

DEVON POWERS

University of Michigan
Department of Communication and Media
North Quad, Room 5370
105 South State Street
Ann Arbor, MI 48109-1285
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ACADEMIC EMPLOYMENT

University of Michigan, Dept. of Communication and Media, Ann Arbor, MI
Professor
Affiliate Faculty, Center for Ethics, Society and Computing
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

ACADEMIC DEGREES

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

CERTIFICATES

Institute for the Future, Palo Alto, CA
Certificate in Foresight, 2023

Radcliffe Publishing Course, Cambridge, MA
Certificate 1999

RESEARCH AREAS

Consumer culture | Culture industries | Cultural circulation | Promotional culture and branding | Cultural and business history | Trend studies, future studies, and critical futures | Foresight and futurist methods | Popular music

PUBLICATIONS

BOOKS

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

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

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

JOURNAL ARTICLES

Powers, Devon. The Problem of Popular Culture. *Communication Theory* 32, 4 (2022): 461-470.

Powers, Devon. Trend Journalism: Genre, History, and Critique. *Journalism Studies* 23, 12 (2022): 1435-1449.

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

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

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

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

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

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

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

Scott, Travers and **Powers, Devon.** Looking Back, Moving Forward: Critical Communication History. *International Journal of Communication* 7 (2013): 1-8.

Powers, Devon. 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.

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

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

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

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

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

BOOK CHAPTERS

Powers, Devon. Advertising, Branding and the Promotional Future. In *The Routledge Companion to Advertising and Promotional Culture, 2nd Edition*, ed. Matt McAllister and Emily West, 360–68. New York: Routledge, 2023.

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

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

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

Powers, Devon. 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.

Powers, Devon. 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.

Powers, Devon. 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.

Aronczyk, Melissa and **Powers, Devon.** 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

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

Powers, Devon. 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

Powers, Devon. 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

Powers, Devon. 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.

Powers, Devon. 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.

Powers, Devon. 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.

Powers, Devon. 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

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

Powers, Devon. 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.

Powers, Devon. 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.

Powers, Devon and Macleod, Erin. 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.

Powers, Devon. 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.

Powers, Devon and Parisi, David. 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.

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

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

Powers, Devon. 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. May 12, 2020.

Powers, Devon. 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.

Powers, Devon. 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.

Powers, Devon. 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.

Powers, Devon. 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.

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

FELLOWSHIPS, AWARDS, AND GRANTS

Dow Visiting Scholar, Saginaw Valley State University, October 2023

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

Trends, Trending, Trendsetting. Seminar talk given at University of Michigan Marketing Department. University of Michigan, February 2024.

Future Tense: On Writing the Future of Culture. Keynote given at Dow Visiting Scholar Program. Saginaw Valley State University, October 2023.

Trend Forecasting and Futures. Presentation given at LAB MASH, Taubman College of Architecture and Urban Planning, University of Michigan, October 2022 (virtual).

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

How to Forecast the Future. Lecture given for The Mass Media – Dr. Susan Douglas, Department of Communication and Media, University of Michigan, November 10, 2022 in Ann Arbor, MI.

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

Trends and Cultural Strategy. Talk to be given at The Research Agency, Melbourne, AUS, February 2024 (Virtual).

The Future is Coming. Don't Panic. Talk given at AIGA Conference, Seattle, WA, October 2022.

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.

PANEL MODERATION AND HOSTING

Living Colour's *Times Up*. Moderator for book talk for Kimberly Mack, University of Toledo, May 2023 at Pages Bookstore in Detroit, MI.

ACADEMIC CONFERENCES

Trendsetting: The Long History of Early Adoption. Paper to be given at the International Communication Association Conference, Gold Coast, AUS, June 2024.

From Fads to Trends: Lessons from Katz. Paper presented at the International Communication Association Legacies of Katz Preconference, May 25, 2023 in Toronto, Canada.

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

Home/Work: The Long History of the Future of Work. Paper 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 Auteursism 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 20th 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 in Consumer Culture; Intro to Public Relations; Brands and Promotional Culture

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

GRADUATE STUDENT ADVISING

University of Michigan

Enrica Bridgewater, Effects of Representation on Racialized Minorities, Dissertation Committee Member, November 2023 to present

Olivia Stowell, Television and Racialization, Dissertation Committee Member, September 2023 to present

Caitlyn Ng Man Chuen, Virtual Music, Dissertation Adviser, August 2023 to present

Rae Moors, Video Games Industry, Dissertation Committee Member, February 2023 to present

Sriram Mohan, Digital Popular Culture in India, Dissertation Committee Member, August 2023 to November 2023

Temple University

Lucy March, Internet Music, Dissertation Committee Member, November 2021 to October 2023

Ellen Santa Maria, Feminist Instagram, Dissertation Committee Member, March 2019 to October 2023

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

Drexel University

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

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

Other

Rebecca Jarrett, Fashion and the Metaverse, Outside Reader, April 2023

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

Chair, Outstanding Article Committee, International Communication Association, June 2022 to June 2024

Member, Outstanding Article Committee, International Communication Association, June 2021 to June 2022

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 Communication*, September 2018 to September 2019, September 2022 to present

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 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, December 2022 to February 2023, November 2023 to present

Programmatic Review

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

Tenure and Promotion Review

University of North Carolina, Winter 2024

University of New Hampshire, Summer 2023

University of Alabama, Summer 2023

Reviewing for Journals and Academic Presses

Reviewer, Bloomsbury Press, November 2022 and May 2023

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

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

Reviewer, *International Journal of Cultural Studies*, January 2021, November 2023

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

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

Reviewer, *Popular Music & Society*, December 2012, January 2014, April 2014, March 2017, August 2019, November 2022, October 2023

Reviewer, *Journal of Communication*, April 2019, November 2019 and April 2024

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

Michigan Roads Scholars Selection Committee, Office of the Vice President for Government Relations, December 2023

Long-Term Planning Committee, Department of Communication and Media, August 2023 to present

Chair, Tenure Review Panel, Department of Communication and Media, June 2023 to October 2023

Launch Convener, ADVANCE, August 2023 to present

Curriculum Committee, Department of Communication and Media, August 2022 to present

Search Committee, Department of Communication and Media, August 2022 to December 2022

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 March 2022

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,
<https://anchor.fm/peoplesandthings/episodes/Devon-Powers-on-Trend-Forecasting-e1b79d5>. December 6, 2021.

On Trend: Forecasting the Future. In Clear Focus podcast,
<https://www.bigeyeagency.com/podcast/on-trend-with-devon-powers/>. August 10, 2021.

The Trend of Trends. Near Future Laboratory podcast,
<https://nearfuturelaboratory.libsyn.com/devon-powers-the-trend-of-trends>. April 20, 2021.

Navigating Complex Feelings around Pandemic Nostalgia. WDET Detroit Today,
<https://wdet.org/posts/2021/04/16/90860-the-pandemic-has-been-devastating-but-there-are-some-things-we-might-miss/?autoplay=1/>. April 16, 2021.

Shaping the Future, WHYY The Pulse, <https://whyy.org/episodes/shaping-the-future/>.
January 29, 2021.

Design in Transition, <https://tinyurl.com/y2mngsm7>. November 11, 2020.

Back to the Fkture.** The Future Laboratory, <https://tinyurl.com/y8xsy2y8>. July 10, 2020.

The Deep Dive. Phil McKenzie, <https://www.thedeepdivepod.com/19>. March 12, 2020.

Money Life with Chuck Jaffe. Chuck Jaffee, <https://moneylifeshow.libsyn.com/hightowers-harris-scary-headlines-havent-made-for-frightening-technical-signals>. October 16, 2020
"How Long Does it Take to Make a Classic Album?" Pitchfork.com, July 24, 2019

JOURNALISM

"A Brief History of Shuffling Your Songs, from Apple to Adele ." Popular Science,
November 30, 2021.

"What is a Grammy Worth in 2019?" Pitchfork.com, February 6, 2019.

"Reaction to Procter & Gamble ad about Racial Bias: 'The Cost of Taking a Stand,'"
Philadelphia Inquirer, September 8, 2017

"Dear Facebook Friend, Please Stop Trying to Sell Me Stuff. It's Getting Awkward."
Washington Post, February 18, 2016.

"Facebook Celebrates 10 Years of Connections," CBS Philadelphia, February 4, 2014

"Grammys 2014: Barometer of What Americans Are Listening To," *Christian Science Monitor*, January 26, 2014

"Website LinkedIn Sets Sights on College-Bound Teens," CBS Philadelphia, August 22, 2013

"Paper Trail," Pitchfork.com, April 25, 2013

"Social Media Journalism Gets Mixed Reviews in Boston," CBS Philadelphia, April 23, 2013

"Critical Condition," *Philadelphia City Paper*, February 28, 2013

Sex, Hope, & Rock 'n' Roll: Ellen Willis and Pop Critique, GritTV, April 28, 2011

PROFESSIONAL ASSOCIATIONS

International Communication Association, Association for Professional Futurists, History of Recent Social Science

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