

Patty Williamson

School of Broadcast and Cinematic Arts

Testimonial:

“Personally, my area of expertise revolves around media criticism, and public relations was able to see the potential exposure that my expertise could bring the university. Due to the support of my work, I’ve had the opportunity to represent CMU as a mass media expert on an international level. It’s my belief that this exposure not only increases top-of-mind awareness of CMU and BCA as the place to study mass media in the state of Michigan, but situates us as a leader in media education nationally.”

Her expertise:

To most people, “American Idol” is just entertainment; to Patty Williamson, it’s a specimen for examination. Williamson, a media criticism expert with a specialty in reality television, has provided reporters around the globe with academically based insights into the genre and its popularity. Her other areas of expertise include film criticism and theory, audience research, and the film and television rating systems.



Ventura County Star, CA, January 26, 2008

Circulation: 98,550

Outlet specs: A six-edition, daily newspaper serving Simi Valley, Moorpark, Thousand Oaks, Camarillo, Oxnard and Ventura

Media hits:

- Chicago Sun-Times, Ill., August 7, 2007
Quoted regarding the “British invasion” of American pop culture

Circulation: 350,000

Outlet specs: One of two major, daily newspapers in Chicago

- The Hollywood Reporter, September 21, 2007
Quoted regarding the controversial CBS show “Kid Nation”

Circulation: 39,000

Outlet specs: Daily trade magazine covering the entertainment industry, particularly television and movies

- Idaho Statesman, Idaho, November 26, 2007
Quoted regarding people’s reactions to performers with limited talent

Circulation: 63,498

Outlet specs: Daily newspaper based in Boise; primary paper serving Idaho’s Ada and Canyon counties

- The Baltimore Sun, Md., February 10, 2008
Quoted regarding America’s fascination with the woes of singer Amy Winehouse

Circulation: 232,138

Outlet specs: Daily newspaper; northern Maryland’s primary paper

- Salt Lake Tribune, Utah, May 15, 2008
Quoted regarding “American Idol” finalist David Archuleta’s chances for a successful career

Circulation: 131,711

Outlet specs: Daily newspaper covering Utah’s Salt Lake and southern Davis counties

- Orange County Register, Calif., June 5, 2008
Quoted regarding “Sex and the City: The Movie”

Circulation: 288,901

Outlet specs: Daily newspaper covering the 34-city county

- Czech Business Weekly, Czech Republic, June 23, 2008; Quoted regarding a new reality show in the Czech Republic

Outlet specs: Weekly business publication serving the Czech Republic

Her expertise also was featured by 25 other media outlets in 2007-08.