

Melody L. Hoffmann
Curriculum vitae

Anoka Ramsey Community College 2515 Clinton Ave. #2
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EDUCATION

Ph.D

2013 Communication Studies, University of Minnesota

M.A.

2007 Mass Communication, University of Wisconsin-Milwaukee

B.A.

2005 Mass Communication, University of Wisconsin-Milwaukee

PROFESSIONAL APPOINTMENTS

2013-14 Gustavus Adolphus College, Communication Studies,
Visiting Assistant Professor

PUBLICATIONS

Books

2016 *Bike Lanes are White Lanes: Bicycle Advocacy and Urban Planning.*
Lincoln, NE: University of Nebraska Press

Edited Volumes

In press *Bicycle Justice and Urban Transformation: Biking for All?* Co-editor
with Aaron Golub, Adonia Lugo, and Gerardo Sandoval. New York:
Routledge.

Refereed Journal Articles

- 2014 [“Who is World Class? Transportation Justice and Bike Policy,”](#) with Adonia Lugo. *Urbanities* 4(1): 45-61.
- 2011 [“Bike Bakes in Boyland: Women Cyclists’ Pedagogical Strategies in Urban Bicycle Culture.”](#) *Interface* 3(2): 180-186.

Book Chapters

- In press “Introduction” with Adonia Lugo. *Bicycle Justice and Urban Transformation: Biking for All?* Co-editor with Aaron Golub, Adonia Lugo, and Gerardo Sandoval. New York: Routledge.
- 2016 “Swerve! I’m on my Bike!': Mediated Images of Bicycling in Youth-Produced Hip Hop.” *Culture on Two Wheels: The Bicycle in Literature and Film*. Edited by Jeremy Withers and Daniel Shea. Lincoln, NE: University of Nebraska Press.
- 2015 “Recruiting People Like You: Socioeconomic Sustainability in Minneapolis’s Bicycle Infrastructure.” *Incomplete Streets: Processes, Practices, and Possibilities*. Edited by Stephen Zavestoski and Julian Agyeman. New York: Routledge, 2015. 139-153.

Book Reviews

- 2015 *Promoting Walking and Cycling: New Perspectives on Sustainable Travel* by Colin Pooley et al., *Transfers* 5(1).

Other Publications

- In press “Diverse Bicyclists, Diverse Needs: Cycles for Change Community Conversations,” Bush Foundation Community Innovations grant report.
- 2014 [“How a ‘Safe’ Cyclist Can Still End Up Dead.”](#) *streets.mn* and re-posted on *The Huffington Post*.

- 2014 ["Music, Place, People: Turning Conference Travel into a Teachable Moment"](#) with Mark Pedelty. *Ecomusicology Review and Ecomusicology Newsletter* 3(1): 20-22.
- 2013 ["Looking at What \(Dis\)Empowers Women on Bicycles."](#) *Bicicultures*.
- 2012 ["The Hunger Games and the Disruption of Reality TV."](#) *In Media Res*.

GRANTS, FELLOWSHIPS, AWARDS

- 2015 PolicyLink Equity Summit Scholarship, Alliance for Metropolitan Stability (\$450)
- 2015 Community Innovations Grant, Bush Foundation. In partnership with Cycles for Change (\$10,000)
- 2012-11 Summer Doctoral Research Fellowship, University of Minnesota
- 2011 College of Liberal Arts Research Award, University of Minnesota
- 2010 Graduate Research Partnership Program Award, University of Minnesota
- 2007 Kordus Research Scholarship, University of Wisconsin-Milwaukee

CONFERENCE ACTIVITY

Panels Organized

- 2015 "What Bicycling Communicates: Crime, Partying, Backlash, and Racism," National Communication Association, November 19-22
- 2012 "The Bicycle City: Movement Politics and the Politics of Movement," Association of American Geographers, February 24-28

Papers Presented

- 2015 "A Nice Ride, If You're a Businessman: U.S. Bike Share and Inequity through Branding and User Demographics," National Communication Association, November 19-22

- 2015 "The Artery: The Complications of Melding Art, Urban Planning, and a Bike Trail in Milwaukee's Black community," Association of American Geographers, April 21-25.
- 2015 "Nice Ride Neighborhood: How One Bike Share Program Attempted to 'Retrofit Equity,'" Urban Affairs Association, April 8-11
- 2013 "We Want to Recruit People Like You!: Class-based Bicycle Policy and its Role in Gentrification," Cultural Studies Association, May 23-26
- 2013 "Being Accountable of Oneself: Community-Based Ethnography and its Disappointments," Cultural Studies Association, May 23-26
- 2012 "'Bike Lanes are White Lanes!': The Role of Haunting Black Bodies in Portland's Gentrifying Bicycle Infrastructure," North American Society for the Sociology of Sport, November 7-10
- 2012 "The Urban 24-hour Bicycle Race: New Understandings of Bicycle Activism and Community-building," Association of American Geographers, February 24-28
- 2011 "Pedal Pushers in Urban Spaces: How Online Technology Works to get Women on Bicycles," Tucker Center's Girls & Women in Sport: Creating Change Conference, November 2.
- 2011 "Teaching Feminist Contradictions: The Debate of Dress in Theory and Practice," Central States Communication Association, April 5-9
- 2011 "Frontin' Gangstas, Getting Down with Thyself: Hip Hop, Sexuality, and Feminism in Afrodite Superstar," Cultural Studies Association, March 24-26
- 2010 "From Riches to Textbooks: The Avoidance of Privilege in the Current Graduate Student Rights Movement," Midwest Popular Culture Association, October 1-3
- 2010 "Let Us Just Ride our Bikes!: Women's Space and Role in Urban Bicycle Culture," Console-ing Passions, April 22-24
- 2010 "The Activism of Scraper Bikes," South East Women's Studies Association, March 25-27
- 2007 "'It Looks Like Chaos': A Critical Feminist Analysis of Milwaukee Women's Roller Derby," Midwest Popular Culture Association, October 12-14

2006 "Sex with Her Hands: Female-produced Internet Pornography and DIY Culture," Console-ing Passions, May 25-27

CAMPUS OR DEPARTMENT TALKS

- 2012 "The Aftermath of Sympathy," Teaching Tips and Strategies: A Departmental Discussion, Communication Studies Department Colloquium, University of Minnesota-Twin Cities
- 2012 "'The Goal is to Strengthen our Neighborhood': The Role of an Urban 24-hour Bicycle Race in Community Building," Communication Studies Department Colloquium, University of Minnesota-Twin Cities
- 2011 "Keep Your Pants On!: Anti-feminist Performances of Femininity through Dress," Communication Studies Department Colloquium, University of Minnesota-Twin Cities
- 2007 "Students Studying Sexuality: Narratives of Researching Masculinity and Alternative Pornography in the Early 21st Century," Journalism and Mass Communication Department Colloquium, University of Wisconsin-Milwaukee

TEACHING EXPERIENCE

Anoka Ramsey Community College

Introduction to Mass Communication (Fall 2015, Spring 2015, Fall 2014)

Media Writing (Spring 2015)

Practical Experiences in Journalism (Fall 2015, Spring 2015, Fall 2014)

St. Paul College

Communication & Diversity Awareness in the Construction Industry (October 2015)

Gustavus Adolphus College

Public Discourse (Spring 2014, Fall 2013)

Interpersonal Communication (Fall 2013)

Advocacy & Change (Spring 2014)

University of Minnesota

Graduate instructor

Analysis of Argument (Spring 2013, Fall 2012)

Media Literacy (Spring 2012, Fall 2011)

Introduction to Public Speaking (Spring 2011, Fall 2010, Spring 2010, Fall 2009)

Teaching assistant

Introduction to Interpersonal Communication (Spring 2013, Fall 2011)

Intercultural Communication (Fall 2012)

Introduction to U.S. Electronic Media (Spring 2012)

Introduction to Communication Theory (Spring 2010)

University of Wisconsin-Milwaukee

Teaching assistant

Media Writing (Spring 2007, Fall 2006, Spring 2006, Fall 2005)

PROFESSIONAL SERVICE

2015 Journal manuscript reviewer for *Society & Space*

2014 Journal manuscript reviewer for *City & Society*

2013-12 Editorial Board member for Teachingmedia.org

DEPARTMENT AND COLLEGE SERVICE

2015-14 New Media Studies Curriculum Taskforce, Anoka Ramsey Community College

2012-11 Council of Graduate Students Executive Vice President, University of Minnesota

- 2010-09 Council of Graduate Students Department Representative,
Communication Studies Department, University of Minnesota
- 2007-05 Vice President of Grievances and Department Steward, Milwaukee
Graduate Assistants Association, University of Wisconsin-
Milwaukee

COMMUNITY INVOLVEMENT AND OUTREACH

- Present-2013 Diversity and Equity Committee member, Minneapolis Bicycle
Coalition
- In-progress "Bicycling-related Police Citations in Minneapolis: Data Analysis
2009-2014," project supported by the Minneapolis Bicycle
Coalition
- 2015 "The Gentrification Issue: Are Bike Lanes White Lanes?" National
Brotherhood of Cyclists Conference, July 15-19
- 2013 "Transportation (In)justice in the Queer Bike World," Where Do We
Go From Here?: A Queer Commemoration of the
March on Washington, August 24
- 2013 "Greenways as a Road to Gentrification," Minneapolis Bicycle
Coalition Happy Hour
- 2012 "The Sociology of the Riverwest 24," Night School at the Riverwest
Public House

PROFESSIONAL MEMEBERSHIPS

Association of American Geographers
National Communication Association
Urban Affairs Association

REFERENCES

Mary Vavrus, Ph.D
237 Ford Hall
224 Church St. SE
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268 Ford Hall
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