

# TRAVIS R. BELL

Assistant Professor of Digital and Sports Media  
University of South Florida  
Zimmerman School of Advertising & Mass Communications  
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## EDUCATION

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Ph.D., Communication

University of South Florida, 2017

- Dissertation: *Documenting an imperfect past: Examining Tampa's racial integration through film, history, and remembrance of Central Avenue.* <https://scholarcommons.usf.edu/etd/6999>
- Committee: Frederick Steier (chair), Aisha Durham, Abraham Khan, Elizabeth Bird
- 2018 Best Dissertation Award, Ethnography Division, National Communication Association
- 2017-18 Outstanding Achievement in Doctoral Studies, Department of Communication

M.S., Sports Administration

Florida State University, 2005

- Thesis: *A qualitative analysis of revenue sharing in professional sports broadcasting using network theory.*
- Committee: Jeffrey James (chair), Aubrey Kent, Arthur Raney

B.A., Radio/TV Broadcasting

University of Central Florida, 2000

B.S., Business Administration

University of Central Florida, 2000

## FACULTY EXPERIENCE

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University of South Florida

- Assistant Professor of Digital and Sports Media, 2019 – Present
- Multimedia Journalism Instructor II, 2017 – 2019
- Multimedia Journalism Instructor I, 2012 – 2017
- Adjunct Instructor, 2011 – 2012

University of Central Florida

- Adjunct Instructor, 2005

## COURSES TAUGHT

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### *Undergraduate Level (through Spring 2020)*

- TV News (21 sections)
- Electronic Field Production (18 sections)
- Writing for the Mass Media (5 sections)
- Sports and Media (3 sections)
- Broadcast News (2 sections)
- Issues in Sports and Media (1 section)
- Multimedia Sports Reporting (1 section)
- Single Camera Production (1 section)

### *Graduate Level*

- Introduction to Mass Communication Research (1 section)
- Issues in Sports and Media (1 section)

## HONORS AND AWARDS

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- New Researcher Grant (\$7,500), University of South Florida, 2020-21
- 1<sup>st</sup> Place Prize, Open Paper Competition, Gender & Sexuality Division, Broadcast Education Association, 2020
- 1st Place Prize, Debut Category, Sports Paper Competition, Broadcast Education Association, 2020
- 2nd Place Prize, Top Faculty Paper, Sports Communication Interest Group, AEJMC, 2019
- 2nd Place Prize, Sports Paper Competition, Broadcast Education Association, 2019
- Outstanding Achievement in Doctoral Studies, University of South Florida, 2017-18
- Top Paper, Documentary Division, Broadcast Education Association, 2018
- 3rd Place, Student Long Form Documentary, Festival of Media Arts, BEA, 2018
- Professional Development Leave, University of South Florida, 2017
- NEH Summer Institute, *Recognizing an Imperfect Past*, 2017
- National Communication Association, Doctoral Honors Seminar, 2016
- Top Paper, Graduate, Florida Communication Association, 2015

## PUBLICATIONS

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### *Book*

1. **Bell, T. R.**, Applequist, J., & Dotson-Pierson, C. (2019). *CTE, media, and the NFL: Framing a public health crisis as a football epidemic*. Lanham, MD: Lexington Books.

### Published book reviews:

- a. Heo, Y. (2020). Book review: *CTE, media, and the NFL: Framing a public health crisis as a football epidemic* [by T. R. Bell, J. Applequist, & C. Dotson-Pierson]. *International Journal of Sport Communication*, 13(1), 137-139. <https://doi.org/10.1123/ijsc.2019-0128>

- b. Rathbone, K. (2020, March 16). *New Books Network*.  
<https://newbooksnetwork.com/travis-bell-et-al-cte-media-and-the-nfl-framing-a-public-health-crisis-as-a-football-epidemic-lexington-2019/>
- c. Lembcke, J. (2019, December). Review: *CTE, media, and the NFL; Framing a public health crisis as a football epidemic*. *Choice: Current Reviews for Academic Libraries*, 57(4), 452. <http://choicereviews.org/review/10.5860/CHOICE.216645>

### ***Journal Articles, Peer-Reviewed***

2. **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).  
<http://dx.doi.org/10.1123/ssj.2019-0038>
3. **Bell, T. R., & Coche, R.** (2020). “The Man South Africa Forgot”: Media construction and redemption of post-apartheid hero Josia Thugwane. *Journal of Sports Media*, 15(1).
4. 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(3). <https://doi.org/10.1080/10646175.2019.1608482>
5. **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>
6. **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>
7. **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>
8. **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>
9. **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/)
10. **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>

11. **Bell, T. R.** (2016). Visually engaged ethnography: Constructing knowledge and critical consciousness. *Journal of Media Practice*, 17(2-3), 126-137.  
<http://dx.doi.org/10.1080/14682753.2016.1248173>

***Book Chapters, Peer-Reviewed***

12. **Bell, T. R.** (in press). 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*. New York: Routledge.
13. **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*. New York: Peter Lang.
14. **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). Jefferson, NC: McFarland and Company Publishers, Inc.
15. 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*. Jefferson, NC: McFarland and Company Publishers, Inc.
16. **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). London: Routledge. <https://www.routledge.com/Routledge-Handbook-of-Tennis-History-Culture-and-Politics-1st-Edition/Lake-Osborne/p/book/9781138691933>
17. **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). Basingstoke, UK: Palgrave Macmillan.  
<https://doi.org/10.1007/978-3-319-49852-2>
18. **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). Lanham, MD: Lexington Books.  
<https://rowman.com/ISBN/9781498535540/Beer-Culture-in-Theory-and-Practice-Understanding-Craft-Beer-Culture-in-the-United-States>

***Encyclopedia Entries, Peer-Reviewed***

19. **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) (210-213). Santa Barbara, CA: ABC-Clio.
20. **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) (63-66). Santa Barbara, CA: ABC-Clio.
21. **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) (221-222). Santa Barbara, CA: ABC-Clio.
22. **Bell, T. R.** (2015). Sports networks. (1,400 words) In F.F. Wherry & J.B. Schor (Eds.), *The SAGE encyclopedia of economics and society* (Vols. 1-4) (1515-1518). Thousand Oaks, CA: SAGE Publishing. <http://dx.doi.org/10.4135/9781452206905>

***Book, Film, & Museum Reviews***

23. **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>
24. **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>
25. **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>
26. **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. <http://journals.sagepub.com/doi/abs/10.1177/1012690216653759>

***Public Scholarship***

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

## MANUSCRIPTS UNDER REVISION

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### *Journal Article*

- **Bell, T. R.** Communication as commodity exchange: Mapping the media ecology of fantasy sport. *The International Journal of the History of Sport*.

## MANUSCRIPTS UNDER REVIEW

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### *Journal Article*

- **Bell, T. R.** *SportsCenter*: A media framing vehicle for U.S. sport as the COVID-19 epicenter. *International Journal of Sport Communication*.
- Sadri, S. R., **Bell, T. R.**, & Billings, A. C. Gendering “Thursday Night Football”: Examining dialogue differences between all-female and all-male broadcast teams. *Journal of Broadcasting & Electronic Media*.
- **Bell, T. R.**, & Coche, R. “Victory on their own terms”: Framing the USWNT repeat World Cup championship on American front pages. *Journalism Practice*.

### *Encyclopedia Entry*

- **Bell, T. R.** Sports broadcasting. (4,000 words). In G. A. Borchard (Ed.), *Encyclopedia of journalism* (2nd ed). Sage.

## MANUSCRIPTS IN PROGRESS

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- Perreault, G., & **Bell, T. R.** Journalism from a sports perspective: Field theory and the re-defining of digital practice of sports journalists. *Communication & Sport*.
- **Bell, T. R.**, & Smith, L. R. Framing COVID-19 in sport: A content analysis of ESPN’s *SportsCenter* as a first draft of history. *Howard Journal of Communications*. (Abstract accepted for special issue)
- **Bell, T. R.**, & Ruibley, B. J. Mobile media and fantasy sport: An analysis of media dependency on fantasy draft information.
- **Bell, T. R.**, & Applequist, J. The “Future of Football”: A narrative analysis of NFL corporate social responsibility through advertising.
- **Bell, T. R.** Authority figure? Media framing of college coaches implicated in Operation Varsity Blues.

- **Bell, T. R.** “Perhaps take back whether everyone likes VAR”: An analysis of broadcaster discourse of 2019 World Cup VAR reviews. In M. Yanity & D. Coombs (Eds.), *Being better: What we learned from the 2019 FIFA World Cup*.

## CONFERENCE PRESENTATIONS

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### Paper Presentations

1. Coche, R., & **Bell, T. R.** (2021, April). *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.
2. Plothe, T., & **Bell, T. R.** (2021, April). *Eyes on the prize: ESPN's use of priming in determining Heisman Trophy winners*. The 13th Summit on Communication and Sport, St. Petersburg, FL.
3. **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.
4. 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.
5. 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)
6. 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)
7. **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.
8. **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.
9. 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.

10. 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.
11. **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.
12. **Bell, T. R.**, & Ruibley, B. (2019, March). *Media dependency and the fantasy sport draft*. The 12th Summit on Communication and Sport, Boise, ID.
13. **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.
14. **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.
15. **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.
16. **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.
17. **Bell, T. R.** (2017, November). *Visual media: Documenting a legacy for communication*. National Communication Association, Our Legacy, Our Relevance Special Session, Dallas, TX.
18. **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.
19. **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.
20. **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.



21. **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.
22. **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.
23. **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.
24. **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.
25. **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.
26. **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.
27. **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.
28. **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.
29. 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.
30. **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.
31. **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.
32. **Bell, T. R.** (2015, October). *Creativity, social media, and college football recruiting: The innovative mix of business and journalism*. Ohio Communication Association, Dayton, OH.

33. **Bell, T. R.** (2015, October). *Trading Places: My story of white innocence*. The Midwest Popular Culture Association, Race and Ethnicity Research Area, Cincinnati, OH.
34. **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.
35. **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.
36. **Bell, T. R.** (2015, March). *Translating community social change to academia through visual representation*. Couch Stone Symposium, St. Petersburg, FL.

### Poster Presentations

37. **Bell, T. R., & Ruibley, B. J.** (2019, August). *Mobile media and fantasy sport: A quantitative analysis of media dependency on fantasy draft information* (2nd Place Top Faculty Paper). Association for Education in Journalism and Mass Communication, Sports Communication Interest Group, Toronto, Ontario.
38. **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.
39. **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.
40. 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.
41. **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

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

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

### **Session Organizer**

- *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.

### **Non-Panel Participant**

- Discussant, Communication and Sport Division, (2019, November). National Communication Association, Baltimore, MD.
- Chair, Electronic News Division. (2015, March). AEJMC Southeast Colloquium, Knoxville.
- Discussant, Magazine Division. (2015, March). AEJMC Southeast Colloquium, Knoxville.
- Chair, Electronic News Division. (2014, March). AEJMC Southeast Colloquium, Gainesville, FL
- Moderator, Electronic News Division. (2013, February). AEJMC Southeast Colloquium, Tampa.

## **UNIVERSITY PRESENTATIONS**

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

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

## GRANTS

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- **T. R. Bell** (accepted)  
Title: Experimental design of live sports broadcasting on audience perception  
Agency: University of South Florida  
Project Date: 5/1/20 – 4/30/21  
Amount Granted: \$7,500
- **T. R. Bell** (submitted, not accepted)  
Title: Breaking the Color Line: College Football, Social Change, and the 1969 FAMU-Tampa Football Game  
Agency: Broadcast Education Association  
Project Date: 2020  
Amount Requested: \$2,500
- PIs: J. M. Collins, **T. Bell**, T. Dixon, P. Rosen, K. S. McNeal (submitted, not accepted)  
Title: HER-Polar DCL 2018: Collaborative research: Linking polar environments to sea level rise – Increasing climate literacy through immersive multimedia approaches in informal learning  
Agency: NSF  
Project Dates: 8/1/2019 – 7/31/2024  
Amount Requested: \$1,166,988
- PIs: J. M. Collins, **T. Bell**, T. Dixon, P. Rosen, A. Feldman (submitted, not accepted)  
Title: Polar (NSF 15-114) Collaborative research: Linking Greenland's mass loss and Florida's rising sea level for advancing STEM and informal learning  
Agency: NSF  
Project Dates: 8/1/2016 – 7/31/2020  
Amount Requested: \$1,054,966
- PI: **T. R. Bell** (submitted, not accepted)  
Title: Tampa Technique: Rise, Demise, and Remembrance of Central Avenue  
Agency: Florida Humanities Council  
Project Dates: 7/1/2016 – 6/30/2017  
Amount Requested: \$4,953.29

## DOCUMENTARY PRODUCTIONS

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### [Objects in Motion](#)

- Directed, Produced, and Edited in 2018
- Screening

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

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

- Broadcast on WEDU, February 4, 2019
- Directed and Produced in 2016-17
- Edited in 2017
- Screenings
  - Institute on Black Life Symposium, University of South Florida, 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*

- Edited in 2016
- Directed and Produced in 2015
- Screening
  - Sunscreen Film Festival, St. Petersburg, FL, April 29, 2017

*Packer Pride*

- Directed, Produced, and Edited in 2014
- Screenings
  - 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*

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

## **OTHER VIDEO PRODUCTIONS**

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- Produced and edited a video recording of Harry Edwards' keynote address at the North American Society for the Sociology of Sport Conference in Tampa, Florida. (2016, November 3). Retrieved from <https://www.youtube.com/watch?v=Oimoyyx0HpE>
- Produced and edited holiday video along with instructor Ryan Watson for the Zimmerman School of Advertising & Mass Communications. (2016, December). Retrieved from [https://www.youtube.com/watch?v=e\\_uFz\\_XdPUg](https://www.youtube.com/watch?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). Retrieved from [https://www.youtube.com/watch?v=MhJzyR\\_9yCY&t=1s](https://www.youtube.com/watch?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). Retrieved from <https://www.youtube.com/watch?v=FpaejYE8zf8>
- Produced and edited a documentary style feature of the renaming of the Zimmerman School of Advertising & Mass Communications. (2015, March 4). Retrieved from <https://www.youtube.com/watch?v=5UEkXklSLp4>

## IN THE NEWS

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- Study finds public perception of CTE-related injuries is misconstrued. (2019, September 5). Retrieved from <https://www.usf.edu/news/2019/book-explores-impact-media-framing.aspx>

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- Featured as a faculty profile for an undergraduate promotions course at USF produced by Marissa Allen and Emily Combs. (2018, April 9). Retrieved from <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*. Retrieved from <http://www.research.usf.edu/absolute-news/templates/usfri-template.aspx?articleid=6446&zoneid=1>
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- Black almanac 30-minute interview. (2017, June 11). *WWSB*. Retrieved from <https://www.youtube.com/watch?v=16VonfjvwN4>
- Cole & The Cure one-hour interview. (2017, June 10). *1150 AM WTMP*. Retrieved from <https://www.youtube.com/watch?v=Z31xogIuYDg>
- Tampa's Central Avenue: Central to Tampa history, central to Tampa's transportation future. (2017, June 9). *WMNF Radio*. Retrieved from <http://www.wmnf.org/central-avenue/>
- 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*. Retrieved from <http://flcourier.com/documentary-explores-tampa-black-business-district-1967-riot/>
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- Inspire black men – An NABJ initiative. (2017, May 30). *Tampa Bay Association of Black Journalists*.
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- 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*. Retrieved from <http://usatodayhss.com/2014/usf-professors-documentary-on-largo-coach-heads-to-la>
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- Torres, J.A. (2014, November 5). Documentary features Largo High football coach. *Largo Leader*. Retrieved from [http://www.tbnweekly.com/pinellas\\_county\\_schools/content\\_articles/110514\\_sch-01.txt](http://www.tbnweekly.com/pinellas_county_schools/content_articles/110514_sch-01.txt)
- Putnam, B. (2014, October 29). Documentary on Largo coach Marcus Paschal to debut at film festival. *Tampa Bay Times*. Retrieved from <http://www.tampabay.com/hometeam/blog/documentary-largo-coach-marcus-paschal-debut-film-festival/21437/>
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- Featured as Community-based Big Brothers of the Year by Big Brothers Big Sisters of Pinellas County. (2014, May 5). Retrieved from <https://www.youtube.com/watch?v=P1ae7exGJFI&feature=youtu.be>
- Featured as a faculty profile for an undergraduate documentary course at USF produced by Alivia Tassely, Alexandra Velasco, and Annarelis Marquez. (2014, April 4). Retrieved from <https://www.youtube.com/watch?v=pQU-phoZzDM>
- USF instructor to host Outback Bowl preview show. (2012, December 14). Retrieved from <http://www.cas.usf.edu/news/s/382/#USF%20instructor%20to%20host%20Outback%20Bowl%20preview%20show>

## INVITED GUEST LECTURES

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- Bell, T. R. (2019, November). *Tampa Technique* screening. Black Experience undergraduate course, School of Interdisciplinary Global Studies, University of South Florida.
- Bell, T. R. (2019, October). *CTE and crisis communication*. Sport Information Management undergraduate course, College of Health & Human Performance, University of Florida.
- Bell, T. R. (2019, October). *CTE, media, and the NFL*. Sports Media undergraduate course, School of Journalism, University of Florida.
- Bell, T. R. (2019, February). *Using video for my doctoral dissertation*. Webinar: Using video for doctoral research, Fielding Graduate University.
- Bell, T. R. (2018, November). *Tampa Technique* screening. Black Experience undergraduate course, School of Interdisciplinary Global Studies, University of South Florida.
- Bell, T. R. (2018, January). *Star value? The racial marginalization of high school quarterbacks in recruiting*. Diversity and Social Issues in Sport undergraduate course, Sport Business Management program, University of Central Florida.
- Bell, T. R. (2017, November). *Veiled hyper-sexualization*. Media Studies undergraduate course, Humanities Department, University of Alaska Southeast.
- Bell, T. R. (2017, April). *Athleticism or racism?* Sport in Society undergraduate course, Department of Sociology, University of South Florida.
- Bell, T. R. (2015, April). *Commodification of the high school athlete*. Social Problems undergraduate course, Department of Sociology, University of South Florida.
- Bell, T. R. (2014, November). *Commodification of the high school athlete*. Social Problems undergraduate course, Department of Sociology, University of South Florida.

- Bell, T. R. (2014, April). *Visual storytelling*. Florida Scholastic Press Association, Orlando, FL.
- Bell, T. R. (2013, April). *CopyRIGHTS and other legal issues*. Florida Scholastic Press Association, Orlando, FL.
- Bell, T. R. (2012, November). *Crisis communication in sport*. Communication Skills graduate course, Sports and Entertainment Management Program, University of South Florida.

## **PROFESSIONAL MEDIA EXPERIENCE**

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Travis Bell Productions, Clearwater, FL

Freelance Multimedia Journalist

August 1997 – Present

- Provide full-service multimedia production
- ENG production, including game highlights, interviews, and live shots
- Produced and edit corporate videos

Ivanhoe Broadcast News, Orlando, FL

Freelance Videographer

April 2013 – January 2018

- Shoot stories distributed nationally to over 100 television markets
- Provide full-service ENG production

Comcast Sports South, Atlanta, GA

Freelance Multimedia Journalist

June 2006 – April 2014

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

ESPN Outback Bowl, Tampa, FL

Host

December 2012

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

WTSP, St. Petersburg, FL

Sports Anchor/Multimedia Journalist

July 2006 – July 2012

- Hired as first multimedia journalist at any network affiliate in Tampa Bay
- Produced daily news content, including feature and live reporting
- Anchored more than 100 sportscasts

Sun Sports Dodge High School Sports Report, Orlando, FL

Host/Reporter

March 2006 – June 2009

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

WESH, Orlando, FL

Sports Photographer/Reporter

October 2004 – July 2006

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

WCTV, Tallahassee, FL

Sports Reporter/Photographer

May 2002 – October 2004

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

WPTY, Memphis, TN

Reporter/Photographer

July 2001 – May 2002

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

KTRE, Lufkin, TX

Reporter/Photographer/Anchor

May 2000 – July 2001

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

WKMG, Orlando, FL

Sports Department Intern

August 1999 – April 2000

- Edited weekly highlight packages for the Big 10 and SEC for the Capital One Bowl
- Assisted with player and coach interviews for daily newscasts

*Central Florida Future*, Orlando, FL

Sports Journalist

August 1995 – April 2000

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

Sports Whirl Management, Orlando, FL

Freelance Journalist

August 1997 – April 2000

- Wrote daily UCF sports content for [intotheKnights.com](http://intotheKnights.com)

- Produced radio features for UCF pregame show on “740 The Team”

*USA Today Online*, Orlando, FL

Sports Journalist

August 1997 – December 1998

- Beat writer for UCF football and men’s basketball

## **SERVICE**

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University of South Florida

- College of Arts & Sciences Technology/Computer Committee, 2018 – present
- Athletics Council, 2016 – present
- Council on Technology for Instruction and Research, 2013 – present
- Commencement Marshall

Zimmerman School of Advertising & Mass Communications

- Faculty Evaluation Committee
  - Member, 2019 – present
- Executive Committee, member, 2013 – 2017
- Diversity Committee
  - Chair, 2015 – 2016
  - Member, 2012 – 2016
- Faculty Search Committee, member, 2012 – 2013
- Online News Association (ONA)
  - Faculty adviser, USF student chapter, 2014 – 2016
  - Founding member, Tampa professional chapter, 2014 – present
- RTDNA
  - Faculty adviser, 2012 – 2014
  - Reinstated dormant membership during Spring 2013 semester

Tampa Bay non-profit organizations

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

Big Brothers Big Sisters of Pinellas County

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

Great American Teach-In

- Leila Davis Elementary, Clearwater, FL
- Plato Academy, Clearwater, FL
- Mildred Helms Elementary, Largo, FL
- Center for Creative Learning, St. Louis, MO

## **PROFESSIONAL MEMBERSHIPS**

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Association for Education in Journalism and Mass Communication (AEJMC)

- Graduate Student Liaison, Sports Communication Interest Group, 2016 – 2017

International Association for Communication and Sport (IACS)

- Board Member, 2018 – present

National Association for the Sociology of Sport (NASSS)

National Communication Association (NCA)

- Vice-Chair Elect, Communication and Sport Division, 2020 – present
- Communication Director, Communication and Sport Division, 2018 – 2019
- Chair, Awards Committee, Communication and Sport Division, 2016 – 2017

Online News Association (ONA)

## **REVIEWER**

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Manuscript Reviewer

- *Journalism & Mass Communication Quarterly*
- *Communication and Sport*
- *Journal of Contemporary Ethnography*
- *Southern Communication Journal*

Book Reviewer

- Kian, E., Schultz, B., Clavio, G., & Sheffer, M.L. (Eds). *Multimedia sports journalism: A practice guide for the digital age.*

Conference Paper Reviewer

- BEA, Sport Division, Festival of Media Arts.
- IACS, International Association for Communication and Sport.
- NCA, Communication and Sport Division, Mass Communication, Ethnography.
- AEJMC, Electronic News Division and Sport Communication Interest Group.

## **FACULTY ADVISER**

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Online News Association (ONA), 2014 – 2016

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

Electronic Field Production Student Documentaries

## **DISSERTATION AND THESIS COMMITTEES**

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*Dissertation*

- Alberto De Biasi, Outside Reader, Fielding Graduate University

*Master's Thesis*

- Maria Tsyruleva, Chair
- Jasmin Faisal, Chair
- Mike Nabors, Chair
- Emilie Madsen, Committee Member
- Shereena Farrington, Committee Member
- Max Murray (Sociology), Committee Member, Spring 2020
- Mier Sha, Committee Member, Spring 2020
- Jing Li, Committee Member, Fall 2019
- Qianyin Sun, Committee Member, Fall 2019
- Kelsey Baker, Committee Member, Summer 2019
- Yousuf Humaid Taib Al Yousufi, Committee Member, Summer 2019
- Michelle Nunez, Committee Member, Summer 2019
- Moe Escander, Committee Member, Spring 2019
- Kristina Oliva, Committee Member, Spring 2017

*Honors College Thesis*

- Zachary Lowie, Chair, 2015 – 2016
- Jasmine Paulino, Committee Member, 2013 – 2014

## **UNDERGRADUATE ACADEMIC HONORS**

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President's List, University of Central Florida, summer 1996

Dean's List, University of Central Florida, three times

Student Senator, University of Central Florida

University Orientation Team Member, University of Central Florida, summer 1997

## **FREELANCE CLIENTS**

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Bright House Sports Network

NBC Sports Chicago

NBC Sports Mid-Atlantic

NBC Sports New England

NBC Sports Philadelphia

NBC Sports Net Bay Area

Cox Sports Television

Innisbrook, A Salamander Golf & Spa Resort

Ivanhoe Broadcast News

KSWB-TV

KYW-TV

Metro Sports

*Northwest Florida Daily News*

*Orlando Sentinel*  
*USA Today* online  
WBIR-TV  
WBZ-TV  
WCBS-TV  
YNN-TV