

Amanda Marie Martínez

214 Greenlaw Hall CB#3520 Chapel Hill, NC 27599-3520

amamart@unc.edu

amandamariemartinez.com

Academic Appointment

- 2025-Present Assistant Professor, Department of American Studies, University of North Carolina, Chapel Hill
- 2023-2025 Carolina Postdoctoral Program for Faculty Diversity Fellowship, Department of American Studies, University of North Carolina at Chapel Hill
- 2022-2023 Postdoctoral Fellow, James Weldon Johnson Institute for the Study of Race and Difference, Emory University

Education

- 2022 Ph.D. in History, University of California, Los Angeles
- 2018 M.A. in History, University of California, Los Angeles
- 2012 B.A. in History, University of California, Berkeley

Publications

Book Manuscript

Gone Country: How Nashville Transformed a Music Genre into a Lifestyle Brand
(under contract with UNC Press)

Edited Volume

Guest Editor, *Southern Cultures* “Country Music’s Mythology” Issue,
Winter 2025

Academic Articles and Book Chapters

- forthcoming* Introduction, Punk Politics Forum, *Modern American History*
- 2026 “Branded Man: Race, Class, and the Evolution of the Country Prison Song,” in Eric Weisbard, ed., *The Oxford Handbook of Pop Music*
- 2024 “Pop Stars Don’t Die, They Move to Nashville to Record,” “Country’s Cool Again Reader,” *Southern Cultures*, November 14, 2024

- 2021 "Suburban Cowboy: Country Music, Punk, and the Struggle Over Space in Orange County, 1978-1981," *California History*, Vol. 98, No. 1, February (Spring) 2021
 • Winner of California History's Richard J. Orsi Prize for the best article published in its journal in 2021
- 2020 "Redneck Chic: Race and the Country Music Industry in the 1970s," *Journal of Popular Music Studies: Uncharted Country Special Issue*, Vol. 32, Issue 2, June 2020
 • Special issue the winner of Ruth A. Solie Award, given annually by American Musicological Society for a collection of musicological essays of exceptional merit

Public Writing

- 2024 "Beyoncé is Getting Played On Country Radio. Could Her Success Help Other Black Women?," NPR (February 17, 2024)
- 2023 "Jason Aldean's 'Small Town' is Part of a Long Legacy with a Very Dark Side," NPR (July 22, 2023)
- 2022 "Personifying a Country Ideal, Loretta Lynn Tackled Sexism Through a Complicated Lens," NPR (October 9, 2022)
- 2021 "Why Do We Need Dolly to Be a Saint?" NPR (August 20, 2021)
- 2021 "As Country Music Faces a Racial Reckoning, a New Question: Where Are the Latino Artists?" *Los Angeles Times* (June 28, 2021)
- 2021 "The Crossroads Facing Country Music After Morgan Wallen's Use of a Racist Slur," *Washington Post*, "Made by History" Series (February 17, 2021)

Book Reviews

- 2024 Review of *Black Country Music: Listening for Revolutions*, by Francesca T. Royster. *Journal of Popular Music Studies* (September 2024)
- 2020 Review of *The Devil's Music: How Christians Inspired, Condemned, and Embraced Rock 'N' Roll*, by Randall J. Stephens. *Register of the Kentucky Historical Society* Vol. 118, No. 1 (Winter 2020): Appalachia Special Issue.

Fellowships, Grants, and Awards

2023-2024	University of California President's Postdoctoral Fellowship (alternate)
2022-2023	James Weldon Johnson Institute for the Study of Race and Difference Post-Doctoral Fellowship, Emory University
2021-2022	Diversity Dissertation Fellowship, Middle Tennessee State University
2020-2021	Doris G. Quinn Foundation Fellowship
2020	OAH Mellon Foundation Graduate Student Travel Grant
2019	Wilson Library Dissertation Research Fellowship, UNC-Chapel Hill
2019	Department of History Research Travel Stipend, UCLA
2019	Graduate Division Doctoral Student Travel Grant, UCLA
2019	AHA Council Annual Meeting Travel Grant
2018	Department of History Research Travel Stipend, UCLA
2016	The Herman and Celia Wise Fellowship, UCLA
2015-2020	Department of History Fellowship, UCLA
2015-2017	Graduate Dean's Scholar Award, UCLA

Presentations

Conferences and Workshops

2024	"Thank you, Country Radio": The Rise of Country Radio Seminar & the Country Radio Broadcasters Association, Organization of American Historians Conference, New Orleans, Louisiana
2023	Hagley Works in Progress Seminar on the History of Race and Business in the United States, Hagley Library, Wilmington, Delaware.
2023	"Constructing Communities on the Radio," American Studies Association Conference, Montreal, Québec, Canada.
2022	"Sound Studies Caucus: Musicality of Place, Locality of Sound: Musicking as Placemaking in the Changing City" (Panelist and Session Organizer), American Studies Association Conference, New Orleans, Louisiana.
2022	"Exploring New Directions in Latinx History: Music Cultures" (Panelist and Session Organizer), Organization of American Historians Conference, Boston, Massachusetts.
2021	"When New York City Went Country: Race and the Country Music Audience in the 1970s" (Panelist and Session Organizer), Urban History Association Conference, Detroit, Michigan. (cancelled due to coronavirus)
2020	"Redneck Chic and the Racial Contradictions of Country Music in the 1970s," Organization of American Historians Conference, Washington, D.C. (cancelled due to coronavirus)
2020	"Suburban Struggle: Conflict Between Punks and Urban Cowboys in Early 1980s Costa Mesa, California," Museum of Pop Culture Music Conference, online presentation.

- 2019 “‘Billy Sherrill’s Imaginary 40-year-old Housewife’: Women’s Role as Country Music’s Most Coveted Listeners,” Southern Historical Association Conference, Louisville, Kentucky.
- 2019 “The Rise of Urban Cowboy: Gender, Race, and the Country Music Craze at the Dawn of the Reagan Era, 1978-1982 ,” LA History & Metro Studies Group, The Huntington Library, San Marino, California
- 2019 “The Country Audience and the Fragility of Country’s Whiteness in the 1970s,” International Country Music Conference, Nashville, Tennessee.
- 2019 “Rethinking Country’s Mid-Eighties Death Sentence,” (Panelist and Session Organizer) Museum of Pop Culture Music Conference, Seattle, Washington.
- 2018 “Night Out Music for Stay-at-Homes: Privatized Vice and the Consumption of Racial Otherness in Postwar Suburban Music Listening,” Museum of Pop Culture Music Conference, Seattle, Washington.

Invited Panels, Talks, and Guest Lectures

- 2024 “The Industry is Playing the People Cheap: Race and the Country Music Business,” Tennessee 101: The History of Tennessee Music webinar series, Tennessee Historical Society.
- 2023 “Race, Class, and the Country Music Business in the 1990s,” James Weldon Johnson Institute Colloquium, Emory University.
- 2021 “Country Music, Who *Are* You?,” panelist, International Association for the Study of Popular Music Conference, online presentation.
- 2021 “South Gotta Change: Southern Music in the Age of Transformation,” panelist, Museum of Pop Culture Music Conference, online presentation.
- 2021 “Race, Class, and Gender,” panelist, Old-Time Music in the 21st Century Un-Conference, The Center for Popular Music, Middle Tennessee State University, online presentation.
- 2020 “Black Country in America’s Mainstream: A Conversation,” panelist, Country Soul Songbook Summit, online presentation.
- 2019 “‘Redneck Chic’: Race and the Country Music Audience, 1969-1978,” Wilson Library Research Forum, University of North Carolina at Chapel Hill.
- 2018 “The Sounds of Whiteness: Race and Country Music,” HIST M151C, “Understanding Whiteness in American History and Culture,” Professor Eric Avila, University of California, Los Angeles.
- 2018 “Mass Culture in the Gilded Age,” HIST 13B, “History of the U.S. and Its Colonial Origins: 19th Century,” Professor Stephen Aron, University of California, Los Angeles.
- 2017 “The Roots of Contemporary U.S. Conservatism,” HIST 13C, “History of the U.S. and Its Colonial Origins: 20th Century,” Professor Peter Hudson, University of California, Los Angeles.

Teaching and Research Interests

Race and Ethnicity; Cultural History; History of Capitalism; Business and Labor History; Political History and U.S. Conservatism; Twentieth Century U.S. History; Popular Culture; Popular Music Studies; Urban/Suburban History; Gender and Sexuality

Public Engagement/Media Interviews

- 2024 “Roots & Rhythms: Celebrating Black Voices in Country Music,” GMA3, ABC (August 30, 2024)
- 2023 “How Racism Became a Marketing Tool for Country Music,” It’s Been a Minute podcast, NPR (August 1, 2023)
- 2023 “Jason Aldean’s Culture War Hit,” Popcast podcast, *New York Times* (July 28, 2023)
- 2022 *For Love & Country: Country Music Has Always Been Black Music*, Amazon Prime Video, featured historian (April 2022)
- 2022 “Country Music Almanac 2022: Learn the Past, Know the Present,” *Nashville Scene* (January 20, 2022)
- 2021 Vox’s *Explained* (Netflix series), “Country Music,” featured historian (October 8, 2021)
- 2021 “Diversity in Country Music,” From Nashville: Music Talks with Hunter Kelley, 92nd Street Y programming (May 19, 2021)
- 2021 Color Me Country with Rissi Palmer podcast, Apple Music (February 28, 2021)
- 2021 “Morgan Wallen and Racism in Country Music,” The Ringer Music Show podcast (February 9, 2021)
- 2020 “Why Haven’t We Had a Black Woman Country Star?” *Nashville Scene* (August 6, 2020)

Professional Service

Editorial Advisory Board

Southern Cultures, University of North Carolina Press, Editorial Board Member, 2025–Present

Manuscript Review

Palgrave

University of Illinois Press

Interdisciplinary Humanities

Pop Conference

2022 Conference Committee Member

Professional Affiliations

American Studies Association

Organization of American Historians

Southern Historical Association

References

Professor Eric Avila
Department of History and Chicano Studies
University of California, Los Angeles
eavila@ucla.edu

Professor Robin D.G. Kelley
Department of History
University of California, Los Angeles
rdkelley@history.ucla.edu

Professor George Lipsitz
Department of Black Studies
University of California, Santa Barbara
glipsitz@blackstudies.ucsb.edu