# Summary of Qualifications

Over a decade of teaching graduate-level courses in media industries, management, and practice

Multiple books, chapters, and articles about legacy and social media industries and history

Emmy-nominated media producer and network executive for over 30 films and TV programs

# Education

Ph.D. (2014). **University of California-Los Angeles,** Education

* Dissertation: *Out of the TV: The Cultural History and Pedagogy of LGBT-themed TV Movies*
* Committee: Douglas Kellner, Leah Lievrouw, John Caldwell, Kim Gomez and Val Rust.

M.A. (2004). **New York University**,Tisch School of the Arts, Cinema Studies

B.A. (1986). **University of North Carolina-Chapel Hill,** Psychology and Communications. Honors.

# Recent Appointments/Positions

|  |  |  |
| --- | --- | --- |
| USC Annenberg School for Communication and Journalism |  | 2009-present |
| Clinical Associate Professor |  | 2018-present |
| Clinical Assistant Professor, USC Annenberg  |  | 2014-2018 |
| Senior Lecturer, USC Annenberg  |  | 2011-2014 |
| Adjunct Faculty, USC Annenberg |  | 2009-2011 |
| Shanghai Jiao Tong University, Institute For Cultural and Creative Industries, Visiting Scholar |  | 2015-present |

# Affiliations/Memberships

|  |  |  |
| --- | --- | --- |
| Society for Cinema and Media Studies  |  | 2012-present |
| International Communications Association |  | 2012-present |
| Association of Internet Researchers |  | 2016-present |

# Books

Craig, D., Lin, J. & Cunningham, S. (tbd). *Wanghong: China’s social media entertainment industry.* Palgrave. (under contract).

Cunningham, S. & Craig, D. (eds.) (2021) *Creator Culture: Studying the Social Media Entertainment Industry.* New York; NYU Press.

Cunningham, S. & Craig, D. (2019). *Social Media Entertainment: The New Intersection of Hollywood and Silicon Valley.* New York; NYU Press.

# Articles and Book Chapters

Lv, J. & Craig, D. (tbd). Firewalls and Walled Gardens: The Interplatformization of China’s Wanghong Industry. Yang, G. & Wang, W. (eds.) *Social Media in China and US*. Michigan State University Press.

Craig, D. & Cunningham, S. (tbd). Tech-tonic Shifts: The U.S. and China models of online screen distribution in Macdonald, P. , Havens, T. & Donoghue, C.B. *Media Distribution in the Digital Age*. New York; New York University Press.

Cunningham, S. & Craig, D. (2019). Creator Governance in Social Media Entertainment. *Social Media + Society*. 28 November.

Cunningham, S. & Craig, D. (2019). Global social media entertainment in Shimpach, S. (ed.). *The Routledge Companion to Global Television.*  New York: Routledge.

Cunningham, S., Craig, D., & Lv, J. (2019). China’s Livestreaming Industry: Platforms, Politics, and Precarity. *International Journal of Cultural Studies*. 20 March.

Craig, D. (2019). Creator Management in the Social Media Entertainment industry in Deuze, M. & Prenger, M. (eds). *Making Media: Production, Practices, and Professions.*  Amsterdam University Press.

Craig, D. (2018). Review: *Open TV: Innovation beyond Hollywood and the rise of web television.* *Journal of Communication*, Vol 168; Issue 4; pp E41-43; August 1.

Craig, D. & Johnson, D. (2018) A&E: From art to Vice in a managed channel portfolio in *From Networks to Netflix: A Guide to Changing Channels.* New York: Routledge.

Craig, D. & Cunningham, S. (2017). Being 'really real' on YouTube: authenticity, community, and brand culture in social media entertainment. *Media International Australia.* 164; 1; pp 71-81.

Craig, D. & Cunningham, C. (2017) Unboxing: Living in a(n unregulated) material world. *Media International Australia.* 163: 1: pp 77-86

Cunningham, S. & Craig, D. (2017) The emerging global screen ecology of social media entertainment in Dennison, S. & Marlow-Mann, A. (eds) *The Routledge Companion to World Cinema.* London: Routledge.

Cunningham, S., & Craig, D. (2016). Online Entertainment: Online Entertainment: A New Wave of Media Globalization? — Introduction. *International Journal of Communication, 10*, 17.

Craig, D., Cai, H., & Lv, J. (2016). Mapping and Managing Chinese Social Media Entertainment: A Conversation with Heng Cai, Chinese Media Entrepreneur. *International Journal of Communication, 10*.

Cunningham, C., Craig, D. & Silver, J. (2016) “YouTube, Multichannel Networks, and the accelerated evolution of the new screen ecology”. *Convergence.* 22: 4: 376-391.

Craig, D. (2014). Television’s Message Movies: The Counter-Narratives of Television Movies. *Journal of Popular Film and Television*. July.

Craig, D. (2013) *Television and the Moral Imaginary* (review), *International Journal of Communication*, July.

# Conferences and Appearances

Chinese Internet Research Conference (post-ICA), organizer, Melbourne, AUS May 2020

International Communication Association Conference, Gold Coast, AUS May 2020

Media Industries Conference, Kings College, London, UK April 2020

TRENDS (De)Mobilizing with Digital Media Conference, Paris, France Mar 2020

Association of Internet Researchers Conference, Brisbane, Australia Oct 2019

China is Creative, University of Amsterdam, Amsterdam, Netherlands Aug 2019

Creator Governance Policy Conference (post-ICA), Washington, DC May 2019

International Communication Association Conference, Washington, D.C. May 2019

Laboring Creativity conference, Beijing, China May 2019

Social Media Entertainment book tour (various locations) March 2019

Association of Internet Researchers Conference, Montreal, CA Oct 2018

International Communication Association Conference, Prague, CZ May 2018

Zizhou New Media Management Research Centre Symposium, Shanghai, China Mar 2018

International Communication Management, MICA, Ahmedabad, India, Keynote Jan 2018

International Communication Association Conference, San Diego, CA May 2017

Crossroads in Cultural Studies Conference, Sydney, Australia Dec 2016

Association for Internet Researchers Conference, Berlin, Germany Oct 2016

International Communication Association Conference, Atlanta, GA June 2016

Social Media Entertainment lecture, Soochow University, Suzhou, China June 2016

Social Media Entertainment lecture, Tsukuba University, Tsukuba, Japan June 2016

Social Media Entertainment lecture, Godrej Culture Lab, Mumbai, India June 2016

Society for Cinema and Media Studies Conference, Atlanta, GA Mar 2016

Social Media Entertainment lecture, QUT University, Brisbane, AUS Dec 2016

Social Media Entertainment lecture, USC Global Conference, Shanghai, China Nov 2015

Transforming Hollywood 5 – The Programmers of the Future April 2014

E2: Evolution of Entertainment February 2014

Society for Cinema and Media Studies, Conference, Chicago, IL Mar 2013

# Research Funding

Shanghai Jiao Tong University, ICCI, China’s Digital Silk Road and wanghong 2020-2021

Shanghai Jiao Tong University, ICCI, Mapping China’s wanghong industry 2018-2019

Facebook/Instagram Gift 2017

USC Annenberg Deans Grant 2015

# TEACHING AND COURSEWORK

|  |  |
| --- | --- |
| Current* CMGT 529 – Social Media Entertainment; maps the dimensions and evolution of the social media entertainment and China’s wanghong industries.
* CMGT 586 – Entertainment Theory, Industry and Practices; how US media industries engage in strategic media management to cope with technological disruption.
* CMGT 552 – Visual Storytelling: Production and Management: the creative media management strategies of film and TV, including production of original web series.
* CMGT 559 – Global Hollywood: how national media industries operate transnationally against the rising global competition between U.S. and China’s media industries.
* Global Hollywood - Shanghai Jiao Tong University, Institute for Cultural and Creative Industries - two week course based on CMGT 559 taught every December.
* Guest Lectures –at USC Annenberg and Cinema Studies, Arizona State University, Catholic University, Groningen University, and more.
* Executive Education – numerous sessions for visiting Chinese media professionals

Prior* CMGT 550 – Hollywood 3.0: Transmedia Production: applies the franchise and IP strategies of transmedia management to non-entertainment products and causes.
* CMGT 574 – Tele-Media: TV and Digital Media Industries: how competing SVOD portals are changing media distribution and content generation.
* CMGT 543 – Managing Communication in the Entertainment Industry
* ASCJ200 - Navigating Media and News in the Digital Age
 |  |

# ACADEMIC SERVICE AND RELATED ACTIVITIES

* Social Impact Media Awards (SIMA) Juror/Board member (2014-present)
* Chair, Communication Management Council (2019-present)
* Chair, Faculty Curriculum Committee, MS Digital and Social Media (2018-present)
* Member, RTPC Faculty hiring committee
* Fellow, Annenberg Innovation Lab
* Manager, USC Annenberg Masters LinkedIn Alumni Group

# Professional Experience

|  |  |  |
| --- | --- | --- |
| * **Media Nation,** Producer-Partner
 |  | 2006-present |
| * **A&E Television Networks**, Producer/Programming Executive
 |  | 1998-2006 |
| * **Regan Books and Newmarket Press**, Consulting Editor
 |  | 1997 |
| * **Lifetime Television**, Programming Executive
 |  | 1996 |
| * **Haft-Nasatir Productions**, Producer, Vice-President
 |  | 1989-1995 |

# Professional Awards/Honors

|  |  |  |
| --- | --- | --- |
| * Primetime Emmy, Nominee, Supervising Producer, Outstanding Made-for-Television Movie, *Ike: Countdown to D-Day*
 |  | 2004 |
| * Primetime Emmy, Nominee, Supervising Producer, Outstanding Mini-series, *Napoleon*
 |  | 2002 |
| * Winner, GLAAD Media Award, Outstanding Los Angeles Theater, *End of the World Party*, Celebration Theatre
 |  | 1996 |

# Other Activities/ Volunteer/ Activist

|  |  |  |
| --- | --- | --- |
| * Advisory Task Force, Board Member, Los Angeles School for Global Studies; a public high school in inner city LA with a mission to provide digital media and design in pursuit of social justice.
 |  | 2011-2015 |
| * Organizer, A Day without Gays, one-day protest in wake of Proposition 8. Over 1 million impressions, 500K participants, 20,000 wall posts, and press, radio and television coverage.
 |  | 2008 |
| * GLAAD, Gay and Lesbian Alliance Against Defamation, Board member, Volunteer Head of Programming
 |  | 1993-1995 |

# Producing Credits (select)

|  |  |  |
| --- | --- | --- |
| * Executive Producer, *Girl Fight,* Lifetime Television
 |  | 2011 |
| * Supervising Producer, *Kings of South Beach*, A&E Television
 |  | 2007 |
| * Supervising Producer, *Wedding Wars*, A&E Television
 |  | 2006 |
| * Supervising Producer, *Firestorm.* A&E Television
 |  | 2006 |
| * Supervising Producer, *Touch the Top of the World*, A&E Television
 |  | 2006 |
| * Supervising Producer, *Flight 93*, A&E Television
 |  | 2006 |
| * Supervising Producer, *Karroll’s Christmas*, A&E Television
 |  | 2004 |
| * Supervising Producer, *The Brooke Ellison Story,* A&E Television
 |  | 2004 |
| * Supervising Producer*, The Riverman*, A&E Television
 |  | 2004 |
| * Supervising Producer, *Ike: Countdown to D-Day*, A&E Television
 |  | 2004 |
| * Supervising Producer, *Benedict Arnold*, A&E Television
 |  | 2003 |
| * Supervising Producer, *Napoleon*, A&E Television
 |  | 2002 |
| * Supervising Producer, *Lathe Of Heaven*, A&E Television
 |  | 2002 |
| * Supervising Producer, *Nero Wolfe Mystery*, series, A&E Television
 |  | 2001-2 |
| * Supervising Producer, *100 Centre Street*, series, A&E Television
 |  | 2001-2 |
| * Supervising Producer, *The Magnificent Ambersons*, A&E Television
 |  | 2002 |
| * Supervising Producer, *The Lost Battalion*, A&E Television
 |  | 2001 |
| * Supervising Producer, *Walking Shadow*, A&E Television
 |  | 2001 |
| * Supervising Producer, *Thin Air*, A&E Television
 |  | 2000 |
| * Supervising Producer, *The Crossing*, A&E Television
 |  | 2000 |
| * Supervising Producer, *P.T. Barnum*, A&E Television
 |  | 1999 |
| * Supervising Producer, *Spenser: Small Vices*, A&E Television
 |  | 1999 |
| * Supervising Producer, *Dash and Lilly*, A&E Television
 |  | 1999 |
| * Supervising Producer, *Murder in a Small Town*, A&E Television
 |  | 1999 |
| * Co-Producer, *The Ultimate Lie*, NBC
 |  | 1996 |
| * Associate Producer, *The Courtyard,* Showtime
 |  | 1995 |
| * Producer Assistant, *Stormy Weathers,* ABC
 |  | 1992 |
| * Producer Assistant, *Hocus Pocus*, Walt Disney Pictures
 |  | 1993 |