

J O A N N A L O V E , P h . D .
Assistant Professor of Music
University of Richmond
jlove@richmond.edu

ACADEMIC APPOINTMENTS

Assistant Professor: University of Richmond, Richmond, VA, 2013-present

Lecturer: University of California, Los Angeles, Los Angeles, CA 2012-2013

Teaching Fellow: University of California, Los Angeles, CA 2010-2011

Teaching Assistant: University of California, Los Angeles, CA 2008-2010

EDUCATION

- 2012 **Ph.D., Musicology, University of California, Los Angeles**
Dissertation: “‘The Choice of a New Generation’: ‘Pop’ Music, Advertising, and Meaning in the MTV Era and Beyond.”
- 2006 **M.A., Music History, University of Nevada, Reno**
Thesis: “Marketing American Identity: The Role of American Classical Music in Television Advertising.”
- 2002 **B.M.E., Music Education, with High Distinction, University of Nevada, Reno**

RESEARCH INTERESTS

Interests include 20th and 21st century music with specializations in American popular music and music’s role in advertising, video, and film. Research and teaching reflect interdisciplinary focus on popular culture, media studies, music industry, and aesthetics.

PEER REVIEWED PUBLICATIONS AND WORKS IN PROGRESS

- In Preparation “Decades in Motion: Diegesis, Historical Inscription, and the 2014 Toyota Corolla.” Article in preparation for *Popular Music and Society*.
- Summer 2015 “Branding a Cool Celebrity President: Advertising with Popular Music in the 2012 Election.” *Music & Politics* 9, 2 (2015),
<http://quod.lib.umich.edu/m/mp/9460447.0009.203?view=text;rgn=main>.
- Spring 2015 “From Cautionary Chart-Topper to Friendly Beverage Anthem: Michael Jackson’s ‘Billie Jean’ and Pepsi’s ‘The Choice of a New Generation’ Television Campaign.” *Journal of the Society for American Music* 9, 2 (2015): 178-203.
- Fall 2014 “Beyond the Narrative: Further Considerations for the Popular Music Survey.” *Journal of Music History Pedagogy* 5, no. 4 (2014): 143-151.

COMMISSIONED PUBLICATIONS

- Spring 2015 “Becoming an American B(r)and: Pre-existing Music in Television Commercials.” Online article for: Covach, John and Andrew Flory. *What’s that Sound?: An Introduction to Rock and its History*. 4th Edition. New York: W. W. Norton, 2015.

Spring 2014 Co-author for Multimedia Ancillary Listening Exams. Burkholder, J. Peter, Donald J. Grout, and Claude V. Palisca. *A History of Western Music*. 9th Edition. New York: W. W. Norton, 2014.

CONFERENCE PRESENTATIONS AND CITATIONS

- Mar. 2016 “Nostalgia, Iconic Mythology, and Madonna’s Vogue.” Paper in preparation for the *Society For American Music*, Boston, MA.
- Nov. 2015 “Selling Difference: Sonic Hipness and Racial Tension in Contemporary Advertising.” Music and Philosophy Study Group, *American Musicological Society*, Louisville, KY.
- Feb. 2015 “The Same Old Song: (Re)Negotiating Hegemony in Madonna’s 2012 Super Bowl Performance.” *International Association for the Study of Popular Music*, Louisville, KY.
- Mar., Apr. 2014 “Decades in Motion: Dancing and Driving My Toyota Corolla.” *International Association for the Study of Popular Music*, Chapel Hill, NC. *Experience the Music Project Pop Conference*, Seattle, WA.
- Feb. 2014 Interviewed and cited in a commemorative article on the Beatles. Carlos, Katherine. “The Beatles: Still Fab after 50 Years.” *The Richmond-Times Dispatch*, February 9, 2014.
- Mar. 2013 “Campaign-Generated Television and Online Advertisements.” Panel presentation for “The Musical Making of a President, 2012.” *Society for American Music*, Little Rock, AR.
- Nov. 2011 “When Soda Met Pop: Re-presenting Michael Jackson and His Music in Pepsi’s 1984 Campaign.” *American Musicological Society*, San Francisco, CA.
- Mar., May 2011 “The Day the Jingle Died: Redefining Commercial Success in Michael Jackson’s 1988 Pepsi Campaign.” *Society for American Music*, Cincinnati, OH. *Music and the Moving Image*, NY, NY.

AWARDS, GRANTS, AND FELLOWSHIPS

University of Richmond

- 2015 **Summer Fellowship Award:** Faculty Research Committee
Stipend for archival research: *Soda Goes Pop: Pepsi-Cola Advertising and Popular Music, 1939-2012*.
- 2015 **Course Transformation Grant:** Program for Enhanced Teaching Effectiveness
Stipend for revising an undergraduate general education course, “America’s Music and Media.”

University of California, Los Angeles

- 2012 **Dean’s Discretionary Fund:** UCLA Humanities
Travel allowance for conference travel, research, and professional development.
- 2011-2012 **Dissertation Year Fellowship:** Graduate Division
University-wide competition for yearlong dissertation completion funding.
- 2011 **Herman And Celia Wise Fellowship for Best Dissertation Chapter:** Department of Musicology. “When Soda Met Pop: Pepsi and Michael Jackson Make the Deal of the Century.”
- 2011 **Distinguished Teaching Award and Stipend:** Department of Musicology
Award for excellent evaluations from undergraduate students and department faculty.
- 2010-2011 **Graduate Research Mentorship Fellowship:** Graduate Division
University-wide competition for yearlong dissertation research funding.

- 2010-2011 **Collegium of University Teaching Fellows:** Office of Instructional Development
University-wide competition for designing and teaching an interdisciplinary course on MTV.
- 2010 **Research Travel Allowance:** Herb Alpert School of Music, Student Opportunity Fund
Fred/Alan MTV Network Advertising Collection, 1981-1992: Smithsonian Institution, NMAH.
- 2008 **Graduate Summer Research Mentorship Fellowship:** Graduate Division
University-wide competition for conference paper research and mentorship funding.
“Fast Cars, Hot Cars, and Alternative Rock: Gender, Identity, and the 2008 Cadillac CTS.”
- 2008-2012 **Regents/Musicology Teaching Assistantship:** Department of Musicology
Guaranteed teaching assistantship positions for four years.
- 2007-2008 **Regents/Musicology Fellowship:** Department of Musicology
Yearlong research funding to cover the first year of graduate study.

University of Nevada, Reno

- 2002 **Graduation Honors, High Distinction:** B.M.E. (GPA 3.97)
- 2002 **Sword of Honor:** Sigma Alpha Iota, Women’s Music Fraternity
- 2000 **Phi Kappa Phi Honors Society**
- 2000 **Golden Key National Honors Society**
- 2000 **Peggy Hall Service Award:** Sigma Alpha Iota, Women’s Music Fraternity
- 1999-2000 **Wallace E. Taber Trust Scholarship:** Undergraduate Division
- 1998-2002 **Barringere Music Scholarship (Bassoon):** Department of Music
- 1998, 2000 **Marching Band Music Scholarship (Clarinet):** Department of Music
- 1998 **High School Principal’s Scholarship:** Undergraduate Division

TEACHING EXPERIENCE

Assistant Professor: University of Richmond, VA, 2013-present

“I Want My MTV”: Music Video and the Transformation of the Culture Industry, Upper-division Elective

Popular Music of the 1970s and 1980s, Undergraduate General Education Course

Music and Media in Popular Culture, Upper-division Undergraduate Music Core Course

Historical Musicology, Upper-division Undergraduate Music Core Course

Make, Listen, Play, Undergraduate Music Core Course

The Music Scenes, Undergraduate General Education Course

Lecturer: University of California, Los Angeles, CA, 2012-2013

Music Industry 101, Undergraduate Seminar for Music Industry Minor

Senior Thesis, Undergraduate Capstone Seminar for Music History Major

The History of Rock and Roll, Undergraduate General Education Course

Teaching Fellow: University of California, Los Angeles, CA, 2010-2011

The History of Rock and Roll, Undergraduate General Education Course

“I Want My MTV”: Music Video and The Transformation of the Sights and Sounds of the Music Business, Undergraduate General Education Seminar. Supported by the Collegium of University Teaching Fellows Award. Office of Instructional Development.

Teaching Assistant: University of California, Los Angeles, CA, 2008-2010

Music and Gender, Undergraduate General Education Course

Music History and Analysis: Medieval-1800, Year-long Undergraduate Music History Survey

Getting Medieval, Undergraduate General Education Course

The Beatles, Undergraduate General Education Course

K-12 Music Educator: Washoe County School District, Reno, NV, 2002-2007

Contracted: 5th and 6th grade Band, Strings, and General Music Teacher (full time, salaried)

Long Term Substitute: Reed High School Band

Student Teacher: Spanish Springs High School Band and Choir; Billingshurst Middle School Band

Studio Music Instructor: NV, 1998-2004

Bassoon/Low Woodwind: University of Nevada, Reno, Lake Tahoe Summer Music Camp

Bassoon: Washoe County School District, middle and high school students

SELECTED PROFESSIONAL AND COMMUNITY SERVICE

Fall 2015 *Co-Host, Southeast and Capitol Chapters Joint Meeting of the American Musicological Society*: University of Richmond, VA.

Spring 2015 *Careers in Music Panelist*: Sigma Alpha Iota, Virginia Area Province.

2015-present *Advisory Board, Music Industry Data*: Roger Press.

2014-2015 *Host and Coordinator, Neumann Lecture*: University of Richmond, VA.

2013-present *Programming Committee Chair*: American Musicological Society, Popular Music Study Group.

2013-present *Secretary/Treasurer*: American Musicological Society, Popular Music Study Group.

Summer 2014 *Host and Co-Coordinator, AMS Early Career Junior Faculty Symposium*: University of Richmond.

Summer 2014 *Referee, Music and Politics Journal*: University of Michigan Library.

Summer 2012 *Faculty Representative, New Student Orientation*: University of California, Los Angeles.

- Spring 2011 *Event Co-Coordinator, Tenth Annual Experience the Music Project Pop Conference: UCLA.*
- 2009-2010 *Mapping the Beat, Arts Bridge Instructor: UCLA Lab School.*
- 2007-2012 *Editorial Board: ECHO: a music-centered journal, Department of Musicology, UCLA.*
- 2005-2006 *Eta Omicron Membership Adviser: Sigma Alpha Iota, Women's Music Fraternity, UNR.*
- 2000 *Event Coordinator: Annual Sigma Alpha Iota Benefit Concert, University of Nevada, Reno.*

PERFORMANCE ENSEMBLES

- 2014-2015 *University Band (Bassoon): University of Richmond*
- 2011 *Musicology Woodwind Quartet (Bassoon): University of California, Los Angeles*
- 2005-2007 *Reno Wind Symphony (Bassoon): Reno, NV*
- 2005-2006 *Bassoon Ensemble: University of Nevada, Reno*
- 2000-2003 *Foundation Orchestra (Bassoon and Contrabassoon): Reno, NV*
- 2000 *Ruby Mountain Symphony (Bassoon): Elko, NV*
- 1998-2002 *Wind Ensemble (Bassoon): University of Nevada, Reno*
- 1998-2001 *Wolf Pack Marching/Pep Band (Clarinet): University of Nevada, Reno*
- 1998-1999 *University Orchestra (Bassoon): University of Nevada, Reno*

PROFESSIONAL MEMBERSHIPS

- 2014-Present *International Association for the Study of Popular Music-U.S.*
- 2011-Present *Society for American Music*
- 2005-Present *American Musicological Society*
- 2003-Present *Sigma Alpha Iota, Women's Music Fraternity*