# Summary of Qualifications

A decade+ teaching graduate-level courses in media industries, management, production, and practice

Research and multiple books, articles, and chapters about global, Chinese, and social media industries

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

Associate Director, Committee, and Faculty Chair, of multiple Annenberg Masters 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.

# Current Appointments/Positions

|  |  |  |
| --- | --- | --- |
| USC Annenberg School for Communication and Journalism |  | 2009-present |
| Associate Director, Global Communication Master’s ProgramClinical Associate Professor |  |  2020-present 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, USC-SJTU Institute For Cultural and Creative Industries, Visiting Scholar |  | 2015-present |
|  |  |  |

# Affiliations/Memberships/Fellowships

|  |  |  |
| --- | --- | --- |
| Society for Cinema and Media Studies, Member  |  | 2012-present |
| International Communications Association, Member |  | 2012-present |
| Association of Internet Researchers, Member |  | 2016-present |
| Chinese Internet Research Conference, Organizer  |  | 2019-present |
| Annenberg Innovation Lab, FellowUniversity of Georgia Peabody Awards, Fellow |  | 2017-present2016-2018 |
| Social Impact Media Awards (SIMA) Juror/Board member  |  | 2014-present |

# Books

Craig, D., Lin, J. & Cunningham, S. (2021). *Wanghong as Chinese social media entertainment industry.* London: Palgrave.

Cunningham, S. & Craig, D. (eds.) (2021) *Creator Culture: An Introduction to Global Social Media Entertainment.* New York; NYU Press.

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

* Honorable Mention, The Nancy Baym Book Award, Association of Internet Researchers, 2020
* Winner, Book Award, Popular Communication Division, International Communication Association, 2020.

# Articles and Book Chapters

Craig, D. (2021). Breaking into Hollywood: Interview strategies for media producers. Macdonald, P. (ed.) *The Routledge Companion to Media Industries.* New York: Routledge.

Lv, J. & Craig, D. (2021). 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. (2021). 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.

Craig, D. (2020). Pandemic and its metaphors: Sontag revisited in the COVID-19 era. *European Journal of Cultural Studies*. <https://doi.org/10.1177/1367549420938403>

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.

# Press and Promotion

Interviews in major news and trade press around diverse media-related topics including Hollywood Reporter (Instagram activism), PRI Marketplace (Influencers), NBC News (CoVid activism), BBC News (China’s Influencers), Vox (Subtitled TV), Bloomberg (studying creators), The Outline (Trump’s TV), The Atlantic (Toy Unboxing), Chistian Science Monitor (Netflix), Wall Street Journal (Quibi), Newsy (Future of Theaters), Business Insider (TikTok), Vox (Toy Unboxing), Washington Post (creators and CoVid), NBC News (YouTube and CoVid), LaTercera (Creators), and more.

Podcast episodes include All Things Video, How do you like it so far?, Media Business Matters.

2019 Book tour for *Social Media Entertainment* at Facebook/Instagram (SF), MIT (Boston), Sacred Heart University (CT), CUNY (NYC), Temple University (Philadelphia), and American University (D.C.)

Appearances in multiple documentaries including *Chiara Ferragni- Unposted, Vlogumentary,* and more.

Commentaries in *The Conversation* around social media, creators, politics, and governance.

# Keynotes and panels

2020 International Conference on Global Cultural and Creative Industries,

Shanghai, China, Keynote Speaker Nov 2020

2020 Social Media Culture Conference, Santiago Chile, Keynote Speaker Nov 2020

Association of Internet Researchers Conference, Brisbane, Australia, panel Oct 2019

China is Creative, University of Amsterdam, Amsterdam, Netherlands, speaker 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

# Funding and Gifts

Shanghai Jiao Tong University, ICCI, China’s Digital Silk Road and wanghong 2021-2023

Shanghai Jiao Tong University, ICCI, Mapping China’s wanghong industry 2018-2020

Facebook/Instagram Gift 2017

USC Annenberg Deans Grant 2015

# TEACHING AND COURSEWORK

|  |  |
| --- | --- |
| * 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 in the wake of industrial disruption.
* CMGT 552 – Visual Storytelling: Production and Management: the creative media management strategies of scripted media, 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
* 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

* Chair, Communication Management Council (2019-present)
* Chair, Faculty Curriculum Committee, MS Digital and Social Media (2018-present)
* Member, RTPC Faculty hiring committee (2017-2020)
* Manager, USC Annenberg Masters LinkedIn Alumni Group, (2014-2020)

# 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 |