

PROMOTION RECOMMENDATION
The University of Michigan
College of Literature, Science, and the Arts

Approved by the Regents
May 15, 2008

Amanda D. Lotz, assistant professor of communication studies, College of Literature, Science, and the Arts, is recommended for promotion to associate professor of communication studies, with tenure, College of Literature, Science, and the Arts.

Academic Degrees:

Ph.D.	2000	University of Texas, Austin
M.A.	1997	Indiana University
B.A.	1996	DePauw University

Professional Record:

2005 – present	Assistant Professor, Department of Communication Studies, University of Michigan
2002 – 2005	Assistant Professor, Department of Communication, Denison University
2000 – 2002	Mellon Postdoctoral Fellow, Washington University

Summary of Evaluation:

Teaching – Professor Lotz is a rigorous and dedicated classroom teacher who has taken on a range of courses, from large lecture classes to small senior and graduate level seminars. She teaches courses on the institutional structures and practices of media industries, feminist media criticism and research methods, and media theory. With the exception of the required lecture class in communication studies, all of her courses were designed and introduced to the curriculum by Professor Lotz. Outside the classroom, she supervises independent studies, works with Undergraduate Research Opportunity Program (UROP) students, and mentors doctoral candidates.

Research – Professor Lotz is a truly outstanding scholar at the very top of her cohort. She has produced two excellent books, with the most recent one regarded as field defining. She has created an impressive body of publications for someone at this stage in her career, and her work is already having an impact on the discipline. Her research covers two broad areas, feminist media studies and the industrial structures and practices of the television industry. Professor Lotz has also published ten articles in refereed journals and eight book chapters.

Recent and Significant Publications:

The Television Will be Revolutionized, New York University Press, 2007.

“Textual (im)possibilities in the U.S. post-network era: Negotiating production and promotion processes on Lifetime’s *Any Day Now*,” *Critical Studies in Media Communication*, 21(1), 2004, pp. 22-43. Reprinted in *Television: The Critical View*, Seventh edition, H. Newcomb (ed.), Oxford University Press, 2007, pp. 223-244.

“The promotional role of the network Upfront presentations in the production of culture,” *Television & New Media*, 8(1), 2007, pp. 3-24.

Redesigning Women: Television after the Network Era, University of Illinois Press, 2006.

Service – Professor has been a dedicated and constructive participant in faculty meetings, retreats, and strategic discussions about the future direction of the Department of Communication Studies. She engaged in weekly advising activities with undergraduate students and devoted a day out of her busy schedule for the Entertainment Media Career Forum, which typically attracts around 150 students. Professor Lotz has held two leadership positions with the Society for Cinema and Media Studies, served as an ad-hoc reviewer for a host of scholarly journals, and organized a conference.

External Reviews:

Reviewer (A)

“...[Lotz’s] work combines excellent fieldwork with a sophisticated analysis of the data and a very good grasp of the significance of the findings for the field as a whole. ...she will be well placed to be one of the authoritative voices in relation to television in the 21st century. Thus any listing of significant work in the areas of her specialism would largely be constituted of her own work.”

Reviewer (B)

“The record shows that Prof. Lotz would be at the very top of her cohort... Both of the books that Lotz has recently published are must-reads for any undergraduate and graduate student in communication and media studies. I would go as far as to say that Lotz’s forthcoming book *The Television Will Be Revolutionized* (NYU Press) is a breakthrough, and by far the single best and most authoritative source on post-network television available today. ...You are indeed fortunate to have a scholar of this accomplishment and promise on your faculty.”

Reviewer (C)

“...one of the top three most prolific tenure candidates I reviewed in the past twelve years. ... *Redesigning Women* is one of the finest studies of American television during the multi-channel era and is earning substantial recognition in the fields of media and cultural studies, and in women’s studies. ...*The Television Will Be Revolutionized*, is a very mature scholarly work... Thoroughly researched, thoughtfully organized, and eloquently written, it offers provocative reflection on the current state of turmoil in American television.”

Reviewer (D)

“Amanda’s record is stunning. ...have never seen a candidate with two books published or near-published, 10 peer-reviewed articles, as many book chapters, and an impressive array of major conference presentations, at this stage in a career.”

Reviewer (E)

“She is clearly emerging as a major scholar in the field of television and feminist media studies and will certainly be a scholar of considerable note in years to come. ... Overall, I would evaluate her work as more advanced than many feminist media scholars at her rank and position her among some noted feminist television scholars who are associate or full professors...”

Reviewer (F)

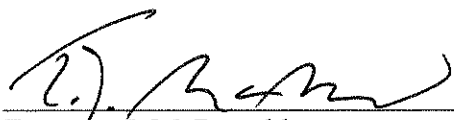
“She has become a widely noted scholar whose work has influenced several strains of research. She has become a leader in professional organizations. ... Amanda Lotz is, quite simply, an outstanding scholar. ... [*The Television Will Be Revolutionized*] will be immediately recognized as one of the most important books about television to be published in some time.”

Reviewer (G)

“Professor Lotz’s work is amongst the most outstanding in the field of feminist television analysis. ... [*Redesigning Women*] is extremely well researched, innovative, and I think is the best piece of feminist television studies work I have read in a decade. ... Her book is indeed the gold standard for our field. ... her productivity, both in terms of quality and quantity, and the range of her expertise... is at the top of the range of scholars in her field.”

Summary of Recommendation:

Professor Lotz is an original and outstanding scholar, a dedicated classroom teacher and advisor, and a responsible citizen. The Executive Committee of the College of Literature, Science, and the Arts and I recommend that Assistant Professor Amanda D. Lotz be promoted to the rank of associate professor of communication studies, with tenure, in the College of Literature, Science, and the Arts.



Terrence J. McDonald
Arthur F. Thurnau Professor,
Professor of History, and Dean
College of Literature, Science, and the Arts

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