

# DEVON POWERS

University of Michigan  
Department of Communication and Media  
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## ACADEMIC EMPLOYMENT

**University of Michigan, Dept. of Communication and Media**, Ann Arbor, MI  
Professor  
Fall 2022 to present

**Temple University, Dept. of Advertising and Public Relations**, Philadelphia, PA  
Associate Professor  
Summer 2016 to Summer 2022

**Drexel University, Dept. of Communication**, Philadelphia, PA  
Associate Professor  
Director of Undergraduate Programs  
Summer 2014 to Summer 2016

Assistant Professor  
Fall 2008 to Summer 2014

## EDUCATION

**New York University**, New York, NY  
Ph.D., Media Studies, 2008

**Oberlin College**, Oberlin, OH  
High Honors B.A., Women's Studies and English, 1999

## RESEARCH AREAS

Consumer culture | Culture industries | Cultural circulation | Promotional culture and branding | Cultural and business history | Futurism and critical futures | Popular music

## PUBLICATIONS

### BOOKS

*On Trend: The Business of Forecasting the Future*. Champaign, IL: University of Illinois Press, 2019.

*Writing the Record: The Village Voice and the Birth of Rock Criticism*. Amherst, MA: University of Massachusetts Press, 2013.

***Blowing Up the Brand: Critical Perspectives on Promotional Culture***, edited with Melissa Aronczyk. New York: Peter Lang, 2010.

#### JOURNAL ARTICLES

**Trend Journalism: Genre, History, and Critique.** *Journalism Studies*. Online First, July 2022.

**The Problem of Popular Culture.** *Communication Theory*. Online First, July 2022.

**Thinking in Trends: The Rise of Trend Forecasting in the United States.** *Journal of Historical Research in Marketing* 10, 1 (2018): 2–20.

**Selling Out: Musicians, Autonomy, and Compromise in the Digital Age**, with Bethany Klein and Leslie Meier. *Popular Music & Society* 40, 2 (2017): 222–38.

**Branded Fitness: Exercise and Promotional Culture**, with DM Greenwell. *Journal of Consumer Culture* 17, 3 (2017): 523–41.

**First! Cultural Circulation in the Age of Recursivity.** *New Media & Society* 19, 2 (2017): 165–80.

**Control, Curation, and Musical Experience in Music Streaming Services**, with Jeremy Wade Morris. *Creative Industries Journal* 8, 2 (2015): 106–22.

**Immortal Brands? A Temporal Critique of Promotional Culture**, with Ashley Pattwell. *Popular Communication* 13, 3 (2015): 202–15.

**Lost in the Shuffle: Technology, History, and the Idea of Musical Randomness.** *Critical Studies in Media Communication* 31, 3 (2014): 244–64.

**Looking Back, Moving Forward: Critical Communication History**, with Travers Scott. *International Journal of Communication* 7 (2013): 1–8.

**Long-Haired, Freaky People Need to Apply: Rock Music, Cultural Intermediaries, and the Rise of the “Company Freak.”** *Journal of Consumer Culture* 12, 3 (2012): 3–18.

**Notes on Hype.** *International Journal of Communication* 6 (2012): 857–73.

**Bruce Springsteen, Rock Criticism, and the Music Business: Toward a Theory and History of Hype.** *Popular Music and Society* 34, 2 (2011): 203–19.

**Rock Criticism’s Public Intellectuals.** *Popular Music and Society* 33, 4 (2010): 533–48.

**“Bye Bye Rock”: Toward an Ethics of Rock Criticism.** *Journalism Studies* 10, 3 (2009): 322–36.

**The “Folk Problem”: The *Village Voice* Takes on Folk Music, 1955–1965.** *Journalism History* 33, 4 (2008): 205–14.

#### BOOK CHAPTERS

**The Future of Advertising.** In *The Routledge Companion to Advertising and Promotional Culture, 2<sup>nd</sup> Edition*, ed. Matt McAllister and Emily West. New York: Routledge. Forthcoming 2023.

**This. Reader.** *Appified*, ed. Jeremy Morris and Sarah Murray, 219–26. Ann Arbor, MI: University of Michigan Press, 2018.

**Advertising and Consumerism.** In *A Companion to Popular Culture*, ed. Gary Burns, 343–60. Hoboken, NJ: Wiley-Blackwell, 2016.

**Intermediaries and Intermediation.** In *The Sage Handbook of Popular Music*, ed. Andy Bennett and Steve Waksman, 120–34. London: Sage, 2015.

**Now Hear This: The Promotion of Music.** In *The Routledge Companion to Advertising and Promotional Culture*, ed. Matt McAllister and Emily West, 313–25. New York: Routledge, 2013.

**The End of New Music? Digital Media, History, and the Idea of Attention.** In *The Long History of New Media: Technology, Historiography, and Contextualizing Newness*, ed. David W. Park, Nicholas Jankowski, and Steve Jones, 3–20. New York: Peter Lang, 2011.

**Strange Powers: The Branded Sensorium and the Intrigue of Musical Sound.** In *Blowing Up the Brand: Critical Perspectives on Promotional Culture*, ed. Melissa Aronczyk and Devon Powers, 285–306. New York: Peter Lang, 2010.

**Introduction: Blowing Up the Brand,** with Melissa Aronczyk. In *Blowing Up the Brand: Critical Perspectives on Promotional Culture*, ed. Melissa Aronczyk and Devon Powers, 1–26. New York: Peter Lang, 2010.

#### INVITED PUBLICATIONS

**The Bob Dylan Brand?** *The World of Bob Dylan*, ed. Sean Latham and Brian Hosmer. Cambridge: Cambridge University Press, 2021.

**Toward a Futurist Cultural Studies.** *International Journal of Cultural Studies*, 23, 4 (2020): 451–57.

#### JOURNAL SPECIAL ISSUES

**The Critical Imperative**, edited with Tom Perchard. *Popular Music* 36, 1 (2017).

**A Cross-Disciplinary Conversation.** *Journal of Popular Music Studies* 26, 3 (2014).

**Critical Communication History**, edited with Travers Scott. *International Journal of Communication* 7 (2013).

#### ENCYCLOPEDIA ENTRIES

**Popular Music Studies.** In *International Encyclopedia of Communication Theory and Philosophy*, ed. Klaus Bruhn Jensen, Robert T. Craig, Jefferson D. Pooley, and Eric W. Rothenbuhler. Hoboken, NJ: Wiley-Blackwell, 2016.

#### BOOK REVIEWS

**Review of *Intellectuals Incorporated: Politics, Art, and Ideas Inside Henry Luce's Media Empire* by Robert Vanderlan.** *Media, Culture & Society* 34, 2 (2012): 254–56.

**Review of *Smoking Typewriters: The Sixties Alternative Press and the Rise of Alternative Media in America* by John McMillian.** *Journal of American History* 98, 3 (2011): 899–900.

**Review of *Cultural Kaleidoscope: Musical and Cultural Perspectives on Late Sixties San Francisco* by Nadya Zimmerman.** *The Sixties: A Journal of History, Politics, and Culture* 2, 1 (2009): 128–130.

**Review of *The Greater Generation: In Defense of the Baby Boomer Legacy* by Leonard Steinhorn.** *Journal of Popular Culture* 39, 5 (2006): 914–15.

#### POPULAR PUBLICATIONS

**The Shady Business of Selling Futures.** *Wired*. <https://www.wired.com/story/too-much-future-present-miserable/>. December 30, 2021.

**Returning to Temple's Campus Makes Me Terrified We've Learned Nothing from COVID.** *Philadelphia Inquirer*. <https://www.inquirer.com/opinion/commentary/colleges-fall-2021-philadelphia-temple-university-20210828.html>. August 28, 2021.

**The Coming Nostalgia for Hyper-Nesting.** *Atlantic Monthly*. <https://www.theatlantic.com/health/archive/2021/03/what-will-pandemic-nostalgia-feel-like/618304/>. March 17, 2021.

**Start a Virtual Listening Club. It Will Change Your Life.** *Pitchfork*, <https://pitchfork.com/thepitch/start-a-virtual-listening-club-itll-change-your-life/>. January 19, 2021.

**This Pandemic Experiment Won't Work.** *Philadelphia Inquirer*, <https://www.inquirer.com/opinion/commentary/temple-reopening-coronavirus-safety-campus-teachers-20200828.html>. August 28, 2020.

**The Hype, Haplessness, and Hope of Haptics.** *TechCrunch*, <https://techcrunch.com/2020/07/28/the-hype-haplessness-and-hope-of-haptics-in-the-covid-19-era/>. July 28, 2020.

**Liminal Space.** *Real Life*, <https://reallifemag.com/liminal-space/>. July 6, 2020.

**Pandemic Futures.** *Medium*, <https://medium.com/@devjpow/pandemic-futures-84e460b588>. June 8, 2020.

**The Pandemic Has Made Life More Flexible. Businesses and Institutions Should Keep It That Way.** *Philadelphia Inquirer*, [inquirer.com/opinion/commentary/coronavirus-consumer-shopping-return-policies-refunds-businesses-20200512.html](https://www.inquirer.com/opinion/commentary/coronavirus-consumer-shopping-return-policies-refunds-businesses-20200512.html). May 12, 2020.

**Why We Are Obsessed with Forecasting and Futurism.** *Washington Post*, <https://www.washingtonpost.com/outlook/2019/12/17/why-we-are-obsessed-with-forecasting-futurism/>. December 17, 2019.

**End of Year Brings 2020 Predictions We Should Challenge and Question.** *Philadelphia Inquirer*, <https://www.inquirer.com/opinion/commentary/2020-predictions-future-forecasting-trends-20191209.html>. December 9, 2019.

**The Pumpkin Spice Craze Matters, Even If It Doesn't Last.** *Philadelphia Inquirer*, <https://www.inquirer.com/opinion/commentary/pumpkin-spice-2019-trend-forecasting-20191028.html>. October 28, 2019.

**Popular Music Studies: An Audible Discipline?** *Sounding Out! The Sound Studies Blog* and IASPM-US.net. <http://soundstudiesblog.com/2013/02/28/sonic-borders-virtual-panel-devon-powers-popular-music-studies-an-audible-discipline/>. February 28, 2013.

**"Those Kind of Shenanigans": Mad Men's "Blowing Smoke."** *Antennae: Responses to Media and Culture*, <http://blog.comarts.wisc.edu/2010/10/12/those-kinds-of-shenanigans-mad-mens-blowing-smoke/>. October 12, 2010.

#### FELLOWSHIPS, AWARDS, AND GRANTS

**2020-2021 Faculty Creative Award**, Klein College of Media and Communication, Temple University, April 2021

**Visiting Fellow**, University of Leeds, Leeds, UK, Spring 2014

**Summer Travel Grant**, Drexel University Office of International Programs, Summers 2009 and 2013, Winter 2014

**New York Institute for the Humanities**, Blowing Up the Brand: Critical Perspectives on Promotional Paradigms conference (with Melissa Aronczyk), Spring 2009

**NYU Institute for Public Knowledge**, Blowing Up the Brand: Critical Perspectives on Promotional Paradigms (with Melissa Aronczyk), Spring 2009

**Emerging Scholars Fellow**, Franklin & Marshall College, Spring 2009

**Banner Bearer**, NYU Steinhardt School of Education, Culture, and Human Development Doctoral Graduation, Spring 2008

**Dissertation Completion Grant**, NYU Department of Media, Culture, and Communication, Fall 2007

**Doctoral Student Teaching Excellence Award**, NYU Steinhardt School of Education, Culture, and Human Development, 2007

**Doctoral Fellowship**, Department of Media, Culture, and Communication, 2002-2005

#### INVITED TALKS

##### SCHOLARLY

**Futures Fundamentals for Educators.** Seminar given at Columbia Teachers College, March 2022 (virtual).

**Shifting Forward?** Panel participant at Institute for Public Knowledge, New York University, January 2022 (virtual).

**Branding Bob Dylan.** Panel participant at World of Bob Dylan launch event, University of Tulsa, May 2021 (virtual).

**Trend Research in Troubled Times.** Keynote given at Trend and Cultural Management Colloquium, University of Lisbon, May 2021 (virtual).

**Pasts and Futures.** Seminar given at Columbia Teachers College, February 2021 (virtual).

**Futures and Non-Futures.** Panel participant at University of Toronto Digital Humanities Network Lightning Lunch Talks, November 2020 (virtual).

**On Trend: The Business of Forecasting the Future.** Book talk given at:

- Muhlenberg College, February 2022
- School of Visual Art, April 2021 (virtual)
- Concordia University, April 2021 (virtual)
- University of Glasgow, March 2021 (virtual)
- Data and Society, December 2020 (virtual)
- Pokrass Memorial Lecture Series, The Pennsylvania State University, February 2020 in State College, PA
- Community College of Philadelphia, February 2020 in Philadelphia, PA
- Rutgers University, February 2020 in New Brunswick, NJ
- University of Ottawa, January 2020 in Ottawa, Canada
- Microsoft Research New England, November 2019 in Cambridge, MA
- Temple University, November 2019 in Philadelphia, PA

**OPTICS: On Visual Branding.** Panel participant at Institute of Contemporary Photography, June 2018 in New York, NY

**Cool Hunting.** Lecture given at the University of Michigan, October 2017 in Ann Arbor, MI.

**Trends, Inc.** Lecture given at the University of Wisconsin-Madison, February 2017 in Madison, WI.

**Thinking in Trends.** Lecture given at Clark University, April 2016 in Worcester, MA.

**Thinking in Trends.** Presentation given at the Post-45 Conference, University of Iowa, November 2015 in Iowa City, IA.

**On Being First.** Lecture given at the University of Leeds, March 2014 in Leeds, England.

**Branding and Promotional Culture.** Lecture given at Goldsmiths, University of London, March 2014 in London, England.

**Writing the Record.** Lecture given at the University of Siegen, March 2014 in Siegen, Germany.

**Kanye West.** Panel discussion participant for University of Pennsylvania's Kelly Writers House, November 2013 in Philadelphia, PA.

**Screaming Females: Gender, Outrage, and the Commentary Economy.** Lecture given at the University of Arkansas, November 2013 in Fayetteville, AR.

**Music Criticism in the Age of Outrage.** Lecture given at Bowling Green State University, October 2013 in Bowling Green, OH.

**Bright Moments.** Panel discussion participant for Philadelphia Jazz Project, February 2013 in Philadelphia, PA.

**Ellen Willis and the Cultural Conversation.** Panel Moderator for Sex, Hope, & Rock 'n' Roll: The Writings of Ellen Willis conference, April 2011 in New York, NY.

#### GUEST TEACHING

**Trend Forecasting and Futures.** Presentation given for Technology and Culture – Dr. Barry Vacker, Department of Media Studies and Production, Temple University, December 1, 2021 in Philadelphia, PA.

**The Business of Trends.** Lecture given for Critical Approaches to Popular Culture – Dr. Jessa Lingel, Annenberg School for Communication, University of Pennsylvania, November 2019 in Philadelphia, PA.

**Trend Forecasting.** Lecture given for Promotional Media – Dr. Melissa Aronczyk, Department of Journalism and Media Studies, Rutgers University, October 2019, Skype.

**Stereotypes in Advertising.** Lecture given for Media, Law and Advertising - Dr. Jessica Castonguay, Department of Advertising and Public Relations, Temple University, April 2017 in Philadelphia, PA.

**Trend Forecasting.** Lecture given for Media and Communication Doctoral Program, Temple University, October 2017 in Philadelphia, PA.

**Rock Criticism.** Lecture given for American Popular Music: Methods and Identity - Dr. Shana Goldin-Persbacher, Department of Music, Temple University, March 2015 in Philadelphia, PA.

#### INDUSTRY

**Imagining Better Futures.** Talk given at Rosenfeld Media Advancing Research Conference (virtual), March 2022.

**2050: Forecasting the Future Between Utopia and Dystopia.** Keynote given at LaFutura conference (virtual/hybrid), November 2021 in Zurich, Switzerland.

**Cultural Briefing: Afrofuturism.** Panel discussion given at Sparks & Honey (virtual), February 2021.

**Cultural Briefing: Trends 2021.** Panel discussion given at Sparks & Honey (virtual), December 2020.

**The Future of Delivery Channels.** Panel discussion given at Filene incubation event (virtual), August 2020.

**Futures for Whom?** Keynote address given at Microsoft Research's Future of Work conference (virtual), August 2020.

**Retail's Response to Injustice.** Panel discussion given at PSK Retail Innovation conference (virtual), June 2020.

**Hacking Uncertainty.** Talk given at PSFK Retail Innovation Week conference (virtual), April

2020.

**The Ethics of Trend Forecasting.** Talk given at LaFutura conference, September 2019 in Lisbon, Portugal.

**Ask Me About the Future.** Talk given at PSFK's CXI 2018 conference, May 2018 in New York, NY.

**Tomorrow is the Question!** Panel discussion participant for Community Conversations at the Kimmel Center for the Performing Arts, March 2011 in Philadelphia, PA.

#### ACADEMIC CONFERENCES

**The Future of Business in a Post-COVID Landscape.** Panel presentation at EPIC, October 2021, virtual.

**Home/Work: The Long History of the Future of Work.** Paper to be presented at the Association of Internet Researchers Conference, October 2021, virtual.

**The Rise of Trend Journalism.** Paper presented at the Association of Educators in Journalism and Mass Communication Conference, August 2020, virtual.

**"The Future" of Communication.** Paper presented at the International Communication Association Conference, May 2020, virtual.

**Not Really Popular.** Paper presented at the International Communication Association Conference, May 2019 in Washington, DC.

**Cool Hunting.** Paper presented at the International Communication Association Conference, May 2018 in Prague, Czech Republic.

**Cool Hunting.** Paper presented at the History of Recent Social Science Conference, June 2017 in Rotterdam, Netherlands.

**Consultants and the Communication of Ambiguity.** Paper presented at the International Communication Association Conference, May 2017 in San Diego, CA.

**Cultural Strategy as Cultural Measurement.** Paper presented at the International Communication Association Conference, May 2017 in San Diego, CA.

**This. Reader.** Paper presented at the Society for Media and Cultural Studies Conference, March 2017 in Chicago, IL.

**The Intellectual History of Trend Forecasting.** Paper presented at the US Intellectual Historians Conference, October 2016 in Palo Alto, CA.

**Thinking in Trends: The Birth of Trend Forecasting in the United States.** Paper presented at the History of Recent Social Science Conference, June 2016 in London, England.

**Now Streaming: Control, Content, and Curation in Digital Music Services,** with Jeremy Morris. Paper presented at the Society for Cinema and Media Studies Conference, March 2015 in Montreal, Canada.



**Selling Out: Artistic Integrity in the Digital Age**, with Leslie Meier and Bethany Klein. Paper presented at the Art of Record Production Conference, December 2014 in Oslo, Norway.

**From Civil Rights to Selling Rights: Kanye West and the Politics of Auteurism in Promotional Culture**. Paper presented at the International Communication Association Conference, May 2014 in Seattle, WA.

**First! Firstness and Cultural Circulation in the Age of Recursivity**. Paper presented at the International Communication Association Conference, May 2014 in Seattle, WA.

**What Hath Frith Wrought? Towards a Future of Writing about Popular Music**. Paper presented at the Simon Frith Conference, April 2014 in Edinburgh, Scotland.

**Screaming Females: Gender, Outrage, and the Commentary Economy**. Paper presented at the National Communication Association Conference, November 2013 in Washington, D.C.

**Immortal Brands**. Paper with Ashley Farkas presented at the International Communication Association Conference, June 2013 in London, England.

**Lost in the Shuffle: A History of Musical Randomness**. Paper presented at the International Communication Association Conference, June 2013 in London, England.

**Notes on Hype**. Paper presented at presentation at the International Communication Association Conference, May 2012 in Phoenix, AZ.

**Writing Music (Into) History**. Paper presented at the Experience Music Project/International Association for the Study of Popular Music Joint Conference, March 2012 in New York, NY.

**Long-Haired, Freaky People Need to Apply: Rock Music, Cultural Intermediation and the Rise of the Company Freak**. Paper presented at the International Communication Association Conference, May 2011 in Boston, MA.

**On Instant Classics and Reunion Tours**. Paper presented at the International Association for the Study of Popular Music – US Conference, March 2011 in Cincinnati, OH.

**The Problem of Pop: Rock Critics, Public Intellectualism, and Postmodernity**. Paper presented at the U.S. Intellectual Historians Conference, October 2010 in New York, NY.

**The End (?) of New Music?** Paper presented at the International Association for the Study of Popular Music – US Conference, April 2010 in New Orleans, LA.

**Consumption, Crazes, Chatter: The Recent History of Digital Charting**. Paper presented at the National Communication Association Conference, November 2009 in Chicago, IL.

**Long-Haired, Freaky People Need To Apply: The Secret History of the House Hippie**. Paper presented at the International Association for the Study of Popular Music Conference, July 2009 in Liverpool, England.

**What Was Popular? New Media, History, and the Problem of the Music Charts**. Paper presented at The Future Is Prologue, International Communication Association Pre-conference, May 2009 in Chicago, IL.

**Constructing 20<sup>th</sup> Century New York: Myths of a Media Mecca.** Paper presented at the Eastern Communication Association Conference, April 2009 in Philadelphia, PA.

**Professional Amateurs, Amateur Professionals: Rock Criticism as Hip Capitalism, 1968-1978.** Paper presented at the American Journalism Historians Association/Association for Education in Journalism and Mass Communication Joint Conference, March 2008 in New York, NY.

**Apocalyptic Narratives and the Professionalization of Rock Criticism.** Paper presented at New World Coming: The Sixties and the Shaping of Global Consciousness International Conference, June 2007 in Kingston, Ontario, Canada.

**Is Rock Criticism Part of Intellectual History?** Paper presented at the Experience Music Project Pop Conference, April 2007 in Seattle, WA.

**Is Rock Criticism Part of Intellectual History?** Paper presented at the American Journalism Historians Association/Association for Education in Journalism and Mass Communication Joint Conference, March 2007 in New York, NY.

**The "Folk Problem": The *Village Voice* Takes on Folk Music.** Paper presented at the Conference on New York State History, June 2006 in New York, NY.

**"The Times They Are A-Changin'": Theoretical Entryways Into the Music Journalism of the *Village Voice*.** Paper presented at the Popular Culture Association/American Culture Association National Conference, April 2006 in Atlanta, GA.

**"Neighborly Without Being Small Town": Establishing the *Voice* of the Village.** Paper presented at the American Journalism Historians Association/Association for Education in Journalism and Mass Communication Joint Conference, March 2006 in New York, NY.

**"Let Them Talk": Rock Crit Cred as the Insider's Tongue.** Paper presented at the Cultural Studies Association National Conference, May 2004 in Boston, MA.

**Notes on Cred: A Theory on the Genesis of Rock Writing.** Paper presented at the New York State Communication Association Conference, October 2003 in Kerhonkson, NY.

#### **COURSES TAUGHT**

Undergraduate: Introduction to Media & Society; Introduction to Media Studies; Introduction to Media Criticism; Human Communication; Love & Popular Culture; Global Journalism; Media & Identity; Explorations in Pop Music; Consumer Culture; History of Communication; Public Relations: Theory/Process; Representation in the Media; Morality, Law and Advertising; Trends and the Future in Consumer Culture; Intro to Public Relations

Graduate: Media Institutions/Culture Industries; Seminar in Popular Culture; Consumer Culture; Promotional Culture

#### **GRADUATE STUDENT ADVISING**

Temple University

**Lucy March**, Music and Futures, Comprehensive Exams Committee Member, November 2021 to present

**Ellen Santa Maria**, Feminist Instagram, Dissertation Committee Member, March 2019 to present

**Omar Alkahily**, Character Assassination, Adviser, January 2020 to April 2022

**Joseph Giomboni**, Public Relations Internships, Dissertation Committee Member, August 2016 to April 2021

**Wesley Stevens**, Black Influencers, Comprehensive Exams Committee Member, April 2019 to January 2020

**Michael Buozis**, Cyberlibertarianism, Dissertation Committee Member, September 2018 to March 2020

**Ellen Bergman**, Street Dance and Music Video, Dissertation Defense External Member, October 2019

Drexel University

**Ethan Lascity**, Uniqlo and Branding, Dissertation Committee Member, August 2014 - 2015

#### CONTINUING EDUCATION AND PROFESSIONAL DEVELOPMENT

**Advertising Education Foundation Visiting Professor Immersion Program**, Summer 2020 (virtual)

**Temple University Leadership Academy**, September 2019 to April 2020

#### SERVICE AND COMMITTEES

##### SERVICE TO PROFESSION AND DISCIPLINE

##### Organization and Leadership

**Member**, Outstanding Article Committee, International Communication Association, June 2021 to present

**Member Ex-Officio**, Strategic Planning Task Force, International Communication Association, December 2019 to August 2020

**Chair**, Interest Group Task Force, International Communication Association, November 2019 to August 2020

**Board of Directors**, International Communication Association, July 2018 to May 2020

**Chair**, Popular Communication Division, International Communication Association, July 2018 to May 2020

**Unit Planner**, Popular Communication Division, International Communication Association, July 2017 to May 2019

**Vice-Chair**, Popular Communication Division, International Communication Association, July 2016 to July 2018

**Co-Organizer**, International Communication Association Popular Communication Division Pre-Conference, September 2012 to June 2013

**Moderator**, Cross-disciplinary Senior Scholar Panel Discussion, International Association for the Study of Popular Music – U.S. Branch Conference, March 2013

**Executive Committee**, International Association for the Study of Popular Music, March 2012 to September 2014

**Co-Organizer**, International Communication Association Communication History Interest Group Pre-Conference, November 2011 to May 2012

**Diversity Committee**, International Association for the Study of Popular Music – U.S. Branch, April 2011 to March 2013

**Program Committee**, International Association for the Study of Popular Music – U.S. Branch Annual Conference, New Orleans, LA, April 2010

**Seminar Coordinator**, Blowing Up the Brand II, Cultural Studies Association, March 2010

**Co-Organizer**, Blowing Up the Brand: Critical Perspectives on Promotional Paradigms Conference, Institute for Public Knowledge, New York, May 2009

#### Editorships and Editorial Boards

**Editorial Board**, *Journal of Social and Cultural Possibilities*, October 2021 to present

**Editorial Board**, *International Journal of Cultural Studies*, November 2020 to present

**Editorial Board**, *Communication Theory*, April 2020 to present

**Associate Editor**, *Journal of Communication*, September 2019 to September 2022

**Editorial Board**, *Journal of Communication*, September 2018 to September 2019

**Editorial Board**, *Journal of Popular Music Studies*, August 2013 to August 2017

**Editorial Board**, *Rock Music Studies*, August 2013 to present

#### Award Juries

**Head, Screening Committee**, Peabody Awards, November 2021 to February 2022

#### Programmatic Review

**External Reviewer**, Media Studies Department, Queens College – CUNY, May 2021

#### Reviewing for Journals and Academic Presses

**Reviewer**, *Journal of Consumer Culture*, August 2015, June 2015, April 2016 and March 2022

**Reviewer**, *European Journal of Cultural Studies*, October 2021

**Reviewer**, *International Journal of Cultural Studies*, January 2021

**Reviewer**, *International Journal of Communication*, August 2014, June 2014, April 2018 and August 2020

**Reviewer**, *Rock Music Studies*, April and May 2020

**Reviewer**, *Popular Music & Society*, December 2012, January 2014, April 2014, March 2017, and August 2019

**Reviewer**, *Journal of Communication*, April 2019 and November 2019

**Reviewer**, MIT University Press, August 2019

**Reviewer**, Routledge, July 2019

**Reviewer**, *Social Media & Society*, May 2017 and June 2019

**Reviewer**, Israeli Science Foundation, January 2018

**Reviewer**, *Journal of Advertising Education*, June 2017

**Reviewer**, *New Media & Society*, April 2017

**Reviewer**, *Journalism*, March 2016

**Reviewer**, *Popular Communication*, March 2016

**Reviewer**, *Communication, Culture & Critique*, November 2015

**Reviewer**, Oxford University Press, October 2009 and October 2015

**Reviewer**, *Popular Music*, August 2014 and March 2015

**Reviewer**, Wiley-Blackwell Press, December 2013

**Reviewer**, *Poetics*, December 2013

**Reviewer**, *European Journal of Communication*, March 2013

**Reviewer**, Peter Lang Press, January 2011

Other

**Advisory Committee**, "Popular Music in the British Home, 1945-1990." Dr. Tom Perchard, Goldsmiths, University of London. October 2021 to present.

**100 Questions Initiative for Disinformation**. The Government Lab in partnership with the Organization on Economic Cooperation and Development. July 2020 to June 2021.

SERVICE TO DEPARTMENT, COLLEGE AND UNIVERSITY

University of Michigan

**Search Committee**, Department of Communication and Media, August 2022 to present

Temple University

**Chair, Tenure Track Search Committee**, Department of Advertising and Public Relations, October 2021 to March 2022

**Admissions Committee**, M&C Program, January 2020 to March 2022

**Chair, Curriculum Committee**, Department of Advertising and Public Relations, January 2019 to March 2022

**Chair, Personnel Committee**, Klein College of Media and Communication, January 2018 to May 2018, January 2019 to May 2019

**Search Committee**, Department of Advertising and Public Relations, Junior and Senior Hires, September 2018 to April 2019

**Merit Committee**, Klein College of Media and Communication, January 2018

**Personnel Committee**, Klein College of Media and Communication, August 2017 to 2020

**Chair, Search Committee**, Dept. of Advertising and PR, Klein College of Media and Communication, August 2017 to April 2018

**Graduate Curriculum Committee**, Media & Communication Program, Klein College of Media and Communication, February 2017 to September 2019

**Curriculum Committee**, Department of Advertising, September 2016 to present

Drexel University

**Emerging Scholars Program Committee**, Dean's Office, College of Arts and Sciences, Winter 2015 to January 2016

**Curriculum Committee Chair**, Department of Culture and Communication, September 2014 to January 2016

**Facilitator, Media Studies Student Group**, Department of Culture and Communication, March 2013 to January 2016

**CoAS Assessment Committee**, College of Arts and Sciences, April 2013 to January 2016

**Dissertation Committee**, Ethan Lascity, March 2014 to December 2015

**ScholarSip Planning Team**, Drexel University Libraries, Winter 2012 to December 2015

**Doctoral Admissions Committee**, Department of Culture and Communication, 2009 to September 2015

**Third Year Review Committee**, Department of Culture and Communication, January to March 2015

**University 101 Committee**, Office of the Provost, May 2014 to August 2014

**Raft Debate Participant**, College of Arts and Sciences Research Day, January 2014

**Communication Majors Orientation**, Department of Culture and Communication, September 2013

**Open House**, College of Arts and Sciences/Admissions, October 2012

**Facilitator, Cross Cultural Conversations - Internet Privacy**, Office of International Programs, May 2, 2012

**Doctoral Program Speaker Series**, Point Person/Host, Department of Culture and Communication, 2009, 2010, 2011, 2012

**Participant, Library Visioning**, Drexel Libraries, February 2012

**Academic Masters Committee**, Department of Culture and Communication, 2010 to 2012

**Open House**, College of Arts and Sciences/Admissions, November 2011

**The Drexel University Libraries Future Search**, Participant, July 2011

**Tenure and Promotion Committee**, Department of Culture and Communication, Drexel University, September 2009 to May 2010 and September 2010 to May 2011

**Drexel Publishing Group**, Conversations With Series Co-Coordinator, April 2011 to September 2011

**Research Day Judge**, College of Arts and Sciences, Drexel University, April 2009 and April 2011

**Accepted Students' Day**, College of Arts and Sciences/Admissions, April 2011

**Scholars Day**, College of Arts and Sciences/Admissions, February 2011

**Assistant Teaching Professor of New Media Hiring Committee**, Department of Culture and Communication, 2010

**Organizer**, Dinner and Discussion at Drexel, College of Arts and Sciences, 17 February 2010

**Third Year Review Committee**, Department of Culture and Communication, Drexel University, 2008-2009

**Core Curriculum Review Committee**, Department of Culture and Communication, Drexel University, 2008-2009

## OTHER SERVICE

**Oberlin College Alumni Recruitment Network**, 2006 to present

**Oberlin College Alumni Recruitment Network/African American Student Task Force**,  
2006 to 2009

## SELECTED MEDIA APPEARANCES

## PODCASTS AND RADIO

**Devon Powers.** Rock's Backpages podcast,  
<https://rocksbackpages.com/Podcast/Episode/e124>. April 5, 2022.

**On Trend: The Business of Forecasting the Future.** People & Things podcast,  
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#### **PROFESSIONAL ASSOCIATIONS**

International Communication Association

#### **PROFESSIONAL EMPLOYMENT IN MEDIA INDUSTRIES**

##### **Music Critic and Concert/Interviews Editor**

PopMatters.com

Fall 2000 to Fall 2005

##### **Communications Manager**

The Gay, Lesbian and Straight Education Network, New York, NY

Spring 2001 to Fall 2002

##### **Editorial Assistant**

*Teen People* magazine, New York, NY

Fall 1999 to Spring 2001

##### **Radcliffe Publishing Course**

Cambridge, MA

Summer 1999