

TRAVIS R. BELL

Associate Professor of Digital and Sports Media

Director of Graduate Programs and Research

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

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EDUCATION

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> https://digitalcommons.usf.edu/etd/6999/		
▪ 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> https://diginole.lib.fsu.edu/islandora/object/fsu:175855		
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

- Associate Professor of Digital and Sports Media 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, 2022

ADMINISTRATIVE EXPERIENCE

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

- Director of Graduate Programs and Research 2022 – Present
- Interim Director of Graduate Programs and Research 2021 – 2022

COURSES TAUGHT (through Fall 2022, multiple sections noted in parentheses)*Undergraduate*

TV News (26)
 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)
 Business of Sports Media and Technology
 Introduction to Mass Communication Research
 Media Literacy
 Visual Research and Storytelling

HONORS AND AWARDS

- 2022 1st 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 1st 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)

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/10.1080/978-1-4985-7057-2)

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 (19)

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), 1134-1149. <https://doi.org/10.1080/17512786.2020.1827451>

Bell, T. R., Sadri, S. R., & Billings, A. C. (2022). The dichotomy of male sports and female announcing: Examining the credibility of gendered pairs for NFL announcing teams. *Journalism & Mass Communication Quarterly*. Advance online publication. <https://doi.org/10.1177/10776990221117778>

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/
- 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/10.1080/14682753.2022.2081173)
- 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*. Palgrave Macmillan. ISBN: 978-3-0309-7779-5
- 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](#)

- 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-Clío.
- 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

Under Revision

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

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)

Paper Presentations (52)

- 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, New Orleans, LA.
- Bell, T. R.** (2022, November). (Trans)sporting “fairness”: A critical rhetoric of disciplining transgender participation through NCAA policy. National Communication Association, 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, 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. (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.**, & Rühley, 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 hit 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., & Ruihley, 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

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

- 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

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

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

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

Ad Hoc Manuscript Reviewer

- *Asian Journal of Communication*
- *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

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

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

[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

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

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

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)

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 50th 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

Thesis Chair (7)

- 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)

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

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

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