

# TRAVIS R. BELL

Director of Graduate Programs and Research  
Associate Professor  
Zimmerman School of Advertising & Mass Communications  
University of South Florida  
(727) 465-4670 ▪ [trbell@usf.edu](mailto:trbell@usf.edu) ▪ [www.travisrbell.com](http://www.travisrbell.com)

## EDUCATION

---

Ph.D., Communication	University of South Florida	2017
Graduate Certificate, Women's & Gender Studies	University of South Florida	2022
M.S., Sports Administration	Florida State University	2005
B.A., Radio/TV Broadcasting	University of Central Florida	2000
B.S., Business Administration	University of Central Florida	2000

## FACULTY EXPERIENCE

---

University of South Florida, Zimmerman School of Advertising & Mass Communications

- Associate Professor 2021 – Present
- Assistant Professor 2019 – 2021
- Multimedia Journalism Instructor II 2017 – 2019
- Multimedia Journalism Instructor I 2012 – 2017
- Adjunct Instructor 2011 – 2012

University of Central Florida

- Adjunct Professor, DeVos Sport Business Management 2022 – 2023
- Adjunct Instructor, Nicholson School of Communication 2005

## COURSES TAUGHT (through Spring 2026, multiple sections noted in parentheses)

---

*Undergraduate* (65)

TV News (28)  
Electronic Field Production (18)  
Broadcast News (6)  
Writing for the Mass Media (5)  
Sports and Media (3)  
Documentary Production  
Internship  
Issues in Sports and Media  
Multimedia Sports Reporting  
Single Camera Production

*Graduate* (12)

Media, Strategy, & Theory (3)  
Issues in Sports and Media (2)  
Business of Sports Media and Technology (2)  
Audience Analysis  
Introduction to Mass Communication Research  
Media Literacy  
Media Storytelling with Data  
Visual Research and Storytelling

## **ADMINISTRATIVE EXPERIENCE**

---

University of South Florida, Zimmerman School of Advertising & Mass Communications

- Director of Graduate Programs and Research 2021 – Present
  - Developed and implemented a Media Literacy & Analytics M.A. concentration
  - Designed and taught three courses in the new concentration
  - Led a curriculum reorganization for M.A. and M.S. degrees
  - Developed a Bachelor's/Master's (4+1) Pathway program
  - Annually advise ~35-40 graduate students
  - Assign and supervise graduate assistants
  - Direct graduate admissions, scholarships, and orientation
  - Standardized assessment guidelines for thesis and applied projects
  - Chaired the School's annual faculty evaluation committee and mid-tenure reviews
  - Created a graduate student research symposium
  - Organized a faculty research workshop with the Office of Research and Scholarship
  - Served as interim director for first year

University of South Florida, Office of Graduate Studies

- Special Assistant to the Dean Summer 2024
  - Collaborated on website design for student experience and journey
  - Improved clarity and flow of website content
  - Innovated online resources for prospective and current graduate students
  - Assisted with concepts for graduate student recruitment
  - Developed strategies with the office web designer for content creation

## **HONORS AND AWARDS**

---

- 2025 Outstanding Scholarly Article Award, African American Communication and Culture Division, National Communication Association
- 2025 Outstanding Book Award (with co-author Anne Osborne), Organization for the Study of Communication, Language, & Gender
- 2024 Outstanding Graduate Faculty Mentor Award, Honorable Mention, University of South Florida
- 2021 Scholar of the Year, Florida Communication Association
- 2020 Lawrence Wenner Emerging Scholar Award, Communication and Sport Division, National Communication Association
- 2020 Outstanding Book Award (with co-authors Janelle Applequist and Christian Dotson-Pierson), Communication and Sport Division, National Communication Association
- 2018 Best Dissertation Award, Ethnography Division, National Communication 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 *Recognizing an Imperfect Past* Summer Institute, National Endowment for the Humanities
- 2016 Doctoral Honors Seminar, National Communication Association

## TOP PAPERS

---

- 2026 1st Place Prize, Sports Division, Broadcast Education Association
- 2025 Top Paper, Sports Communication Interest Group, International Communication Association
- 2025 3rd Place Faculty Paper, LGBTQ Interest Group, Association for Education in Journalism and Mass Communication
- 2023 Top Paper, Communication and Sport Division, National Communication Association
- 2022 1st Place Prize (Open Paper), Gender & Sexuality Division, Broadcast Education Association
- 2021 Top Student/Faculty Paper, Sports Communication Interest Group, Association for Education in Journalism and Mass Communication
- 2021 Top Faculty Paper, Florida Communication Association
- 2020 1st Place Prize (Open Paper) Gender & Sexuality Division, Broadcast Education Association
- 2020 1st Place Prize (Debut), 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 Top Paper, Documentary Division, Broadcast Education Association
- 2015 Top Paper, Graduate Student, Florida Communication Association

## PUBLICATIONS (\*graduate student co-author when the research began)

---

### *Books* (2)

**Bell, T. R., & Osborne, A.** (2025). *Gender defenders of the sport binary: Mediating discourses of difference against intersex and transgender female athletes*. Peter Lang. <https://doi.org/10.3726/b22592>

Published book reviews:

- Mirer, M. (2025). *Journalism & Mass Communication Quarterly*, 102(4), 1176-1178. <https://doi.org/10.1177/10776990251380693>
- Poteko, K. (2025). *International Journal of Sport Communication*, 18, 400-401. <https://doi.org/10.1123/ijsc.2025-0089>

**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. <http://dx.doi.org/10.5040/9781666992540>

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*** (35)

- Bell, T. R.**, \*Bingaman, J., & Kluch, Y. (2026). ‘Clenched fists, helping hand’: Peter Norman and media frame building of white allyship. *International Review for the Sociology of Sport*, 61(4), 801-820. <https://doi.org/10.1177/10126902251356561>
- Bell, T. R.**, Milford, M., & McGlynn, J. (2026). Parent attitudes toward sport coach communication and knowledge: Exploring priorities, goals, and expectations in the fee-based youth sports ecosystem. *International Journal of Sport Communication*, 19(2), 183-192. <https://doi.org/10.1080/17430437.2025.2537646>
- Bell, T. R.**, Robb, J. S., Cobb-Roberts, D., & \*Velez, K. (2026). (Re)coding the “Black quarterback”: A 20-year critical quantitative analysis of racial stacking and the mediated dichotomy between “pro-style” and “dual-threat.” *Communication & Sport*, 14(1), 316-337. <https://doi.org/10.1177/21674795241297124> [2025 Outstanding Scholarly Article Award, African American Communication and Culture Division, National Communication Association]
- Cranmer, G. A., Tallapragada, M., **Bell, T. R.**, Bureau, S., \*Ashworth, M., & Rey, R. T. (2026). Testing a sport-related concussion intervention among high school athletes. *Communication Research Reports*, 43(2), 103-113. <https://doi.org/10.1080/08824096.2026.2642708>
- Cranmer, G. A., Tallapragada, M., **Bell, T. R.**, Bureau, S., \*Ashworth, M., Rey, R. T., McGlynn, J., & Johnson, Z. (2026). Using the theory of planned behavior in considering the efficacy of encountering concussion intervention materials online. *Health Communication*, 41(2), 201-211. <https://doi.org/10.1080/10410236.2025.2504597>
- McGlynn, J., **Bell, T. R.**, & Milford, M. (2026). “Just be the parent”: Problematic parent behavior from the perspective of fee-based youth sport coaches. *Sport in Society*, 29(4), 868-885. <https://doi.org/10.1080/17430437.2025.2537646>
- Richmond, J., & **Bell, T. R.** (2026). Kim Mulkey, *The Washington Post*, and a stealing thunder pseudo-event during the 2024 NCAA Tournament. *Communication & Sport*, 14(1), 231-250. <https://doi.org/10.1177/21674795251334042>
- Bell, T. R.**, & Yang, F. (2025). Frame alignment through network structures: Using social network analysis to map the evolution and amplification of the #savewomenssports movement. *Information, Communication, & Society*. Advance online publication. <https://doi.org/10.1080/1369118X.2025.2595665>
- Petrotta, B. A., & **Bell, T. R.** (2025). Constructing mediated betting discourse: A typology of responsible gaming language identified through ESPN’s sports wagering shows. *Journal of Gambling Studies*. Advance online publication. <https://doi.org/10.1007/s10899-025-10437-4>
- \*Petrotta, B. A., **Bell, T. R.**, & Meeks, L. (2025). Displaced and diminished: How the placemaking value of “being there” influences play-by-play broadcasters' professional identity. *Communication & Sport*, 13(6), 1254–1275. <https://doi.org/10.1177/21674795241279588>
- Bell, T. R.** (2024). Mediating “real life”: Social media as metajournalism and a narrative rupture to framing theory. *Journalism & Communication Monographs*, 26(1), 74-77. <https://doi.org/10.1177/15226379231222744>
- Bell, T. R.**, & \*Rosado, S. E. (2024). *HoopGurlz’s* biased recruiting: Racial and positional stereotyping in girls’ basketball scouting reports. *Feminist Media Studies*, 24(7), 1598-1616. <https://doi.org/10.1080/14680777.2023.2258295>

- Bell, T. R.,** Sadri, S. R., & Billings, A. C. (2024). The dichotomy of male sports and female announcing: Examining the credibility of gendered pairs for NFL announcing teams. *Journalism & Mass Communication Quarterly*, 101(4), 1026-1048. <https://doi.org/10.1177/10776990221117778>
- Coche, R., & **Bell, T. R.** (2024). Front-page prominence and newspaper ownership: Examining US women's national team coverage after 2015 and 2019 World Cup victories. *Journalism*, 25(3), 717-728. <https://doi.org/10.1177/14648849231162724>
- Lewis, N., & **Bell, T. R.** (2024). A content analysis of violent penalties and their role in sanitizing NFL broadcasts. *Journal of Broadcasting & Electronic Media*, 68(3), 465-483. <https://doi.org/10.1080/08838151.2024.2350406>
- \*Dirks, E., Sadri, S. R., **Bell, T. R.**, \*Jackson, J., & Billings, A. C. (2023). Psychophysiological responses to gendered sports announcing: Effects of announcer gender on audience arousal and emotion. *Journal of Broadcasting & Electronic Media*, 67(4), 487-506. <https://doi.org/10.1080/08838151.2023.2245935>
- \*Grover, M., & **Bell, T. R.** (2023). "Golden spike": Examining Atlanta United's communication strategies and brand attributes from launch to kickoff. *Journal of Sports Media*, 18(1), 75-100. <https://doi.org/10.1353/jsm.2023.a919642>
- Bell, T. R.,** & Applequist, J. (2022). "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. *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), 1134-1149. <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. <https://doi.org/10.1080/08924562.2022.2070388>
- 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.** (2022). Media framing, sport, and public health. In J. Sanderson & M. Weathers (Eds.), *Health communication and sport: Connections, applications, and opportunities* (pp. 15-30). Lexington. [ISBN: 978-1-7936-4975-1](https://doi.org/10.1007/978-1-7936-4975-1)
- 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: 978-1-4331-9191-6](https://doi.org/10.1007/978-1-4331-9191-6)
- Bell, T. R., & Oh, T.** (2022). 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* (pp. 151-171). Palgrave Macmillan. [ISBN: 978-3-0309-7779-5](https://doi.org/10.1007/978-3-0309-7779-5)

- 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 UNDER REVIEW**

---

- Bell, T. R., & Yang, F.** (submitted). #shero: A mixed methods network analysis of frame alignment and the political activation of Riley Gaines. Submitted to the *Sociology of Sport Journal*.
- Bell, T. R., Cranmer, G. A., Rey, R. T., Tallapragada, M., Bureau, S., Ashworth, M., & Burke, M.** (revision). Investigating Participation in a Community-Based Approach to Concussion Reporting. Under review in the *International Journal of Sport Communication*.
- Bell, T. R., & Petrotta, B. A.** (submitted). The gender dichotomy of wagering expertise: A content analysis of Daily Wager/ESPN BET Live shows during March Madness. Submitted to *Feminist Media Studies*.
- Bell, T. R., Wu, Y., Petrotta, B. A., & Billings, A. C.** (revision). "Please gamble responsibly": Sports betting advertisement strategies during men's and women's professional basketball broadcasts. Submitted to *Journal of Broadcasting & Electronic Media*.

**CONFERENCE PRESENTATIONS (\*graduate student co-author)**

---

**Paper Presentations (77)**

- Bell, T. R., & Yang, F.** (2026, June). *Frame alignment through network structures: Using social network analysis to map the evolution and amplification of the #savewomensports movement*. International Communication Association, Sports Communication Interest Group, Cape Town, South Africa.
- Bell, T. R., & Petrotta, B. A.** (2026, April). *The gender dichotomy of wagering expertise: A content analysis of Daily Wager/ESPN BET Live shows during March Madness*. Broadcast Education Association, Sports Division, Las Vegas, NV. **[1st Place Paper]**
- Bell, T. R., & Gallagher, A.** (2026, March). *Triangulating a hierarchy of gender influence through Olympic portrayal guidelines, journalistic practice, and the International Olympic Committee*. The 18th Summit on Communication and Sport, Dublin, Ireland.

- Milford, M., McGlynn, J., & **Bell, T. R.** (2026, March). *Coach communication of authority roles in ambiguous youth sport environments*. The 18th Summit on Communication and Sport, Dublin, Ireland.
- Appelquist, J., **Bell, T. R.**, & Richmond, J. (2026, March). *“Legit girls wear legit leggings”*: A thematic analysis of the official YouTube channel for XX-XY Athletics. 9th International Sport & Discrimination Conference, Dublin, Ireland.
- Bell, T. R.** (2025, November.) *The NCAA and communicating control of (trans)gender freedom through collegiate sport*. National Communication Association, Research Council, Denver, CO.
- Bell, T. R.**, Milford, M., & McGlynn, J. (2025, November). *Parent attitudes toward youth sport coach communication: A 30-year comparison of parent priorities, achievement goals, and expectations*. National Communication Association, Applied Communication Division, Denver, CO.
- Cranmer, G. A., Tallapragada, M., **Bell, T. R.**, Bureau, S., Ashworth, M., Rey, R. T., McGlynn, J., & Johnson, Z. (2025, November). *Using the theory of planned behavior in considering the efficacy of encountering concussion intervention materials online*. National Communication Association, Applied Communication Division, Denver, CO.
- Richmond, J., & **Bell, T. R.** (2025, November). *Kim Mulkey, The Washington Post, and a stealing thunder pseudo-event during the 2024 NCAA Tournament*. National Communication Association, Communication and Sport Division, Denver, CO.
- Bell, T. R.** (2025, October). *Media, the NCAA, and moral panic: Discursively de-constructing transgender female athletes in U.S. collegiate sports*. Organization for the Study of Communication, Language, and Gender, Memphis, TN.
- Bell, T. R.**, & Yang, F. (2025, August). *A network analysis of frame alignment and the political activation of #shero Riley Gaines*. Association for Education in Journalism and Mass Communication, Lesbian, Gay, Bisexual, Transgender & Queer Interest Group, San Francisco, CA. [3rd Place Faculty Paper]
- Petrota, B. A., & **Bell, T. R.** (2025, August). *Constructing mediated betting discourse: A typology of responsible gambling language identified through ESPN’s wagering shows*. Association for Education in Journalism and Mass Communication, Sports Communication Interest Group, San Francisco, CA.
- Bell, T. R.** (2025, June). *(Trans)forming NCAA policy in women’s sports: The communicative battleground in a politicized ideological fissure over gender*. International Communication Association, Media Sociology Postconference, Denver, CO.
- Bell, T. R.**, Robb, J. S., Cobb-Roberts, D., & \*Velez, K. (2025, June). *(Re)coding the “Black quarterback”*: A 20-year critical quantitative analysis of racial stacking and the mediated dichotomy between “pro-style” and “dual-threat.” International Communication Association, Sports Communication Interest Group, Denver, CO. [Top Paper]
- Bell, T. R.**, McGlynn, J., & Milford, M. (2025, March). *Parent perceptions of fee-based youth sport coaches: A 30-year comparison of communication, attitudes, and expectations*. The 17th Summit on Communication and Sport, Chicago, IL.
- Bell, T. R.**, & Richmond, J. (2025, March). *“It ain’t gonna work, buddy.” Kim Mulkey v. The Washington Post during the 2024 NCAA Women’s Basketball Tournament*. The 17th Summit on Communication and Sport, Chicago, IL.

- Bell, T. R.** (2024, November). *Demystifying myths and tracing roots: Using documentary film to contextualize Critical Race Theory*. National Communication Association, Critical and Cultural Studies Division, New Orleans, LA.
- McGlynn, J., **Bell, T. R.**, & Milford, M. (2024, November). [Top Paper Panel]. *“Parents S.U.C.K.”: A typology of the bad sports parent through the eyes of fee-based youth sport coaches*. National Communication Association, Communication and Sport Division, New Orleans, LA.
- Bell, T. R.**, & Yang, F. (2024, July). *#SaveWomensSports: A network analysis of its origin, influencers, and anti-trans discourse*. International Conference on Social Media & Society, London, England.
- Bell, T. R.** (2024, March). *ESPN’s Playmakers: A fictional foreshadowing of provocative storylines and predictive challenges for the NFL*. The 16th Summit on Communication and Sport, Burbank, CA.
- McGlynn, J., **Bell, T. R.**, & Milford, M. (2024, March). *On the same page?: How fee-based youth sport coaches communicate and regulate expectations with athletes and parents*. The 16th Summit on Communication and Sport, Burbank, CA.
- Bell, T. R.**, & Osborne, A. (2024, March). *Naturalizing woman: A panicked return to sex exclusion in women’s sport, 2017 – 2023*. Thinking Sex Conference, University of South Florida, Tampa, FL.
- Lewis, N., & **Bell, T. R.** (2023, November). *Unnecessary roughing?: A longitudinal content analysis of violent penalties and their role in sanitizing NFL broadcasts*. National Communication Association, Communication and Sport Division, National Harbor, MD. [Top Paper]
- Osborne, A., & **Bell, T. R.** (2023, November). *Symbolic violence against women in policing transgender and intersex female athletes*. North American Society for the Sociology of Sport, New Orleans, LA.
- Coche, R., & **Bell, T. R.** (2023, April). *Front-page prominence and newspaper ownership: Examining US women’s national team coverage after 2015 and 2019 World Cup victories*. Southern States Communication Association, Mass Communications Division, St. Petersburg, FL.
- Sadri, S. R., \*Dirks, E., **Bell, T. R.**, \*Jackson, J., & Billings, A. C. (2023, March). *Psychophysiological responses to gendered announcing: Exploring the effect of announcer gender on audience attention, arousal, and emotion*. The 15th Summit on Communication and Sport, Barcelona, Spain.
- Applequist, J., & **Bell, T. R.** (2022, November). *“Curling up in bed with a favorite book is nice, but I think women would rather curl up with their favorite man”: Pharmaceutical ideologies inherent in consumer perceptions of a broadcast advertisement for Viagra*. National Communication Association, Health Communication Division, New Orleans, LA.
- Bell, T. R.** (2022, November). *(Trans)sporting “fairness”: A critical rhetoric of disciplining transgender participation through NCAA policy*. National Communication Association, Communication and Sport Division, New Orleans, LA.
- Bell, T. R.**, & O’Brien, J. (2022, November). *Survival or mortality?: Framing COVID-19 risk and its effect on media credibility and trust*. National Communication Association, Communication and Social Cognition Division, New Orleans, LA.
- 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*. Broadcast Education Association, Gender & Sexuality Division, Las Vegas, NV. [1st Place Open Paper]

- 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.
- Petrota, B., **Bell, T. R.,** & Meeks, L. (2022, March). *(Dis)placing space: COVID-19 and its altering effect on play-by-play announcers' professional uniqueness*. 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., & \*Velez, 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*. Association for Education in Journalism and Mass Communication, Sports Communication Interest Group, New Orleans, LA. (Presented virtually) [**Top Student/Faculty Paper**]
- 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*. Florida Communication Association, Orlando, FL. (Presented virtually) [**Top Faculty Paper**]
- Bell, T. R.,** \*Velez, 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.* Broadcast Education Association, Sport Division, Las Vegas, NV. (Conference cancelled) [**1st Place Prize Debut**]
- 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.* Broadcast Education Association, Gender & Sexuality Division, Las Vegas, NV. (Presented virtually) [**1st Place Open Paper Competition**]
- 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*. Broadcast Education Association, Sport Division, Las Vegas, NV. [**2nd Place Prize**]
- 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.,** & Rauhley, 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*. Broadcast Education Association, Documentary Division, Las Vegas, NV. [**Top Paper**]
- 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*. Florida Communication Association Convention, Orlando, FL. [**Top Graduate Student Paper**]
- 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 (6)**

- Bell, T. R.,** Wu, Y., Petrotta, B. A., & Billings, A. C. (2026, August). *"Please gamble responsibly": Sports betting advertisement strategies during men's and women's professional basketball broadcasts*. Association for Education in Journalism and Mass Communication, Advertising Division, New Orleans, LA.
- Bell, T. R.,** & Ruihley, B. J. (2019, August). *Mobile media and fantasy sport: A quantitative analysis of media dependency on fantasy draft information*. Association for Education in Journalism and Mass Communication, Sports Communication Interest Group, Toronto, Ontario. [**2nd Place Top Faculty Paper**]
- 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.

**Preconference Organizer (1)**

- Disciplining transgender: How states and sport legislate and (re)define place and participation*. (2022, November). National Communication Association, Communication and Sport Division (co-sponsor Feminist and Gender Studies Division), New Orleans, LA.

**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.

**GRANTS**

---

***Funded***

Responsible gambling messages?: An Examination of ESPN's daily wagering shows during March Madness. (\$5,000). ESPN Research Fellow. UNLV International Gaming Institute. Role: Co-PI. 5/1/24 – 10/31/24.

Establishing the efficacy of 'Team Up Against Concussion' among high school athletes. (\$6,000). Robert H. Brooks Sports Science Institute. Role: Research Collaborator. 8/1/2023 – 7/31/2024.

Experimental design of live sports broadcasting on audience perception. (\$7,500). USF New Researcher Grant. Role: PI. 5/1/2020 – 4/30/2024.

Exploring the efficacy of concussion reporting materials with collegiate club sport athletes. (\$5,000). Selwyn House Institute. Role: Co-PI (PI: G. A. Cranmer). 11/15/22 – 12/31/24.

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).

Deconstructing maternal burdens: Doulas and the community unite for health. (\$782,960). National Institutes of Health. Role: Co-I (PI: R. Wilson).

"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).

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

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

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).

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).

Tampa Technique: Rise, Demise, and Remembrance of Central Avenue. (\$4,953). Florida Humanities Council. Role: PI.

## EDITORIAL ACTIVITIES

---

Book Review Editor, *Journal of Broadcasting & Electronic Media*, 2021 – present

- 45 published book reviews through 2025

Editorial Board Member

- *International Journal of Sport Communication*, 2025 – present
- *Howard Journal of Communications*, 2025 – present
- *Communication & Sport*, 2024 – present
- *Journal of Broadcasting & Electronic Media*, 2023 – present
- *Florida Communication Journal*, 2021 – 2024

Ad Hoc Manuscript Reviewer (61 manuscripts)

- *Communication and Sport* (20)
- *International Journal of Sport Communication* (5)
- *Howard Journal of Communications* (4)
- *Journalism & Mass Communication Quarterly* (4)
- *Journalism Practice* (4)
- *Journal of Sports Media* (4)
- *Journalism Studies* (3)
- *Sport in Society* (3)
- *Feminist Media Studies* (2)
- *New Media & Society* (2)
- *Asian Journal of Communication* (1)
- *Communication Quarterly* (1)
- *Communication Research* (1)
- *Critical Studies in Media Communication* (1)
- *Information, Communication, & Society* (1)
- *International Journal of the History of Sport* (1)
- *International Journal of Sports Marketing and Sponsorship* (1)
- *International Review for the Sociology of Sport* (1)
- *Journal of Broadcasting & Electronic Media* (1)
- *Journal of Contemporary Ethnography* (1)
- *Journalism* (1)
- *Southern Communication Journal* (1)

## **PROFESSIONAL MEMBERSHIPS AND SERVICE**

---

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

- Chair, 2025 – Present
- Vice Chair, July 2023 – June 2025
- Board Member, July 2018 – June 2023
- Chair, Student Top Paper Awards, 2019 – Present

### International Communication Association (ICA)

- Paper Reviewer: Sports Communication Interest Group

### National Communication Association (NCA)

- Awards Committee Member, Communication and Sport Division, 2026
- Immediate Past Chair, Communication and Sport Division, 2023
- Chair, Communication and Sport Division, 2022
- Vice Chair, Communication and Sport Division, 2021
- Legislative Assembly Representative, Communication and Sport Division, 2021 – 2022
- 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

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

## **PROFESSIONAL MEDIA EXPERIENCE**

---

Freelance Multimedia Journalist	Independent Contractor	2006 – 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

Freelance Journalist	Sports Whirl Management	1997 – 2000
Sports Journalist	<i>USA Today Online</i>	1997 – 1998
Sports Journalist	<i>Central Florida Future/Knight Times</i>	1995 – 2000

## DOCUMENTARY PRODUCTIONS

---

[\*Critical Race Theory: Roots and Myths\*](#) (2022)

[\*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, re-aired annually through 2023
- Institute on Black Life Symposium, USF, Tampa, FL, February 22, 2018
- 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

---

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=5UEkXkISLp4>

## JOURNALISM REPORTING

---

### *Orlando Sentinel*

- Bell, T. (2000, February 20). Stewart propels UCF past Samford. *Orlando Sentinel*, p. C6.
- Bell, T. (2000, February 14). UCF focuses on running game. *Orlando Sentinel*, p. B5.
- Bell, T. (2000, January 28). UCF baseball to receive stern tests. *Orlando Sentinel*, p. B5.
- Bell, T. (2000, January 16). UCF thumps Campbell. *Orlando Sentinel*, p. C11.
- Bell, T. (1999, November 20). Indian Rocks runs past First Academy. *Orlando Sentinel*, p. D8.
- Bell, T. (1999, November 13). Apopka flurry Blue Darters. *Orlando Sentinel*, p. C12.
- Bell, T. (1999, October 2). Edgewater escapes with win over Oak Ridge. *Orlando Sentinel*, p. B11.
- Bell, T. (1999, September 4). Evans 40, Jones 6. *Orlando Sentinel*, p. C11.
- Bell, T. (1999, May 1). Belitz pitches O-Rays to 2-1 victory. *Orlando Sentinel*, p. B2.
- Bell, T. (1999, April 1999). O-Rays gain split with Mudcats. *Orlando Sentinel*, p. C5.

### *Central Florida Future, Knight Times, USA Today Online, and Into the Knights*

- I wrote more than 200 news stories for these publications between 1995-2000. These articles are archived and available upon request.

## IN THE NEWS (41)

---

Jackson, K. (2026, March 13). Study finds women's games underrepresented in sports betting coverage. [Nebraska Today](#).

Guzzo, P. (2024, April 30). Humor, embarrassment and joy: Meet the name readers of USF's commencement ceremonies. [USF News](#).

Duke, D. (2024, October 16). Sports communication professor expands understanding of coach-parent-athlete relationships in uncharted field of private sports. [Auburn University](#).

Staytunednbc. (2024, June 13).

<https://www.tiktok.com/@staytunednbc/video/7379999592026443054>

UNLV International Gaming Institute announces inaugural ESPN Research Fellows. (2024, April 16). [UNLV International Gaming Institute](#).

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](http://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](http://WUSFPublicMedia.com).
- Buck, P. (2019, September 18). Think this brain condition only impacts NFL players? Think again. [WTSP](http://WTSP.com).
- Bull, H. (2019, September 8). USF educators study portrayal of CTE in media. [ABC Action News](http://ABCActionNews.com).
- Study finds public perception of CTE-related injuries is misconstrued. (2019, September 5). [University News](http://UniversityNews.com).
- ISU associate professor Karen Hartman publishes research in International Journal of Sport Communication. (2018, October 24). [Idaho State Journal](http://IdahoStateJournal.com).
- Arsenault, M. (2018, October 4). Tapping into a golden political tool. [Boston Globe](http://BostonGlobe.com).
- 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](http://USFResearchNews.com).
- 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](http://TampaBayAssociationofBlackJournalists.com).
- Sowers, L. (2017, June 13). New film traces Tampa's race issues. [WTVT](http://WTVT.com).
- Black almanac 30-minute interview. (2017, June 11). [WWSB](http://WWSB.com).
- Cole & The Cure one-hour interview. (2017, June 10). [1150 AM WTMP](http://1150AMWTMP.com).
- Tampa's Central Avenue: Central to Tampa history, central to Tampa's transportation future. (2017, June 9). [WMNF Radio](http://WMNFRadio.com).
- 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](http://FloridaCourier.com).
- Morrow, E. (2017, June 7). Filmmaker marks 50<sup>th</sup> anniversary of Tampa race riot with new documentary. [WTSP](http://WTSP.com).
- Woodard, K. (2017, June 7). Film by USF professor explores how 1967 riot transformed Tampa. [Tampa Bay Times](http://TampaBayTimes.com).
- Inspire black men – An NABJ initiative. (2017, May 30). [Tampa Bay Association of Black Journalists](http://TampaBayAssociationofBlackJournalists.com).
- Garman, A. (2014, November 19). Former Hawkeye the subject of documentary. [KCCI](http://KCCI.com).
- 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](http://USAToday.com).
- Wirth, D. (2014, November 7). USF professor's documentary on Largo coach heads to L.A. [WTSP](http://WTSP.com).
- Putnam, B. (2014, November 6). Documentary highlights Largo High coach's generosity. [Tampa Bay Times](http://TampaBayTimes.com).

- 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*.

## UNIVERSITY PRESENTATIONS

---

- Bell, T. R.**, & Osborne, A. (2025, September). *Sex not gender: How discourses reframed access and identity in women's sport*. Iowa Colloquium on Sport and Culture, Iowa City, IA (virtual).
- Petrotta, B. A., & **Bell, T. R.** (2025, April). *"Thou shalt not bet the Mountain West Conference": A white paper on use of responsible gaming language during ESPN sports wagering shows*. University of Nevada, Las Vegas, UNLV International Gaming Institute, Las Vegas, NV (virtual).
- 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

---

- Visually engaged ethnography*. (2025, November). Mass Communication Theory undergraduate course, Clemson University
- Sports reporting*. (2025, October). Multimedia Sports Reporting undergraduate course, University of Memphis.
- Tampa Technique* screening and discussion. (2025, September). Black Experience undergraduate course, School of Interdisciplinary Global Studies, University of South Florida.
- Digital artifacts as disruptive systems*. (2023, October). Diversity and Public relations undergraduate course, Temple University.
- Media storytelling about Black communities*. (2023, October). African American Community Research graduate course, University of South Florida.

- Qualitative Research Methods in Sport Communication*. (2022, November). Intro to Sport Communication graduate seminar, Clemson University.
- 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, Department 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.

## ADVISING AND MENTORSHIP

---

### *Thesis or Applied Project Major Professor (16)*

- Tierra Matthews-Greenleaf
- Daniel Gearin, Spring 2026
- Rachael Lawrence, Spring 2026
- Salome Tsetskhladze, Spring 2026
- T.J. Ervin, Summer 2025
- McKenzie Muskett, Summer 2024
- Kia Cannon, Spring 2024
- Saige Roe, Spring 2024
- Ta'Bria Snowden, Summer 2023
- Shae Knowles, Spring 2023
- Eila Knaf, Summer 2022
- Patrick Sidwell, Spring 2022
- Alyssa Harrell, Spring 2021
- Mike Nabors, Spring 2021
- Maria Tsyruleva, Fall 2020
- Jasmin Faisal, Summer 2020

### *Thesis or Applied Project Committee Member (28)*

- Sofia Aparicio-Gallagher, Spring 2026
- Victoria Heath, Spring 2026
- Camila Parada Melgar, Spring 2026
- Riley Hunt, Spring 2026
- Grace Smith, Spring 2026
- Thomas Wiskoff, Spring 2026
- Jan Yates, Spring 2026
- Ella Hackett, Spring 2025
- Ege Uckan, Summer 2024
- Morgan Heisey, Spring 2024
- Lauren Kierpa, Spring 2024
- Madison Cerce (Communication), Spring 2023
- Jessica Martinez, Spring 2023
- Ramya Pucha, Fall 2022
- Taleb Al-Abdah, Summer 2022
- 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

*Doctoral Committee Member*

- Logan Gibbs (Communication)

*Dissertation Outside Committee Member*

- Mike Brogden, Fielding Graduate University
- Alberto De Biasi, Fielding Graduate University
- Chantel Sorochuk, Fielding Graduate University

*Undergraduate Honors Thesis*

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

*Faculty Mentor, Communication and PhD Pipeline (CP3)*

- Kalema Meggs, Howard University

*Faculty Mentor, NCA Communication and Sport Division*

- James Bingaman, University of Delaware
- Brian Petrotta, University of Oklahoma
- Nivia Escobar Salazar, Florida State University
- Nicole Pfaff, Clemson University
- Jason Stamm, University of Tennessee
- Claire Wanzer, University of Delaware

## **UNIVERSITY AND PUBLIC SERVICE**

---

University of South Florida

- Coalition in Intercollegiate Athletics, 2022 – 2024
- Faculty Senate, 2021 – 2024
- Athletics Council, 2016 – 2022
- Council on Technology for Instruction and Research, 2013 – 2023
- Commencement Name Reader, 2021 – present
- Commencement Marshall

School of Social Sciences

- Tenure & Promotion Committee, Fall 2025 – Spring 2027

College of Arts and Sciences

- Technology/Computer Committee, 2018 – 2019

Zimmerman School of Advertising & Mass Communications

School Committees

- Faculty Evaluation Committee
  - Chair, 2023 – 2024
  - Member, 2019 – 2021, 2022 – 2024
- Executive Committee

- Member, 2013 – 2017, 2020 – Present
- Graduate Committee
  - Chair, 2021 – Present
  - Member, 2019 – Present
- Diversity Committee
  - Chair, 2015 – 2016
  - Member, 2012 – 2016

#### Search Committees

- Visiting Assistant Professor, chair, 2026 – present
- Assistant Professor of Public Relations, chair, 2025 – 2026
- Visiting Instructor of Video Production, chair, 2025
- Associate Professor of Media Literacy and Analytics, chair, 2022 – 2023
- Assistant Instructor of Practice, member, 2023
- Assistant Instructor of Practice, member, 2022
- Endowed Professor of Advertising, member, 2021 – 2024
- Instructor, chair, 2018
- Instructor, member, 2012 – 2013

#### Faculty Advisor

- Online News Association, 2014 – 2016
- Radio Television Digital News Association, 2013 – 2014

#### Big Brothers Big Sisters of Pinellas County

- Pinellas County Community-Based Big Brother of the Year, 2013
- Big Brother, 2006 – 2016