

Travis R. Bell

Multimedia Journalism Instructor, Zimmerman School of Advertising and Mass Communications

Ph.D. Student, Department of Communication

University of South Florida

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EDUCATION

Ph.D. Student, Communication

University of South Florida, expected 2017

- Dissertation: *Tampa Technique: Rise, Demise, and Remembrance of Central Avenue*

M.S., Sports Administration

Florida State University, 2005

- Thesis: "A qualitative analysis of revenue sharing in professional sports broadcasting using network theory."

B.A., Radio/TV Broadcasting

University of Central Florida, 2000

B.S., Business Administration

University of Central Florida, 2000

HONORS AND AWARDS

NCA Doctoral Honors Seminar, 2016

Top Paper, Graduate, Florida Communication Association, 2015

TEACHING EXPERIENCE

Multimedia Journalism Instructor

University of South Florida, 2012 – Present

- Electronic Field Production (15 sections)
- TV News (13 sections)
- Sports and Media (3 sections)

Adjunct Instructor

University of South Florida, 2011 – 2012

- Broadcast News (2 sections)

Adjunct Instructor

University of Central Florida, 2005

- Single Camera Production (1 section)

PUBLICATIONS

Journal Publications, Peer-Reviewed

Bell, T.R., Morales, A., & Robb, J. (contracted). Technological revolution: How computer-mediated data and constructed space effect fantasy football research, participation, and consumption. *Reconstruction 17.2: Fantasy Sports*.

Bell, T.R., & Sanderson, J. (in review). A hit on American football: A case study of bottom-up framing through op-ed reader comments. *International Journal of Sport Communication*.

Bell, T.R. (in review). Byron Cowart and communities of practice: A media analysis of deference and demeanor on National Signing Day. *Journal of Sports Media*.

Bell, T.R. (in review). Visually engaged ethnography: Constructing knowledge and critical consciousness. *Journal of Media Practice*.

Book Chapters, Peer-Reviewed

Bell, T.R., & Applequist, J. (contracted). “Strong is Beautiful”: A textual analysis of hyper-sexualization present in the WTA’s global ad campaign. In S. Wagg, C. Osborne, & R.J. Lake (Eds.), *The Routledge Handbook of Tennis: History, Culture, and Politics*. New York: Routledge.

Bell, T.R. (in press). As if beaches and theme parks weren’t enough: Mediated social construction of craft beer tourism in Tampa Bay. In C. Kline, S.L. Slocum, & C.T. Cavaliere (Eds.), *Beers, Ciders, & Spirits: Craft Beverages and Tourism in the U.S.* Basingstoke, UK: Palgrave Macmillan.

Bell, T.R. (in press). *Playmakers*: A predictive and provocative foreshadowing of the National Football League. In P. Bronstein & C. Stabile (Eds.), *Media Fails: What Flops, Fiascos, and Bungles Tell Us about Media History*.

Bell, T.R. (in press). What’s in a name? Cultural heritage and identity in Tampa Bay craft breweries. In A. Tyma (Ed.), *Beer, Culture, and Theory*. Lanham, MD: Lexington Books.

Encyclopedia Entries

Bell, T.R. (contracted). College sports. (2,000 words) In R. Lawson (Ed.), *Race and Ethnicity in the United States: From Pre-contact to the Present* (Vol. 4). ABC-Clio.

Bell, T.R. (contracted). Professional sports. (2,000 words) In R. Lawson (Ed.), *Race and Ethnicity in the United States: From Pre-contact to the Present* (Vol. 4). ABC-Clio.

Bell, T.R. (contracted). Robert Saunders and the “Tampa Technique.” (1,000 words) In R. Lawson (Ed.), *Race and Ethnicity in the United States: From Pre-contact to the Present* (Vol. 4). 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). Thousand Oaks, CA: SAGE Publishing.

Reviews

Bell, T.R. (in press). Museum Review of Ted Williams Museum and Hitters Hall of Fame in *Journal of Sport History*.

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. doi:10.1177/1012690216653759

GRANTS

PI: **T.R. Bell** (submitted, not accepted)

Title: Tampa Technique: Rise, Demise, and Remembrance of Central Avenue

Agency: Florida Humanities Council

Project Dates: 7/1/2016 – 6/30/2017

Amount Requested: \$4,953.29

PIs: J. Collins, **T. Bell**, T. Dixon, P. Rosen, A. Feldman (submitted, not accepted)

Title: Polar (NSF 15-114) collaborative research: Linking Greenland's mass loss and Florida's rising sea level for advancing STEM and informal learning

Agency: NSF

Project Dates: 8/1/2016 – 7/31/2020

Amount Requested: \$1,054,966

SCHOLARLY PRESENTATIONS

2016

Bell, T.R., & Applequist, J. *Concussion*, Omalu, and the NFL: A quantitative analysis of a media template. (November, 2016). National Communication Association. Philadelphia, PA.

Bell, T.R. Visually engaged ethnography: Construction knowledge and consciousness. (November, 2016). National Communication Association (Scholar-to-Scholar). Philadelphia, PA.

Bell, T.R., & Coche, R. Post-apartheid Olympic hero: Media construction of South African Josia Thugwane. (November, 2016). The North American Society for the Sociology of Sport. Tampa, FL.

Bell, T.R. Fantasy journalism: How technical creation of information simulates football reality. (November, 2016). The North American Society for the Sociology of Sport. Tampa, FL.

Bell, T.R. Who was Martin Chambers? Examining media depiction of a black teenager's death in 1967. (October, 2016). American Journalism Historians Association (Research-in-Progress). St. Petersburg, FL.

Bell, T.R., & Sanderson, J. A hit on American football: Bottom-up framing in op-ed reader comments. (August, 2016). Association for Education in Journalism and Mass Communication. Minneapolis, MN.

Coche, R., & **Bell, T.R.** High power kick: Framing of the USWNT 2015 World Cup victory on American front pages. (August, 2016). Association for Education in Journalism and Mass Communication (Scholar-to-Scholar). Minneapolis, MN.

Bell, T.R. What's in a name? Cultural heritage and naming praxis in Tampa Bay craft breweries. (March, 2016). 8th Annual Graduate Student Research Symposium (Poster Presentation), Tampa, FL.

Coche, R., & **Bell, T.R.** 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. (March, 2016). International Association for Communication and Sport. Grand Rapids, MI.

Bell, T.R. & Coche, R. How and why (forgotten) Olympic heroes are remembered? A case study of Josia Thugwane. (February, 2016). Sports Media Consortium, Atlanta, GA.

2015

Bell, T.R. "Framed: A qualitative analysis of ESPN's coverage of the College Football Playoff." (Top Paper, October, 2015). The Florida Communication Association Convention, Orlando, FL.

Bell, T.R. "Creativity, social media, and college football recruiting: The innovative mix of business and journalism." (October 2015). The Ohio Communication Association Annual Conference. Dayton, OH.

Bell, T.R. "*Trading Places: A my story of white innocence.*" (October, 2015). The 2015 Midwest Popular Culture Association / American Culture Association Conference. Cincinnati, OH.

Bell, T.R. "Communities of practice, National Signing Day, and Byron Cowart: A qualitative analysis of deference and demeanor." (August, 2015). Annual Meeting of the Society for the Study of Symbolic Interaction. Chicago, IL.

Bell, T.R. "Documentary, high school football, and race: An intersection of symbolic interactionism." (August, 2015). Annual Meeting of the Society for the Study of Symbolic Interaction. Chicago, IL.

Bell, T.R. "Translating community social change to academia through visual representation." (March, 2015). Winter Meeting of the Society for the Study of Symbolic Interaction. St. Petersburg, FL.

Chair/Discussant/Organizer

2016

Session Organizer. "Technological revolution: Effects on fantasy football research,

participation, and consumption.” (November, 2016). North American Society for the Sociology of Sport Annual Conference, Tampa, FL.

2015

Chair/Panelist. “Interrogating whiteness through mediated personal narrative.” (October, 2015). Florida Communication Association Annual Conference, Orlando, FL.

Chair/Panelist. “The mediated self: Athletes as journalists and brands through social media.” (October, 2015). The 2015 Midwest Popular Culture Association / American Culture Association conference. Cincinnati, OH.

Chair, Electronic News Division. (March, 2015). AEJMC Southeast Colloquium, Knoxville, TN.

Discussant, Magazine Division. (March, 2015). AEJMC Southeast Colloquium, Knoxville, TN.

2014

Chair, Electronic News Division. (March, 2014). AEJMC Southeast Colloquium, Gainesville, FL.

2013

Moderator, Electronic News Division. (February, 2013). AEJMC Southeast Colloquium, Tampa, FL.

Invited Presentations

Bell, T.R. “Commodification of the High School Athlete.” (April 2015). Social Problems undergraduate course, Department of Sociology, University of South Florida.

Bell, T.R. “Visual Storytelling.” (April, 2014). Florida Scholastic Press Association, Orlando, FL.

Bell, T.R. (April, 2013). “CopyRIGHTS and Other Legal Issues.” Florida Scholastic Press Association, Orlando, FL.

Bell, T.R. (November, 2012). “Crisis Communication in Sport.” Communication Skills graduate course, Sports and Entertainment Management Program, University of South Florida.

Documentary Productions

Tampa Technique: Rise, Demise, and Remembrance of Central Avenue

- Pre-production in 2016
- Expected completion in 2017

Team Tampa

- Editing in 2016
- Directed and Produced in 2015

Packer Pride

- Directed, Produced, and Edited in 2014
- Screening
 - National Communication Association Film Festival, 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

- Directed, Produced, and Edited in 2013
- Screening
 - Campus Movie Fest, Tampa, FL, February 26, 2013

Reviewer

- Kian, E., Schultz, B., Clavio, G., & Sheffer, M.L. (Eds). *Multimedia sports journalism: A practice guide for the digital age*.
- NCA, Communication and Sport Division.
- AEJMC, Electronic News Division.
- AEJMC, Sport Communication Interest Group.

PROFESSIONAL EXPERIENCE

Freelance Multimedia Journalist

Travis Bell Productions, Clearwater, FL

August 1997 – Present

- Provide full-service multimedia production, including live production and corporate videos
- Shoot game highlights, pregame and postgame interviews, live shots

Freelance Videographer

Ivanhoe Broadcast News, Orlando, FL

April 2013 – Present

- Shoot stories distributed nationally to over 100 television markets

Freelance Multimedia Journalist

Comcast Sports South, Atlanta, GA

June 2006 – April 2014

- Reported for “SEC Sports Tonight,” “SportsNite,” and “In the Huddle”
- Covered college athletics, football recruiting, MLB, NFL and NBA combine training

Host

Outback Bowl, Tampa, FL

December 2012

- 30-minute preview show for the Outback Bowl football game
- Aired nationally on ESPN2 and ESPNU (3 times)

Sports Anchor/Multimedia Journalist

WTSP, St. Petersburg, FL

July 2006 – July 2012

- Hired as first multimedia journalist at any network affiliate in Tampa Bay
- Served as primary fill-in anchor for sports department

Host/Reporter

Dodge High School Sports Report, Orlando, FL

March 2006 – June 2009

- Host for monthly, statewide show about Florida high school athletics
- Produced monthly feature stories and covered all state championship events

Sports Photographer/Reporter

WESH, Orlando, FL

October 2004 – July 2006

- Co-produced 30-minute *Sunday Sports Xtra*
- Covered NBA, NFL, PGA, LPGA, NASCAR, and major college events

Sports Reporter/Photographer

WCTV, Tallahassee, FL

May 2002 – October 2004

- Covered Florida State, Florida A&M, and nationally-ranked high school sports
- Produced and reported weekly “Outside the Athlete” feature

Reporter/Photographer

WPTY, Memphis, TN

July 2001 – May 2002

- Shot and edited stories for daily newscasts; operated live trucks and orchestrated live shots
- Produced and reported player profiles for *John Calipari Show* at University of Memphis

Reporter/Photographer/Anchor

KTRE, Lufkin, TX

May 2000 – July 2001

- Shot, produced, and reported daily stories for both sports and news departments
- Fill-in sports anchor; co-produced *Friday Night Madness* high school football show

Sports Department Intern

WKMG, Orlando, FL

August 1999 – April 2000

- Edit weekly highlight packages for the Big 10 and SEC for the Capital One Bowl

Sports Writer

Central Florida Future, Orlando, FL

August 1995 – April 2000

- Baseball and men’s basketball beat writer
- General assignment sports reporter

SERVICE

University of South Florida

- Faculty Senate Council on Technology for Instruction and Research, 2013 – present
- Commencement Marshall

School of Mass Communications

- Executive Committee, member, 2013 – present
- Diversity Committee
 - Chair, 2015 – 2016
 - Member, 2012 – 2016
- Faculty Search Committee, member, 2012 – 2013
- Online News Association (ONA)
 - Faculty adviser, USF student chapter, 2014 – present
 - Founding member, Tampa professional chapter, 2014 – present
- RTDNA
 - Faculty adviser, 2012 – 2014
 - Reinstated dormant membership during Spring 2013 semester
- Broadcast Education Association (BEA), faculty contact

Tampa Bay non-profit organizations

- Dozens of student-produced unique features on local non-profit organizations
- All stories posted to School of Mass Communications *Digital Bullpen*

Big Brothers Big Sisters of Pinellas County

- Community Big Brother of the Year, 2013
- Big Brother, 2006 – 2016
- Produce PSA videos to aid local chapter in recruitment and promotion

Great American Teach-In/Guest Speaker

- Plato Academy, Clearwater, FL
- Mildred Helms Elementary, Largo, FL
- Center for Creative Learning, St. Louis, MO
- Film course, Michigan State University

PROFESSIONAL MEMBERSHIPS

Association for Education in Journalism and Mass Communication (AEJMC)

International Association for Communication and Sport (IACS)

National Association for the Sociology of Sport (NASSS)

National Communication Association (NCA)

Online News Association (ONA)

FACULTY ADVISER

Online News Association (ONA), 2014 – present

Radio Television Digital News Association (RTDNA), 2013 – 2014

Electronic Field Production Student Documentaries

THESIS COMMITTEE AND INDEPENDENT RESEARCH

Zachary Lowie, Honors College Thesis, Chair, 2015 – 2016
Nicholas McKain, Independent Research, Summer 2015
Quincy Bazen – Independent Research, Spring 2015
Jasmine Paulino – Honors College Thesis, Committee Member, 2013 – 2014
Darin Cowels – Independent Research, Spring 2014
Grant White – Independent Research, Spring 2014

ACADEMIC HONORS

President's List, University of Central Florida, summer 1996
Dean's List, University of Central Florida, three times
Student Senator, University of Central Florida
University Orientation Team Member, University of Central Florida, summer 1997

FREELANCE CLIENTS

Bright House Sports Network
Comcast Sports Net Bay Area, Chicago, Mid-Atlantic, New England, Philadelphia
Cox Sports Television (CST)
Ivanhoe Broadcast News
Metro Sports
Local news affiliates, including KYW, KSWB, WBIR, WBZ, WCBS, YNN
Innisbrook, A Salamander Golf & Spa Resort
USA Today online, *Orlando Sentinel*, *Northwest Florida Daily News*

REFERENCES

Wayne Garcia, Associate Director
Zimmerman School of Advertising & Mass Communications
University of South Florida
wgarcia@usf.edu
813-468-1925

Fred Steier, Associate Professor
Department of Communication
University of South Florida
fsteier@usf.edu
813-220-8736

Melissa Rancourt, Executive Producer
WTSP
mrancourt@wtsp.com
813-416-5180

Chris Tilley, Spring Training Video Feed
Tampa Bay Rays
chrisanddebinflorida@msn.com

727-434-0497