

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 and 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*.
- Forthcoming 2019 *Soda Goes Pop: Pepsi-Cola Advertising and Popular Music*. Book manuscript under contract with the University of Michigan Press.
- Forthcoming 2019 “Pushin’ It: Sounding Difference through Humor in Geico’s 2014 Salt-N-Pepa Spot.” Book chapter in copyediting for *The Oxford Handbook of Music and Advertising*. Oxford University Press.
- Spring 2017 “Double Bind Taste Test: On the Music in THAT Pepsi Ad.” *Musicology Now*, May 8, 2017. <http://musicologynow.ams-net.org/>.
- Spring 2016 “Political Pop and Commercials that Flopped: Early Lessons from the 2016 Presidential Race.” *Trax on the Trail*, January 14, 2016. <http://traxonthetrail.com/article/political-pop-and-commercials-flopped-early-lessons-2016-presidential-race>.
- 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. 1 (2014): 143-151.

COMMISSIONED PUBLICATIONS AND PEDAGOGICAL MATERIALS

- Forthcoming 2018 “Hearing Across Party Lines: Music in U.S. Presidential Commercials Assignment.” Undergraduate lesson plan published in a special issue of *American Music*.
- Forthcoming 2018 Liner notes for solo recording, *Bassoon Unbounded*, by Christin Schillinger.
- Fall 2016 “Popular Music in U.S. Presidential Commercials.” Undergraduate lesson plan published for: *Trax on the Trail*. <http://www.traxonthetrail.com/teachers>.
- 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 AND PANEL PRESENTATIONS

- Feb. 2017 “Did Led Zeppelin Play Here?: Public Record vs. Public Memory.” Invited panelist to discuss the cultural implications of Jeff Krulik’s documentary, *Led Zeppelin Played Here*. University of Maryland, MD.
- Mar. 2016 “Nostalgia, Iconic Mythology, and Madonna’s ‘Vogue.’” Panel presentation for “Margins in the Flesh: Voice, Memory, and Temporality in Madonna’s ‘Vogue’” *Society For American Music*, Boston, MA.
- Nov. 2015 “Selling Difference: Sonic Hipness and Racial Tension in Contemporary Advertising.” Music and Philosophy Study Group Panel, *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.
- 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 FELLOWSHIPSUniversity of Richmond

- 2016-2017 **American Postdoctoral Fellowship:** American Association of University Women
Research Fellowship for book project: *Soda Goes Pop: Pepsi-Cola Advertising and Popular Music, 1939-2012.*
- 2017 **Summer Fellowship Award:** Faculty Research Committee
Stipend for manuscript completion: *Soda Goes Pop: Pepsi-Cola Advertising and Popular Music, 1939-2012.*
- 2016 **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."
- 2015 **Summer Fellowship Award:** Faculty Research Committee
Stipend for archival research: *Soda Goes Pop: Pepsi-Cola Advertising and Popular Music, 1939-2012.*

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 Stars, 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

American Music and Media, Undergraduate General Education Course

“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

Spring 2018 *First Year Experience Committee:* Office of the Provost, University of Richmond, VA.

Spring 2018 *Host and Coordinator, Neumann Lecture:* University of Richmond, VA.

Fall 2017-
Present *Faculty Advisor:* Spider Records, University of Richmond, VA.

Spring 2017 *Advisory Board, Music Ally:* Academic Rights Press. Consulted developers on implementing parameters for discipline-specific research methods and tools.

Spring 2017 *Interview, The Washington Post:* Story previewing *Led Zeppelin Played Here* screening and panel. "For the Near Future, the District's Past Will be a Little Harder to Access," February 8, 2017.

Spring 2016 *Interview, University of Richmond Magazine:* Faculty research feature story on my research on music in Presidential campaigns. "Rockin' in the Free World." May 2016.

Spring 2016 *Faculty Representative, A&S Next @ Work.* University of Richmond, VA.

Fall 2015 *Co-Host and Organizer, Careers in Music Panel:* Department of Music, University of Richmond, VA.

2015-2017 *Chair, Awards Planning and Selection:* American Musicological Society, Popular Music Study Group.

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:* Academic Rights Press

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

2013-2015 *Programming Committee Chair:* American Musicological Society, Popular Music Study Group.

- 2013-2017 *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.
- Spring 2014 *Interview, The Richmond-Times Dispatch*. Interviewed and cited in a commemorative article on the Beatles. "The Beatles: Still Fab after 50 Years." February 9, 2014.
- 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

- 2014-2016 *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

- 2016-Present *American Association of University Women*
- 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*