**Evan Elkins**

Department of Communication Studies

Colorado State University

1783 Campus Delivery

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**Faculty Positions**

**Associate Professor, Film and Media Studies**

Colorado State University, Dept. of Communication Studies – June 2022-present

**Assistant Professor, Film and Media Studies**

Colorado State University, Dept. of Communication Studies – August 2016-June 2022

**Visiting Assistant Professor, Media and Culture**

Miami University (Ohio), Dept. of Media, Journalism, and Film – August 2015-May 2016

**Education**

Ph.D., Communication Arts. University of Wisconsin-Madison, 2015

M.A., Radio-Television-Film. University of Texas at Austin, 2009

B.A., English. Michigan State University, 2006

**Publications**

**Books:**

2019. *Locked Out: Regional Restrictions in Digital Entertainment Culture*. New York: NYU Press.

**Peer-reviewed Journal Articles:**

Forthcoming 2024. “The Obama Coalition as a Model for Mass Audience: Higher Ground Productions, Consensus Taste, and Streaming Media’s Centrism.” *The Velvet Light Trap*.

2023, Kit Hughes and Evan Elkins, “Silicon Valley’s Team: The Golden State Warriors, Datafied Managerialism, and Basketball’s Racialized Geography.” *American Quarterly* 75.3: 471-99.

2019. “Algorithmic Cosmopolitanism: On the Global Claims of Digital Entertainment Platforms.” *Critical Studies in Media Communication* 36.4: 376-389.

2018. “Powered by Netflix: Speed-Test Services and Video-on-Demand’s Global Development Projects.” *Media, Culture & Society* 40.6: 838-855.

2016. “The DVD Region Code System: Standardizing Home Video’s Disjunctive Global Flows.” *International Journal of Cultural Studies* 19.2: 225-240.

2015. Jeremy Morris and Evan Elkins, “There’s a History for That: Apps and Mundane Software as Commodity.” *The Fibreculture Journal* 25. http://twentyfive.fibreculturejournal.org/fcj-181-theres-a-history-for-that-apps-and-mundane-software-as-commodity

2015. “‘The Kind of Program Service All the People Want’: Pat Weaver’s Failed Fourth Network.” *Historical Journal of Film, Radio, and Television* 35.1: 176-194.

2014. “Cultural Identity and Subcultural Forums: The Post-network Politics of Adult Swim.” *Television and New Media* 15.7: 595-610.

**Chapters in Edited Collections:**

2022. “Hulu: Negotiating National and International Streaming” in *From Networks to Netflix: A Guide to Changing Channels*, 2nd ed*.* Derek Johnson, ed. Routledge. [revised and updated version of 2018 essay]

2021. “‘Sorry About That’: Hopes and Promises of Geoblocking's End.” In *Digital Media Distribution Portals, Platforms, Pipelines*. Courtney Brannon Donoghue, Timothy Havens, Paul McDonald, eds.NYU Press.

2021. “Streaming Diplomacy: Netflix’s Domestic Politics and Foreign Policy” in *The Routledge Handbook of Media and Globalization*. Dal Yong Jin, ed. Routledge.

2019. “The Changing Scales of Diasporic Media Retail” in *Point of Sale: Analyzing Media Retail*. Derek Johnson and Daniel Herbert, eds. Rutgers University Press.

2018. “Hulu: Geoblocking National TV in an On-demand Era” in *From Networks to Netflix: A Guide to Changing Channels.* Derek Johnson, ed. Routledge.

2018. “The New Logic of the Absurd: *The Eric André Show*” in *The Comedy Studies Reader*. Nick Marx and Matt Sienkiewicz, eds. University of Texas Press: 57-70.

2016. “Excessive Stand-Up, the Culture Wars, and ‘90s TV” in *Taboo Comedy: Television and Controversial Humor*, Chiara Bucaria and Luca Barra. Palgrave MacMillan: 139-154.

2016. “The United States of America: Geoblocking in a Privileged Market” in *Geoblocking and Global Video Cultures*. Ramon Lobato and James Meese, eds. Institute of Networked Cultures: 190-199.

2013. “Michael O’Donoghue, Experimental Television Comedy, and *Saturday Night Live*’s Authorship” in *Saturday Night Live and American TV*. Nick Marx, Matt Sienkiewicz, and Ron Becker, eds. Indiana University Press: 56-74.

**Other Publications:**

2022. Contributor, “Distribution in the Streaming Era: A Scholarly Roundtable.” *The Velvet Light Trap* 90: 61-74.

2017. “Live Piracy: New/Old Directions in TV Flow.” *Flow*, October 2. http://www.flowjournal.org/2017/10/live-piracy.

2010-2014. Various contributions. *Antenna: Responses to Media and Culture*.

2013. “Introduction.” *The Velvet Light Trap* 72: 1-2. (co-authored with Kit Hughes, Jonah Horwitz, and Amanda McQueen)

2010. “*Hellzapoppin’* (1941).” *Quarterly Review of Film and Video* 27.5: 382-4

2009. “Michael O’Donoghue, *SNL*, and the Comedy of Cruelty.” *Flow*, March 20. http://www.flowjournal.org/2009/03/michael-o%E2%80%99donoghue-snl-and-the-comedy-of-cruelty-evan-elkins-university-of-texas-austin.

2008. “Great Job?: Tim and Eric’s Comedy of Failure.” *Flow*, August 8. http://www.flowjournal.org/2008/08/great-job-tim-and-erics-comedy-of-failure-evan-elkins-flow-staff.

**Book Reviews:**

2011. *Satire TV:* *Politics and Comedy in the Post-Network Era* edited by Jonathan Gray, Jeffrey P. Jones, and Ethan Thompson. *Scope* 19.

2010. *Re-Covering Modernism:* *Pulps, Paperbacks, and the Prejudice of Form* by David M. Earle. *Journal of Popular Culture* 43.3: 649-50.

**Teaching**

**Graduate Courses:**

Media Theory (CSU), Fall 2020, Fall 2021, Fall 2023

Technology, Geography, Environment (CSU), Spring 2020

New Media Theory and Criticism (CSU), Spring 2019, Spring 2021, Spring 2023

Media Globalization (CSU), Spring 2018

**Undergraduate Courses:**

Popular Music, Culture, and Power (CSU – Comm Studies Capstone), Fall 2019, Fall 2021, Spring 2022, Spring 2023

Global Media Cultures (CSU), Fall 2017, Spring 2018, Fall 2018, Spring & Fall 2019, Summer 2020, Spring 2021, Summer 2021

Digital Media Cultures (CSU – previously titled Virtual Culture and Communication), Fall 2016, Spring & Fall 2017, Fall 2018, Spring 2019, Fall 2020, Spring 2022, Fall 2023, Spring 2024

Critical Media Studies (CSU), Fall 2016, Spring 2017, Summer 2018, Spring 2024

Mass Media Criticism (Miami), Fall 2015, Spring 2016

Introduction to Media (Miami), Fall 2015, Spring 2016

Global Media Cultures (UW-Madison), Spring & Fall 2013

**Teaching Assistantships:**

Introduction to Digital Media Production (UW-Madison), Fall 2014, Spring 2015

Survey of Contemporary Media (UW-Madison), Fall 2012, Spring 2014

Critical Internet Studies (UW-Madison), Fall 2011, Spring 2012

History of World Cinema (UT-Austin), Fall 2008

**Grader:**

Television Criticism (UW-Madison), Spring and Summer 2011, Spring 2014

Race, Ethnicity, and Media (UW-Madison), Summer 2013

Critical Internet Studies (UW-Madison), Summer 2012

**Graduate Advising and Committees**

**Ph.D. Dissertation Advisor**

Greg Zoda (Expected 2025): Dissertation on online neo-reactionary subcultures

Kira Marshall-McKelvey (2023): Dissertation title: “Beautiful Transgressions: Subversion and Visibility in Youtube’s Beauty Community”

**M.A. Thesis Advisor:**

El Martinez (2022): Thesis title: “Choosing Love: Performances of Romance in Mobile Dating Simulation Games”

Ben Pettis (2020): Thesis title: “Social Media Platforms as Online Queer Spaces: Tumblr’s Adult Content Policy and the Regulation of Online Communities”

Taylor Weigel (2020): Thesis title: “Online Spaces: Technological, Institutional, and Social Practices that Foster Connections Through Instagram and Twitch”

**Ph.D. Dissertation Committee Member:**

Mitchell Combs (Comm Studies, 2022): Dissertation title: “Theorizing Commensality Discourses: Food Truck Communication and Influence in Local Culture”

Nancy Frimpong (Comm Studies, expected 2024)

Ryan Greene (Comm Studies, expected 2024)

**M.A. Thesis or Project Committee Member:**

Madison Barnes-Nelson (Comm Studies, 2023): Thesis title: “Representation and Legitimation in Streaming Television's Teenage Girl Traumedies”

Tate Adams (Comm Studies, 2022): Thesis title: “Listening to Difference: The Construction of Intersectional Identity in *VALORANT*’s Sound Design”

Madeline Bombardi-Mount (Journalism, Media & Comm, 2017): Thesis title: “Application Notifications: An Analysis of Factors that Contribute to Differential Rewards.”

**Other Committees:**

Emily Ashenfelter (2018), reader on LEAP Institute for the Arts graduate exam.

**Awards, Fellowships, and Scholarships**

2020 CSU Office of the Vice President for Research Quarterly Investment Funding (wrote proposal for $16,500 for the NCA Doctoral Honors Seminar)

2019 Professional Development Program (PDP) Award, CSU College of Liberal Arts.

2018 Professional Development Program (PDP) Award, CSU College of Liberal Arts.

2017 Professional Development Program (PDP) Award, CSU College of Liberal Arts.

2014 Mellon-Wisconsin Summer Dissertator Fellowship, University of Wisconsin-Madison.

2013 Helen K. Herman Award. Department of Communication Arts, University of Wisconsin-Madison.

2012 Pearce Award. Department of Communication Arts, University of Wisconsin-Madison.

2010-2011 Chancellor’s Fellowship. University of Wisconsin-Madison.

2005 Marion Kurtz Croak Award in English, Michigan State University.

**Presentations**

**Conference Presentations:**

2024 (upcoming). “‘A Truly Borderless Audio Ecosystem’: Spotify’s Solutionist Approach to International Expansion.” Media Industries Conference. London, UK. April 16-19.

2024 (upcoming). “‘Grifter, Vapor, Venture, Lie: High-Profile Production Deals and Streaming’s Bullshit Economy.” Media Industries Conference. London, UK. April 16-19.

2023. Contributor roundtable participant. Panel on the Fall 2023 special issue of *American Quarterly*. Montreal, Canada. November 205.

2023. “The Obama Coalition as a Model for Mass Audience: Higher Ground Productions, Consensus Taste, and Streaming Media’s Centrism.” International Communication Association. Toronto, Canada. May 25-29.

2023. “Middlebrow Taste, Audience Metrics, and Centrist Politics: Conceptualizing Mass Culture in the Streaming Era.” Society for Cinema and Media Studies. Denver, CO. April 12-15.

2022. “Streaming to the Center: The Obamas and Royals as Entertainment Moguls.” Society for Cinema and Media Studies. Remote Conference. March 31-April 3.

2021. “Streaming Diplomacy: Netflix’s Politics and Policy.” International Communication Association. Remote Conference. May 27-31.

2021. “The Golden State Warriors: An Avatar of Silicon Valley Disruption and Gentrification.” Society for Cinema and Media Studies. Remote conference. March 17-21.

2020. (canceled due to COVID-19) “Streaming Diplomacy: Netflix’s Foreign Policy.” Media Industries Conference. London, UK. April 16-18.

2020. (canceled due to COVID-19) “The Golden State Warriors: An Avatar of Silicon Valley Disruption and Gentrification.” Society for Cinema and Media Studies. Denver, CO. April 1-5.

2020. “This Content Is Not Available in Your Country: How Tech and Entertainment Companies Control International Access to Culture.” CSU International Symposium. Fort Collins, CO. February 25-27.

2019. “The End of Geoblocking? Industrial and Regulatory Visions of an Open Digital Entertainment Ecosystem.” National Communication Association. Baltimore, MD. November 14-17.

2019. “Algorithmic Cosmopolitanism: On the Global Claims of Digital Entertainment Platforms.” International Communication Association. Washington, D.C. May 24-28.

2018. “How Regional Lockout Shaped the Video Game Industry and Defined the “Hardcore” Gamer.” International Communication Association. Prague, Czech Republic. May 24-28.

2018. “From Cultural Proximity to Transnational ‘Taste Communities’: How Netflix Understands its Global Audience.” Society for Cinema and Media Studies. Toronto, Canada. March 14-18.

2017. “Powered by Netflix: Digital Video and Broadband Development.” International Communication Association. San Diego, CA. May 25-29.

2017. “The Work of Pirate Livestreaming.” Society for Cinema and Media Studies Conference. Chicago, IL. March 22-26.

2016. “The Continued Lives of Physical Media: Region-Free DVD in Diasporic Culture.” National Communication Association. Philadelphia, PA. Nov 10-13.

2016. “Live Piracy.” Flow Conference. Austin, TX. Sept 15-17.

2016. “Geoblocking and Everyday Experiences of Infrastructure.” Society for Cinema and Media Studies. Atlanta, GA. March 30-April 3.

2015. “Changing Scales: Diasporic Streaming and Local Video Stores.” International Communication Association. San Juan, Puerto Rico. May 21-25. (served as co-chair)

2015. Workshop participant, “Locating ‘the Cultural’ in Media Distribution Studies.” Society for Cinema and Media Studies. Montreal, Quebec. March 25-29.

2015. “Hulu, Geoblocking, and Hybridity in Streaming Television.” Society for Cinema and Media Studies. Montreal, Quebec. March 25-29.

2014. “Geoblocking as Ex-Pat TV.” Flow Conference. Austin, TX. Sept 11-13.

2014. “Conjuring Regions: Regional Lockout and Global Media Industries.” International Communication Association. Seattle, WA. May 22-26. (served as co-chair)

2014. “Netflix’s International Expansion and the Inconsistencies of Globalization.” Society for Cinema and Media Studies. Seattle, WA. March 19-23.

2014. “Geoblocking the BBC iPlayer: National Public Broadcasting, Streaming Platforms, and Transnational Television.” Society for Cinema and Media Studies. Seattle, WA. March 19-23.

2012. Roundtable Participant: “Head in the Cloud: Rethinking Distribution in the Digital Age.” Flow Conference. Austin, TX. Nov 1-3.

2012. “‘The Kind of Program Service All the People Want’: Pat Weaver’s Failed Fourth Network.” International Communication Association Conference. Phoenix, AZ. May 24-28.

2012. “Cultural Politics and Subcultural Forums: The Case of Adult Swim.” Society for Cinema and Media Studies. Boston, MA. March 21-25.

2011. Roundtable Participant: “Comedy and Industrial Practices.” Television Comedy Conference at University of Wisconsin-Madison. Madison, WI. Oct 14-16.

2010. Roundtable Participant: “The Sitcoms Have Become Self Aware: A Discussion of the Current American Sitcom.” Flow Conference. Austin, TX. Sept 30-Oct 2.

2010. “‘Sometimes So Young-Seeming, Sometimes So Ancient’: Guy Maddin’s *My Winnipeg* and the Excavation of Self, City, and Media.” Society for Cinema and Media Studies Conference. Los Angeles, CA. March 17-21.

2009. “‘The Director as Iconoclast’: Scorsese‘s *Personal Journey* and the American Film

Canon.” National Popular Culture Association/American Culture Association Conference. New Orleans, LA. April 8-11.

2008. “Aural History*: Dead Man*’s Metal Machine Music and Audiovisual Violence.” Film and History Conference. Chicago, IL. Oct 30-Nov 2.

2008. “Always Moving Forward: Hegemony and the Paradoxes of the Punk Documentary.” Southwest/Texas Popular Culture Association/American Culture Association Conference. Albuquerque, NM. Feb 13-16.

**Guest Lectures and Invited Talks:**

2022. “How Films Use Style to Tell Stories,” Adult Learner’s Institute, Chelsea, MI.

2021. Invited Talk, “Algorithmic Cosmopolitanism: Streaming Music and Global Branding,” CSU Musicology Club.

2019. Invited Book Discussion, Media Industries Graduate Seminar, University of Michigan (via Skype).

2019. Guest Lecture, “The New Logic of the Absurd,” SPCM 479: Communication Capstone, Spring 2019.

2019. Roundtable participant, “Does Technology Create or Heal Partisan Divides: Looking through the Lenses of the Liberal Arts.” CSU’s Great Conversations. September 26.

2018. “Algorithmic Cosmopolitanism: On Digital Entertainment Platforms’ Global Claims.” CSU Department of Communication Studies Colloquium. October 8.

2018. Participant, “My Global Media Studies: Flash Talks + Workshops.” University of Michigan. September 27.

2015. “Global Media Cultures.” Communication Arts 250, Introduction to Media, University of Wisconsin, Spring.

2014. “Courting the Young, White Male: ‘Edge’ Comedy in the Post-Network Era.” Communication Arts 548, Television Comedy, University of Wisconsin-Madison, Fall.

2013. “Regions, Standards, and the Shift to Digital Home Video: A Transnational History of the DVD Region Code System, 1996-2013.” University of Wisconsin-Madison. Media and Cultural Studies Colloquium, Fall.

2012. “Cultural Politics and Subcultural Forums: The Case of Adult Swim.” University of Wisconsin-Madison, Media and Cultural Studies Colloquium, Spring.

2012. “Courting the Young, White Male: ‘Edge’ Comedy in the Post-Network Era.” Communication Arts 548, Television Comedy, University of Wisconsin-Madison, Fall.

2011. “Web Comedy.” Communication Arts 346, Critical Internet Studies, University of Wisconsin-Madison, Fall 2011, Spring 2012, Summer 2012.

2011. “Convergence Television.” Communication Arts 451, Television Criticism, University of Wisconsin-Madison, Summer.

2011. “Genre Study and Television.” Communication Arts 451, Television Criticism, University of Wisconsin-Madison, Spring.

**Panels Chaired**:

2008. Co-Chair: “Post-Network Promotional Strategies.” Flow Conference. University of Texas, Austin, TX. October 9-11.

2008. Co-Chair:“Talking Through *The Wire*.” Flow Conference. University of Texas, Austin, TX. October 9-11.

**Service**

**Disciplinary Service:**

Co-Chair, Media Industries Scholarly Interest Group, Society for Cinema and Media Studies, 2017-2021 (elected position).

**Reviewing Experience:**

NYU Press (book proposal and manuscript)

*Journal of Undergraduate Research*

*Critical Studies in Media Communication*

J. William Fulbright Commission (fellowship application), 2019

Routledge (book proposal), 2019, 2022

*Communication and Critical/Cultural Studies*

*Television and New Media*

*Global Media and Communication*

International Communication Association Conference, 2014, 2015, 2017, 2018, 2023

**University Service:**

Co-Advisor, Interdisciplinary Media Studies Minor, Colorado State University 2016-present.

Judge, CSU Multicultural Undergraduate Research Art and Leadership Symposium (MURALS), 2019.

Judge, CSU Graduate Student Showcase, 2018.

**CSU College of Liberal Arts Service:**

Generative AI Working Group, 2023-present

Committee for Equity Advocacy. Member of Workplace Equity Subcommittee. 2021-present.

Curriculum Committee Representative, Department of Communication Studies, 2019-2022.

**Departmental Service:**

Graduate Committee, 2019-2020; 2021-present

Gravlee Lecture and Colloquium Committee (CSU), 2016-2018; Chair, 2020-present.

Co-Chair, Departmental Six-Year Review Steering Committee (CSU), 2018-2019.

Basic Course Committee (CSU), 2017.

Programming Committee, ACT Human Rights Film Festival (CSU), 2017-present.

Media and Culture Strategic Planning Committee (Miami), 2015-2016.

**Editorial Service:**

*The Velvet Light Trap*. Department of Communication Arts, University of Wisconsin-Madison.

Coordinating Editor: Fall 2012 issue: “Useful Media: Industrial, Educational, Institutional”

Editor: Fall 2010 – Spring 2014

*Antenna: Responses to Media and Culture*. Department of Communication Arts, University of Wisconsin-Madison.

Editor: Fall 2010 – Spring 2015

 Column Co-curator: “School/Work” and “Late to the Party”

*The Velvet Light Trap*. Department of Radio-Television-Film, University of Texas at Austin.

Shepherd: March 2009 – July 2009

Reading Board Member: March 2008 – May 2009

*FlowTV*. Department of Radio-Television-Film, University of Texas at Austin.

Column Editor. June 2008 – May 2009

Additional Contributor. “Balancing the Dual Roles of Consultant and Instructor.” *UWC White Paper Series*. University of Texas at Austin Undergraduate Writing Center.

**Conference Service:**

2020 National Communication Association Doctoral Honors Seminar

 Planning Committee Member

2020 Society for Cinema and Media Studies Conference

Host Committee Member

2011 TV Comedy Conference at University of Wisconsin-Madison.

 Planning Committee Member

2008 Flow Conference. Department of Radio-Television-Film, University of Texas at Austin.

Organizing Committee Member

2006 Red Cedar Writing Project, Michigan State University.

Co-Moderator: Roundtable on Chris Turner’s *Planet Simpson: How a Cartoon Masterpiece Defined a Generation* and uses of popular culture in the classroom

**Additional Research**

Research Assistant: Professor Jeremy Morris, University of Wisconsin-Madison Department of Communication Arts. Conducted research on mobile and desktop app industries. Fall 2013-Spring 2014.

Assisted in research for expert testimony by Professor Jonathan Gray, University of Wisconsin-Madison Department of Communication Arts, for civil lawsuit on political satire (case dismissed before trial). Fall 2010.

Research Assistant: Professor Mary Beltrán, University of Wisconsin-Madison Department of Communication Arts. Conducted research on practices to increase diversity by American television networks. Fall 2010.

ResearchAssistant: Professor Janet Staiger, University of Texas at Austin Department of Radio-Television-Film. Conducted research for two conference presentations:

* Conference Paper: “The Wertham Case: Evaluating Effects of Media Theories.”

2009 International Association for Media and History Conference. Aberystwyth, Wales: 8-11 July 2009.

* Keynote: “Independent of What? The Ideology of ‘Alternatives’ to Hollywood.” American Independent Cinema: Past, Present, Future Conference. Liverpool, UK. 8-10 May 2009.

Freelance reference researcher. Performed archival research and reference requests for clients including NBC and WNYC. Summer 2013-August 2015.

**Tutoring and Consulting**

Expert Witness: Preparing affidavit for upcoming court case re: streaming platforms and tax law

Private Tutor: CA 458, Global Media Cultures, University of Wisconsin-Madison, Fall 2010.

Writing Consultant: Undergraduate Writing Center, The University of Texas at Austin. August 2007 – August 2008.

Writing Consultant: Michigan State University Writing Center. January 2004 – June 2006.