

Dr. Susan Ohmer
The William T. and Helen Kuhn Carey
Associate Professor of Modern Communication

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EDUCATION

- Ph.D. New York University Graduate School of Arts & Sciences (Cinema Studies)
- M.A. New York University Graduate School of Arts & Sciences (Cinema Studies)
- B.F.A. *summa cum laude*, The Ohio State University (Art History)
- B.A. *cum laude*, The Ohio State University (English)

ADMINISTRATIVE EXPERIENCE

- Director, Digital ND, August 2011-July 2013
- Co-Director, Moreau Academic Diversity Postdoctoral Fellowship Program, June 2009-June 2013
- Interim Director of the Hesburgh Libraries, May 2010-July 2011
- Assistant Provost, Office of the Provost, May 2009-August 2011
- Executive Fellow in the Office of the Provost, 2007-2009

SERVICE

PROFESSIONAL SERVICE

Journal Editor

Co-editor, *Journal of the Moving Image*. Flagship journal of the Association of Moving Image Archivists, 2012-2019

Editorial Board Membership

- *Animation Journal*, 2014-2016
- *E-Media Journal*, 2004-2012
- *Cinema Journal*, 1998-2003

Officer in Professional Associations

Society for Cinema and Media Studies

- Secretary, July 1, 2003-June 30, 2006.
- Board of Directors, 2011-2013

SERVICE TO THE UNIVERSITY OF NOTRE DAME

- Director of Debate, University of Notre Dame, 2005-present
- Elected to Faculty Board on Athletics, Fall 2015-present
- Board of Directors, Early Childhood Development Center, 2006-2018
- Chair, University Committee on Women Faculty and Students, 2007-2010 and 2012-2013

SERVICE TO THE DEPARTMENT OF FILM, TELEVISION AND THEATRE

- Director of Graduate Studies, 2016-2020
- Chair, Visual Cultures Workshop, 2017-2020
- Co-Director, Senior Thesis Workshop, 2017 + 2019
- Co-creator with Christine Becker of proposal for new concentration in Television Studies 2006-2007

SERVICE TO THE SOUTH BEND COMMUNITY

WNIT, South Bend PBS Affiliate

- Chair, Board of Trustees, Fall 2015-present
- Vice Chair of the Board of Trustees, Fall 2013-2015
- Officer and Member of Executive Committee, Fall 2012-2013
- Chair, Strategic Planning Committee, 2013-2015
- Co-chair, Task Force on Spectrum Allocation, Fall 2011-2016

South Bend Regional Museum of Art

- Officer, Executive Committee, Board of Trustees, 2006-2008
- Board of Trustees, 2002-2008
- Planning Committee, "New This Fall," 2002-2007
- Programming Committee, 2002-2006
- Collections Committee, 2004-2008

TEACHING EXPERIENCE

The University of Notre Dame, Notre Dame, Indiana, 1998-present

- Associate Professor, June 2007-present
- The William and Helen Kuhn Carey Chair of Modern Communication, 2004-present
- Assistant Professor, Fall 1998-2007

The University of Michigan, Ann Arbor, Michigan, 1997-1998

- Visiting Assistant Professor, Program in Film & Video/Department of Communication Studies

The College of Staten Island, Staten Island, New York, 1994-1997

- Instructor, Media Studies, 1994-1996
- Program Coordinator, 1996-1997

Classes Taught

<i>Undergraduate:</i>	Peter Pan and Childhood	Film and Digital Culture
	History of Television	Teen Culture
	Media Industries	Basics of Film and TV
	Media and Presidential Elections	Harry Potter
	The Technological American	Walt Disney in Film & Culture
	Race and Ethnicity in American TV	The Art and Business of Film in London
	America Abroad: U.S. Media Overseas	1968 in Film and Culture
	Seminar on Alfred Hitchcock	Hitchcock in London
	University Seminar on Presidential Elections in Popular Culture	
<i>Graduate:</i>	Economic History of American Cinema (College of Staten Island)	
	Media 2000: The Future of Film & TV (College of Staten Island)	

Honors, Awards and Distinctions

- Winner, Dissertation Award, Society for Cinema Studies, 1998
- Jay Leyda Memorial Teaching Fellowship, New York University, 1992-1993
- Graduate Arts and Science's Dean's Dissertation Fellowship, 1990-1991
- Phi Beta Kappa, 1975

Grants: External

- Kobayashi Travel Grant, summer 2021, \$1,500
- Everett Helm Visiting Fellowship, research on Orson Welles, \$1000, Lilly Library, Bloomington, Indiana, Summer 2008
- Knight Fellowship, new course on "The Presidency in American Culture," \$4,000, summer 2000.
- Everett Helm Visiting Fellowship, research on Welles and Gallup, \$900, Lilly Library, Bloomington, Indiana, summer 1999
- J. Walter Thompson Research Grant, advertising methods during the Depression, \$350, Hartman Center, Duke University, summer 1999
- Harry Ransom Humanities Research Center, research on Selznick and Gallup, \$2,000, University of Texas-Austin, summer 1999

Grants: Internal

- Learning Beyond the Classroom Grant for student passes to the Raindance Film Festival, London, England, October 2018 and to partially subvent passes for field trip to Harry Potter World, Leavesden, England. \$1496. Fall 2018
- Co-applicant with Christine Becker, ISLA Grant for Console-ing Passions Conference, \$20,000, June 2016
- ISLA New Course Development Grant for "Film and Digital Culture," \$3,000, Summer 2004.
- Henkels grant to support visit by Thomas Doherty and talk on "Television and McCarthyism," \$1,879, April 2004, Department of Film, Television and Theatre
- ISLA Young Scholars Series, Grant to fund talk by Catherine Benamou for American Studies Seminar, \$1,000, Spring 2001
- ISLA Collaborative Grant for developing linked course on "Teen Culture," \$3,000, Summer 2000.
- Boehnen Fund for Excellence in the Arts Grant, for Panel "Video Gender Now," \$2,334, awarded jointly with Pamela Wojcik, Fall 1999

PUBLICATIONS

Books

George Gallup in Hollywood. New York: Columbia University Press. October 2006

Reviews:

Anne Morey, in *Film Quarterly* 62.2 (December 2008): 82-83

Sarah Igo, in *Business History Review* 82.1 (Spring 2008)

Daniel Marranghello, in *La Prensa Libre* [San Jose, Costa Rica], February 6, 2008

Frank Rusciano, in *Public Opinion Quarterly* 71.2 (2007): 314-318

J. Hoberman, *Film Comment* (January-February 2007): 79

Rob Briley, in *Film and History* 37.1 (2007): 94

Nina C. Ayoub, "Note Bene," *Chronicle of Higher Education*, January 19, 2007: 13

Articles in Refereed Journals

"Speaking for the Audience: Double Features, Public Opinion, and the Struggle for Control in Hollywood." *The Quarterly Review of Film and Video* 24.2 (2007): 143-169

"That Rags to Riches Stuff: Disney's *Cinderella* and the Cultural Space of Animation." *Film History* 5 (1993): 231-49

"Female Spectatorship and Women's Magazines: Hollywood, Good *Housekeeping*, and World War II." *The Velvet Light Trap* 25 (Spring 1990): 53-68

"Measuring Desire: George Gallup and Audience Research in Hollywood." *Journal of Film and Video* 43, no. 1/2 (Spring-Summer 1990): 3-28

Invited Book Chapters

"Standard Oil, Disney, and the 1939 Golden Gate International Exposition." In *Petrocinema: Sponsored Film and the Oil Industry*. Eds. Marina Dahlquist and Patrick Vonderau. Bloomsbury Academic, 2021. <https://www.bloomsbury.com/uk/petrocinema-9781501354144/>

"Classical Hollywood and Animation, 1926-1948." In *Animation* volume of the series *Behind the Silver Screen*. Ed. Scott Curtis. New Brunswick: Rutgers University Press, 2019, pp. 48-74. <https://www.rutgersuniversitypress.org/animation/9780813570259>

"Laughter by Numbers: The Science of Pleasure at the Walt Disney Studio." In *Funny Pictures: Animation and Comedy in Studio-Era Hollywood*. Eds. Charles Keil and Daniel Goldmark. Berkeley: University of California Press, 2011, pp. 109-126. <https://www.ucpress.edu/book/9780520267244/funny-pictures>

"Tragic Blonde: Jean Harlow." In *Glamour in a Golden Age; Movie Stars of the 1930s*. Ed. Adrienne McLean. New Brunswick, NJ: Rutgers University Press, 2010, pp. 174-195. <https://www.rutgersuniversitypress.org/glamour-in-a-golden-age/9780813549057>

"Walt Disney's *Peter Pan*: Animation, Fantasy and Industrial Production." In *Second Star to the Right: Peter Pan in the Popular Imagination*. Eds. Lester D. Friedman and Allison B. Kavey. New Brunswick:

Rutgers University Press, 2009, pp. 151-187. <https://www.rutgersuniversitypress.org/second-star-to-the-right/9780813544373>

“1936: Movies and the Possibility of Transcendence.” For *American Cinema of the 1930s: Themes and Variations*. Ed. Ina Rae Hark. New Brunswick, New Jersey: Rutgers University Press, 2007, pp. 162-181

“The Land Grab for Bandwidth: Digital Conversion in an Era of Consolidation.”
In *Global Currents: Media and Technology Now*, eds. Tasha G. Oren and Patrice Petro.
New Brunswick: Rutgers University Press, 2004, pp. 113-135

“The Science of Pleasure: George Gallup and Audience Research in Hollywood.” In *Identifying Hollywood’s Audiences*, ed. Melvyn Stokes and Richard Maltby. London: British Film Institute, 1999, pp. 61-80. Reviewed in London, http://www.6degrees.co.uk/en/2/200003brididentifyinghollywoods_1.html

Translated into Polish for the anthology *Badanie widowni filmowej – antologia przekładów* (Eng. *Film audience research – a reader of translations*), edited by: Konrad Klejsa and Magdalena Saryusz-Wolska. Trans. .Joanna Wrobel. Warsaw, Poland: Wydawnictwo Naukowe Scholar, 2014, pp. 101-121

"Who Framed Roger Rabbit? The Presence of the Past." In *Storytelling in Animation*. Vol. 2, *The Art of the Animated Image*, ed. John Canemaker. Los Angeles: The American Film Institute, 1988, pp. 97-104

Invited Book Reviews

Review of Thierry Smolderen, *The Origins of Comics from William Hogarth to Winsor McCay*. Translated by Bart Beaty and Nick Nguyen. University Press of Mississippi, 2016. To be published in *Cinema Journal* 56.2 (Spring 2017): 164-167

Review of Lawrence J. Nelson, *Rumors of Indiscretion: The University of Missouri ‘Sex Questionnaire’ Scandal in the Jazz Age*.” (Columbia: University of Missouri Press, 2003). In *The Annals of Iowa* 63, No. 2 (Spring 2004): 223–225.

Non-Refereed Publications

“Blue Sky’s Early Commercials,” *animationstudies* 2.0 posted February 6, 2017
<https://blog.animationstudies.org/?p=1864>

“George Gallup and Advertising.” *Encyclopedia of Advertising*. Chicago, Illinois: Fitzroy Dearborn, 2003. Vol. II, pp. 633-635. 2500 words.

“Ray Tracing with Blue Sky Studios,” *Animation World* 2.2 (May 1997): 18-20

"Designing Magic: Disney Animation at the Museum of Modern Art." *Society for Animation Studies Newsletter* 8.5 (1995): 5

RESEARCH PRESENTATIONS

Invited Talks

Invited talk on "The Mickey Mouse in Macy's Parade: Ontology and Intermediality in Disney," Notre Dame Institute for Advanced Studies, April 24, 2019.

"Teaching Disney," Yale University, Department of Comparative Literature, October 19, 2015 and New York University Department of Cinema Studies, October 23, 2015.

"Animation and Cultural Geography: Disney and Standard Oil Remap the U.S." Chicago Film Seminar, Chicago, Illinois, April 18, 2013.

"George Gallup and Hollywood: Using Critical Studies to Analyze Empirical Research." California Institute of Technology, Division of the Humanities and Social Sciences, William Bennett Munro Memorial Seminar. Friday, May 12, 2006 at 4 p.m. Announced at: <http://www.hss.caltech.edu/seminars/2006/5>

"Negotiating the Future: Local Media Markets in a Transnational Environment." Conference at the University of Wisconsin-Milwaukee, April 22-25, 2002.

"Market Research and Gender Politics in Classic Hollywood." "Women Scholars Talk about Gender and Film" series. Washington University, St. Louis, Missouri, April 26, 2001.

"George Gallup and Audience Research in Hollywood." The University of Chicago Film Seminar, Chicago, Illinois, November 5, 1998.

Panels and Workshops Organized and Chaired at Conferences

"Technology In/Of Animation." Panel presented at the Society for Cinema and Media Studies Conference, Chicago, Illinois, March 8-11, 2007.

"Re-Animating Animation: New Technologies, New Concepts." Panel presented at the Society for Cinema and Media Studies Conference, Vancouver, British Columbia, March 2-5, 2006.

"NBC and Changing Program Paradigms in Television History." Panel for the Society for Cinema and Media Studies Conference, Atlanta, Georgia, March 2004.

"Operation Television: Disney, Consumer Culture, and 1950s TV." Panel for the Society for Cinema and Media Studies, Minneapolis, MN, March 2003.

"Producing the Magic Kingdom: Text, Ideology, Institution." Panel for the Society for Cinema Studies conference, Denver, Colorado, May 2002.

"The Politics of Culture in Depression America" panel. American Studies Association, Washington, D.C., November 2001.

"New Technologies, New Economies: Television in 2001" panel. Society for Cinema Studies, Washington, D.C., May 2001.

“The Industry in the Classroom: Creative Teaching Strategies for a Global, Multimedia Environment” workshop. Society for Cinema Studies, Washington, D.C., May 2001.

Organizer and Chair, “Roundtable on High-Definition Television.” Console-ing Passions conference on Television and Video, University of Notre Dame, May 11-14, 2000.

“Teaching Race and Ethnicity in Media” workshop. Society for Cinema Studies, Chicago, Illinois, March 9-12, 2000.

“Crossing Borders/Crossing Genres: Hollywood and Latin America During World War II” panel. American Studies Association, Montreal, Quebec, Canada, October 28-31, 1999.

Conference Papers Presented (Selected)

“Re-Activating London in *Mary Poppins*,” London: Gateway to Cinema and Media Studies conference, University of Notre Dame London Global Gateway, July 19, 2019.

“Disney and Musical Theatre,” presented at the DePaul “Disney and Pop Culture Conference,” May 4, 2019.

“The Mickey Mouse in Macy’s Parade,” Society for Cinema Studies conference, Seattle, Washington, March 14, 2019.

“He ‘Won’t Grow Up’, But They Will: Undergraduates’ Reflections on *Peter Pan*,” International Girlhood Studies Association, University of Notre Dame, March 2, 2019.

“On the Road with Disney: Standard Oil, Advertising, and the 1939 Golden Gate Exposition,” Conference on Historical Analysis & Research in Marketing, John Moores University, Liverpool, England, June 1-4, 2017.

“Walt Disney in *Vogue*: Celebrity, Animation, and Modernity.” Screen Studies Conference, University of Glasgow, Glasgow, Scotland, June 23-25 and Conference of the Society for Animation Studies, Padua, Italy, July 3-6, 2017.

“Standard Oil, Walt Disney, and the 1939 Golden Gate Exposition,” Conference on “Drilling through the Screen,” The Swedish Film Institute and the University of Stockholm, Stockholm Sweden, October 1, 2015.

“Art and Mass Production: Disney, Courvoisier, and Edith Wakeman Hughes,” Console-ing Passions, Dublin, Ireland, June 18, 2015.

“The Presidential Politics of *Citizen Kane*.” “Orson Welles: A Centennial Celebration and Symposium,” Indiana University, April 29-May 2, 2015.

“Disney’s 1940 IPO: Snow White on Wall Street.” The Society for Cinema and Media Studies Conference, Montreal, Canada, March 24-29, 2015.

“*Peter Pan* and Children’s Book Illustrations.” Fun with Dick and Jane, Gender and Childhood Conference, University of Notre Dame, December 6, 2014.

“Mass-Production and High Art: Disney and the Courvoisier Gallery c. 1940.”

Conference of the Society for Animation Studies, Los Angeles, California, June 23-27, 2013.

"Animation and Cultural Geography: Disney and Standard Oil Remap the U.S."
Society for Cinema and Media Studies Conference, Chicago, Illinois, March 10, 2013.

"Intertextual Mickey Mouse: Disney, Sound and Character in Film and Literature, 1928-1934."
Elektrifizierte Stimmen conference, Die Film wissenschaft der Universitat Mainz, Mainz, Germany, June 15-16, 2011.

"Writing History in the Age of eBay." On, Archives! 50th Anniversary Conference of the Wisconsin Center for Film and Theatre Research, Madison, WI, July 6-9, 2010.

"Imaging "America": Nation and Citizenship in Disney Films During World War II." Great Lakes American Studies Association conference, University of Notre Dame, March 19-21, 2009.

"Cartoons into Literature: Walt Disney and the Big Little Books." Midwest Popular Culture Association Conference, Cincinnati, Ohio, October 3-5, 2008.

"Behind-the-Scenes Documentaries and the 'Making Of' Animation Culture." Society for Cinema and Media Studies Conference, Vancouver, British Columbia, March 2-5, 2006.

"Continuing Education: How the Supplemental Material on DVD's affects Popular Understanding of Film." Panel on "Restoration, Reformatting, and the Reconstruction of Film Studies," Association of Moving Image Archivists, Vancouver, Canada, November 18-22, 2003.

"The Laws That Determine Interest: Radio Research at Young & Rubicam in the 1930s." The Radio Conference, University of Wisconsin, July 28-31, 2003.

"George Gallup in Iowa: A Market Researcher's Roots in Applied Psychology." Historical Analysis and Research in Marketing, Michigan State University, Lansing, MI, May 15-18, 2003.

"The Wonderful World of Promotion: Disney, ABC, and 1950s Television." Society for Cinema and Media Studies conference, Minneapolis, MN, March 6-9, 2003.

"Peter Pan: Fantasy, Gender and Industrial Production." Society for Animation Studies Conference, Glendale, California, September 26-29, 2002.

"'America Speaks?' The Emergence of Opinion Polls in U.S. Political Discourse." Authority in Contention Conference, University of Notre Dame, August 14-15, 2002.

"The Organizational Mouse: Emerging Corporate Structures at Disney, 1948-1955." Society for Cinema Studies Conference, Denver, Colorado, May 25-28, 2002.

"Gallup Meets Madison Avenue: Advertising Research During the Depression." Conference on Advertising History, Duke University, May 17-20, 2001.

MEDIA INTERVIEWS

Print

“Right or Wrong, Gallup Always Wins.” *Bloomberg Businessweek*, November 8, 2012
<http://www.businessweek.com/articles/2012-11-08/right-or-wrong-gallup-always-wins>

Rachel Dodes, “What’s In a Name?” *The Wall Street Journal*, October 18, 2012
<http://online.wsj.com/article/SB10000872396390443854204578058422730170626.html>

“Ransom Center Opens Windows, Doors for Scholars, Public,” *Austin American-Statesman*, April 28, 2007.

Television

WNDU-TV, Ch. 16, “The Kennedy Assassination and Television Coverage,” November 22, 2013, 6:00 p.m. news.

WNDU-TV, Ch. 16, “The Vice-Presidential Debate,” October 2, 2008, 11:00 p.m. news.

WSBT-TV, Ch. 22, “The Early Show,” interview about college voters, October 14, 2004, 5:05 a.m. airtime.

WSBT-TV, Ch. 22, “News at Night” interview about the final presidential debate, October 13, 2004, 10:00 p.m.

Interviewed, Time Warner Cable, “Viewers' Edge,” hosted by Rex Reed, May 1994. Pilot program broadcast in Rochester, Milwaukee and Orlando.

Radio

Southern California Public Radio, “Air Talk with Patt Morrison,” KPCC 89.3, Pasadena, California, twenty-minute interview and call-in about George Gallup In Hollywood, December 5, 2006, 5:38 p.m. to 6:00 p.m. Audio available online at:
<http://www.scpr.org/topics/history.php?page=2>

Chicago Public Radio “Odyssey” Program, WBEZ-FM, invited participant with Douglas Kellner (UCLA), one-hour discussion and call-in on “The Political Thriller in Film,” August 6, 2004. Audio available online at:
http://www.wbez.org/audio_library/od_raaug04.asp

WTRC-AM 1340 radio, Elkhart, Indiana. “Presidential Debates in History,” October 7, 2004, 8:20 a.m.

Radio Interview, WSND. “Weekend Conversation: Media and Society.” November 5, 1999. Broadcast November 6, 1999, 5:30 p.m.

Podcasts

Interview on teaching about elections, Aca-media, December 2016. Can be found at: <http://www.aca-media.org/>