

## Bill D. Herman

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### EDUCATION

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- 2009 Ph.D., Communication, Annenberg School for Communication, University of Pennsylvania. With distinction. Dissertation Adviser: Michael X. Delli Carpini.
- 2002 M.A., Speech Communication, Colorado State University. Lambda Pi Eta. Thesis Adviser: Dennis Phillips.
- 1999 B.A., Philosophy, Colorado State University. *Cum laude*, Phi Beta Kappa.
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### ACADEMIC POSITIONS, COURSES TAUGHT

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#### **Fordham University**

Assistant Professor of Communications and Media Management, Gabelli School of Business, September 2015 to present

- Business Communications 1
- Leadership Communication (MBA-level)
- Business Communications 2

#### **Hunter College**

Assistant Professor of Media Studies, September 2009 to August 2015  
Instructor of Media Studies, August 2008 to August 2009

- Digital Copyright
- Statistical Methods for Media Research
- Strategic Communication and Marketing for the Arts
- Internet and Society
- Internet Research
- Introduction to Media Studies (with Robert Stanley, Ph.D.)
- Understanding New Media
- Communication, Technology, and Change
- History of Broadcasting

#### **New York University**

Adjunct Assistant Professor of Media, Culture, and Communication, Fall 2009

- Information Law and Policy (MA/PhD-level, with Kenneth Farrall, Ph.D.)

#### **Annenberg School for Communication, University of Pennsylvania**

Graduate Teaching Fellow/Graduate Research Fellow, September 2003 to May 2006

- Advertising & Society (Professor: Joseph Turow, Ph.D.)
- Introduction to Film Forms & Contexts (Professor: Paul Messaris, Ph.D.)

### **Colorado State University**

Lecturer of Speech Communication, August 2002 to July 2003

Assistant Director of Forensics, August 2001 to July 2002

Graduate Teaching Assistant, August 2000 to July 2002

Assistant Debate Coach, August 1999 to May 2000

- Intercollegiate Forensics (with several)
- Public Speaking (sole instructor)

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## **PUBLICATIONS**

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### **Books**

Herman, B.D. (2013). *The fight over digital rights: The politics of copyright and technology*. New York: Cambridge University Press.

### **Journal Articles**

Herman, B.D. (2015). Dissolving innovation in Meltwater: Copyright and online search. *Journal of Information Policy* 5. 204-244.

<http://www.jstor.org/stable/10.5325/jinfopoli.5.2015.0204>

Herman, B.D., & Kim, M. (2014). The internet defends itself: The network neutrality debate on the web. *The Information Society* 30(1), 31-44.

Herman, B.D. (2012). A political history of DRM and related copyright debates, 1987-2012. *Yale Journal of Law & Technology* 14, 162-225. <http://yjolt.org/political-history-drm-and-related-copyright-debates-1987-2012>

Herman, B.D. (2012). Taking the copyright online: Comparing the copyright debate in congressional hearings, in newspapers, and on the web. *Journal of Computer-Mediated Communication* 17(3), 354-368. <http://onlinelibrary.wiley.com/doi/10.1111/j.1083-6101.2012.01575.x/abstract>

Herman, B.D. (2008). Breaking and entering my own computer: The contest of copyright metaphors. *Communication Law and Policy* 13(2), 231-274.

Herman, B. D. (2006). Opening bottlenecks: On behalf of mandated network neutrality. *Federal Communications Law Journal* 59(1), 107-159. <http://ssrn.com/abstract=902071>

Herman, B. D., & Gandy Jr., O. H. (2006). Catch 1201: A legislative history and content analysis of the DMCA exemption proceedings. *Cardozo Arts & Entertainment Law Journal* 24(1), 121-190. <http://ssrn.com/abstract=844544>

Herman, B. D. (2006). Scratching out authorship: Representations of the electronic music DJ at the turn of the 21st Century. *Popular Communication* 4(1), 21-38. <http://ssrn.com/abstract=881131>

Ott, B.L., & Herman, B. D. (2003). Mixed messages: Resistance and reappropriation in rave culture. *Western Journal of Communication*, 67(3), 249-270.

### Book Chapters and Encyclopedia Articles

Herman, B.D. (forthcoming). Teaching digital copyright: Approaches at the university level. In R. Hobbs (Ed.), *The Routledge Companion to Media Education, Copyright and Fair Use*. New York: Routledge.

Herman, B. D. (2016). Policies for online search. In *Oxford Research Encyclopedia of Communication*. New York: Oxford University Press.  
<http://communication.oxfordre.com/view/10.1093/acrefore/9780190228613.001.0001/acrefore-9780190228613-e-186>

### Other Publications

Herman, B.D. (2016). [Review of the book Digital depression: Information technology and economic crisis]. *New Media & Society* 18(3), 528-530.

Herman, B.D. (2016, February 20). The FBI's demands to hack Tashfeen Malik's iPhone are a threat to everyone's online security. *USAPP: American Politics and Policy* [London School of Economics]. <http://blogs.lse.ac.uk/usappblog/2016/02/20/the-fbis-demands-to-hack-tashfeen-maliks-iphone-are-a-threat-to-everyones-online-security/>

\*Republished as: Herman, B.D. (2016, February 23). The FBI-Apple Wrangle Is Not, Repeat Not About Terrorism. *Newsweek*.  
<http://www.newsweek.com/fbiapple-wrangle-not-repeat-not-about-terrorism-429556>

Herman, B. D. (2015, March 14). 'Emailgate' shows Clintonian exceptionalism — in press coverage, not her behavior. *USAPP: American Politics and Policy* [London School of Economics]. <http://blogs.lse.ac.uk/usappblog/2015/03/14/emailgate-shows-clintonian-exceptionalism-in-press-coverage-not-her-behavior/>

Herman, B.D. (2013). Deepening insights into copyright and culture. [Review of the books: *Reclaiming fair use: How to put the balance back in copyright*; and *Pop song piracy: Disobedient music distribution since 1929*]. *New Media & Society* 15(5), 797-802.

Decherney, P., Herman, B., Silbey, J., & Tushnet, R. (2013). Surveying recent scholarship on fair use: A conversation. *Cinema Journal* 52(2), 138-150.

Herman, B.D. (2011). New media law and policy. [Review of the books: *Privacy in context: Technology, policy, and the integrity of social life*; *Free speech in the new media*; and *Intellectual property law and interactive media: Free for a fee*]. *New Media & Society* 13(2), 350-356.

Ad Hoc Committee on Fair Use and Academic Freedom, International Communication Association (2010). *Clipping Our Own Wings: Copyright and Creativity in*

*Communication Research*. [Lead author.]

[http://archive.cmsimpact.org/sites/default/files/documents/pages/ICA\\_-\\_Clipping.pdf](http://archive.cmsimpact.org/sites/default/files/documents/pages/ICA_-_Clipping.pdf)

Herman, B. D. (2010, Spring). [Review of the book *The future of the internet and how to stop it*]. *Global Media Journal (American Edition)* 9(16).

<http://lass.purduecal.edu/cca/gmj/sp10/issue-book-reviews/herman-bookrev.htm>

Herman, B. D. (2010, January 28). Why media and journalism scholars support network neutrality. *Save the Internet*. <http://www.savetheinternet.com/blog/10/01/28/why-media-and-journalism-scholars-support-network-neutrality>

Herman, B. D. (2006, May 10). Telecoms push for net takeover. *The Independent*, p. 9.

Herman, B. D. (2006, April 15). Our internet, not theirs: Why we need net neutrality legislation now. *Philadelphia Independent Media Center*.

<http://phillyimc.org/en/2006/04/21228.shtml> (dead link)

Herman, B. D. (2005, August). [Review of the book *From Gutenberg to the global information infrastructure: Access to information in the networked world*]. *Resource Center for Cyberculture Studies, Book Reviews*.

<http://rccs.usfca.edu/bookinfo.asp?ReviewID=328&BookID=278>

Herman, B. D. (2004, December 3). The new "F" word: Indexed out of the election debate. *Flow*, 1(5). <http://flowtv.org/?p=669>

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## PEER-REVIEWED CONFERENCE PAPERS

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Herman, B.D. (2015, May). Dissolving innovation in Meltwater: An attack on online search. Paper presented at the annual meeting of the International Communication Association, San Juan, PR.

*\*Top faculty paper in Communication Law and Policy*

Herman, B.D. (2012, May). Can YouTube unite us all? Integrating course content across the theory/production divide. Paper presented at the annual meeting of the International Communication Association, Phoenix, AZ.

*\*Top panel in Instructional and Developmental Communication.*

Herman, B.D. (2010, June). *Taking the copyright online: Comparing the copyright debate in congressional hearings, in newspapers, and on the web*. Paper presented at the annual meeting of the International Communication Association, Singapore.

Herman, B.D. (2009, May). *Analog fights over digital rights: The congressional debate over copyright and digital rights management, 1989-2006*. Paper presented at the annual meeting of the International Communication Association, Chicago, IL.

Herman, B.D. (2009, April). *Using web graph analysis to study online policy advocacy: An introduction and example*. Paper presented at the Massachusetts Institute of Technology conference, "Media in Transition 6: Stone and Papyrus, Storage and Transmission," Cambridge, MA.

Herman, B.D. (2007, April). *Dead traders, not Dead traitors: The online politics of trading Grateful Dead bootlegs*. Paper presented at the Massachusetts Institute of Technology conference, "Media in Transition 5: Creativity, Ownership, and Collaboration in the Digital Age," Cambridge, MA.

\*Panel presentation.

Herman, B. D. (2006, November). *Breaking and entering my own computer: The contest of copyright metaphors*. Paper presented at the annual meeting of the National Communication Association, San Antonio, TX.

Herman, B. D. (2006, August). *Opening bottlenecks: On behalf of mandated network neutrality*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Herman, B. D., & Simpson, N. (2006, April). *Fraud or false alarm? A research proposal for contrasting online and offline representations of Bush's re-election*. Paper presented at the annual meeting of the Eastern Communication Association, Philadelphia, PA.

Herman, B. D. (2005, November). *Unwritten potential: Extending textual criticism into interactive digital media*. Paper presented at the annual meeting of the National Communication Association, Boston, MA.

Herman, B. D., & Gandy Jr., O. H. (2005, August). *Catch 1201: An analysis of discourse in the 2000 and 2003 DMCA anticircumvention hearings*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, San Antonio, TX.

Herman, B. D. (2005, May). *Dead traders: A textual analysis of websites trading in Grateful Dead bootlegs*. Paper presented at the annual meeting of the International Communication Association, New York, NY.

Herman, B. D., & Shaker, L. (2005, April). *Copyright and international civil society: A proposed role for the OSCE*. Paper presented at the annual conference of the New Jersey Communication Association, Trenton, NJ.

Herman, B. D. (2004, May). *Scratching out authorship: The DJ's shifting role in the electronic music industry*. Paper presented at the annual meeting of the International Communication Association, New Orleans, LA.

\*Top 3 papers in *Popular Communication*.

Herman, B. D. (2004, April). *Ambiguity begets obfuscation: The tangled world of college and university policies relating to multimedia and copyright*. Paper presented at the Florida Atlantic University conference, "Battling for Ownership of the Arts: Who Controls Music, Film, Publishing, and Visual Communication?" Boca Raton, FL.

Herman, B. D. (2003, February). *Jocks online: A critical feminist analysis of online DJ culture*. Paper presented at the annual meeting of the Western States Communication Association, Salt Lake City, UT.

Herman, B. D. (2003, February). *The war on peace rhetoric: The exclusion of dissenting voices in the debate on U.S. drug policy*. Paper presented at the annual meeting of the Western States Communication Association, Salt Lake City, UT.  
\*Panel presentation.

Ott, B.L., & Herman, B. D. (2002, November). *Resistance, reappropriation, and rave culture: From communion to commodification*. Paper presented at the annual meeting of the National Communication Association, New Orleans, LA.

Herman, B. D. (2002, March). *Off the hook: An analysis of a Donald Glaude DJ-mixed CD*. Paper presented at the annual meeting of the Western States Communication Association, Long Beach, CA.

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## POLICY TESTIMONY

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*Hearing on Exemption to Prohibition on Circumvention of Copyright Protection Systems for Access Control Technologies*, 13 (April 3, 2006) (statement of Bill Herman), <http://www.copyright.gov/1201/2006/hearings/transcript-april03.pdf>.

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## INVITED LECTURES AND PRESENTATIONS

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Herman, B.D. (2015, September). Presentation given as part of the panel session, "The academic job search," Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA.

Herman, B.D. (2015, June). "The fight over digital rights: The politics of copyright and technology," presentation given as part of New York Metro American Studies Association (NYMASA) Summer Institute, Brooklyn, NY.

Herman, B.D. (2013, October). Presentation given as part of the panel session, "Content aggregation: Fair use or a use too far?", sponsored by the New York Chapter of the Copyright Society of the U.S.A., New York, NY.

Herman, B.D. (2012, December). Presentation given as part of the panel session, "After the ordeal: Public policy in the post-SOPA/PIPA world," at the Copyright and Technology NYC 2012 Conference, New York, NY.

Herman, B.D., & Kim, M. (2010, August). *The internet defends itself: The network neutrality debate on the web*. Report on research in progress given as part of the panel session, "AEJMC Scholars Program Showcase" at the annual meeting of the Association for Education in Journalism and Mass Communication, Denver, CO.

Herman, B.D. (2010, June). Presentation given as part of the panel session, "Communications scholarship, fair use and copyright confusion: Creative costs of scholarship foregone," at the annual meeting of the International Communication Association, Singapore.

Herman, B.D. (2009, November). *David and Goliath go online: Geek law and internet advocacy*. Presentation given as part of the monthly series, News/Geek, at Newsweek, New York City.

Herman, B.D. (2009, May). Presentation given as part of the preconference, "Fair use and academic freedom: Asserting fair use rights in communication" at the annual meeting of the International Communication Association, Chicago, IL.

Herman, B.D. (2008, May). *Copyfighting across media: Learning from the research and communication strategies connecting copyright scholars to activists*. Presentation given as part of the pre-conference, "Bridging scholar/activist divides in the field of communications," at the annual meeting of the International Communication Association, Montreal, QC, Canada.

Herman, B.D. (2007, November). *Policy issues for alternative journalism: What are our legal rights and responsibilities?* Presentation given at the Annenberg School for Communication conference, "The politics and stakes of alternative journalism," Philadelphia, PA.

Herman, B.D. (2007, August). *Studying online political communication with web graph analysis: Two examples*. Presentation given as part of the short course, "Machine politics/politics of the machine," at the annual meeting of the American Political Science Association, Chicago, IL.

Herman, B.D. (2007, August). Presentation given as part of the panel session, "Neutral or not: Will unfettered broadband content and services prevail in the future of the internet?" at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, DC.

Herman, B. D. (2005, April). *Using QSR N6 in computer-aided content analysis*. Lecture given at the Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA.

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## GRANTS

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Hunter College Presidential Travel Award, 2015: \$900.

Professional Staff Congress-City University New York (PSC-CUNY) Research Award, 2014 to 2015: \$3,486.73.

Hunter College Presidential Travel Award, 2014: \$1,500.

Professional Staff Congress-City University New York (PSC-CUNY) Research Award, 2013 to 2014: \$3,492.

Hunter College Presidential Travel Award, 2013: \$2,200.

Professional Staff Congress-City University New York (PSC-CUNY) Research Award, 2012 to 2013: \$3,418.

Hunter College Presidential Travel Award, 2012: \$1,600.

Professional Staff Congress-City University New York (PSC-CUNY) Research Award, 2011 to 2012: \$3,295.

Hunter College Presidential Travel Award, 2011: \$1,250.

Professional Staff Congress-City University New York (PSC-CUNY) Research Award, 2010 to 2011: \$3,500.

Association for Education in Journalism and Mass Communication (AEJMC) Scholars Program, 2009 to 2010 (grant co-authored with Minjeong Kim, Colorado State University): \$2500 for research support, \$500 for travel to 2010 AEJMC.

American University Center for Social Media grant for travel to annual meeting of International Communication Association, June, 2010: \$1800.

Hunter College Presidential Travel Award, 2010: \$1,650.

PSC-CUNY Research Award, 2009 to 2010: \$4,000.

Hunter College Presidential Travel Award, 2009: \$1,100.

Annenberg School for Communication Dissertation Research Fellowship, 2007 to 2008: \$21,500.

Annenberg Summer Research Fellowship, 2006: \$4,000.

Annenberg Foundation Trust at Sunnylands grant for travel to Communication Technology and Social Policy in the Digital Age: Expanding Access, Redefining Control, Rancho Mirage, CA, March, 2006.

Fellow, Annenberg Summer Institute for Methods and Statistics, Multiple Regression and ANOVA, June, 2005.

Free Press grant for travel to Illinois Institute for Media Policy Reform conference, Urbana-Champaign, IL, and Free Press National Conference on Media Reform, St. Louis, Missouri, May, 2005.

Project for Global Communication Studies grant for travel to two-week seminar, "Intellectual Property in Comparative Perspective: The Cultural Implications of Technological Change," Budapest, Hungary, August, 2004.

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## **AWARDS**

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Top Faculty Paper, Communication Law and Policy Division, International Communication Association Annual Conference, May, 2015.



Top Panel, Instructional and Developmental Communication, International Communication Association Annual Conference, May, 2012.

Association for Education in Journalism and Mass Communication (AEJMC) Scholar, August, 2010.

Pass with Distinction, Annenberg Comprehensive Examinations, Media Institutions (media technology, regulation, and political economy), January, 2006.

Top 3 Paper, Popular Communication division, International Communication Association Annual Conference, May, 2004.

National Parliamentary Debate Association (NPDA) National Champion, 1999 (with Geoffrey Brodak).

NPDA James "Al" Johnson Speaker of the Year, 1999.

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## INTERNSHIPS

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Public Knowledge, Washington, DC, Summer, 2006.

Media Tank, Philadelphia, PA, Summer, 2004.

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## PROFESSIONAL AFFILIATIONS AND ACTIVITIES

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Membership in Professional Societies:

- International Communication Association, 2004 to present.

Journal Reviewer:

- *Journal of Computer-Mediated Communication*, 2012 to present.
- *New Media & Society*, 2010 to present.
- *Popular Music & Society*, 2010.
- *Journal of Communication Inquiry*, 2009.

Conference Paper Reviewing:

- International Communication Association, 2012 to present.
- National Conference on Media Reform Academic Pre-Conference, 2008.
- Graduate Education Interest Group, Association for Education in Journalism and Mass Communication, 2006, 2007.
- Mass Communication Division, National Communication Association, 2005, 2006.

Book Proposal Reviewing:

- Yale University Press, 2014.
- University of California Press, 2013.
- CQ Press, 2009.

Professional Service:

- Reviewer, Tankard Book Award, AEJMC, 2011
- Research Co-Chair, Ad Hoc Committee on Fair Use and Academic Freedom in ICA, 2009 to 2010.
- Research Chair, Graduate Education Interest Group, Association for Education in Journalism and Mass Communication, 2006 to 2007.
- Programming Co-Chair, Graduate Education Interest Group, Association for Education in Journalism and Mass Communication, 2005 to 2006.

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## COMMITTEES AND SERVICE WORK

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### Fordham University:

- Co-Adviser, Digital Media and Technology Concentration, Fall 2016 to Present.

### Hunter College:

- Internship Adviser, Fall 2014 to Summer 2015.
- Member, Film and Media Studies Committee on Assessment, Fall 2014 to Summer 2015.
- Chair, committee to create an interdisciplinary certificate in arts entrepreneurship and leadership, Fall 2013 to Summer 2015.
- Department Representative, Curriculum Committee (Humanities division), Fall 2013 to Summer 2015.
- Member, Policy and Curriculum Committee, Film and Media Studies Department, 2008 to 2012, 2013 to 2015.
- Alternate Department Representative, Hunter College Senate, 2013 to 2015.
- Alternate Member, Personnel & Budget Committee, Fall 2011 to Summer 2014.
- Hunter College Task Force on Communication, Fall 2010.
- Acting Deputy Chair, Media Studies, Spring and Fall 2010.
- Committee Coordinator, Major Concentration in Media Analysis and Criticism, 2009 to 2010.
- Treasurer, Film and Media Studies Department, Fall 2009 to Spring 2010.
- Secretary, Film and Media Studies Department, Fall 2009.

### University of Pennsylvania:

- Student Representative, Annenberg School Graduate Council, 2005 to 2006.
- Spokesperson, Graduate Employees Together—University of Pennsylvania, 2005 to 2006.
- Co-Founder and President, Penn Students for Media Education And Reform/FreeCulture Penn, 2004 to 2006.
- Student Representative, Annenberg Technology Committee, 2003 to 2005.

### Colorado State University:

- Volunteer coach, CSU Forensics Team, 2002 to 2003.
- Vice President, CSU International Debate Society, 2001 to 2002.
- President, CSU International Debate Society, 2000 to 2001.