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EDUCATION

PhD 1996, Northwestern University, Dept. of Radio-TV-Film

MA 1991, Northwestern University, Certificate in Telecommunications Science,
Management and Policy

MBA 1983, Boston College. BA, *Magna Cum Laude*, 1980, Boston College

PROFESSIONAL EXPERIENCE

Academic

The George Washington University, School of Media and Public Affairs, Assistant Director, 2015-present, 2006-2008; Associate Director, 2008-2009; Director of Graduate Studies, 1998-2006, 2008-2009; Associate Professor, 2003-present; Assistant Professor, 1998-2003.

Ohio University, School of Telecommunications, 1996-98, Assistant Professor.

Northwestern University School of Speech, 1995-96, Associate Director of Public Affairs; Instructor, Radio-TV-Film.

Boston College. 1981-83. Graduate research assistant.

Industry and Government

WTTW/Channel 11, Chicago, 1985-90, Managed broadcast research division.

Foote, Cone and Belding, Chicago, 1983-85, Media Planner.

Department of Commerce, National Telecommunications and Information Administration, Washington, D.C., Summer, 1992, Research Analyst for the National Endowment for Children's Educational Television.

Federal Communications Commission, Washington D.C. Summer, 1991, Research Assistant in the Office of Plans and Policy

PUBLICATIONS

Books

Writing Hollywood: The Work and Professional Culture of Television Writers. (2018). New York: Routledge.

Ratings Analysis: The Theory and Practice of Audience Research (4th edition). (2013). Co-authors: James G. Webster and Lawrence W. Lichty. New York: Routledge.

Ratings Analysis: The Theory and Practice of Audience Research (2nd and 3rd editions). (2000 and 2006). Co-authors: James G. Webster and Lawrence W. Lichty. New Jersey: Lawrence Erlbaum Associates, Inc.

The Mass Audience: Rediscovering the Dominant Model. (1997). Coauthor: James G. Webster. New Jersey: Lawrence Erlbaum Associates, Inc.

Refereed Journal Articles

“Who You Know in Hollywood: A Network Analysis of Television Writers” (Spring, 2016). With Thomas B. Ksiazek and Jacob B. Garber. *Journal of Broadcasting & Electronic Media*, 60(1), 160-170.

“Women of Influence: A Case Study of Three Telecommunications Policymakers” (2014). With Julia Osellame and Catherine Anderson. *Telecommunications Policy*, 38(4), 333-343.

“Drama at 33,000 Feet: How Innovators, Risk-Takers and Policymakers Created a Market for In-Flight Entertainment.” (Fall, 2012). *Journal of Media Business Studies*, 9(3), 1-17.

“Audience Behavior in the Multi-Screen Video-verse.” (June, 2012). With Richard Ducey. *International Journal on Media Management*, 14(2), 141-156.

“Writing Television: Rooms With a Point of View.” With Julia Osellame. (March, 2012). *Journal of Broadcasting & Electronic Media*, 56(1), 3-20.

“The Representation of Political Power in Television Fiction: Imagined Presidencies.” (June 2012). With Jennie Kim and Julia Osellame. *Journal of Popular Culture*, 45(3), 532-550.

“The Narrative Reconstruction of 9/11 in Hollywood Films: Independent Voice or Official Interpretation?” (2010). With Maria Teresa LaPorte and Maria Frago. *Javnost: The Public*, 17(3), 57-70.

“Using News Abstracts to Represent News Agendas.” Co-authors: Jill Edy and Scott Althaus. (Summer, 2005). *Journalism and Mass Communication Quarterly*, 82(2), 434-446.

“Profound Sound: Family Theater Radio, 1947-1970.” *Journal of Radio Studies*, 11 (June, 2004), 116-30.

“Using the Vanderbilt Television Abstracts to Track Broadcast News Content: Possibilities and Pitfalls.” Co-authors: Scott Althaus and Jill Edy. (2002). *Journal of Broadcasting and Electronic Media*, 46(3), 473-492.

“(Ms)taking Context for Content: Framing the Fourth World Conference on Women.” (2001). Co-author: Ece Algan. *Political Communication*, 18(3), 301-319.

“Using Substitutes for Full-Text News Stories in Content Analysis: Which Text Is Best?” Co-authors: Scott Althaus and Jill Edy. (Summer, 2001). *American Journal of Political Science*, 45(3), 707-723.

“Pioneers, Girlfriends and Wives: An Agenda for Research on Women and the Organizational Culture of Broadcasting.” (2000). *Journal of Broadcasting and Electronic Media*, 44(2), 230-247.

“The Market Information System and Personalized Exchange: Business Practices in the Market for Television Audiences.” (1998). *The Journal of Media Economics*, 11(4), 17-34.

“Revising the Indexing Hypothesis: Officials, Media, and the Libya Crisis.” (1996). Co-authors: Scott Althaus, Jill Edy, and Robert Entman. *Political Communication*, 13(4), 407-421.

Refereed Articles in Books

“Audience Research and Analysis.” (2005). In Albarran, A., Chan-Olmsted, S. & Wirth, M. (Eds.), Handbook of Media Management and Economics. Mahwah, NJ: Lawrence Erlbaum Associates.

“Trading Time and Money for Information in the Television Advertising Market: Strategies and Consequences.” (2003). In Albarran, A. and Arrese, A. (Eds.). Time and Media Markets. Mahwah, NJ: Lawrence Erlbaum Associates.

“Victim, Consumer, or Commodity? Audience Models in Communication Policy.” (1994). With James G. Webster. In J. Ettema and C. Whitney (Eds.), Audiencemaking: How the Media Create the Audience, 19-37. Sage Publications.

Non-refereed Publications

“Study of User Experience on Multiple Video Screens and Formats.” (June, 2011). With Richard V. Ducey. Council for Research Excellence.

“Audience Research in Journalism.” (2009). In The Encyclopedia of Journalism. NY: MTM Publishers.

“Market Research: U.S.” (2005). In Gomery, D. & Hockley, L.(Eds.). The Television Industry Book. London: British Film Institute.

Information and Markets and the Market for Information: An Analysis of the Market for Television Audiences. (1996). PhD thesis, Northwestern University.

REFEREED CONFERENCE PAPERS

- “Television Writing Across Cultures.” Paper presented at the Screenwriting Research Network Conference, September, 2018, Milan, Italy.
- “Hollywood Voices: A Longitudinal Analysis of Gender Differences in the Television Writers’ Professional Network.” With Emre Barut and Tom Ksiazek. Paper presented at the International Communication Association Conference, May, 2018, Prague, Czech Republic.
- “Managing Hollywood: The Work of Television Executives in the New Media Ecology.” Paper presented at the World Media Economics and Management Conference, May, 2018, Cape Town, South Africa.
- “Who Has Power Over the Text? A Comparative Study of the Role of Television Writers in America and France.” 1st Place in Paper Competition, Writing Division, Broadcast Education Association Conference, April, 2018.
- “Writing Hollywood: Is it Who You Know?” With Tom Ksiazek and Jacob Garber. Paper presented at the International Communication Association conference, May 23, 2014.
- “Producing Television in the U.S.: “Junior High With Rich, Angry People”?” Paper presented at the European Communication Research and Education Association conference, Istanbul, Turkey. October 2012.
- “Managing Creative Work in Television Production.” Paper presented at the World Media Economics and Management conference, Thessaloniki, Greece. May, 2012.
- “Writing Hollywood: Rooms With a Point of View.” First Place in Scholarly Paper Competition for the Writing Division of the Broadcast Education Association. Paper presented at the April, 2009 conference, Las Vegas, NV.
- “Writing Hollywood: A Cultural Paradigm.” 1st Place in Scholarly Paper Competition for the Writing Division of the Broadcast Education Association. Paper presented at the April, 2008 conference, Las Vegas, NV.
- “Hollywood Representations of Political Power: Imagining the Presidency.” With Jennie Kim. Paper presented at the American Political Science Association conference, Philadelphia, PA, September 1-3, 2006.
- “Priest, Politics, Media and Marx.” Paper presented at the American Political Science Association conference, Boston, MA, August 29-September 1, 2002, competitive poster session.
- “Profound Sound: Family Theater Radio, 1947-1970.” Paper presented at the Broadcast Education Association conference, Las Vegas, NV, April 4-7, 2002, competitive poster session.
- “One of These Things Is Not Like the Other: Family Theater Productions and the Culture of Hollywood.” Paper presented at the Society for Cinema Studies conference, Washington, D.C., May, 2001.

- “Using the Vanderbilt Television Abstracts to Track Broadcast News Content: Possibilities and Pitfalls.” With Scott Althaus and Jill Eddy. Paper presented at the International Communication Association conference, Acapulco, Mexico, June 1-5, 2000.
- “Coping With Information Deficiency in the Market for Advertising Time: Strategies and Consequences.” Paper presented at the Time and Media Markets conference, University of Navarra, Pamplona, Spain, May 4-7, 2000.
- “(Ms)Communicating Across Boundaries: Framing the Fourth World Conference on Women.” Co-author: Ece Algan. Paper accepted for presentation at the International Communications Association conference, July, 1998.
- “Which Text Is Best? Using Newspaper Indexes for Political Communication Research.” With Scott Althaus and Jill Eddy. Paper presented at the American Political Science Association conference, Boston, MA, September 3-6, 1998.
- “The Barter Syndication Market: Accounting for Variation in the Price of Television Advertising Time.” Paper presented at the Broadcast Education Association conference, Las Vegas, NV, April, 1997, competitive poster session.
- “Program Bias in Theories of Audience Formation.” Paper presented at the Broadcast Education Association conference, Las Vegas, NV, April, 1996, competitive poster session.
- “The Price of Advertising Time: An Analysis of Television Markets.” Paper presented at the Broadcast Education Association conference, Las Vegas, NV, April, 1995. First place in paper competition, Management and Sales Division.
- “Framing the Libya Bombing of 1986: The Contest for Context.” With Scott Althaus, Jill Eddy, Robert Entman, Hiro Notani and Robert Schneider. Winner, top three faculty paper at the Association for Education in Journalism and Mass Communication conference, August, 1993.

INVITED LECTURES

- Seoul National University, June, 2019, Lecture and Discussion: “Crossing Borders: The Influence of National Cultures on Television Program Content”
- Office of Global Initiatives, George Washington University, August, 2018, Lecture and Discussion with professors and administrators from the College of Journalism & Mass Communication at Shenzhen University in China: “Production Cultures in U.S. Media.”
- Yuma College Prep (program for high school sophomores, juniors and seniors), Washington, DC, Lectures on “Popular Culture and Politics,” “The Role of Journalists in a Democracy,” and “Writing Your Favorite Television Series.”
- Office of Global Initiatives, George Washington University, July, 2015, Lectures for college students from the Communication University of China: “Entertainment Culture in the U.S.” “The Making of American Television,” and “U.S. Television News.”
- Ohio University School of Media Arts & Studies, April 19, 2013, “Writing Hollywood: Creatives vs. Suits.”

Cause Placement Conference, Washington, DC, October 11, 2012, “The Importance and Impact of Cause Placement.”

Act One: Hollywood Above the Line, August 11, 2012, “Audience Research in the New Media Environment.”

Gothenberg International Film Festival, Sweden. February 2, 2012. “Rooms With a Point of View.” Presented at the Dramavision Workshop for Scandinavian television writers and producers.

University of Gothenberg, Gothenberg, Sweden. October 20, 2011. “Writing Hollywood.”

Program for Academic & Leadership Skills, Washington, DC. Parents’ Group, April 9, 2010. “Television and American Culture.”

University of Miami, Miami, Florida. Advances in Audience and Consumer Measurement Conference, March 26-28, 2009. “Information Nation. ”

Panamerican University, Guadalajara, Mexico, September 7-8, 2007, “Audience Research in the 21st Century.”

University of Navarra, Pamplona, Spain, September 12-15, 2007, “Hollywood & Politics: Fiction on Prime Time Television.”

Georgetown University Center for Intercultural Education and Development, October 30, 2006, “The Business of News: The Evolution of Television Journalism.” Address to visiting scholars and media professionals from China.

The Institute for Media and Entertainment, New York, NY. October 3-7, 2005. “Audience Research: Past, Present and Future.”

Act One: Training for Hollywood, Los Angeles, CA. Annual Summer Sessions of the Executive Program, 2005-2008. “Understanding TV Ratings.”

Meridian International Center, Washington, D.C. Fall, 2000. “Government Regulation in the U.S. Television Industry.” Address given to foreign journalists participating in the U.S. State Department’s International Visitor Leadership Program.

BOOK REVIEWS

Journalism: Theory, Practice and Criticism (November, 2012). Bruce A. Williams and Michael X. Delli Carpini, After Broadcast News: Media Regimes, Democracy, and the New Information Environment (New York: Cambridge University Press, 2011).

Political Science Quarterly (Fall, 2012). Steven J. Ross, Hollywood Left and Right: How Movie Stars Shaped American Politics (New York: Oxford University Press, 2011).

Historical Journal of Film, Radio & Television (March, 2008). Peter Decherney, Hollywood and the Culture Elite: How the Movies Became American (New York, Columbia University Press, 2004).

INVITED CONFERENCE PAPERS AND PRESENTATIONS

Teaching the Writers' Room: "Showrunners," panel presentation at the Broadcast Education Association conference, Las Vegas, NV, April 8, 2018

"Family Theater on Radio Free Europe: The Polish Gems." With Jesse Holcomb, paper presented at the Broadcast Education Association conference, Las Vegas, NV, April 18-21, 2007.

"News Audiences: Fears and Reality." With Gerard Matthews, paper presented at the Broadcast Education Association conference, Las Vegas, NV, April 18-21, 2007.

"Entertainment at 33,000 Feet: The History of Inflight Film and Television Distribution." Paper presented at the Broadcast Education Association conference, Las Vegas, NV, April 4-6, 2003.

"A Vision for the Future: Women in the Organizational Culture of Broadcasting." Paper presented at the Broadcast Education Association conference, Las Vegas, NV, April 19-22, 2001.

"Accommodation and Change: Women in Electronic Media Policy." Paper presented at the Console-ing Passions conference, Notre Dame, IN, May 11-15, 2000.

"Historical and Contemporary Views on Ethics and Mass Media." Paper presented at the Broadcast Education Association conference, Las Vegas, NV, April 6-10, 2000.

"Buying Internet Audiences: The More Things Change." Paper presented at the Broadcast Education Association conference, Las Vegas, NV, April 16-19, 1999.

POPULAR PRESS AND WEB

Op-Eds

Fortune Magazine. "The Melania Trump Ad Is a New Low in the 2016 Presidential Race." April 3, 2016.

USA Today. "Republicans Rarer Than Women on TV." November 11, 2014.

Radio/Television Interviews:

Al Jazeera America (April, 2017). *Comedy being used to criticize President Trump's policies.*

CFRB/Newstalk 1010 (Canadian Radio). Topic: Trump's run for the presidency. December 8, 2015.

Studio Drakken (Web TV), Gothenberg, Sweden. January, 2012. Topic: Writing for Television.

Film and Television Reviews:

House of Cards. With Mark Kennedy. Huffington Post (March 15, 2013).

The Last Mountain. planetforward.org (June, 2011).

If a Tree Falls: A Story of the Earth Liberation Front. planetforward.org (June, 2011).

Quoted in:

The Christian Science Monitor. April 4, 2018, Why Embrace of 'Roseanne' Doesn't Always Extend to Politics.

The Philadelphia Inquirer. June 7, 2017, A political Super Bowl? Comey-Trump showdown consumes Washington.

The Christian Science Monitor. January 17, 2017, Topic: Controversy over musical performances at the Presidential Inauguration.

Sinclair Broadcast Group. January 9, 2017, *Is an inauguration performance a political statement?*

WJLA, Washington, DC (online). January 9, 2017, Topic: Celebrities and politics.

Associated Press. January 8, 2017, Trump celeb crew awaits his turn in spotlight, and their own.

The Hill. February 9, 2016. Topic: Celebrities running for political office.

The Wrap. November 5, 2015. Which Presidential Candidate Is Actually Winning the TV War? The Answer Might Surprise You.

USA Today. December 11, 2013, Topic: The representation of women in media.

The Washington Times, April 9, 2013, Topic: Hollywood celebrities and international politics.

Sapa-DPA (international news service), December 27, 2012, Topic: The demise of *Newsweek's* print publication.

The Detroit Free Press, November 25, 2012, Topic: Sensationalism in national news.

Teaching and Service

Courses Taught at GWU: Media Organizations & Audiences (taught in traditional in-classroom format, online, and hybrid); Audience Research; Hollywood and Politics (Dean's Seminar); Media, Democracy & Culture; Political & Social Commentary in Science Fiction; Effects of Mass Media; Institutions and Processes of Mass Media; Introduction to Media and Public Affairs; American Electronic Media; Media in a Free Society (taught in both traditional in-classroom format and online).

Departmental/University Service: Assistant Director, School of Media and Public Affairs (2015-present), (2006-2008), Associate Director, School of Media and Public Affairs (2008-2009); Director of Graduate Studies, (1998-2006); (2008-2009). Member, Dean's Task Force on the Future of the School of Media and Public Affairs, (2003-2004); Graduate Advisor (1998-2009); Freshman Advisor (2001-2010); Member, Faculty Search Committees; Member, Search Committee for School Director; Member, Awards Committee; Chair, Peer Review Committee (2012-2014). Member, College Committee to Evaluate Arbitrary and Capricious Grading complaint (2013).

Grants and Honors

Outstanding Teacher Award, AEJMC Media Economics & Management Division, 2018
Columbian College Travel Grants, 2017, 2018, 2019

Columbian College Facilitating Fund research grant, 2014, 2016

Hamrin Visiting Professor, Media Management & Transformation Centre, Jönköping University International Business School. Jönköping, Sweden. August-December, 2011

Columbian College Facilitating Fund research grant, 2011

Research Fellow, The George Washington University Global Media Institute, 2010-2012

Travel Grant from the National Association of Television Program Executives to attend the Faculty Development Workshop at NATPE's annual conference, 2008

Competitive Faculty Internship Grant from the National Association of Television Program Executives, Summer, 2007

Junior Scholar Incentive Award, George Washington University, 2000

Kenneth Harwood Outstanding Dissertation Award, 1997. Awarded by the Broadcast Education Association

Faculty Development Grant, Ohio University, 1997

Dissertation Year Grant. Awarded by the Office of Research and Graduate Studies at Northwestern University, 1995

Vincent T. Wasilewski Scholarship. Awarded by the Broadcast Education Association, 1994

Northwestern University. University fellowship, 1990-1991

Boston College. Dean's award for outstanding contribution to the school, 1983

Professional Affiliations

International Communication Association

World Media Economics and Management Conference

Screenwriting Research Network

Broadcast Education Association

Association for Education in Journalism & Mass Communication

Act One: Hollywood Above the Line

Professional Activities

Review Board, (2018-present) *International Journal on Media Management*

Publications Committee, (2014-present) Broadcast Education Association: *Journal of Broadcasting & Electronic Media*; *Journal of Radio & Audio Media*; *Journal of Media Education*

Founder and past Chair, (2015) Media Industry Studies Interest Group, International Communication Association

Reviewer, *Journal of Media Economics*; *Historical Journal of Film Television and Radio*; *Journal of Broadcasting and Electronic Media*; *Continuum Journal of Media & Cultural Studies (Australia)*; *International Journal on Media Management*; *Howard Journal of Communications*; *Journalism: Theory, Practice & Criticism*, *Political Science Quarterly*

Reviewer, Erlbaum Publishers; Oxford University Press; Routledge Publishing

Volunteer Speaker, Youth Leadership Foundation, 2003-present

Volunteer Speaker, Yuma College Prep, 2013-present

Instructor, Avanti West Leadership Program in Los Angeles, 2012-present

Instructor, Lights!Camera!Action! in Los Angeles, (media literacy program for college women), 2004-present

Board of Directors, Act One: Hollywood Above the Line, 2007-2011

Review & Criticism Editor (2004), *The Journal of Broadcasting and Electronic Media*