

Branden Buehler

Curriculum Vitae

Branden.Buehler@shu.edu

EDUCATION

Ph.D. University of Southern California, School of Cinematic Arts (2016)
Cinema and Media Studies

M.A. Georgetown University (2010)
Communication, Culture, and Technology

B.A. Cornell University (2008)
Film; Government; Modern Culture and Media (College Scholar Program)

PROFESSIONAL APPOINTMENTS

2024–Present Associate Professor, Visual and Sound Media
Department of Communication, Media, and the Arts
Seton Hall University

2018–2024 Assistant Professor, Visual and Sound Media
Department of Communication, Media, and the Arts
Seton Hall University

2016–2018 Assistant Professor, Media Studies
Department of Communication and Media
SUNY Oneonta

PUBLICATIONS

Books

Front Office Fantasies: The Rise of Managerial Sports Media. University of Illinois Press, 2023.

Reviewed in: *International Journal of Sport Communication; Journal of Sport History; Journal of Sport Management; Media Industries*

Peer-Reviewed Journal Articles

"Sports Media Personalities and Celebrity Culture," with Brett Siegel. *Journal of Cinema and Media Studies*, in press.

"Injury Videos and the Affective Potentials of User-Generated Sports Highlights," with Steve Marston. *Sport in Society* 27, no. 3 (2024): 396-410.

"Independent Sports Television in the Networked Era." *Television & New Media* 23, no. 4 (May 2022): 352-367.

"Alternative Telecasts and the Ongoing Fracturing of Sports Television." *Journal of Sports Media* 15, no. 2 (Fall 2020): 117-135.

"Sports Television and the Continuing Search for Alternative Programming." *International Journal of Sport Communication* 13, no. 3 (September 2020): 566-574.

"White-Collar Play: Reassessing Managerial Sports Games." *The Velvet Light Trap* 81 (Spring 2018): 4-17.

"Manufacturing 'Football Realism' in the Studio Era." *Journal of Sport History* 43, no. 1 (Spring 2016): 1-20.

Book Chapters

"The Documentary as 'Quality' Sports Television." In *Sporting Realities: Critical Readings of the Sports Documentary*, eds. Samantha N. Sheppard and Travis Vogan, 11-34. University of Nebraska Press, 2020.

"Queer Acknowledgments," with Jed Samer. In *Mapping Queer Space(s) of Praxis and Pedagogy*, edited by Elizabeth A. McNeil, James E. Wermers, and Joshua O. Lunn, 21-38. Palgrave Macmillan, 2018.

Reviews and Short Essays

"The 'Beautiful Weirdness' of NBA League Pass." *Flow* 30, no. 5 (Spring 2024).

"Air and the Managerial Sports Film." *Flow* 30, no. 2 (Fall 2023).

"The Revolution Was Televised by Alan Sepinwall (Book Review)." *International Journal of Communication* 7 (2013).

Works in Progress

Every Sport Everywhere All at Once: Automation, Internet Distribution, and the New Sports Media Landscape (Monograph draft)

CONFERENCE ACTIVITY

Papers

"Streaming Docuseries and the Material Realities of Sport," The Association for the Study of the Arts of the Present, New York, NY. October 17-19, 2024.

"Pay to (Press) Play: Streaming Services amid the Financialization of Youth Sport," Society for Cinema and Media Studies, Boston, MA. March 14-17, 2024.

"Video Streaming and the Accelerating Commodification of Youth Sport," American Studies Association, Montreal, QC. November 2-5, 2023.

"The Sports Media Enclosure," Society for Cinema and Media Studies, Denver, CO. April 12-15, 2023.

"The Financial Logics of Sports Talk," PCA/ACA National Conference, Virtual. April 13-16, 2022.

"The Austerity of Automatic Sports Television," Society for Cinema and Media Studies, Virtual. March 31-April 3, 2022.

"Race, Gender, and the Datafication of Sports Television," Sports, Race & Culture: Widening the Gaze on the Modern Black Athlete, University of Maryland, College Park, MD. May 8, 2020. (Cancelled due to COVID-19)

"Injury Videos as Bodily Spectacle," North American Society for the Sociology of Sport, Virginia Beach, VA. November 6-9, 2019.

"Ultimate Ideals: Sports Television in the Networked Era," Society for Cinema and Media Studies, Seattle, WA. March 13-17, 2019.

"The Sports Television Personality," *Flow* Conference, University of Texas, Austin, TX. September 27-29, 2018.

"The Lenticular Logic of the Masters Telecast," Society for Cinema and Media Studies, Chicago, IL. March 22-26, 2017.

"Second Screen and Back Again: Making Sense of the Sports TV 'Microcast,'" Society for Cinema and Media Studies, Atlanta, GA. March 30-April 3, 2016.

"More than a game: Sports television, graphic complexity and athlete commodification," Society for Cinema and Media Studies, Montreal, QC. March 25-29, 2015.

"Quality Sports TV?" *Flow* Conference, University of Texas, Austin, TX. September 11-13, 2014.

"Ultimate appropriation? A new sport comes to ESPN," Interpreting Appropriation/ Appropriate Interpretation, University of Massachusetts, Boston, MA. March 1-2, 2014.

"What! No Padding!': Authenticity and the Football Movie," PCA/ACA National Conference, Washington, DC. March 27-30, 2013.

"Acknowledging Archive: Toward a Queering of Academic Genealogy," with Jed Samer, The Ephemeral Trace, University of Southern California, Los Angeles, CA. April 7, 2012.

"The Consumable High School," Society for Cinema and Media Studies, Boston, MA. March 21-25, 2012.

"Identify the Market and Serve It What It Likes': *Ramsay's Kitchen Nightmares* Comes to America," Northeast Modern Language Association, Rochester, NY. March 15-18, 2012.

Panels Convened

"The Promises and Perils of Nontraditional Sports Media," with Abigail Smithson, American Studies Association, Montreal QC. November 2-5, 2023.

"The Sports Television Personality," *Flow* Conference, University of Texas, Austin, TX. September 27-29, 2018.

"The Sounds of Sports Media," with Matthew Perkins, Society for Cinema and Media Studies, Chicago, IL. March 22-March 26, 2017.

"Outside the Lines: Interrogating Sports Media Textuality," with Matthew Perkins, Society for Cinema and Media Studies, Atlanta, GA. March 30-April 3, 2016.

"TV: Complexity, Form, Format," Society for Cinema and Media Studies, Montreal, QC. March 25-29, 2015.

INVITED TALKS

"Front Office Fantasies: The Rise of Managerial Sports Media." Department of Performing and Media Arts, Cornell University, Ithaca, NY. April 12, 2024.

AWARDS and HONORS

2024	College of Human Development, Culture, and Media Summer Research Grant
2021	Seton Hall University Research Council Summer Stipend
2016, 2017	SUNY Oneonta Faculty Development Funds
2011-2016	Annenberg Graduate Fellowship The Graduate School, University of Southern California
2015	University of Southern California Graduate School Travel Award
2015	Finalist, MIT Sloan Sports Analytics Conference Hackathon
2013	Michael Schoenecke PCA/ACA Travel Grant
2012	NeMLA Travel Award
2008-2010	Georgetown Graduate Scholarship The Graduate School of Arts and Sciences, Georgetown University

TEACHING EXPERIENCE

Seton Hall University

Film Genre
The Future of Sports Media
Introduction to Film History
Introduction to Media Studies
Introduction to Sports Media
Introduction to Visual Theory and Technique
Reality Television
Senior Seminar in Radio and Television
Sports and Film
Sports, Media, and Culture

SUNY Oneonta

Advanced Video Production
The Development of Film
Digital Storytelling
Public Speaking
Research Methods in Mass Media
Senior Seminar in Media Studies

ACADEMIC SERVICE

Seton Hall University

College/Department

Core Curriculum Committee, Member, 2020–2021
Educational Policy Committee, Member, 2020–2022
Faculty Assembly Executive Committee, Member, 2023–present
Faculty Collaborative, Parliamentarian, 2020–2021
Lukshis Scholarship, Faculty Coordinator, 2019, 2021, 2023
Media Production Search Committee, Member, 2022–2023
Media Studies Search Committee, Chair, 2020 (Cancelled due to COVID-19)
Media Studies Search Committee, Member, 2021–2022
Nominations and Elections Committee, Member, 2022–present; Chair, 2022–present
Task Force on Innovative Academic Portfolio, Member, 2022

University

Faculty Convocation Planning Committee, Member, 2019, 2022
Faculty Innovation Grant (FIG) Review Committee, Member, 2024
Faculty Senate, Alternate Representative, 2022–2024
Faculty Senate, Member, 2024–present
Faculty Senate Instructional Technology Committee, Member, 2018–present; Co-chair, 2023–2024; Chair, 2024–present
Faculty Senate Library Committee, Member, 2022–present
Pre-Health Advisory Committee, Member, 2022–present
University Research Council, Member, 2024–present

Profession

Article Reviewer, *Convergence: The International Journal of Research into New Media Technologies*
Article Reviewer, *Television & New Media*
Article Reviewer, *Transformative Works and Cultures*
Book Reviewer, Oxford University Press
Board Member, Society for Cinema and Media Studies – Sports Media Scholarly Interest Group
Member, Society for Cinema and Media Studies – Awards Committee
Mentor, Society for Cinema and Media Studies – Graduate Student Organization

SUNY Oneonta

Communication Arts Society, Faculty Advisor

Communication and Media Open House Committee, Member

Communication and Media Web/Identity Committee, Member

MEDIA APPEARANCES

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| 2024 | <i>Downtown with Rich Kimball (AM620 WZON)</i> |
| 2023 | <i>Titillating Sports with Rick Tittle (Sports Byline USA)</i> |
| 2022 | <i>Downtown with Rich Kimball (AM620 WZON)</i> |