

# Matthew J. Smith, Ph.D.

Dean of the College of Humanities and Behavioral Sciences  
Professor of Communication  
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## Administrative Leadership Experience

Dean, College of Humanities and Behavioral Sciences, Radford University	2018-present
Director, School of Communication, Radford University	2016-2018
Co-Director, Communication and Business Leadership Experience, Wittenberg University	2013-2014
Director, Cinema Studies, Wittenberg University	2012-2016
Co-Founder and Academic Advisor, Integrated Media Corps, Wittenberg University	2010-2016
Chair, Department of Communication, Wittenberg University	2002-2010
Co-Founder and Co-Director, Communication Leaders Program, Wittenberg University	2007-2009
Director, Oral Communication across the Curriculum, Wittenberg University	2002-2003
Acting Area Coordinator for Communication Arts, Indiana University South Bend	Spring 2001

## Professional Leadership Experience

President, Comics Studies Society	2020-2021
Founding Co-Editor, Routledge Advances in Comics Studies Series	2015-present
President, Ohio Communication Association	2008-2010
Co-Founder, Graduate Communication Organization (GradCo), Ohio University	Spring 1996
Founder, Association of Graduate English Students (AGES), Ohio University	Spring 1995

## Faculty Appointments

Professor of Communication, Radford University	2016-present
Professor/Associate Professor/Assistant Professor of Communication, Wittenberg University	2001-2016
Assistant Professor of Communication Arts, Indiana University South Bend	1999-2001
Visiting Assistant Professor, Department of Communication, Miami University Hamilton	1998-1999
Graduate Teaching Associate, School of Interpersonal Communication, Ohio University	1995-1998
Graduate Teaching Associate, Department of English Language & Literature, Ohio University	1993-1995

## Education

Doctor of Philosophy in Interpersonal Communication, Ohio University	1995-1998
Master of Arts in English, Ohio University	1993-1995
Bachelor of Arts in English, West Liberty State College	1989-1993

## ADMINISTRATIVE LEADERSHIP

### **Dean of the College of Humanities and Behavioral Sciences, Radford University**

**Responsibilities:** Responsible for leading the largest college at Radford University with eight departments, a school, and four interdisciplinary programs: African American Studies, Criminal Justice, English, Foreign Languages and Literature, History and Social Sciences, Interdisciplinary Studies, Military Science (Army Reserve Officer Training Corps), Philosophy and Religious Studies, Political Science, Psychology, the School of Communication, Sociology, and Women's and Gender Studies. Four of these units offer graduate programs.

The College employs up to 120 full-time faculty and 15 staff members and has served up to 2,200 majors. The dean reviews each faculty member annually and oversees hiring, reappointment, and separation processes. The dean also supervises all curriculum changes, reviews academic petitions, approves schedules, and participates in Academic Program Reviews.

The dean manages a budget of up to \$11 million, reviews all spending requests, drafts budget plans, and coordinates requests for the Equipment Trust Fund. The dean liaises with an active, 30-person alumni Advisory Board and manages a five-story, 144,000 square foot classroom, laboratory, and office building.

#### **Initiatives:**

##### *Strategic Planning*

1. Led the College's efforts to implement the new university general education initiative, REAL, which launched in fall 2021. I worked with English faculty in planning and staffing the new university-wide foundational writing course, English 111, and coordinated with Enrollment Management to build new promotional materials for programs in the College.
2. Advocated for the Wicked Initiative, which trains students to become authorities in persistent (or wicked) public problems and present real-world solutions to them. The Initiative has inspired courses, a minor in Wicked Problems, and a Wicked Festival celebrating the work of up to 500 students each term.
3. Focused efforts among the Department of Criminal Justice, the Department of Political Science, and the Office of University Advancement to expand pre-law instruction into a rebranded Law Society that is inclusive of a new minor in Legal Studies, a recently launched Mock Trial team, and alumni engagement.
4. Collaborated with the Dean of the Artis College of Science and Technology to host faculty from across the university in a series of conversations exploring environmental/sustainability programs.
5. Opened dialogues with departments at Virginia Tech to explore building 3+3, 4+1, and 4+2 undergraduate-to-graduate partnerships.
6. Participated in opening dialogues to international partnerships in China and Germany.
7. Assisted in the successful completion of more than 30 searches since 2018, including for the Director of the School of Communication and the Chairs of Criminal Justice, English, and Political Science.
8. Coordinated faculty, chairs, and administration in implementing a new partnership between the Department of English and the Department of Foreign Languages and Literatures on a path to form a new School of Writing, Language, and Literature.

##### *Diversity, Equity, and Inclusion Efforts*

1. Advocated for the creation of an African American Studies minor and resourced programming funding and a tenure-track position for recruiting a director for the program.
2. Commissioned the Solidarity and Action Planning Group in spring 2023 to audit the College's diversity efforts over the previous three years and propose areas of emphasis for the College leadership to pursue in the coming academic year.
3. Worked to provide space for the Safe Zone Training Program, an LGBTQ+ educational effort led by faculty within the College.

4. Mediated negotiations for continued administrative support for the new director of the Women's and Gender Studies program and secured office space for the administration of that program's mission.
5. Coordinated a multi-disciplinary effort to revitalize the Appalachian Studies program.

#### *Academic Program Building*

1. Championed the development of Radford's first multidisciplinary major, Creative Media, in coordination with the College of Visual and Performing Arts and the Davis College of Business and Economics.
2. Supported the development of new minors in African American Studies, Health Humanities, Digital History, Legal Studies, and Religious-Cultural Literacy, among others.
3. Coordinated a 3+3 agreement with the Appalachian School of Law.

#### *Experiential Learning*

1. Coordinated with campus partners and administration to bring the New York Times Education Program to Radford.
2. Established a co-curricular Mock Trial Team, recruited its coach, and secured an \$85,000 gift to support student travel over a five-year period.
3. Partnered with ROTC officers to renew our contract with the United States Department of the Army for the next ten years.

#### *Student Success*

1. Established the Student Travel and Research Support (STARS) initiative, which supports students traveling to conferences, competitions, and other experiential learning opportunities. In its first year the appeal raised \$16,000 and supported 32 students; in its second year it raised \$30,000 and supported 49 students.
2. Initiated a liaison program connecting the 30 members of our college Advisory Board to faculty and through them to our students for guest presentations on career paths and networking opportunities.
3. Collaborated with our Legal Studies faculty to secure discounted LSAT testing fees for our students.

#### *Faculty Success*

1. Repurposed \$10,000-20,000 in College funds to underwrite scholarly seed grants after university funds were discontinued.
2. Supported colleagues in the Artis College of Science and Technology by serving as their interim dean during the summer of 2022. ACST consists of 8 departments and over 100 faculty.
3. Implemented a College-wide adjunct training workshop, which itself evolved into a College-wide adjunct handbook maintained by the associate dean.
4. Provided financial support for the college's Mentoring Group to help onboard new full-time faculty.
5. Tasked the College's Awards Committee to inaugurate a Distinguished Service Award starting in 2019, and coordinated awarding this and the Distinguished Teaching and Distinguished Research Awards at each annual College Meeting.

#### *Research Centers*

1. Arranged reassigned time, technology upgrades, software licenses, and graduate assistant assignments to evolve the Social Media Watch Center into the Social Media Analytics and Research Technology (SMART) Lab with a broader mission, more contact hours, and greater faculty buy-in.
2. Reassigned space and identified funding for technology to create the Work Place for Industrial-Organizational Psychology, which is a classroom, work space, and meeting space for client consultations.
3. Identified space and supported the grant to launch the Interdisciplinary Humanities Research Lab, which expands research opportunities for faculty and students in the humanities with state-of-the-art technologies.

4. Assigned space to enable political scientists to begin to build the Public Policy and Democracy Lab for their collaborative research projects.
5. Negotiated space and equipment needs to substantively expand the Center for Archives and Digital History.

#### *Advancement*

1. Collaborated with the Office of Advancement — especially our gifts officer — to launch strategies towards College fund-raising goals and priorities, including site visits with individual donors. To date, the College has received \$4.5 million in gifts since my tenure as dean began, including an \$85,000 gift to name the Courtroom and a \$350,000 gift for Psychology.
2. Installed a commemorative Endowment Fund Wall to honor more than 30 scholarship donors, remind students of the support they receive, and encourage new donors to contribute to the College. Each year since the installation the College has added one or more endowed scholarships.
3. Built external partnerships between the College and outside entities such as Foot Levelers, (an orthotics manufacturer), the Shelor Motor Mile (auto dealership), and DCI Consulting (a consulting firm in D.C.).

#### *Community Building*

1. Introduced, recruited for, and hosted the “September Series” (featuring our newest tenure-track colleagues) and “Spring Series” lunchtime lectures to spotlight scholarship and innovation across the College.
2. Sponsored a four-week discussion series based on the National Humanities Alliance report, *Strategies for Recruiting Students to the Humanities*, drawing in guest speakers from across campus.
3. Inaugurated a “Valedictory Series” of online essays to honor retiring faculty in the College.
4. Hosted social events such as “Donuts with the Dean,” a family-friendly Winter Carnival, and a spring luncheon to celebrate the end of the academic year.

### **Director of the School of Communication, Radford University**

**Responsibilities:** Responsible for providing leadership for the School of Communication, which offers baccalaureate degrees in Communication and Media Studies, as well as a Master of Science in Strategic Communication. The undergraduate curriculum offers concentrations in communication, public relations, advertising, journalism, and media production for up to 600 undergraduate majors and 24 graduate students each year. The director manages a budget of \$1.4 million and supervises a teaching staff of 20 full-time faculty, 6 adjuncts, and 8 graduate teaching fellows. The director also represents the School on the college’s leadership team and to external constituencies.

#### **Initiatives:**

##### *Strategic Planning*

1. Supervised the transition of the School into a new, state-of-the-art classroom building, including a full television production studio, video production suite, podcasting suite, equipment room, and office suite.
2. Researched accreditation with the Association for Education in Journalism and Mass Communication (AEJMC), attending the association’s workshop in Chicago and hosting a preliminary site visit for the AEJMC accreditation team in Radford.
3. Led the effort to centralize and revise existing policy language and introduce new policies on leadership rotation, class rotation, and professional ethics.

##### *Academic Program Building*

1. Oversaw the transitioning the masters in Corporate and Professional Communication into Strategic Communication and securing approval from the State Council of Higher Education for Virginia (SCHEV).

2. Coordinated efforts to revitalize the interdisciplinary Cinematic Arts minor, shared between the School of Communication and the Department of Theatre and Cinema, which grew from 5 to 40 students and secured its first donor-sponsored scholarship.
3. Facilitated conversations about curriculum revision to introduce updated courses and a streamlined curriculum to meet the updated needs of the discipline and career pathways.

#### *External Partnerships*

1. Built an international exchange program with the *Institut des Stratégies et Techniques de Communication* in Lille, France, facilitating the regular exchange of students and faculty from 2017 to present.
2. Invited, planned, and hosted the 2019 bi-annual conference of the Virginia Association of Communication Arts and Sciences (VACAS) on Radford's campus; taught a section of "Event Planning" to involve students in the applied learning opportunity of operating an academic conference.

### **Chair of the Department of Communication, Wittenberg University**

**Responsibilities:** Responsible for reviewing faculty member's performance, hiring, scheduling courses, and representing the department's interests to campus leadership, prospective students, and offices across campus. The chair serves on the university's leadership council and manages a budget of \$385,000.

#### **Initiatives:**

##### *Strategic Planning*

1. Drafted the application for and won the Rex Mix Program of Excellence Award for having the nation's top undergraduate communication program, presented by the National Communication Association.
2. Grew from 25 initial majors to more than 120 majors during my tenure as chair.
3. Expanded the faculty from two to five full-time, tenure-track colleagues.
4. Established a chapter of Lambda Pi Eta, the Communication honorary, and served as its first advisor.
5. Crafted the initial issues of *LINKS*, an annual magazine for alumni outreach; designated and trained student workers into the roles of "Director of Publicity" and "Alumni Liaison" to manage internal and external communication tasks.

##### *Academic Program Building*

1. Partnered with the Department of English to create a multi-disciplinary Journalism minor in 2006.
2. Created the proposal for and earned institutional approval for Communication minor in 2008.
3. Recruited partners across the humanities to create a multi-disciplinary Cinema Studies minor in 2012; I directed this program from 2012 until 2016, building schedules, programming events, and advising minors.

##### *Experiential Learning Programs*

1. Co-founded the Communication Leaders program with the Office of Career Services to provide seniors with a year-long practicum to prepare them to transition into career fields; managed a donor-sponsored annual budget of \$13,000.
2. Revised the Communication Leaders program into the Communication and Business Leadership Experience (CABLE) by inviting the Department of Business to collaborate; continued to develop project presentations with partners like Google, Coca-Cola, and Leo Burnett Worldwide.
3. Founded the Integrated Media Corps in partnership with the Office of University Communication to help students develop the skills of multi-media journalists; the program was recognized with the "Distinguished Program Award" by the Ohio Communication Association in 2014.
4. Established the ethnography-based "Experience at Comic-Con" summer field study held in conjunction with Comic-Con International in San Diego, California; more than a hundred students from institutions across America, Canada, and India participated in the week-long program between 2006-2019.

## University Committee Service

### *Radford University:*

- Academic Affairs Leadership Team (2018-present)
- President's Leadership Council (2018-present)
- Search Committees for:
  - ◆ Vice President for Enrollment Management and Strategic Communications (chair, 2023)
  - ◆ University Registrar (chair, 2024)
  - ◆ Provost and Vice President for Academic Affairs (2019)
  - ◆ Dean of the Artis College of Science and Technology (2022)
  - ◆ Associate Vice President for University Relations (2018 & 2021)
  - ◆ Assistant Provost for Budget and Operations (2021)
  - ◆ Director of Institutional Effectiveness and Quality Improvement (2022)
  - ◆ Director of the Harvey Knowledge Center (chair, 2018)
- SACSCOC Reaffirmation Academic Advisory Committee (2021-2023)
- Radford University's Civil Discourse and Freedom of Expression Task Force (2022-2023)
- Multidisciplinary Program Working Group (2021-2023)
- Academic Program Review and Enhancement Committee (2018-present)
- College of Humanities and Behavioral Sciences Leadership Team (2016-present)
- REAL Implementation Steering Committee (General Education reform initiative, 2019-2020)
- Cinematic Arts Committee (2016-present)
- Ad Hoc Committee on Faculty Recruitment Guide (chair, 2019-2020)
- Ad Hoc Committee on Course Minimums and Faculty Workload (co-chair, 2020-2022)
- Highlander Discovery Institute Steering Committee (university-wide lecture series, 2019)

### *Wittenberg University:*

- Faculty Personnel Committee (2012-2015; chair, 2012-2014)
- Cinema Studies Advisory Committee (director, 2013-2016)
- Field Studies Committee (2008-2016; chair, 2010-2012 and 2015-2016)
- Budget and Compensation Advisory Committee (2009)
- General Education Advisory Committee (2004-2007)
- Writing and Speaking Committee (2001-2003; co-chair, 2002-2003)

## SCHOLARSHIP

### **Books Published**

- Duncan, R., Smith, M. J., & Levitz, P. (2024). *The power of comics and graphic novels: Culture, form, and context* (3<sup>rd</sup> ed.). Bloomsbury.
- Brown, M., Duncan, R., & Smith, M. J. (2019). *More critical approaches to comics: Theories and methods*. Routledge.
- Smith, M. J., & Duncan, R. (Eds.). (2017). *The secret origins of comics studies*. Routledge.
- Duncan, R., Smith, M. J., & Levitz, P. (2015). *The power of comics: History, form, and culture* (2<sup>nd</sup> ed.). Continuum. (Translated into Ukrainian by ArtHuss.)
- Bolling, B., & Smith, M.J. (Eds.). (2014). *It happens at Comic-Con: Ethnographic essays on a pop culture phenomenon*. McFarland & Company, Inc., Publishers.
- Duncan, R., & Smith, M. J. (Eds.). (2013). *Icons of the American comic book: From Captain America to Wonder Woman*. ABC-CLIO/Greenwood Press.
- Smith, M. J., & Duncan, R. (Eds.). (2012). *Critical approaches to comics: Theories and methods*. Routledge. Nominated “Best Educational/Academic Work” for the 2012 Will Eisner Comic Book Industry Awards. Winner of the 2013 Peter C. Rollins Book Award in Sequential Art/Comics and Animation Studies.
- Duncan, R., & Smith M. J. (2009). *The power of comics: History, form, and culture*. Continuum.
- Wood, A. F., & Smith, M. J. (2005). *Online communication: Linking technology, culture, and identity* (2<sup>nd</sup> ed.). Lawrence Erlbaum Associates.
- Smith, M. J., & Wood, A. F. (Eds.). (2003). *Survivor lessons: Essays on communication and reality television*. McFarland & Company, Inc., Publishers.
- Wood, A. F., & Smith, M. J. (2001). *Online communication: Linking technology, culture, and identity*. Lawrence Erlbaum Associates.
- DeWine, S., Gibson, M., & Smith, M. J. (2000). *Exploring human communication*. Roxbury Publishing Company.

### **Book Chapters**

- Smith, M. J., & Smith, T. (In press). Crisis management: Arrowverse crossovers as media consumption strategy. In A. Peppard & D. Jeffries (Eds.), *Small screen supers: Essays on superhero television*.
- Meindl, M., Turner, M., & Smith, M. J. (In press). Mojo rising: Critiquing mass media culture through animation and comics. In J. M. Carnes, M. Galvan, & N. E. Miller (Eds.), *Futures of cartoons past: The cultural politics of X-Men: The Animated Series*. University Press of Mississippi.
- Smith, M. J. (2022). Pilgrimage to Hall H: Fan agency at Comic-Con. In J. Thon, V. Ossa, & L. R. A. Wilde (Eds.), *Comics and agency*. De Gruyter.
- Duncan, R., & Smith, M. J. (2019). Next issue: Anticipation and promise in comics studies. In F. Aldama (Ed.), *Oxford handbook of comic book studies*. Oxford University Press.

- Smith, M. J., & Burke, T. W. (2019). Profiling the Rogues: Seeking criminal intent in *The Flash* of Geoff Johns. In J. Darowski (Ed.), *The ages of the Flash: Essays on the fastest man alive*. McFarland & Company, Inc. Publishers.
- Smith, M. J. (2019). A smash hit: Hulk's rampage through the media. In A. Nocenti (Ed.), *Marvel: Universe of super heroes*. Verlag Für Moderne Kunst.
- Duncan, R., & Smith, M. J. (2018). From an informed fan culture to an academic field. In J. Baetens, H. Frey, & S. E. Tabachnick (Eds.), *Cambridge history of the graphic novel*. Cambridge University Press.
- Smith, M. J., and Duncan, R. (2017). How the graphic novel works. In S. E. Tabachnick (Ed.), *Cambridge companion to the graphic novel*. Cambridge University Press.
- Smith, M. J. (2017). Superhero comics. In F. Bramlett, R. Cook, & A. Meskin (Eds.), *The Routledge companion to comics*. Routledge.
- Smith, M. J. (2014). The Silver Age playbook: Minting the modern superhero. In J. M. Sommers (Ed.), *Critical insights: The American comic book*. Grey House Publishing.
- Smith, M. J. (2014). Working girl: Diana Prince and the crisis of career moves in *Wonder Woman*. In J. Darowski (Ed.), *The ages of Wonder Woman: Essays on the Amazon princess in changing times*. McFarland & Company, Inc.
- Smith, M. J. (2012). The "triangle era" of Superman: Continuity, marketing, and grand narratives in the 1990s. In J. Darowski (Ed.), *Superman through the Ages: Essays on the Man of Steel in changing times*. McFarland & Company, Inc.
- Smith, M. J. (2011). Die tyrannel der schmelztiegle-metapher: *Wonder Woman* ala amerikanisierte immigrantin. In B. Eder, E. Klar, & R. Reichert (Eds.) *Theorien des comics: Ein reader*. Transcript.
- Smith, M. J. (2001). The tyranny of the melting pot metaphor: *Wonder Woman* as the Americanized immigrant. In M. P. McAllister, E. Sewell, and I. Gordon (Eds.), *Comics and ideology*. Peter Lang Publishing, Inc.

### **Books Published as Co-Editor of the Routledge Advances in Comics Studies Series**

Routledge Advances in Comics Studies promotes outstanding research on comics and graphic novels from communication theory, rhetorical theory, and media studies perspectives. Additionally, the series aims to bring European, Asian, African, and Latin American comics scholarship to the English-speaking world. The series includes monographs and themed anthologies and is dedicated to furthering the understanding of comics as an art form and a medium of communication. Beginning in 2015, co-editors Randy Duncan, Christy Knopf, and I have overseen the production of 20 volumes:

- Dapena, X., & Britland, J. (Eds.). (2024). *The political imagination in Spanish graphic narrative*.
- Moura, Pedro. (2024). *Ilan Manouach in review: Critical approaches to his conceptual comics*.
- Admirand, Peter. (2023). *Destruction, ethics, and intergalactic love: Exploring Y: The Last Man and Saga*.
- Darowski, J. & Berns, F.G. P. (Eds.). (2023). *Critical approaches to horror comic books: Red ink in the gutter*.
- Licari-Guillaume, I. (2023). *Vertigo comics: British creators, US editors, and the making of a transformational imprint*.
- Sánchez, M. P., & Vilches, G. (Eds.). (2023). *Precarious youth in contemporary graphic narratives: Young lives in crisis*.



- Brassett, J., & Reynolds, R. (2021). *Superheroes and excess: A philosophical adventure*.
- Serrano, N. L. (2021). *Immigrants and comics: Graphic spaces of remembrance, transaction, and mimesis*.
- Howard, L. A., & Hoeness-Krupsaw, S. (2019). *Performativity, cultural construction, and the graphic narrative*.
- Mickwitz, N., Horton, I., & Hague, I. (Eds.) (2019). *Representing acts of violence in comics*.
- Hague, I., Horton, I., & Mickwitz, N. (Eds.) (2019). *Contexts of violence in comics*.
- Davies, D. (2019). *Urban comics: Infrastructure and the global city in contemporary graphic narratives*.
- Brown, J. A. (2018). *Batman and the multiplicity of identity: The contemporary comic book superhero as cultural nexus*.
- Haslem, W., MacFarlane, E., & Richardson, S. (Eds.). (2018). *Superhero bodies: Identity, materiality, transformation*.
- Bevin, P. (2018). *Superman and comic book continuity*.
- Dunst, A., Laubrock, J., & Wildfeuer, J. (2018). *Empirical comics research: Digital, multimodal, and cognitive methods*.
- Aldama, F. (2018). *Comics studies here and now*.
- Mikkonen, K. (2017). *The narratology of comics art*.
- Brown, J. A. (2016). *The modern superhero in film and television*.
- Smith, P. (2015). *Reading Art Spiegelman*.

## Journal Articles

- Duncan, R., & Smith, M. J. (2021). Grassroots comics in India: Activism through diffusion of innovations. *New Area Studies*, 2 (1), 115-138.
- Smith, M. J. (2016). "You're going, aren't you?" An encomium for the state association. *Ohio Communication Journal*, 54, 45-52.
- Becker, C., Smith, M. J., Sodano, T., & Caspersen, R. (2012, Nov. 21). Report from the TV Academy Faculty Seminar (Part 1). *Antenna*. <http://blog.commart.wisc.edu/2012/11/21/report-from-the-tv-academy-faculty-seminar-part-1/>
- Smith, M. J. (2011). Lost [and found] girls: Teaching a college course in Alan Moore. *SANE Journal: Sequential Art Narrative in Education*, 3 (1). <https://digitalcommons.unl.edu/sane/vol1/iss2/3>
- Smith, M. J. (2011). An appreciation of Harvey Kurtzman. *The Hooded Utilitarian*. <http://hoodedutilitarian.com/>
- Duncan, R., & Smith, M.J. (2011). Learning from film studies: Analogies and challenges. *Comics Forum*. <http://comicsforum.org/2011/07/15/learning-from-film-studies-analogies-and-challenges-by-randy-duncan-and-matthew-j-smith/>
- Andrejevic, M., & Smith, M. J. (2005). Framing reality television. *Popular Communication*, 3, 137-143.
- Smith, M. J. (1999). Strands in the Web: Community-building strategies in online fanzines. *Journal of Popular Culture*, 33, 87-100.

McKerrow, R., Wood, A., & Smith, M. (1998). Publishing online: Challenging standards of hiring, promotion and tenure. *American Communication Journal*. <http://ac-journal.org/journal/vol11/iss3/editorials/mckerrow/tenurepub.html>

## Encyclopedia Entries

Smith, M. J. (2014). Byrne, John; Flash; and Johns, Geoff. In M. K. Booker (Ed.) *Comics through time: A history of icons, idols, and ideas*. Greenwood Publishing Group.

Smith, M. J. (2012). Comic book conventions and cultural practices; *Infinite crisis*. In B. H. Beaty and S. Weiner (Eds.) *Critical survey of graphic novels: History, theme, and technique*. Salem Press.

Smith, M. J. (2010). Byrne, John and Johns, Geoff. In M. K. Booker (Ed.) *Encyclopedia of comics and graphic novels*. Greenwood Publishing Group.

## Book Reviews

Smith, M. J. (2010). Review of *Last son*. *International Journal of Comic Art*, 12 (1), 524-5.

Smith, M. J. (2008). Review of *Stan Lee: Conversations*. *International Journal of Comic Art*, 10 (1), 576-8.

Smith, M. J. (2007). Review of *Comics as philosophy*. *International Journal of Comic Art*, 9 (2), 541-3.

Additional unpublished reviews conducted for Allyn & Bacon, Bloomsbury Academic, Children's Literature Association, Kendall-Hunt, Lawrence Erlbaum Associates, McGraw-Hill, the Media Education Foundation, Oxford University Press, Rowman & Littlefield, Routledge, Sage, Spring Nature, Yale University Press, and the University of Illinois Press.

## Presentations at Academic Conferences (Last 10 Years)

Since 1995 I have made 30 paper presentations, served on an additional 23 panels, and taught 6 short courses at state, regional, national, and international conferences. In the last ten years, I have made the following contributions at academic conferences:

Duncan, R., & Smith, M. J. (2021, August). *Grassroots comics in India: Activism through diffusion of innovations*. Paper presentation at the Comics Studies Society conference, online.

Smith, M. J., & Smith, T. (2020, November.) *Crisis management: Arrowverse crossovers as media consumption strategy*. Paper presentation at the National Communication Association conference, online.

Smith, M. J. (2020, October.) *Pilgrimage to Hall H: Fan agency at Comic-Con*. Paper presentation at the Annual Conference of the German Society for Comics Studies, online.

Smith, M.J. , & Duncan, R. (Chairs.) (2020, August). *Authors assemble! A roundtable on advancing comics studies*. Roundtable presentation accepted for presentation at the 2020 Comics and Popular Arts Conference, online.

Smith, M. J. (2019, November.) *"Hail to the King!" Jack Kirby and the comic book roots of the Black Panther*. Paper presentation at the National Communication Association conference, Baltimore, MD.

Smith, M.J. (Chair). (2019, November). *Shattering barriers: Hybridity, myth, and inverted expectations in Marvel's Black Panther*. Panel presentation at the National Communication Association conference, Baltimore, MD.

- Smith, M. J. (Respondent). (2017, November). *Taking aim at the CW's Arrowverse: Costumed heroes, cultural critiques, and commercial implications*. Panel presentation at the National Communication Association conference, Dallas, TX.
- Smith, M. J. (Respondent). (2017, November). *Working across boundaries: Collaboration as legacy building*. Panel presentation at the National Communication Association conference, Dallas, TX.
- Smith, M. J. (Respondent). (2016, November). *The Marvel Cinematic Universe as media phenomenon: Perspectives on adaptation and interpretation of superheroes on screen*. Panel presentation at the National Communication Association conference, Philadelphia, PA.
- Smith, M. J. (Chair). (2016, November). *Contributing to the conversation: Costumed superheroes and contemporary socio-political discourse*. Panel presentation at the National Communication Association conference, Philadelphia, PA.
- Smith, M. J., & Duncan, R. (2016, October). *The secret origins of comics studies—revealed!* Paper presentation at Canon Fodder: 2016 CXC Scholarly Symposium, Columbus, OH.
- Smith, M. J. (2015, November). *"The all-new Captain America" and the challenge of racial representation in Marvel Comics*. Paper presentation at the National Communication Association conference, Las Vegas, NV.
- Switzer, D. A., Geers, J., Hunt, A. K., Smith, M. J. (2015, October). *The praxis of animation*. Panel presentation at the Ohio Communication Association conference, Dayton, Ohio.
- Duncan, R., & Smith, M. J. (Chairs). (2015, April). *Meet the press(es): Series editors chart the future of comics studies*. Round table presentation accepted for presentation at the 2015 Popular Culture Association/American Culture Association conference, New Orleans, LA.
- Shirvani, S., Thomas-Maddox, C., Smith, M. J., Beck, C. S., & Tyus, J. (2014, October). *Past president's panel*. Panel at the Ohio Communication Association conference, Columbus, OH.

### **Invited Presentations (Last 10 Years)**

- Smith, M. J. (2022, October). *Comic books as communication: How to use comics as a serious medium*. Institut des Stratégies et Techniques de Communication, Lille, France.
- Smith, M. J. (2019, June 9). *Inside the Marvel Universe*. Franklin Institute, Philadelphia, PA.
- Smith, M. J. (2017, February). *Creating the Marvel Universe: From picto-fiction to motion pictures*. Lynchburg College, Lynchburg, VA.
- Smith, M. J. (2015, April). Keynote address to the Third Undergraduate Research Symposium. University of Puerto Rico-Río Piedras, San Juan, PR.
- Smith, M. J. (2014, October). *Integrating the ninth art in the curriculum*. Keynote address to the West Virginia Association of College English Teachers. West Liberty University, Wheeling, WV.
- Smith, M. J. (2014, April). *Jack Kirby and the technology of the imagination*. Plenary address at the Second Annual ComiConference, Central Michigan University, Mt. Pleasant, MI.
- Smith, M. J. (2014, March). *More than just words and pictures: Engaging students with graphic storytelling*. Presentation to the faculty of the University of Puerto Rico, San Juan, PR.

## Externally Funded Grants

Gallops, W., et al. (2018-present). *Summer Residential Governor's School for Humanities and Visual and Performing Arts*. Virginia Department of Education. Approved \$769,511 annually (\$3,847,555 total across first five years as dean).

Dowell, E., et al. (2022). *A union catalog of comics books*. National Endowment for the Humanities: Humanities Collections and Reference Grant. Submitted for review.

Lemieux, R., et al. (2022). *Life in the comics*. National Endowment for the Humanities: Media Projects — Production. Resubmitted.

Woo, B., et al. (2019). *Storming the Con: A collaborative ethnography of industry-audience relations in the entertainment industries*. Social Sciences and Humanities Research Council of Canada. Approved \$144,400.

## Curatorial Work

Co-curator of the *Marvel: Universe of Super Heroes* exhibit (<https://www.superhero-exhibition.com>). Since its opening in 2018, more than 1 million people have toured it in the following locations:

- Masse Basel, Switzerland, 2024
- Discovery Place, Charlotte, NC, 2023
- Oregon Museum of Science and Industry, Portland, OR, 2022-2023
- COSI, Columbus, OH, 2021-2022
- Museum of Science and Industry, Chicago, IL, 2021
- Henry Ford Museum, Dearborn, MI, 2020
- TELUS World of Science, Edmonton, Alberta, 2019
- Franklin Institute, Philadelphia, PA, 2019
- Museum of Popular Culture, Seattle, WA, 2018

## Selected Media Appearances

BBC News World Service. (2023, June 15). “Is it endgame for the Marvel Cinematic Universe?” *The Inquiry* podcast. (Featured guest). <https://www.bbc.co.uk/programmes/w3ct4wcz>

Stahlecker, K., & Winningham, S. (2021, October 15). “The Power of Comics with Matthew Smith” *The Captioned Life* podcast. (Featured guest). <https://www.thecaptionedlife.com/45-the-power-of-comics-with-matthew-smith/>

Clink, L., & Narcisse, E. (Hosts). (2020, December 17). “Origins” *Marvel Declassified* podcast on SiriusXM. (Commentator).

Woo, B., et al. (2020, September 8). Comic-Con@Home: Virtual comics event declared a failure by industry critics, but fans loved it. *The Conversation*. (Contributor).

Ducker, E. (2019, March 7). The future of superheroes is female. *Playboy*. <https://www.playboy.com/read/the-future-of-heroes-is-female> (Commentator).

Virginia Humanities. (2018, December 8). The art of superheroes. *With Good Reason*. <https://www.withgoodreasonradio.org/episode/drawing-history/> (Featured guest).

Culp, B. (Director). (2017). *Look to the sky* [Documentary]. (Commentator).

- Smith, M. J. (2014, October 31). A brief history of racial and gender diversity in comic book movies. The Washington Post. Retrieved from <http://www.washingtonpost.com/blogs/wonkblog/wp/2014/10/31/theres-been-10-year-diversity-drought-in-comic-book-movies-thats-changing/>
- McEnroe, C. (Host). (2014, May 28). Geek is chic: How Comic-Con became a pop culture phenomenon. *The Colin McEnroe show*. WNPR-FM. Hartford, CT. Available: <http://wnpr.org/post/geek-chic-how-comic-con-became-pop-culture-phenomenon>. (Featured guest).
- Philippe, A. O. (Director). (2010). *The people vs. George Lucas* [Documentary]. United States: Lions Gate. (Commentator).

## TEACHING

### Courses Taught

#### Media Studies:

American Television History  
 Animation History and Analysis  
 Cinephiles, Fanboys & Geek Girls  
 Computer-Mediated Communication  
 From ABC to WWW: The History of  
     Communication Technology, Culture, and  
     Controversy  
 Genres: Form, Content, and Culture  
 Media Literacy  
 Media Law  
 Seminar in Media Research  
 Strategic Communication Ethics (graduate level)  
 Television Criticism

#### Comics Studies:

Field Study: The Experience at Comic-Con  
 Graphic Novels of Alan Moore  
 Graphic Storytelling: Comic Books as Culture

#### Communication Studies:

Business and Professional Communication  
 Communication and Leadership (graduate level)  
 Communication and Philanthropy  
 Event Planning  
 Group Dynamics  
 Interpersonal Communication  
 Internship  
 Introduction to Communication Studies  
 Organizational Communication  
 Public Speaking  
 Senior Communication Seminar  
 Senior Honors Thesis

#### Composition:

Advanced Composition  
 Freshman Composition  
 Technical Writing  
 Traditional Grammar, Mechanics, and Usage

### Awards and Honors

Distinguished Teaching Fellow, Eastern Communication Association, 2014

Winner of the Peter C. Rollins Book Award in Sequential Art/Comics and Animation Studies, sponsored by the Southwest/Texas Popular Culture and American Culture Association, 2013

Will Eisner Comic Book Industry Awards nominee for “Best Educational/Academic Work” for co-authoring *Critical Approaches to Comics: Theories and Methods*, 2012

Artist in Residence at the University of Central Arkansas, Conway, AR, 2012

Rex Mix Program of Excellence Award recipient from the National Communication Association, 2010

Wittenberg Alumni Association Award for Distinguished Teaching, 2009 (the highest award a faculty member can earn for teaching at Wittenberg University)

## SERVICE

### **Academic Conferences Planned**

*Comics & Technology.* (2020, August 5-8). 3rd Annual Conference of the Comics Studies Society, Henderson State University, Arkadelphia, AR. (Canceled due to the pandemic).

*Redrawing Boundaries.* (2019, March 29-30). Conference of the Virginia Association of Communication Arts and Sciences, Radford University, Radford, VA.

*Interdisciplinarity, Interdependence, & Collaboration.* (2010, October 1-2). 74th Annual Conference of the Ohio Communication Association, Clark State Community College, Springfield, OH.

*Inspired.* (2009, October 3). 73rd Annual Conference of the Ohio Communication Association, Capital University, Columbus, OH.

### **Program Reviews**

Provided critical feedback for Communication programs as an outsider reviewer at:

- Longwood University, Farmville, VA, December 2021
- Augustana College, Rock Island, IL, April 2010
- State University of New York, Oswego, NY, March 2010
- Roanoke College, Roanoke, VA, January 2010

### **Selected Community Service Activities**

Christ Episcopal Church Blacksburg (2016-present)

Certified lay reader, usher, and instructor for middle/high school students

Christ Episcopal Church Springfield (2002-2016)

Senior Warden (2013-2016) and Vestry Member-at-Large (2012-2013)

Champion City Comic Con (2009-2015)

Co-founder and coordinator of this annual local comic book convention

### **Professional Affiliations**

Comics Studies Society (2014-present)

President (2020-2021); First Vice-President and Conference Co-Chair (2019-2020); Second Vice-President (2018-2019); Executive Board Member-at-Large (2016-2018)

Virginia Association of Communication Arts and Sciences (2018-2020)

Vice-President (2018-2019); Conference Co-Chair (2019) for “Redrawing Boundaries”

Ohio Communication Association (2004-2016)

Vice-President / President / Past President (2006-2012); Regional Representative (2004-2006)

National Communication Association (1996-2010; 2015-2021)

Eastern Communication Association (1998-2016)

Executive Council Representative (2002-2004, 2011-2013)

Chair, Ethics Statement Task Force Committee (2008-2014)

Academy of Television Arts and Sciences (2003-2007, 2011-2019)

Faculty Fellow (2012)

West Liberty University College of Liberal Arts Advisory Board (2011-2015)

Popular Culture Association (1995-2001; 2015-2016)