

## TRAVIS R. BELL

Associate Professor of Digital and Sports Media  
Interim Director of Graduate Programs and Research  
Zimmerman School of Advertising & Mass Communications ▪ University of South Florida  
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### EDUCATION

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Ph.D., Communication	University of South Florida	2017
▪ Dissertation: <i>Documenting an imperfect past: Examining Tampa's racial integration through film, history, and remembrance of Central Avenue.</i> <a href="https://digitalcommons.usf.edu/etd/6999/">https://digitalcommons.usf.edu/etd/6999/</a>		
▪ Graduate Certificate, Women's and Gender Studies		2022
M.S., Sports Administration	Florida State University	2005
▪ Thesis: <i>A qualitative analysis of revenue sharing in professional sports broadcasting using network theory.</i> <a href="https://diginole.lib.fsu.edu/islandora/object/fsu:175855">https://diginole.lib.fsu.edu/islandora/object/fsu:175855</a>		
B.A., Radio/TV Broadcasting	University of Central Florida	2000
B.S., Business Administration	University of Central Florida	2000

### FACULTY EXPERIENCE

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University of South Florida

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| ▪ Associate Professor of Digital and Sports Media    | 2021 – Present |
| ▪ Interim Director of Graduate Programs and Research | 2021 – Present |
| ▪ Assistant Professor of Digital and Sports Media    | 2019 – 2021    |
| ▪ Multimedia Journalism Instructor II                | 2017 – 2019    |
| ▪ Multimedia Journalism Instructor I                 | 2012 – 2017    |
| ▪ Adjunct Instructor                                 | 2011 – 2012    |

University of Central Florida, Adjust Instructor 2005

### COURSES TAUGHT (through Spring 2022, multiple sections noted in parentheses)

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#### *Undergraduate*

TV News (25)  
Electronic Field Production (18)  
Writing for the Mass Media (5)  
Broadcast News (5)  
Sports and Media (3)  
Issues in Sports and Media  
Multimedia Sports Reporting  
Single Camera Production

#### *Graduate*

Issues in Sports and Media (2)  
Introduction to Mass Communication Research  
Visual Research and Storytelling

## HONORS AND AWARDS

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- 2022 1<sup>st</sup> Place Prize, Open Paper Competition, Gender & Sexuality Division, Broadcast Education Association
- 2021 Scholar of the Year, Florida Communication Association
- 2021 Top Student/Faculty Paper, Sports Communication Interest Group, Association for Education in Journalism and Mass Communication
- 2020 Top Faculty Paper, Florida Communication Association
- 2020 Larry Wenner Emerging Scholar Award, Communication and Sport Division, National Communication Association
- 2020 Outstanding Book Award (with Janelle Applequist and Christian Dotson-Pierson), Communication and Sport Division, National Communication Association
- 2020 1<sup>st</sup> Place Prize, Open Paper Competition, Gender & Sexuality Division, Broadcast Education Association
- 2020 1st Place Prize, Debut Category, Sports Paper Competition, Broadcast Education Association
- 2019 2nd Place Prize, Top Faculty Paper, Sports Communication Interest Group, Association for Education in Journalism and Mass Communication
- 2019 2nd Place Prize, Sports Paper Competition, Broadcast Education Association
- 2018 Best Dissertation Award, Ethnography Division, National Communication Association
- 2018 Top Paper, Documentary Division, Broadcast Education Association
- 2018 3rd Place, Student Long Form Documentary, Festival of Media Arts, Broadcast Education Association
- 2018 Outstanding Achievement in Doctoral Studies, University of South Florida
- 2017 Professional Development Leave, University of South Florida
- 2017 NEH Summer Institute, *Recognizing an Imperfect Past*
- 2016 Doctoral Honors Seminar, National Communication Association
- 2015 Top Paper, Graduate Student, Florida Communication Association

## PUBLICATIONS (\*graduate student)

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### *Book* (1)

**Bell, T. R.,** Applequist, J., & Dotson-Pierson, C. (2019). *CTE, media, and the NFL: Framing a public health crisis as a football epidemic*. Lexington Books. [ISBN: 978-1-4985-7057-2](https://doi.org/10.1177/1077699020952085)

Published book reviews:

- Cossman, H. (2020). *Journalism & Mass Communication Quarterly*, 97(4), 1180-1182. <https://doi.org/10.1177/1077699020952085>
- Heo, Y. (2020). *International Journal of Sport Communication*, 13(1), 137-139. <https://doi.org/10.1123/ijsc.2019-0128>
- Rathbone, K. (2020, March 16). *New Books Network*. <https://tinyurl.com/2p9x93eu>
- Lembcke, J. (2019, December). *Choice: Current Reviews for Academic Libraries*, 57(4), 452.

### *Journal Articles, Peer-Reviewed* (18)

**Bell, T. R.,** & Applequist, J. (2022). The “Future of Football”: A narrative analysis of NFL corporate social responsibility through advertising. *Journal of Broadcasting & Electronic Media*, 66(1), 110-128. <https://doi.org/10.1080/08838151.2021.2005066>

**Bell, T. R.,** & Coche, R. (2022). “Victory on their own terms”: American front-page framing of the USWNT repeat World Cup championship. *Journalism Practice*, 16(6). <https://doi.org/10.1080/17512786.2020.1827451>

Burke, M., Tallapragada, M., **Bell, T. R.,** & Cranmer, C. A. (2022). Theory in practice: Bystander intervention for concussion reporting. *Strategies: A Journal for Physical and Sport Educators*, 35(4), 45-48.

Perreault, G., & **Bell, T. R.** (2022). Towards a “digital” sports journalism: Field theory, changing boundaries, and evolving technologies. *Communication & Sport*, 10(3), 398-416. <https://doi.org/10.1177/2167479520979958>

**Bell, T. R.** (2021). Coding the dual formation of the commodified and racialized high school quarterback. *Florida Communication Journal*, 49(1), 1-17. <https://tinyurl.com/ybsjy8k7>

**Bell, T. R.** (2021). Communication as commodity exchange: Mapping the media ecology of fantasy sport. *The International Journal of the History of Sport*, 38(1), 95-115. <https://doi.org/10.1080/09523367.2021.1878149>

**Bell, T. R.** (2021). *SportsCenter*: A case study of media framing U.S. sport as the COVID-19 epicenter. *International Journal of Sport Communication*, 14(2), 298-317. <https://doi.org/10.1123/ijsc.2020-0258>

Sadri, S. R., **Bell, T. R.,** & Billings, A. C. (2021). Gendering “Thursday Night Football”: Examining dialogue differences between all-female and all-male broadcast teams. *Journal of Gender Studies*, 30(3), 270-281. <https://doi.org/10.1080/09589236.2020.1834368>

**Bell, T. R.,** & Coche, R. (2020). “The man South Africa forgot”: Media construction and redemption of postapartheid hero Josia Thugwane. *Journal of Sports Media*, 15(1), 99-123. <https://doi.org/10.1353/jsm.2020.0003>

- Bell, T. R., & \*Kidd, V. D.** (2020). “Mike Trout when I’m battin’ boy”: Unpacking baseball’s translation through rap lyrics. *Sociology of Sport Journal*, 37(3), 220-229. <https://doi.org/10.1123/ssj.2019-0038>
- Lewis, M., **Bell, T. R.**, Billings, A. C., & Brown, K. A. (2020). White sportscasters, Black athletes: Race and ESPN’s coverage of college football’s National Signing Day. *Howard Journal of Communications*, 31(4), 337-350. <https://doi.org/10.1080/10646175.2019.1608482>
- Bell, T. R.**, Lewis, M., Billings, A. C., & Brown, K. A. (2019). “It just means more?”: Depiction of the Southeastern Conference (SEC) in ESPN signing day coverage (2015-2018). *The Southern Quarterly*, 56(3), 48-67. <https://muse.jhu.edu/article/747384>
- Bell, T. R.** (2018). Documentary film as collaborative ethnography: Using a Thirdspace lens to explore community and race. *Critical Arts*, 32(5-6), 17-34. <https://doi.org/10.1080/02560046.2018.1548027>
- Bell, T. R., & Coche, R.** (2018). High power kick: Content analysis of the 2015 USWNT World Cup victory on American front pages. *Communication & Sport*, 6(6), 745-761. <https://doi.org/10.1177/2167479517734853>
- Bell, T. R., & Hartman, K. L.** (2018). Stealing thunder through social media: Framing of Maria Sharapova’s drug suspension. *International Journal of Sport Communication*, 11(3), 369-388. <https://doi.org/10.1123/ijsc.2018-0079>
- Bell, T. R., \*Morales, A. W., & \*Robb, J.** (2017). Communities of practice, media dependency, and surveillance: A virtual search for supremacy in fantasy football. *Reconstruction: Studies in Contemporary Culture*, 17(1). [http://reconstruction.digitalodu.com/issues/contents\\_171/171\\_bell\\_morales\\_robb/](http://reconstruction.digitalodu.com/issues/contents_171/171_bell_morales_robb/)
- Bell, T. R.** (2016). Visually engaged ethnography: Constructing knowledge and critical consciousness. *Journal of Media Practice*, 17(2-3), 126-137. <https://doi.org/10.1080/14682753.2016.1248173>
- Bell, T. R., & Sanderson, J.** (2016). A hit on American football: A case study of bottom-up framing through op-ed readers’ comments. *International Journal of Sport Communication*, 9(4), 499-518. <https://doi.org/10.1123/IJSC.2016-0075>

### ***Book Chapters, Peer-Reviewed*** (11)

- Bell, T. R., & Applequist, J.** (in press). Media framing, sport, and public health. In J. Sanderson & M. Weathers (Eds.), *Health communication and sport: Connections, applications, and opportunities* (pp. 15-30). Lexington.
- Bell, T. R., & Oh, T.** (in press). Framing KBO: ESPN, media discourse, and the cultural identity of Korean baseball. In S. Bien-Aimé & C. Wang (Eds.), *Perceptions of East Asian and Asian North American athletics*. Palgrave Macmillan.
- Bell, T. R., Dotson-Pierson, C., & Applequist, J.** (2022). “Big risks, big rewards”: Framing the NWSL Challenge Cup amid a pandemic. In A. C. Billings, L. A. Wenner, & M. Hardin (Eds.), *American sport in the shadow of a pandemic: Communicative insights* (pp. 95-109). Peter Lang. [ISBN: 9781433191916](https://doi.org/10.1080/10801468.2022.2081916)

- Bell, T. R.** (2021). Remembering *NCAA v. Board of Regents*: The Supreme Court foundation of a mediated college football cartel. In J. Carvalho (Ed.), *Sports media history: Culture, technology, identity* (pp. 238-250). Routledge. [ISBN: 978-0-3672-5428-5](#)
- Bell, T. R.** (2021). “VAR should not be used to re-referee the game”: A televisual analysis of VAR reviews in the 2019 World Cup. In M. Yanity & D. S. Coombs (Eds.), *2019 FIFA Women’s World Cup: Media, fandom, and soccer’s biggest stage* (pp. 53-71). Palgrave Macmillan. [ISBN: 978-3-030-75401-3](#)
- Bell, T. R.** (2020). Identity construction: Media, myth, and perception in football recruiting. In D. D. Brown (Ed.), *Sports in African American life: Essays on history and culture* (pp. 195-207). McFarland and Company Publishers, Inc. [ISBN: 978-1-4766-3766-2](#)
- Bell, T. R.** (2020). The NCAA’s mythos of the student-athlete and academic clustering: Media guides and/as contradiction. In M. Milford & L. R. Smith (Eds.), *Communication and contradiction in the NCAA: An unlevel playing field* (pp. 83-98). Peter Lang. [ISBN: 978-1-4331-6492-7](#)
- \*Guldin, R., Applequist, J., & **Bell, T. R.** (2020). ‘Disney is ruining my kid!’: A case for cultivation and social learning in tween TV by examining depictions of social aggression in 2000s Disney Channel series. In C. Bell (Ed.), *Disney Channel tween programming: Essays on shows from Lizzie McGuire to Andi Mack* (pp. 91-110). McFarland and Company Publishers, Inc. [ISBN: 978-1-4766-8194-8](#)
- Bell, T. R., & Applequist, J.** (2019). Veiled hyper-sexualization: Deciphering *Strong is Beautiful* as collective identity in the WTA’s global ad campaign. In R. J. Lake (Ed.), *The Routledge handbook of tennis: History, culture, and politics* (pp. 234-244). Routledge. [ISBN: 978-1-1386-9193-3](#)
- Bell, T. R.** (2017). As if beaches and theme parks were not enough: Mediated social construction of craft beer tourism in Tampa Bay. In C. Kline, S. L. Slocum, & C. T. Cavaliere (Eds.), *Craft beverages and tourism: The rise of breweries and distilleries in the United States* (Vol. 1) (pp. 89-103). Palgrave Macmillan. [ISBN: 978-3-319-49852-2](#)
- Bell, T. R.** (2017). What’s in a name? Cultural heritage and naming praxis in Tampa Bay craft breweries. In A. W. Tyma (Ed.), *Beer culture in theory and practice: Understanding craft beer culture in the United States* (pp. 97-111). Lexington Books. [ISBN: 978-1-4985-3554-0](#)

### ***Encyclopedia Entries, Peer-Reviewed*** (5)

- Bell, T. R.** (2022). Sports broadcasting. In G. Borchard (Ed.), *The SAGE encyclopedia of journalism* (2nd ed.) (pp. 1543-1547). Sage. <https://dx.doi.org/10.4135/9781544391199.n385>
- Bell, T. R.** (2019). Minorities in college sports. (2,000 words) In R. M. Lawson & B. A. Lawson (Eds.), *Race and ethnicity in the United States: From pre-contact to the present* (Vol. 4) (pp. 63-66). ABC-Clio.
- Bell, T. R.** (2019). Minorities in professional sports. (2,000 words) In R. M. Lawson & B. A. Lawson (Eds.), *Race and ethnicity in the United States: From pre-contact to the present* (Vol. 4) (pp. 210-213). ABC-Clio.
- Bell, T. R.** (2019). Robert Saunders and the “Tampa Technique.” (1,000 words) In R. M. Lawson & B. A. Lawson (Eds.), *Race and ethnicity in the United States: From pre-contact to the present* (Vol. 3) (pp. 221-222). ABC-Clio.

**Bell, T. R.** (2015). Sports networks. (1,400 words) In F.F. Wherry & J.B. Schor (Eds.), *The SAGE encyclopedia of economics and society* (Vols. 1-4) (1515-1518). Sage.

#### ***Book, Film, & Museum Reviews*** (4)

**Bell, T. R.** (2019). Book review: *Field guide to covering sports* [by J. Gisondi]. *International Journal of Sport Communication*, 12(2), 297-299. <https://doi.org/10.1123/ijsc.2019-0021>

**Bell, T. R.** (2018). Film review: *In Football We Trust*. *Journal of Sport History*, 45(1), 92-93. <https://muse-jhu-edu.ezproxy.lib.usf.edu/article/691735>

**Bell, T. R.** (2017). Museum review: Ted Williams Museum and Hitters Hall of Fame. *Journal of Sport History*, 44(1), 91-92. <https://muse-jhu-edu.ezproxy.lib.usf.edu/article/651092>

**Bell, T. R.** (2016). Book review: ESPN: The making of a sports media empire. [Review of the book *ESPN: The Making of Sports Media Empire*, by T. Vogan]. *International Review for the Sociology of Sport*, 51(5), 634-636. <https://doi.org/10.1177%2F1012690216653759>

#### ***Public Scholarship*** (1)

**Bell, T. R.** (2017, September 27). From Sierens to Mowins, challenges and advances for female sportscasters. *Engaging Sports*. <https://thesocietypages.org/engagingsports/2017/09/27/from-sierens-to-mowins-challenges-and-advances-for-female-sportscasters/>

## **MANUSCRIPTS IN PROGRESS**

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### ***Under Revision***

**Bell, T. R., & \*Rosado, S.** *HoopGurlz's* biased recruiting: Racial and positional stereotyping in girls' basketball scouting reports. *Feminist Media Studies*.

**Bell, T. R., Sadri, S. R., & Billings, A. C.** The dichotomy of male sports and female announcing: Examining the credibility of gendered pairs for NFL announcing teams. *Journalism & Mass Communication Quarterly*.

### ***Under Review***

Applequist, J., & **Bell, T. R.** "Curling up in bed with a favourite book is nice, but I think women would rather curl up with their favourite man": Pharmaceutical ideologies inherent in consumer perceptions of a broadcast advertisement for Viagra. *Sociology of Health & Illness*.

\*Tsyruleva, M., & **Bell, T. R.** "Golden Spike": Examining Atlanta United's communication strategies and brand attributes from launch to kickoff. *Journal of Sports Media*.

## CONFERENCE PRESENTATIONS (\*graduate student)

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### *Paper Presentations* (49)

- Lewis, N., & **Bell, T. R.** (2022, May). *Bearing witness: Portrayals of penalized plays in NFL broadcasts*. International Communication Association, Paris, France.
- Bell, T. R.**, & \*Rosado, S. (2022, April). *HoopGurlz's* biased recruiting: Racial and positional stereotyping in girls' basketball scouting reports. (1st Place Open Paper Competition). Broadcast Education Association, Las Vegas, NV.
- Bell, T. R.**, Bingaman, J., & Kluch, Y. (2022, March). *Framing Peter Norman: The mediated (in)visibility of racial justice allyship*. The 14th Summit on Communication and Sport, Glassboro, NJ.
- Bell, T. R.**, Tallapragada, M., Burke, M., & Cranmer, G. A. (2022, March). *Analyzing messaging and reception of the Concussion Legacy Foundation's "Team Up Speak Up" initiative*. The 14th Summit on Communication and Sport, Glassboro, NJ.
- Bell, T. R.**, Dotson-Pierson, C., & Applequist, J. (2021, November). *"Big risks, big rewards": Framing the NWSL Challenge Cup amid a pandemic*. National Communication Association, Mass Communication Division, Seattle, WA.
- Bell, T. R.**, & Oh, T. (2021, November). *Framing KBO: ESPN, media discourse, and the cultural identity of Korean baseball*. Asian/Pacific American Communication Studies Division, Seattle, WA.
- Bell, T. R.**, Robb, J. S., Cobb-Roberts, D., & \*Valez, K. (2021, November). *Racial levelers in sport: How recruiting rankings recoded the "Black quarterback" as "dual-threat."* National Communication Association, Critical and Cultural Studies Division, Seattle, WA.
- Bell, T. R.**, Sadri, S. R., & Billings, A. C. (2021, November). *The dichotomy of male sports and female announcing: Examining the credibility of gendered pairs for NFL announcing teams*. National Communication Association, Mass Communication Division, Seattle, WA.
- Bell, T. R.** (2021, October). *"VAR should not be used to re-referee the game": A televisual analysis of VAR reviews in the 2019 World Cup*. Florida Communication Association, Orlando, FL. (Presented virtually)
- \*Tsyruleva, M., & **Bell, T. R.** (2021, August). *"Golden Spike": Examining Atlanta United's communication strategies and brand attributes from launch to kickoff*. (Top Student/Faculty Paper). Association for Education in Journalism and Mass Communication, Sports Communication Interest Group, New Orleans, LA. (Presented virtually)
- Coche, R., & **Bell, T. R.** (2021, March). *Is staying on top of the world enough to be on the front page? Analysis of American newspapers' front pages the day after the USWNT's second consecutive World Cup victory*. The 13th Summit on Communication and Sport, St. Petersburg, FL. (Presented virtually)
- Bell, T. R.** (2021, February). *Coding the dual formation of the commodified and racialized high school quarterback*. (Top Faculty Paper). Florida Communication Association, Orlando, FL. (Presented virtually)
- Bell, T. R.**, \*Valez, K., Robb, J. S., & Cobb-Roberts, D. (2021, February). *Depicting race: How football recruiting websites construct quarterbacks through coded language as a sporting racial project*. Institute on Black Life, University of South Florida, Tampa, FL. (Presented virtually)

- Bell, T. R.** (2020, November). *Communication as commodity exchange: Mapping the media ecology of fantasy sport*. National Communication Association, Media Ecology Association, Indianapolis, IN. (Presented virtually)
- Bell, T. R., & Applequist, J.** (2020, November). *“Do the things you’re gonna do on game day, just don’t get hurt”*: A narrative analysis of the NFL’s ‘Future of Football’ advertising campaign. National Communication Association, Mass Communication Division, Indianapolis, IN. (Presented virtually)
- Bell, T. R., & Coche, R.** (2020, November). *“Victory on their own terms”*: Framing the USWNT repeat World Cup championship on American front pages. National Communication Association, Mass Communication Division, Indianapolis, IN. (Presented virtually)
- Bell, T. R., & Smith, L. R.** (2020, August). *Framing COVID-19 in sport: A content analysis of ESPN’s SportsCenter as a first draft of history*. Association for Education in Journalism and Mass Communication, Sports Communication Interest Group, San Francisco, CA. (Presented virtually)
- Perreault, G., & **Bell, T. R.** (2020, August). *Journalism from a sports perspective: Field theory and the re-defining of digital practices of sports journalists*. Association for Education in Journalism and Mass Communication, Sports Communication Interest Group, San Francisco, CA. (Presented virtually)
- Applequist, J., & **Bell, T. R.** (2020, April) *“The ‘Future of Football’: A narrative analysis of NFL corporate social responsibility through advertising”* (1st Place Debut Winner). Broadcast Education Association, Sport Division, Las Vegas, NV. (Conference cancelled)
- Sadri, S. R., **Bell, T. R.**, & Billings, A. C. (2020, April). *“Gendering Thursday Night Football: Examining dialogue differences between all-female and all-male broadcast teams.”* (1st Place Open Paper Competition). Broadcast Education Association, Gender & Sexuality Division, Las Vegas, NV. (Presented virtually)
- Bell, T. R., & \*Haywood, A.** (2019, November). *Authority figure? Media framing of college coaches implicated in Operation Varsity Blues*. National Communication Association, Mass Communication Division, Baltimore, MD.
- Bell, T. R., & \*Kidd, V. D.** (2019, November). *“Mike Trout when I’m battin’ boy”*: Unpacking baseball’s translation in rap lyrics. National Communication Association, Communication and Sport Division, Baltimore, MD.
- \*Guldin, R., Applequist, J., & **Bell, T. R.** (2019, November). *“Disney is ruining my kid!”*: Making a case for cultivation and social learning theories through examining social aggression in 2000s Disney Channel series. National Communication Association, Mass Communication Division, Baltimore, MD.
- Lewis, M., **Bell, T. R.**, Billings, A. C., & Brown, K. A. (2019, April). *White sportscasters, Black athletes: Race and ESPN’s coverage of college football’s National Signing Day* (2nd Place Prize). Broadcast Education Association, Sport Division, Las Vegas, NV.
- Bell, T. R.**, Lewis, M., Billings, A. C., & Brown, K. A. (2019, March) *“It just means more?”*: Depiction of the Southeastern Conference (SEC) in ESPN signing day coverage (2015-2018). The 12th Summit on Communication and Sport, Boise, ID.
- Bell, T. R., & Ruihley, B.** (2019, March). *Media dependency and the fantasy sport draft*. The 12th Summit on Communication and Sport, Boise, ID.



- Bell, T. R.** (2018, November). *Radical or revolutionary? Examining NWA's confrontational rhetoric in Straight Outta Compton*. National Communication Association, African American Communication and Culture Division, Salt Lake City, UT.
- Bell, T. R.,** Applequist, J., & Dotson-Pierson, C. (2018, April). *CTE, media, and the NFL: Framing of an American football crisis*. The 11th Summit on Communication and Sport, Bloomington, IN.
- Bell, T. R.,** & Hartman, K. L. (2018, April). *Stealing thunder: Maria Sharapova's "breaking" press conference and media framing of her drug suspension*. The 11th Summit on Communication and Sport, Bloomington, IN.
- Bell, T. R.** (2018, April). *Documentary film and Thirdspace: A critical (ethnographic) lens to explore community, place, and race*. (Top Paper). Broadcast Education Association, Documentary Division, Las Vegas, NV.
- Bell, T. R.** (2017, November). *Learning through rigor: The push and pull for mass communication professional educators*. National Communication Association, Instructional Development Division, Dallas, TX
- Bell, T. R.** (2017, November). *Visual media: Documenting a legacy for communication*. National Communication Association, Our Legacy, Our Relevance Special Session, Dallas, TX.
- Bell, T. R.** (2017, November). *Star value? The racial marginalization of high school quarterbacks in recruiting*. The North American Society for the Sociology of Sport, Windsor, Ontario.
- Bell, T. R.** (2017, November). *Transforming tradition with technology: A sporting push for visual ethnography to examine youth sport*. The North American Society for the Sociology of Sport, Windsor, Ontario.
- Bell, T. R.,** & Applequist, J. (2017, August). *Veiled hyper-sexualization: How the Women's Tennis Association deciphers collective identity through advertising*. Association for Education in Journalism and Mass Communication, Advertising Division, Chicago, IL.
- Bell, T. R.** (2017, March). *Media, myth, and perception: An examination of football recruiting through the critical lens of interest convergence*. The 10th Summit on Communication and Sport, Phoenix, AZ.
- Bell, T. R.,** & Applequist, J. (2017, March). *"Strong is Beautiful": A visual textual analysis of hyper-sexualization present in the WTA's global ad campaign*. The 10th Summit on Communication and Sport, Phoenix, AZ.
- Bell, T. R.,** & Applequist, J. (2016, November). *Concussion, Omalu, and the NFL: A quantitative analysis of a media template*. National Communication Association, Mass Communication Division, Philadelphia, PA.
- Bell, T. R.,** & Coche, R. (2016, November). *Post-apartheid Olympic hero: Media construction of South African Josia Thugwane*. The North American Society for the Sociology of Sport, Tampa, FL.
- Bell, T. R.** (2016, November). *Fantasy journalism: How technical creation of information simulates football reality*. The North American Society for the Sociology of Sport, Tampa, FL.
- Bell, T. R.** (2016, October). *Who was Martin Chambers? Examining media depiction of a black teenager's death in 1967*. American Journalism Historians Association, St. Petersburg, FL.
- Bell, T. R.,** & Sanderson, J. (2016, August). *A bit on American football: Bottom-up framing in op-ed reader comments*. Association for Education in Journalism and Mass Communication, Participatory Journalism Interest Group, Minneapolis, MN.

- Coche, R., & **Bell, T. R.** (2016, March). *Is being on top of the world enough to be on the front page? Analysis of American newspapers the day after the World Cup soccer victory.* The 9th Summit on Communication and Sport, Grand Rapids, MI.
- Bell, T. R.** & Coche, R. (2016, February). *How and why (forgotten) Olympic heroes are remembered? A case study of Josia Thugwane.* Sports Media Consortium, Atlanta, GA.
- Bell, T. R.** (2015, October). *Framed: A qualitative analysis of ESPN's coverage of the College Football Playoff.* (Top Paper). Florida Communication Association Convention, Orlando, FL.
- Bell, T. R.** (2015, October). *Creativity, social media, and college football recruiting: The innovative mix of business and journalism.* Ohio Communication Association, Dayton, OH.
- Bell, T. R.** (2015, October). *Trading Places: My story of white innocence.* The Midwest Popular Culture Association, Race and Ethnicity Research Area, Cincinnati, OH.
- Bell, T. R.** (2015, August). *Communities of practice, National Signing Day, and Byron Cowart: A qualitative analysis of deference and demeanor.* Society for the Study of Symbolic Interaction, Chicago, IL.
- Bell, T. R.** (2015, August). *Documentary, high school football, and race: An intersection of symbolic interactionism.* Society for the Study of Symbolic Interaction, Chicago, IL.
- Bell, T. R.** (2015, March). *Translating community social change to academia through visual representation.* Couch Stone Symposium, St. Petersburg, FL.

### **Poster Presentations (5)**

- Bell, T. R.,** & Ruibley, B. J. (2019, August). *Mobile media and fantasy sport: A quantitative analysis of media dependency on fantasy draft information* (2nd Place Top Faculty Paper). Association for Education in Journalism and Mass Communication, Sports Communication Interest Group, Toronto, Ontario.
- Bell, T. R.** (2017, August). *Athleticism or racism? Identity formation of the (racialized) dual-threat quarterback through football recruiting websites.* Association for Education in Journalism and Mass Communication, Cultural and Critical Studies Division, Chicago, IL.
- Bell, T. R.** (2016, November). *Visually engaged ethnography: Construction knowledge and consciousness.* National Communication Association, Scholar to Scholar Session: Language and Social Interaction, Ethnography, and International and Intercultural Communication, Philadelphia, PA.
- Coche, R., & **Bell, T. R.** (2016, August). *High power kick: Framing of the USWNT 2015 World Cup victory on American front pages.* Association for Education in Journalism and Mass Communication, Sports Communication Interest Group, Minneapolis, MN.
- Bell, T. R.** (2016, March). *What's in a name? Cultural heritage and naming praxis in Tampa Bay craft breweries.* University of South Florida Graduate Student Research Symposium, Tampa, FL.

### **Film Screenings (3)**

- Bell, T. R.** (2018, November). *Objects in motion: A playful paradox of potential.* National Communication Association, Media@Play Special Session, Salt Lake City, UT.
- Bell, T. R.** (2018, May). *The Civil Rights Movement on Central Avenue in Tampa.* The Florida Historical Society, Sarasota, FL.

**Bell, T. R.** (2015, November). *Packer Pride*. National Communication Association, NCA Film Festival, Las Vegas, NV.

### ***Session Organizer*** (5)

*The college admissions scandal: An interdisciplinary media examination of influential adults and parental control.* (2019, November). National Communication Association, Mass Communication Division, Baltimore, MD.

*Visual media: Documentary a legacy for communication.* (2017, November). National Communication Association, Special Session, Dallas, TX.

*Technological revolution: Effects on fantasy football research, participation, and consumption.* (2016, November). North American Society for the Sociology of Sport, Tampa, FL.

*Interrogating whiteness through mediated personal narrative.* (2015, October). Florida Communication Association, Orlando, FL.

*The mediated self: Athletes as journalists and brands through social media.* (2015, October). The 2015 Midwest Popular Culture Association, Cincinnati, OH.

## **UNIVERSITY PRESENTATIONS**

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**Bell, T. R.** (2021, April). *HoopGurlz's biased recruiting: Racial and positional stereotyping in girls' basketball scouting reports.* University of South Florida. Women's & Gender Studies Feminist Research Colloquium. Tampa, FL.

Guldin, R., Applequist, J., & **Bell, T. R.** (2019, March). "*Disney is ruining my kid!*": *A case for cultivation and social learning in tween TV.* University of Oregon. School of Journalism and Communication Research Presentation Series. Eugene, OR.

**Bell, T. R.,** & Coche, R. (2016, February). *How and why (forgotten) Olympic heroes are remembered? A case study of Josia Thugwane.* University of South Florida. Department of Communication Colloquium. Tampa, FL.

## **INVITED GUEST LECTURES**

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*Teaching and Researching Media with Critical Race Theory.* (2022, February). Dean's Advisory Council, College of Arts & Sciences, University of South Florida.

*Bringing video into scholarship and practice.* (2022, January). School of Leadership Studies, Fielding Graduate University.

*Tampa Technique* screening and discussion. (2021, October). Community undergraduate course, Honors College, University of South Florida.

*Tampa Technique* screening and discussion. (2021, October). The Architectural Community for Civic Action, School of Architecture & Community Design, University of South Florida.

*Tampa Technique* screening and discussion. (2019, November). Black Experience undergraduate course, School of Interdisciplinary Global Studies, University of South Florida.

- CTE and crisis communication.* (2019, October). Sport Information Management undergraduate course, College of Health & Human Performance, University of Florida.
- CTE, media, and the NFL.* (2019, October). Sports Media undergraduate course, School of Journalism, University of Florida.
- Using video for my doctoral dissertation.* (2019, February). Webinar: Using video for doctoral research, Fielding Graduate University.
- Tampa Technique* screening and discussion. (2018, March). Black Experience undergraduate course, School of Interdisciplinary Global Studies, University of South Florida.
- Star value? The racial marginalization of high school quarterbacks in recruiting.* (2018, January). Diversity and Social Issues in Sport undergraduate course, Sport Business Management program, University of Central Florida.
- Veiled hyper-sexualization.* (2017, November). Media Studies undergraduate course, Humanities Department, University of Alaska Southeast.
- Athleticism or racism?* (2017, April). Sport in Society undergraduate course, Department of Sociology, University of South Florida.
- Commodification of the high school athlete.* (2015, April). Social Problems undergraduate course, Department of Sociology, University of South Florida.
- Commodification of the high school athlete.* (2014, November). Social Problems undergraduate course, Department of Sociology, University of South Florida.
- Visual storytelling.* (2014, April). Florida Scholastic Press Association, Orlando, FL.
- CopyRIGHTS and other legal issues.* (2013, April). Florida Scholastic Press Association, Orlando, FL.
- Crisis communication in sport.* (2012, November). Communication Skills graduate course, Sports and Entertainment Management Program, University of South Florida.

## GRANTS

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### ***Funded, in Progress***

Experimental design of live sports broadcasting on audience perception. (\$7,500). USF New Researcher Grant. Role: PI. 5/1/2020 – 4/30/2022.

### ***Funded, Completed***

Breaking the Color Line: College Football, Social Change, and the 1969 FAMU-Tampa Football Game (\$4,914). USF Humanities Institute. Role: PI. 5/1/2021 – 8/1/2021.

Depicting race: How football recruiting websites construct quarterbacks through coded language as a sporting racial project. (\$9,879). University of South Florida. Role: PI (co-PI D. Cobb-Roberts & J. Robb). 9/1/2020 – 1/31/2022.

***Submitted, not funded***

Welcoming diversity and inclusion: Developing anti-racism and cultural competency youth sports leaders. (\$348,501). William T. Grant Foundation. Role: PI (co-PIs: J. Robb, D. Cobb-Roberts, & B. Hawkins. 5/1/2022 – 4/30/2025.

Deconstructing maternal burdens: Doulas and the community unite for health. (\$782,960). National Institutes of Health. Role: Co-I (PI: R. Wilson). 9/1/2021 – 8/32/2026.

“Where are they now?” Mediated labels, academic experience, and racialized identity of contemporary college quarterbacks. (\$74,978). Spencer Foundation. Role: PI (co-PI: D. Cobb-Roberts). 2021 – 2024.

Developing media strategies to counter COVID-19 fake news. (\$25,000). University of South Florida. Role: Co-PI (PI: Y. Sun). 5/26/2020 – 5/11/2021.

Breaking the color line: College football, social change, and the 1969 FAMU-Tampa football game. (\$2,500). Broadcast Education Association. Role: PI. 2020.

HER-Polar DCL 2018: Collaborative research: Linking polar environments to sea level rise – Increasing climate literacy through immersive multimedia approaches in informal learning. (\$1,166,988). National Science Foundation. Role: Co-PI (PI: J. Collins). 8/1/2019 – 7/31/2024.

Polar (NSF 15-114) Collaborative research: Linking Greenland’s mass loss and Florida’s rising sea level for advancing STEM and informal learning. (\$1,054,966). National Science Foundation. Role: Co-PI (PI: J. Collins). 8/1/2016 – 7/31/2021.

Tampa Technique: Rise, Demise, and Remembrance of Central Avenue. (\$4,953). Florida Humanities Council. Role: PI. 7/1/2016 – 6/30/2017

**EDITORIAL ACTIVITIES**

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Book Review Editor, *Journal of Broadcasting & Electronic Media*, 2020 – present

Editorial Board Member, *Florida Communication Journal*, 2021 – present

Ad Hoc Manuscript Reviewer

- *Communication and Sport*
- *Feminist Media Studies*
- *Howard Journal of Communications*
- *International Journal of Sport Communication*
- *International Journal of the History of Sport*
- *Journal of Broadcasting & Electronic Media*
- *Journal of Contemporary Ethnography*
- *Journalism & Mass Communication Quarterly*
- *Journalism Practice*
- *New Media & Society*
- *Southern Communication Journal*
- *Sport in Society*

## PROFESSIONAL MEMBERSHIPS

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### Association for Education in Journalism and Mass Communication (AEJMC)

- Graduate Student Liaison, Sports Communication Interest Group, 2016 – 2017
- Division Paper Reviewer: Cultural and Critical Studies; Electronic News; Mass Communication and Society; Newspaper and Online News; Sport Communication.

### Broadcast Education Association (BEA)

- Conference Paper Reviewer: Sport Division
- Festival of Media Arts Reviewer: Faculty and Student Documentary; Student Radio News

### International Association for Communication and Sport (IACS)

- Board Member, 2018 – present
- Chair, Student Top Paper Awards, 2019 – present
- Conference Paper Reviewer

### National Communication Association (NCA)

- Chair, Communication and Sport Division, 2022
- Vice Chair, Communication and Sport Division, 2021
- Vice Chair-Elect, Communication and Sport Division, 2020
- Communication Director, Communication and Sport Division, 2018 – 2019
- Chair, Awards Committee, Communication and Sport Division, 2016 – 2017
- Division Paper Reviewer: Communication and Sport; Ethnography; Mass Communication

## PROFESSIONAL MEDIA EXPERIENCE

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Freelance Multimedia Journalist	Travis Bell Productions	1997 – Present
Freelance Videographer	Ivanhoe Broadcast News	2013 – 2018
Freelance Multimedia Journalist	Comcast Sports South	2006 – 2014
Host	ESPN Outback Bowl Special	2012
Sports Multimedia Journalist	WTSP-TV	2006 – 2012
Host/Reporter	Sun Sports H.S. Sports Report	2006 – 2009
Sports Photographer/Reporter	WESH-TV	2004 – 2006
Sports Reporter/Photographer	WCTV	2002 – 2004
Videographer	WPTY-TV	2001 – 2002
Reporter/Photographer/Anchor	KTRE-TV	2000 – 2001
Sports Department Intern	WKMG-TV	1999 – 2000
Sports Journalist	<i>Central Florida Future</i>	1995 – 2000
Freelance Journalist	Sports Whirl Management	1997 – 2000
Sports Journalist	<i>USA Today Online</i>	1997 – 1998

## DOCUMENTARY PRODUCTIONS

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### [Objects in Motion](#) (2018)

- National Communication Association, Salt Lake City, UT, November 9, 2018

### [Tampa Technique: Rise, Demise, and Remembrance of Central Avenue](#) (2017)

- Broadcast debut on WEDU (Tampa PBS), February 4, 2019, multiple times in 2020
- Institute on Black Life Symposium, USF, Tampa, FL, February 22, 2018
- Florida College System Activities Association, Orlando, FL, October 12, 2017
- Tampa Bay History Center, Tampa, FL, October 10, 2017
- Georgia Historical Society, Savannah, GA, June 20, 2017
- Robert W. Saunders Public Library, Tampa, FL, June 10, 2017

### [T's Up: Branding Team Tampa](#) (2016)

- Sunscreen Film Festival, St. Petersburg, FL, April 29, 2017

### [Packer Pride](#) (2014)

- National Communication Association, Las Vegas, NV, November 21, 2015
- Skyway Film Festival, Bradenton, FL, June 13, 2015
- Sunscreen Film Festival, St. Petersburg, FL, May 3, 2015
- All Sport Los Angeles Film Festival, Los Angeles, CA, November 8, 2014

### [Rising Tide: Tampa Bay Craft Brewing](#) (2013)

- Campus Movie Fest, Tampa, FL, February 26, 2013

## OTHER VIDEO PRODUCTIONS

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Produced and edited a video recording of Harry Edwards' keynote address at the North American Society for the Sociology of Sport Conference in Tampa, Florida. (2016, November 3).

<https://www.youtube.com/watch?app=desktop&v=Oimoyyx0HpE>

Produced and edited holiday video along with instructor Ryan Watson for the Zimmerman School of Advertising & Mass Communications. (2016, December).

[https://www.youtube.com/watch?app=desktop&v=e\\_uFz\\_XdPUg](https://www.youtube.com/watch?app=desktop&v=e_uFz_XdPUg)

Produced and edited a multi-camera recording along with instructor Ryan Watson of Jordan Zimmerman lecture at the Oval Theater at the University of South Florida. (2016, August 23).

[https://www.youtube.com/watch?app=desktop&v=MhJzyR\\_9yCY&t=1s](https://www.youtube.com/watch?app=desktop&v=MhJzyR_9yCY&t=1s)

Produced and edited a promotional video with students and alumni of the Zimmerman School of Advertising & Mass Communications. (2016, June).

<https://www.youtube.com/watch?app=desktop&v=FpaejYE8zf8>

Produced and edited a documentary style feature of the renaming of the Zimmerman School of Advertising & Mass Communications. (2015, March 4).

<https://www.youtube.com/watch?app=desktop&v=5UEkXklSLp4>

## IN THE NEWS (37)

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- Mauro, M. (2022, January 27). USF journalism students prepared for misinformation age in media. [\*ABC Actions News\*](#).
- Morrow, E. (2021, May 25). Central Avenue's stories: How George Floyd's death conjures memories of 1967, 2014 deaths of unarmed Black men in Tampa. *WTSP*.
- Kumar, D. (2020, August 24). USF students, faculty return to a quiet campus. *Tampa Bay Times*.
- Rathbone, K. (Presenter). (2020, March 16). CTE, media, and the NFL: Framing a public health crisis as a football epidemic [Audio podcast]. In *New Books Network*.
- Youker, E. (Producer). (2020, February 22). *American Medicine Today* [Television broadcast].
- Book excerpt: CTE, media, and the NFL. (2019, November 12). [\*83degreesmedia.com\*](#).
- Youker, E. (Producer). (2019, November 2). *American Medicine Today* [Radio interview].
- Schreiner, M. (2019, September 18). NFL, media and head injuries focus of new book by USF faculty members. *WUSF Public Media*.
- Buck, P. (2019, September 18). Think this brain condition only impacts NFL players? Think again. *WTSP*.
- Bull, H. (2019, September 8). USF educators study portrayal of CTE in media. *ABC Action News*.
- Study finds public perception of CTE-related injuries is misconstrued. (2019, September 5). *University News*.
- ISU associate professor Karen Hartman publishes research in International Journal of Sport Communication. (2018, October 24). *Idaho State Journal*.
- Arsenault, M. (2018, October 4). Tapping into a golden political tool. *Boston Globe*.
- Allen, M., & Coombs, E. (2018, April 9). Faculty profile for an undergraduate promotions course. <https://www.youtube.com/watch?v=q10Yki43k5w&feature=youtu.be>
- Brainy brew: Two USF researchers explore the culture and identity of Tampa's craft beer scene. (2017, August 4). *USF Research News*.
- More than 200 show up for screening of Tampa Technique documentary – kicking off Black Male Media Project. (2017, June 17). *Tampa Bay Association of Black Journalists*.
- Sowers, L. (2017, June 13). New film traces Tampa's race issues. *WTVT*.
- Black almanac 30-minute interview. (2017, June 11). *WWSB*.
- Cole & The Cure one-hour interview. (2017, June 10). *1150 AM WTMP*.
- Tampa's Central Avenue: Central to Tampa history, central to Tampa's transportation future. (2017, June 9). *WMNF Radio*.
- Featured on WFLA for story on *Tampa Technique* documentary. (2017, June 9).
- Documentary explores Tampa black business district, 1967 riot. (2017, June 9). *Florida Courier*.
- Morrow, E. (2017, June 7). Filmmaker marks 50<sup>th</sup> anniversary of Tampa race riot with new documentary. *WTSP*.



- Woodard, K. (2017, June 7). Film by USF professor explores how 1967 riot transformed Tampa. *Tampa Bay Times*.
- Inspire black men – An NABJ initiative. (2017, May 30). *Tampa Bay Association of Black Journalists*.
- Garman, A. (2014, November 19). Former Hawkeye the subject of documentary. *KCCI*.
- Featured on Bay News 9 for story about *Packer Pride* documentary. (2014, November 14).
- USF professor's documentary on Largo coach heads to L.A. (2014, November 7). *USA Today*.
- Wirth, D. (2014, November 7). USF professor's documentary on Largo coach heads to L.A. *WTSP*.
- Putnam, B. (2014, November 6). Documentary highlights Largo High coach's generosity. *Tampa Bay Times*.
- Ostrander, L. (2014, November 6). Largo coach teaching about more than just football. *Tampa Tribune*.
- Torres, J.A. (2014, November 5). Documentary features Largo High football coach. *Largo Leader*.
- Putnam, B. (2014, October 29). Documentary on Largo coach Marcus Paschal to debut at film festival. *Tampa Bay Times*.
- Morehouse, M. (2014, October 29). Former Hawkeye subject of documentary. *The Gazette*.
- Featured as Community-based Big Brothers of the Year by Big Brothers Big Sisters of Pinellas County. (2014, May 5). <https://www.youtube.com/watch?v=P1ae7exGJFI&feature=youtu.be>
- Tassely, A., Velasco, A., & Marquez, A. (2014, April 4). Faculty profile for an undergraduate documentary course. <https://www.youtube.com/watch?v=pQU-phoZzDM>
- USF instructor to host Outback Bowl preview show. (2012, December 14). *CAS News*.

## ADVISING

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### *Thesis Chair* (7)

- Carica Astrel
- Eila Knaf
- Patrick Sidwell, Spring 2022
- Alyssa Harrell, Spring 2021
- Mike Nabors, Spring 2021
- Maria Tsyruleva, Fall 2020
- Jasmin Faisal, Summer 2020

### *Thesis Committee Member* (19)

- Taleb Al-Abdah
- Madison Cerce (Communication)
- Rongqi Guo
- Xu Liang
- Jessica Martinez
- Ramya Pucha
- Lisa Patzner, Summer 2022

- Sabeedah Ravat (Women's and Gender Studies), Spring 2022
- Shereena Farrington, Summer 2020
- Emilie Madsen, Summer 2020
- Max Murray (Sociology), Spring 2020
- Mier Sha, Spring 2020
- Jing Li, Fall 2019
- Qianyin Sun, Fall 2019
- Kelsey Baker, Summer 2019
- Yousuf Humaid Taib Al Yousufi, Summer 2019
- Michelle Nunez, Summer 2019
- Moe Escander, Spring 2019
- Kristina Oliva, Spring 2017

*Undergraduate Honors Thesis*

- Zachary Lowie, Chair, 2016
- Jasmine Paulino, Committee Member, 2014

*Dissertation Outside Reader*

- Alberto De Biasi, Fielding Graduate University

## **SERVICE**

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University of South Florida

- Coalition in Intercollegiate Athletics, 2022 – present
- Faculty Senate, 2021 – present
- Athletics Council, 2016 – present
- Council on Technology for Instruction and Research, 2013 – present
- Commencement Marshall

College of Arts and Sciences

- Technology/Computer Committee, 2018 – 2019

Zimmerman School of Advertising & Mass Communications

- Graduate Committee, 2019 – present
- Faculty Evaluation Committee, 2019 – 2021, 2022 – present
- Executive Committee, 2013 – 2017, 2020 – present
- Diversity Committee, 2012 – 2016
- Assistant Instructor of Practice Search Committee, member, 2022
- Endowed Professor of Advertising Search Committee, member, 2021 – 2022
- Instructor Search Committee, chair, 2018
- Instructor Search Committee, member, 2012 – 2013
- Faculty Adviser, Online News Association, 2014 – 2016
- Faculty Adviser, Radio Television Digital News Association, 2013 – 2014

Big Brothers Big Sisters of Pinellas County (2006 – 2016)

- Pinellas County Community-Based Big Brother of the Year, 2013