

## Zane Austin Willard

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Department of Communication  
4202 E. Fowler Ave, CIS 1040  
University of South Florida  
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zawillard@usf.edu  
Pronouns: he/him/his

### Education

PhD, University of South Florida, College of Arts & Sciences, Communication, present  
Major Area: Critical Cultural Studies  
Minor Areas: Organizational Communication & Media Studies  
Advisor: Mahuya Pal, Ph.D.

MA, University of South Florida, College of Arts & Sciences, Communication, 2023  
Thesis: “Queen of the Mother-Tucking (Western) World”: Authenticity & Nationality on  
*Drag Race*  
Advisor: Rachel E. Dubrofsky, Ph.D.  
Committee: Keith Berry, Ph.D. & Diana Leon-Boys, Ph.D.

BA, University of Tampa, College of Arts & Letters, Communication & Film, 2021  
Minors: History & Cinema Studies  
Thesis: The Strategic Rhetoric of Straightness and the Commodification of Queerness in  
the Cinema of AIDS  
Advisor: Alisha L. Menzies, Ph.D.

BA, University of Tampa, John H. Sykes College of Business, Economics, 2021  
Thesis: Unlikely Heroes: Social Entrepreneurship During the AIDS Crisis in  
San Francisco  
Advisor: Abigail R. Hall, Ph.D.

### Professional Positions

Graduate Teaching Associate, Department of Communication, University of South Florida,  
2023-present

Graduate Research Associate, Department of Communication, University of South Florida,  
2023-present

Graduate Instructional Assistant of Communication Education, College of Engineering,  
University of South Florida, 2022-present

Graduate Teaching Assistant, Department of Communication, University of South Florida,  
2021-2023

## Publications

### *Refereed Journal Articles*

**Willard, Zane Austin.** (2023). Fostering Critical Consciousness: Critical Service-Learning and Intersectional Reflexivity in the First-Year Classroom. *Communication Teacher*, <https://doi.org/10.1080/17404622.2023.2263533>.

**Willard, Zane Austin.** (2022). Reframing Performance's Ontology: Hybridity in Contemporary Performance Art's Ontology. *International Journal of Performance Arts and Digital Media*, 18(3), 390-402, <https://doi.org/10.1080/14794713.2022.2097982>.

### *Projects In Revision & Under Review*

Menzies, Alisha L. & **Willard, Zane Austin.** (Under 1<sup>st</sup> Review). Zaya's Future: Fashioning the Black Transnormative Youth in the Press. *Journal of Communication Inquiry* [for special issue: "Between the Sheets: Sex in the Press | Identities, Institutions, and Issues"].

Dubrofsky, Rachel E. & **Willard, Zane Austin.** (In 1<sup>st</sup> Revision). *RuPaul's Drag Race: Queer Authenticity vs. Western Whiteness. Communication, Culture, and Critique* [for special issue: "Transnational Queer Cultures and Digital Media"]

Regutti, Kailin R., **Willard, Zane Austin,** & Pal, Mahuya. (Under 1<sup>st</sup> Review). Regimes of Visibility in Disney's CSR: Corporate Wokeness, Neoliberalism, and Promotional Industries. In L. Edwards, J. V. Cabanes, and C. Bourne (Eds.) *Handbook of Promotional Culture and Society*. Sage. [invited]

## Awards

James E. Popovich Award (for MA student success in Graduate Studies), Department of Communication, University of South Florida, 2023.

Elias J. & Vivian Zrake Nader Award (for MA student success in Critical Cultural Studies, Performance & Rhetoric), Department of Communication, University of South Florida, 2023.

## Fellowships

Frederic Bastiat Research Intensive Fellowship, Mercatus Center at George Mason University, (\$5000), 2023-24

Frederic Bastiat Fellowship, Mercatus Center at George Mason University, (\$2500), 2022-23

Don Lavoie Fellowship, Mercatus Center at George Mason University (\$1000), Fall 2021

President's Leadership Fellow, Office of Student Leadership & Engagement, The University of Tampa, (\$4000), 2016-2020

**Grants**

Recipient, University of South Florida Student Government Travel Grant, (\$500),  
Spring 2022

**Teaching**University of South Florida- Department of Communication

*Instructor of Record*

Public Speaking

\*\*\*online, hybrid, and in-person

*Graduate Teaching Assistant*

Introduction to Communication

Communication & Cultural Diversity

University of South Florida- College of Engineering

*Graduate Instructional Assistant*

Globalization & Technology

Engineering Economics with Social and Global Implications

\*\*\*Assists with Intercultural, Interpersonal, and Media Communication Components

University of Tampa—Office of First-Year Engagement

*Undergraduate Teaching Assistant*

First Year Seminar 1

First Year Seminar 2

Transfer Student Seminar

**Invited Talks**

"Between the Lines: Creating and Understanding Social Media Identities," Moderator for Alisha L. Menzies, Ph.D., *Controversies in Communication Series*, University of Tampa College of Arts and Letters and University of South Florida Osher Life Long Learning Institute, Charlene Gordon Theater, The University of Tampa, Tampa, Florida, USA, 2022.

"Tik Tok: Not Just for Kids Anymore," Co-Presenter with Alisha L. Menzies, Ph.D., *Controversies in Communication Series*, University of Tampa College of Arts and Letters and University of South Florida Osher Life Long Learning Institute, virtual, 2021.

"We Are What We Say: Celebrity and Communication Mistakes," Co-Presenter with Alisha L. Menzies, Ph.D., *Controversies in Communication Series*, University of Tampa College of Arts and Letters and University of South Florida Osher Life Long Learning Institute, Crescent Club, The University of Tampa, Tampa, Florida, USA, 2020.

**Conference Papers**

Paper (part of a competitive panel) (co-authored/co-presented with Rachel E. Dubrofsky), "RuPaul's Drag Race: Queer Authenticity vs. Western Whiteness," *Liberating Queerness: Queer Theory's Radical Potential for Making Sense of the Past, Critiquing the Present, and Imagining the Future*, Critical and Cultural Studies Division, Caucus

on LGBTQ Concerns, National Communication Association convention, National Harbor, Maryland, USA, 2023. (forthcoming)

Roundtable Participant (invited), *Permission to Scream: From Frustration and Futility to Boundary Pushing and Academic Freedom in Teaching Communication Across Disciplines*, Instructional Development Division, National Communication Association convention, National Harbor, Maryland, USA, 2023. (forthcoming).

Competitive Paper, “The Life and Death of Gay Promiscuity in *When We Rise*,” *Top Papers in Gender Studies*, Gender Studies Division, Southern States Communication Association convention, Saint Petersburg, Florida, USA, 2023. **\*\*\*Runner-Up for Top Student Paper**

Competitive Paper, “Melancholia in the Chicana Art of AIDS: Tracing *Memento Mori* in the *Rasquache* Aesthetic,” *Bodies and Agency, Identity, Inclusion, and Social Justice* Division, Southern States Communication Association convention, Saint Petersburg, Florida, USA, 2023.

Competitive Paper, “Are you ready for Thai Tea?: Performing-not-performing Queer Asia on *RuPaul’s Drag Race UK vs The World*”, *Things You Say You Love: The Examination of Culture, Youth, and Gender Perspectives*, Popular Communication Division, Southern States Communication Association convention, Saint Petersburg, Florida, USA, 2023.

Competitive Paper, “Exhibiting Performance Art: An Ontological Debate,” *Contributed Papers in Performance Studies*, Performance Studies Division, Southern States Communication Association convention, Greenville, South Carolina, USA, 2022.

Competitive Paper, “The Strategic Rhetoric of Straightness and the Commodification of Queerness in the Cinema of AIDS,” *Queer and Trans Media Studies*, Society for Cinema and Media Studies convention, virtual, 2022.

Competitive GIFTS Presentation, “Enhancing the First Year Experience: The Community as an Agent for Connection,” *Great Ideas for Teaching Students*, Florida Communication Association convention, virtual, 2021.

### **Additional Conference Participation**

Participant, *Organizing Freedom 101: Learning to Collaborate, Curate, and Create Culturally Intelligent Community Organizations and Partnerships that Make a Difference*, Preconference Session, National Communication Association convention, National Harbor, Maryland, USA, 2023. (forthcoming).

Panel Chair & Session Organizer, *Liberating Queerness: Queer Theory’s Radical Potential for Making Sense of the Past, Critiquing the Present, and Imagining the Future*, Critical and Cultural Studies Division, Caucus on LGBTQ Concerns, National Communication Association convention, National Harbor, Maryland, USA, 2023. (forthcoming).

Roundtable Chair & Session Organizer, *Existing & Resisting Anti-Woke: Graduate Student Perspectives*, Activism and Social Justice Division, National Communication Association convention, National Harbor, Maryland, USA, 2023. (forthcoming).

Roundtable Co-Chair & Session Organizer (co-chair with Alisha L. Menzies), *Critical Pedagogies in the Times of Anti-Woke: Existing and Resisting in the Classroom*, Scholarship on Teaching and Learning, National Communication Association convention, National Harbor, Maryland, USA, 2023. (forthcoming).

Panel Chair, *The Impacts of Social Media: Analyzing Discourse on the Facebook Shutdown, Political Polarization, Humor, and Beauty Standards*, Student Section, National Communication Association convention, National Harbor, Maryland, USA, 2023. (forthcoming).

Panel Chair, *Sexuality and Gender in Communication*, Gender Studies Division, Southern States Communication Association convention, Saint Petersburg, Florida, USA, 2023.

Undergraduate Poster Judge, Florida Communication Association convention, virtual, 2021

### **Invited Class Lectures**

“Beyond the Numbers: The Realities of Economic Decision-Making for Engineers,” Guest Lecture for *Engineering Economics with Social and Global Implications*, University of South Florida College of Engineering, virtual, 2023.

“Going Global: The Politics of Global Drag Identity on *Drag Race*,” Guest Lecture for *Global Communication*, University of Tampa Master of Arts in Professional Communication, Tampa, Florida, USA, 2023.

“Textual Analysis & Critical Media Studies: Interrogating Popular Culture,” Guest Lecture for *Popular Communication*, University of Tampa Master of Arts in Professional Communication, Tampa, Florida, USA, 2023.

“Critical Media Studies in Intercultural Communication,” Guest Lecture for *Intercultural Communication*, University of Tampa Department of Communication, Tampa, Florida, USA, 2022.

“Media as Public Pedagogy,” Guest Lecture for *Media & Society*, University of Tampa Department of Communication, Tampa, Florida, USA, 2022.

“Media Analysis: Masculinity in HBO’s *Chernobyl*,” Guest Lecture for *Globalization & Technology*, University of South Florida College of Engineering, Tampa, Florida, USA, 2022.

“Intersectionality and The Reality of Demographics in Decision-Making,” Guest Lecture for *Engineering Economics with Social and Global Implications*, University of South Florida College of Engineering, Tampa, Florida, USA, 2022.

“Masculinity as Performance in Popular Media,” 3-Class Lecture Series for *Media & Society*, University of Tampa Department of Communication, Tampa, Florida, USA, 2022.

“Movie Posters: Iconography and Visual Rhetoric in Practice,” Guest Lecture for *Visual Literacy*, University of Tampa Department of Communication, Tampa, Florida, USA, 2022.

“The Sanctuary: Museums and Galleries as Sacred Places,” Guest Lecture for *History of Video Art*, University of South Florida Department of Humanities, virtual, 2021.

“Interpreting Oppression Through Storytelling,” Guest Lecture for *Introduction to Gender Studies*, University of Tampa College of Arts & Letters, Tampa, Florida, USA, 2021.

“Sorry, Not Sorry: Race and Gender in Cancel Culture,” Guest Lecture for *Popular Communication*, University of Tampa Master of Arts in Professional Communication, Tampa, Florida, USA, 2021.

“Blurring Lines: Authenticity, Friendship, and Peer Mentoring,” Guest Lecture for *Peer Mentoring*, University of Tampa First Year Peer Mentorship Program, Tampa, Florida, USA, 2020.

“Cancel Culture & Communication Mistakes,” Guest Lecture for *Mass Media & Society*, University of Tampa Department of Communication, Tampa, Florida, USA, 2020.

### **Group Art Exhibitions—Juried**

University of Tampa’s Alumni Photography Showcase  
Ferman Center for the Arts, Tampa, Florida, USA, 2023  
*Fleur de Nuit, No. 1*, 2021

#visibleUSF: Queering the Art Narrative through Curatorial Activism  
Carolyn M. Wilson Gallery, Tampa, Florida, USA, 2022  
*Oil Spill, No. 1*, 2021  
*Sunspot Triptych*, 2021  
*4 Paintings 1 Drawing*, 2020

Convergence: A Contemporary Photography Exhibition  
Indianapolis Art Center, Indianapolis, Indiana, USA, 2022  
*Oil Spill, No. 1*, 2021  
*Fleur de Nuit*, 2021

The 2021 Contemporary Art Survey  
The Lincoln Center, For Collins, Colorado, USA, 2021  
*Sunspot Triptych*, 2021

May 2021 Group Art Show  
Jones Gallery, Kansas City, Missouri, USA, 2021  
*Oil Spill, No. 1*, 2021

A Certain Kind of Blue  
Analog Forever, Virtual, 2021  
*Cosmic Self-Portrait Diptych*, 2021

### **Film Festivals—Juried**

#### Solo Projects

Lift-Off Filmmaker Session  
Lift-Off Global Network, London, UK, 2019  
*Gendered Fitness* (2019)  
*Switzerland* (2018)

Tampa International Gay & Lesbian Film Festival  
Tampa Theatre, Tampa, Florida, USA, 2018  
*Switzerland* (2018)  
**Official Short-Film Selection**

Toronto Alternative Film Festival  
EVN Film Studios, Toronto, Ontario, CAN, 2018  
*Switzerland* (2018)  
**Semifinalist, Short Documentary**

The University of Tampa's Black Box Film Festival  
Reeves Theatre, Tampa, Florida, USA, 2018  
*Switzerland* (2018)

#### Collaborative Projects

IMPACT Doc Awards  
Virtual Exhibition, 2018  
*Wolfpack Squad* (2018)  
Role: Lead Editor  
**Award of Merit**

One-Reeler Short Film Competition  
Virtual Exhibition  
*Wolfpack Squad* (2018)  
Role: Lead Editor  
**Honorable Mention**

### **Group Exhibitions—Non-Juried**

Recycling is Art Gala  
Henry B. Plant Park, Tampa, Florida, USA, 2021  
*Penetration* (2021)

The University of Tampa's NASAD Exhibition  
 The University of Tampa's Black Box Theatre, Tampa, Florida, USA  
*Switzerland* (2018)  
*Big Creek* (2017)

### **Professional Service**

Editorial Assistant, *Journal of International and Intercultural Communication*, 2023-present

Member, Constitutional Convention Committee, Florida Communication Association,  
 2021-22

### **University Service**

Session Leader with Bianca Siegenthaler, "Navigating the 2<sup>nd</sup> Year of Your M.A.,"  
 Department of Communication, University of South Florida, 2023.

Peer Mentor for 1st Year MA Students, Department of Communication, University of South  
 Florida, 2022-23, 2023-24

### **Media**

Interviewed for my work with The OUT Foundation and CrossFit Big Guava for *UT Life*,  
 "UT Senior Promotes Inclusive Wellness with The OUT Foundation," February 24,  
 2021, <https://www.ut.edu/news-and-ut-life/ut-senior-promotes-inclusive-wellness-with-the-out-foundation>.

### **Professional Development**

Participant, Artificial Intelligence in Higher Education, Workshop Led by Tim Henkel,  
 Center for Innovative Teaching & Learning, University of South Florida, 2023

Online Instructor Re-Certification, Center for Innovative Teaching & Learning, University  
 of South Florida, 2023

Participant, Microaggressions in the Academy, Workshop Led by Lisa Hanasono, (Bowling  
 Green State University), Department of Communication, University of South Florida,  
 2023

Participant, First-Year Public Speaking Instructor Workshop Series Led by Aubrey A. Huber  
 and David Dooling, Department of Communication, University of South Florida, 2022-  
 2023

Participant, Teaching with HB7, Workshop Led by Rachel E. Dubrofsky, Department of  
 Communication, University of South Florida, 2022

Online Instructor Certification, Center for Innovative Teaching & Learning, University of  
 South Florida, 2022



## **Reviewer**

### Journals

*International Journal of Performance Arts and Digital Media*

### Conference Submissions

National Communication Association

Critical and Cultural Studies Division—2023

Caucus on LGBTQ Concerns—2023

GLBTQ Communication Studies Division—2023

Student Division—2022, 2023

Southern States Communication Association

Identity, Inclusion, and Social Justice Division—2024

Gender Studies Division—2023, 2024

Association for Education in Journalism and Mass Communication

Commission on Graduate Education—2023

## **Memberships**

International Communication Association

Activism, Communication, and Social Justice Interest Group—2023-present

Feminist Scholarship Division—2023-present

LGBTQ Studies Interest Group—2023-present

Organizational Communication Division—2023-present

Popular Media & Culture Division—2023-present

National Communication Association

Rhetorical and Communication Theory Division—2023-present

Organizational Communication Division—2023-present

International and Intercultural Division—2023-present

Activism and Social Justice Division—2023-present

Caucus on LGBTQ Concerns—2022-present

Critical and Cultural Studies Division—2021-present

GLBTQ Communication Studies Division—2021-present

Student Section—2021-present

Southern States Communication Association

Identity, Inclusion, and Social Justice—2023-present

Gender Studies Division—2022-Present

Philosophy & Ethics Interest Group—2021-present

Society of Cinema and Media Studies

Media, Science, and Technology SIG—2022-present

Gender and Feminisms Caucus—2021-present

Queer and Trans Caucus—2021-present

Critical Media Pedagogies SIG—2021-present

Television Studies SIG—2021-present

Surveillance Studies Network—2023-present

Florida Communication Association—2021-present

### **Non-Academic Professional Positions**

Board of Directors: Director of Operations & Finance, XO Productions, Tampa, Florida, USA, 2023-present

Head Coach, CrossFit Big Guava, Tampa, Florida, USA, 2020-present  
Director of Fundamental Programs, 2020-2022  
Assistant Coach, 2019-2020

Podcast Editor & Producer, The Outcast Podcast, The OUT Foundation, Remote, 2019-2021

Peer Mentor, Office of First-Year Experience, University of Tampa, Tampa, Florida, USA, 2019-2021

Volunteer & Sponsorship Coordinator, Florida GRID League, Tampa, Florida, USA, 2018-2019

Student Advisor, National Student Leadership Conference, Washington D.C., USA, 2018

Director of Public Relations, PEACE Volunteer Center, University of Tampa, Tampa, Florida, USA, 2017-2018

Director of Marketing, Control The Room, Remote, 2017-2018  
Social Media Intern, 2016-2017

### **Technical Skills**

Adobe Creative Cloud

Photoshop, Illustrator, Lightroom, InDesign, Premiere Pro, AfterEffects

Office Software

Microsoft Office, G-Suite, Apple Products, Canva

Filmmaking Software

Final Draft (Screenwriting), ProTools (Audio), Maya (3D Animation),  
ToonBoom Harmony (2D Animation), MadMapper (Projection Mapping)

Film and Photography Hardware

DSLR, Blackmagic 4D, RED, Studio Lighting, On Set & Studio Recorded Audio

Analog Photography Skills

Cyanotype Printing, Salt Printing, Lumen Printing, Transfer Film, Tea & Wine Staining