

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

Daniel C. Herbert, assistant professor of screen arts and cultures, College of Literature, Science, and the Arts, is recommended for promotion to associate professor of screen arts and cultures, with tenure, College of Literature, Science, and the Arts.

Academic Degrees:

Ph.D.	2008	University of Southern California
M.A.	2004	University of Southern California
B.A.	2001	University of New Mexico

Professional Record:

2008 – present Assistant Professor, Department of Screen Arts and Cultures, University of Michigan

Summary of Evaluation:

Teaching – Professor Herbert has proven himself to be strong and creative teacher. His courses are innovative and wide-ranging, and they fulfill the department's need for critical and theoretically informed approaches to the American entertainment industry. He has committed himself to a large number of individual undergraduates in the department's honors program as well as through the Undergraduate Research Opportunities Program. One of his graduate students graduated with the department's second Ph.D. last spring. This student offered glowing praise about Professor Herbert's stewardship. Professor Herbert sits on three other committees and has taught two of the four required graduate seminars – both to great success.

Research – Professor Herbert has made deep and lasting contributions to the Department of Screen Arts and Cultures' mission to nurture critical producers of film and other moving media images. His book manuscript was recently published by University of California Press and is an important contribution to screen studies. This study on the rise and fall of the video store fills a lacuna in film studies and is a major contribution to the rising field of industry studies. It broadens and deepens our understanding of the crucial transformations to film culture that occurred in the wake of the rise of home video in the 1980s and the more recent digital turn. Professor Herbert is starting a new project on the waste of the film industry, which has already attracted attention in the field, as scholars of film and television studies begin to raise questions of ecology and sustainability.

Recent and Significant Publications:

Videoland: Movie Culture at the American Video Store, University of California Press, 2014, in production.

"Trilogy as third term: Historical narration in Park Chan Wook's vengeance films," in Film Trilogies: New Critical Approaches, C. Perkins and C. Verevis (eds.), Palgrave Macmillan, 2012, pp. 181-197.

"'It is what it is:' *The Wire* and the politics of anti-allegorical television drama," *Quarterly Review of Film and Video*, 29(3), 2012, pp. 191-202.

"Sky's the limit: Transnationality and identity in *Abre los Ojos* and *Vanilla Sky*," *Film Quarterly*, 60(1), 2006, pp. 28-38.

Service – Professor Herbert's departmental service has been exemplary and extensive. He has been elected to the departmental Executive Committee multiple times and served on a search committee for a senior hire. In addition to other committees (both ad hoc and standing), he has represented the department as a speaker in public events, including graduation ceremonies, served as a judge at the student-run film festivals, presenting at Center for Research on Learning and Teaching (CRLT) events and organizing professionalization workshops for graduate students.

External Reviewers:

Reviewer (A)

"Dr[.] Herbert's work is topically and methodologically innovative. He sits at the borders of several traditions in film and media studies: he is actively involved in both film and media studies (rather than one or the other)... Having read this material what comes through to me is an active and diverse intelligence, someone interested in differing fields and issues who pursues them with great gusto. One gets the sense he will never be without ideas. I think this is highly impressive and likely to serve him well in his future career."

Reviewer (B)

"Simply put, there is no book like *Videoland* out there, making it a major contribution. Whereas many scholars' first monographs are revisions of their dissertations, this is a wholly original research project and the speed with which Herbert has researched and written it is all the more impressive."

Reviewer (C)

"...*Videoland* is simply astonishing. It is a unique document of the fading of a media format. ... The result is a work that will be a lasting chronicle of the twilight of videotape and a model of how one might document an intermediary stage of culture circulation... With the release of this book, Dr. Herbert will be recognized and celebrated as one of our leading media ethnographers."

Reviewer (D)

"Professor Herbert has already made significant contributions to the critical and cultural study of film and media, and he is poised to continue apace with his new, cutting-edge work on 'cinematic garbage,' environmental media issues, and the ecological implications of e-waste."

Reviewer (E)

"Without a doubt, *Videoland* will be an essential text on the late 20th-century period of movies-on-video."

Reviewer (F)

"...I must say that I was absolutely bowled over by it. *Videoland: Movie Culture at the American Video Store*...is, to my mind, a stunning achievement – a brilliant blend of primary research (not just in terms of mastery of an archive of trade and industry writings but also in going into the field to conduct literally far-ranging ethnography and geographic study), critical reflection, historiography, and cultural theorization."

Reviewer (G)

"Given the depth and breadth of his research, his strong teaching statement, his numerous conference presentations, his excellent record of service, and his mentoring of graduate students, I recommend that Professor Herbert should be awarded tenure and promoted. I believe that with this record, Professor Herbert would have a very good chance of being tenured and promoted at [my institution]."

Summary of Recommendation:

Professor Herbert is highly profile scholar as well as a wonderful teacher and colleague. The Executive Committee of the College of Literature, Science, and the Arts and I recommend that Assistant Professor Daniel C. Herbert be promoted to the rank of associate professor of screen arts and cultures, with tenure, College of Literature, Science, and the Arts.

A handwritten signature in cursive script, reading "Susan Gelman". The signature is written in dark ink and is positioned above a horizontal line.

Susan A. Gelman
Heinz Werner Distinguished University Professor,
Professor of Psychology and Interim Dean,
College of Literature, Science, and the Arts

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