Sounds, Sonic Control, and the Politics of Amplification." Cultural Studies Association Annual Conference.
- Vilanova, J. (2015). "Call-Out Culture and the Precarity of Solidarity." National Women's Studies Association Annual Conference.
- Vilanova, J. (2015). "What's a Black Body Worth?: Racialized Sickness, Media Representation and the Ebola Crisis." University of Kansas Film and Media Studies Annual Symposium.
- Vilanova, J. (2013). "'I'mma Let You Finish But...': Kanye West's Moment of Hip Hop Praxis." Association of African American Life and History Annual Meeting.
- Vilanova, J. (2013). "'I'mma Let You Finish But...': Kanye West, Taylor Swift, Beyoncé Knowles and the Reverberations of Racial Gendering at the 2009 MTV Video Music Awards." Northeast Popular Culture Association Conference.
- Vilanova, J. (2012). "Beyoncé Knowles, Taylor Swift, and ['I'mma Let You Finish, But...'] Performing American Race and Gender Dynamics at the 2009 Video Music Awards." University of Kansas Film and Media Studies Annual Symposium.
- Vilanova, J. (2012). "Virgin Sand: Textual Myth Building and the Commodification of American Surf Subculture." Mid-American Humanities Conference.
- Vilanova, J. (2012). "Surfers for Sale: The Endless Summer and the Commodification of

- American Subculture." Cultural Studies Association Annual Conference.
- Vilanova, J. (2011). "Surfers for Sale: The Endless Summer and the Commodification of the American Imagination" University of Kansas Film and Media Studies Annual Symposium.
- Vilanova, J. (2010). South by Southwest, "The Future of Music Journalism."

## Coverage & Invited Talks

- Owens, C. (2020, January 26). Do the GRAMMYS have a diversity problem? *Philadelphia Inquirer*. <https://www.inquirer.com/entertainment/inq/grammys-2020-awards-nominees-predictions-history-lizzo-billie-eilish-20200124.html>.
- Vilanova, J. & Cassidy, K. (2019) Guest appearance on KBOO [Portland, OR] Radio. The Heather McCoy Show.
- Vilanova, J. (2018). Moderated Q&A with Daniel Gillion on Governing with Words: The Political Dialogue on Race, Public Policy, and Inequality in America. University of Pennsylvania Alumni Book Club.
- Vilanova, J. (2017). "Sam Cooke, Bob Dylan, and the Battle for Rock and Roll's Soul." University of Pennsylvania Graduate School of Education Teacher Education Program.
- Vilanova, J. (2017). "Are Award Shows Racially Biased?" 94.1FM KPFA Radio, Berkeley, CA.
- Vilanova, J. (2017). "The Mongols and the Khmer Rouge: Daesh's Conceptual Forerunners." Jihadi Networks, Culture, and Communication working group, Center for Advanced Research in Global Communication. Annenberg School for Communication.
- Vilanova, J. (2016). Howard University/University of Pennsylvania Annenberg Honors Program/Preparing Future Faculty Program Joint Session.
- Vilanova, J. (2015). Howard University/University of Pennsylvania Annenberg Honors Program/Preparing Future Faculty Program Joint Session.

## Teaching Experience

### Professor of Practice

LEHIGH UNIVERSITY / 2019

- Developing a course program at the intersection of theory and practice around racially responsible journalism practice
- Courses offered include:
  - From Lena Horne to *Lemonade*: Black Feminism & the Media Industries [advanced undergraduate/graduate seminar]
  - Race & Media [first-year student seminar]
  - Writing for the Media [Introductory Journalism Major course]
  - Introduction to Africana Studies [upcoming Spring 2019]
  - Global Media & Culture [senior capstone; upcoming Spring 2019]

### Adjunct Instructor

TEMPLE UNIVERSITY / 2018

- Designed and taught required course on Latin American Media to 20 students
- Wrote and delivered lectures, developed and graded assignments, honed media literacy and citation skills, introduced critical thinking vocabularies and modalities

### Teaching Fellow/Co-Instructor

ANNENBERG SCHOOL FOR COMMUNICATION, UNIVERSITY OF PENNSYLVANIA / 2018

- Developed and co-taught a new strategic communication seminar, titled Sports, Communication, and Social Justice with public intellectual and former Major League Baseball Player Doug Glanville
- Wrote syllabus, developed assignments, prepared and delivered lectures
- Advised and mentored students during office hours and one-on-one sessions

### Teaching Fellow

ANNENBERG SCHOOL FOR COMMUNICATION, UNIVERSITY OF PENNSYLVANIA / 2015-17

- Assisted with teaching of the following courses: Advertising and Society, Facing Race: Race & Caricature in the American Imagination, Critical Approaches to Popular Culture
- Assisted in the teaching and grading of seminars, lectures
- Wrote exams, developed rubrics and other assessment tools, including a "create-your-own-graphic-novel" assignment using Comic Life design software
- Advised and mentored students during office hours and one-on-one sessions

### Graduate Fellow

UPENN CENTER FOR AFRICANA STUDIES SUMMER INSTITUTE, UNIVERSITY OF PENNSYLVANIA / 2016-18

- Mentored incoming black Penn freshmen during a college-preparation institute
- Assisted with teaching of "The Rhetoric and Representation of Lynching in the US: 1885-1998" (2018), "The Serious Work of Musical Play (Or Why Adele Deserved her GRAMMY)" (2017), "The Creole Geographies of Dominica's Popular Music" (2016)
- Ran a daily recitation section for 20 students
- Advised and mentored small groups of students throughout the school year

### Teaching Fellow / University of Pennsylvania Center for Teaching and Learning

UNIVERSITY OF PENNSYLVANIA / 2017

- Led training exercises and demonstration sessions for incoming graduate student teaching assistants at the University of Pennsylvania
- Prepared and delivered workshop on Grading in the Humanities

### Instructor

AMERICAN STUDIES DEPARTMENT, UNIVERSITY OF KANSAS / 2010 – 2012

- Independently taught Introduction to American Studies, a required course, to two sections (50 students) per semester (8 semesters total)
- Created syllabus; fostered engagement with course material by planning thought-provoking lectures; wrote and graded exams; and regularly advised students
- Introduced foundational texts and ideas of American Studies interdisciplinary scholarship
- Participated in pedagogy training seminars to refine preparation

### Course Administrator/Teacher's Assistant, History of Jazz

MUSIC DEPARTMENT, UNIVERSITY OF PENNSYLVANIA / 2008 – 2009

- Assisted Dr. Guthrie Ramsey in the teaching of 100-student introductory lecture course
- Tutored students; graded exams and papers; maintained course blog
- Organized meetings and bookings; coordinated concerts; and booked performance spaces for additional lectures and musical performances

## Substitute Teacher, Grades K-12

OCEAN TOWNSHIP SCHOOL DISTRICT, OCEAN, NJ / 2007 – 2010

- Fostered stimulating classrooms for students across subjects and age-groups
- Counseled students on college and future employment opportunities
- Interacted with parents regarding children's progress in their coursework

## Fellowships & Awards

### Center for Advanced Research in Global Communication (CARGC)

ANNENBERG SCHOOL FOR COMMUNICATION, UNIVERSITY OF PENNSYLVANIA / 2016-17

- Helped with launch and development of center specializing in global communication research
- Received funding for international fieldwork in Kingston, Jamaica
- Organized the Jihadi Networks of Communication and CultureS interest group and workshop

### Scholars Program in Culture and Communication

ANNENBERG SCHOOL FOR COMMUNICATION, UNIVERSITY OF PENNSYLVANIA / 2016-17

- Conducted intensive two-week fieldwork studies in Tokyo, Japan (2016) and Vancouver, British Columbia (2017)
- Presented findings at school-wide colloquia

### Awards

Winner – University of Kansas Graduate Research Competition, Humanities Division (2012)

## Research Experience

### Researcher/Editor for Ben Cohen

- Fact-checked *The Hot Hand: The Mystery and Science of Streaks* (2020, Harper-Collins)

### Research Fellow for Marwan Kraidy, Ph.D.

ANNENBERG SCHOOL FOR COMMUNICATION, UNIVERSITY OF PENNSYLVANIA / 2016 – 2017

- Conducted research for ongoing book projects and provided support for Andrew Carnegie Fellowship research on the Islamic State

### Research Fellow for Barbie Zelizer, Ph.D.

ANNENBERG SCHOOL FOR COMMUNICATION, UNIVERSITY OF PENNSYLVANIA / 2014 – 2015

- Edited *What Journalism Could Be* (2017; Polity Press), a collection of essays
- Conducted supplementary research for new Introduction and chapter updates

### Research Assistant to Anthony DeCurtis, Ph.D.

UNIVERSITY OF PENNSYLVANIA / 2010 – 2013

- Researched and fact-checked manuscript of *The New York Times* bestselling autobiography *Clive Davis: The Soundtrack of My Life* (2013; Simon & Schuster)
- Conducted legal research at federal courthouse and utilized various legal databases
- Conducted supplementary research for the publication of *Blues & Chaos: The Music Writing of Robert Palmer* (2009; Simon & Schuster)

## Research Assistant to Jason Gay

THE WALL STREET JOURNAL, VOGUE, AND OTHERS / 2008 – Present

- Researched and fact-checked manuscript of *The New York Times* bestselling book *Little Victories: Perfect Rules for Imperfect Living* (2015; Doubleday)
- Consulted and conducted research for stories for a variety of publications, including *The Wall Street Journal* and cover stories for *Vogue*, *GQ*, *Glamour*, and *Details* magazines
- Assisted with fact-checking and general research for *Crowd Goes Wild* (2013-2014), a daily sports talk television show on FOX Sports 1 channel

## Work Experience

### Managing Editor / Musiqology.com

MUSIC DEPARTMENT, UNIVERSITY OF PENNSYLVANIA / 2016 – PRESENT

- Edit a highly trafficked blog focusing on African American music and popular culture
- Produce content, conduct interviews, edit and source submissions
- Manage social media accounts across a variety of platforms
- Assist with the planning of events at museums, concert venues, and other spaces

### Managing Editor / *Philadelphia Style* magazine

NICHE MEDIA, NEW YORK, NY / 2013 – 2014

- Oversaw production of a bi-monthly, luxury lifestyle publication; assigned stories; processed contracts; managed editorial budget, determined coverage and direction, liaised with sales and publishing teams, assisted with creative direction
- Wrote and edited copy for both magazines and websites, including cover stories, weekly vignettes, and restaurant and live event reviews

### Senior Research Editor / *Hamptons*, *Gotham*, and *Wynn* magazines

NICHE MEDIA, NEW YORK, NY / 2009 – 2013

- Deep fact-checked all editorial content for a combined 30 issues per year; constructed research guide; assisted Copy Chief with oversight of best research practices and supervision of research department of five full-time researchers and several freelancers
- Liaised with editorial and sales departments, publicists, and magazine advertising clients to ensure accuracy and clarity; hosted video for hamptons-magazine.com

### Contributor / *Rolling Stone* & rollingstone.com

WENNER MEDIA, NEW YORK, NY / 2008 – PRESENT

- Write articles for both magazine and website, as well as provide fact-checking, copyediting, website posting, HTML editing, and other administrative duties
- Previously held position of Editorial, Online, and Music Department Intern (2008 – 2009)

### Freelance Editorial Consultant (Writer/Editor)

MULTIPLE CLIENTS / 2008 – PRESENT

- Provided editorial consulting/research assistance for feature articles and cover stories for *Vogue*, *New York Magazine*, *The Wall Street Journal*, *The New York Times*, and others
- Principal fact-checker for Scholastic Inc. partnered teaching aid programs (2013-present) and freelance fact-checker for *Parent & Child* magazine (2013-2015)

- Recapped television shows including *Top Chef* for *Entertainment Weekly* (2014-2016)
- Recapped television shows including *Homeland* for *Paste Magazine* (2013-2015)
- Fact checked biographies of significant figures in world philanthropy to appear on billboards as part of a national campaign for Clarins and Feed Projects
- Editorial Board Member/Staff Writer for *American Circus* journal of criticism (2010-2014)

## Other Activities/Service

- Reviews Editor, *Journal of Popular Music Studies* (2019-2020)
- Participant in Annenberg School Professional Development Committee, a service group that holds lectures, workshops, and a conference to assist graduate students in preparing for careers in and outside of academia (2017-2018)
- Participant in the Teaching Institute for Graduate Teaching Assistants, a national pedagogy training workshop held at the University of Maine (2016)
- Participant in Talking to Cyborgs, a sonic methods and research group (2016)
- Co-founder of Messaging and Impact Workshop Series, a service learning and media literacy training partnership with a local high school, Roxborough Academy (2016)
- Co-founder of Teaching and Researching in Identity and Power (TRIP), a student research and pedagogy training group (2015)
- Participant in Annenberg Summer Institute in Methods & Statistics at the Annenberg School for Communication at the University of Southern California (2015)
- Member of Annenberg School Graduate Council, which liaised with faculty and staff on curricula and administrative and school-wide issues (2015-2016)
- University of Kansas American Studies Association of Grad Students Communications director (2010-2012)
- DJ and radio personality at 90.7 FM KJHK, university radio station (2010-2012)
- Director of University of Pennsylvania Social Planning and Events Committee (2009)
- DJ and radio personality at WQHS, university radio station (2007-2009)
- Performing member, Penn Singers Light Opera Company (2006-2009)
- Vice Captain, Co-founder, University of Pennsylvania Curling Team (2007-2009)