

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

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

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

Undergraduate Level (through Fall 2020)

- TV News (22 sections)
- Electronic Field Production (18 sections)
- Writing for the Mass Media (5 sections)
- Sports and Media (3 sections)
- Broadcast News (3 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

- 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, 2020
- New Researcher Grant (\$7,500), University of South Florida, 2020-21
- 2nd Place Prize, Top Faculty Paper, Sports Communication Interest Group, AEJMC, 2019
- 2nd Place Prize, Sports Paper Competition, Broadcast Education Association, 2019
- Top Paper, Documentary Division, Broadcast Education Association, 2018
- 3rd Place, Student Long Form Documentary, Festival of Media Arts, BEA, 2018
- Outstanding Achievement in Doctoral Studies, University of South Florida, 2017-18
- 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 Student, Florida Communication Association, 2015

PUBLICATIONS

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. Cossman, H. (2020). *Journalism & Mass Communication Quarterly*. <https://doi-org.ezproxy.lib.usf.edu/10.1177/1077699020952085>
- b. Heo, Y. (2020). *International Journal of Sport Communication*, 13(1), 137-139. <https://doi.org/10.1123/ijsc.2019-0128>
- c. 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). *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.** (accepted). *SportsCenter: A case study of media framing U.S. sport as the COVID-19 epicenter*. *International Journal of Sport Communication*.
3. Sadri, S. R., **Bell, T. R.**, & Billings, A. C. (accepted). Gendering “Thursday Night Football”: Examining dialogue differences between all-female and all-male broadcast teams. *Journal of Gender Studies*. <https://doi.org/10.1080/09589236.2020.1834368>
4. **Bell, T. R.**, & Coche, R. (2020). “Victory on their own terms”: American front-page framing of the USWNT repeat World Cup championship. *Journalism Practice*. <https://doi.org/10.1080/17512786.2020.1827451>
5. **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. <http://dx.doi.org/10.1123/ssj.2019-0038>
6. **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://muse.jhu.edu/article/761105>
7. 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>

8. **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>
9. **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>
10. **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>
11. **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>
12. **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/
13. **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>
14. **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

15. **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. <https://www.routledge.com/Sports-Media-History-Culture-Technology-Identity/Carvalho/p/book/9780367254285>
16. **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. <https://doi.org/10.3726/b15018>
17. **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. <https://mcfarlandbooks.com/product/sports-in-african-american-life/>

18. 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. <https://mcfarlandbooks.com/product/disney-channel-tween-programming/>
19. **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. <https://www.routledge.com/Routledge-Handbook-of-Tennis-History-Culture-and-Politics-1st-Edition/Lake-Osborne/p/book/9781138691933>
20. **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. <https://doi.org/10.1007/978-3-319-49852-2>
21. **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. <https://rowman.com/ISBN/9781498535540/Beer-Culture-in-Theory-and-Practice-Understanding-Craft-Beer-Culture-in-the-United-States>

Encyclopedia Entries, Peer-Reviewed

22. **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). ABC-Clio.
23. **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). ABC-Clio.
24. **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). ABC-Clio.
25. **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 Publishing. <http://dx.doi.org/10.4135/9781452206905>

Book, Film, & Museum Reviews

26. **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>

27. **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>
28. **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>
29. **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

30. **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

Journal Articles

- **Bell, T. R.** Communication as commodity exchange: Mapping the media ecology of fantasy sport. *The International Journal of the History of Sport*.
- Perreault, G., & **Bell, T. R.** Towards a “digital” sports journalism: Field theory, changing boundaries, and evolving technologies. *Communication & Sport*.

MANUSCRIPTS UNDER REVIEW

Journal Articles

- **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*.

Book Chapter

- **Bell, T. R.** “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. Coombs (Eds.), *Being better: What we learned from the 2019 FIFA World Cup*.

Encyclopedia Entry

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

MANUSCRIPTS IN PROGRESS

Abstract Accepted

- **Bell, T. R.**, Dotson-Pierson, C., & Applequist, J. “Big risks, big rewards”: Framing the NWSL Challenge Cup amid a global pandemic. In A. C. Billings, L. Wenner, & M. Hardin (Eds.), *American sport in the shadow of a pandemic*.

Work-in-Progress

- **Bell, T. R.**, & Ruihley, 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.**, & Haywood, A. Authority figure? Media framing of college coaches implicated in Operation Varsity Blues.
- Coche, R., & **Bell, T. R.** Is being on top of the world enough to be on the front page? Analysis of American front pages the days after the two latest World Cup victories.

CONFERENCE PRESENTATIONS

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.** (2020, November). *Depicting race: How football recruiting websites construct quarterbacks through coded language as a sporting racial project*. National Communication Association, Communication and Sport Division, Indianapolis, IN.
4. **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.
5. **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.
 6. **Bell, T.R.** (2020, November). *Communication as commodity exchange: Mapping the media ecology of fantasy sport*. National Communication Association, Media Ecology Association, Indianapolis, IN.
 7. **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)
 8. 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)
 9. 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)
 10. 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)
 11. **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.
 12. **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.
 13. 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.
 14. 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.

15. **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.
16. **Bell, T. R.**, & Ruibley, B. (2019, March). *Media dependency and the fantasy sport draft*. The 12th Summit on Communication and Sport, Boise, ID.
17. **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.
18. **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.
19. **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.
20. **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.
21. **Bell, T. R.** (2017, November). *Visual media: Documenting a legacy for communication*. National Communication Association, Our Legacy, Our Relevance Special Session, Dallas, TX.
22. **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.
23. **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.
24. **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.
25. **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.

26. **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.
27. **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.
28. **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.
29. **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.
30. **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.
31. **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.
32. **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.
33. **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.
34. **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.
35. **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.
36. **Bell, T. R.** (2015, October). *Creativity, social media, and college football recruiting: The innovative mix of business and journalism*. Ohio Communication Association, Dayton, OH.
37. **Bell, T. R.** (2015, October). *Trading Places: My story of white innocence*. The Midwest Popular Culture Association, Race and Ethnicity Research Area, Cincinnati, OH.

38. **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.
39. **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.
40. **Bell, T. R.** (2015, March). *Translating community social change to academia through visual representation*. Couch Stone Symposium, St. Petersburg, FL.

Poster Presentations

41. **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.
42. **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.
43. **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.
44. 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.
45. **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

46. **Bell, T. R.** (2018, November). *Objects in motion: A playful paradox of potential*. National Communication Association, Media@Play Special Session, Salt Lake City, UT.
47. **Bell, T. R.** (2018, May). *The Civil Rights Movement on Central Avenue in Tampa*. The Florida Historical Society, Sarasota, FL.
48. **Bell, T. R.** (2015, November). *Packer Pride*. National Communication Association, NCA Film Festival, Las Vegas, NV.

Preconference Organizer

- *COVID-19 and when sport stopped the world: Communicating health, organizational, and social implications through sport.* (2020, November). National Communication Association, Communication and Sport Division, Indianapolis, IN.

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

- 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

Funded

- **T. R. Bell, D. Cobb-Roberts, J. S. Robb**
Title: Depicting race: How football recruiting websites construct quarterbacks through coded language as a sporting racial project.
Agency: University of South Florida
Project Date: 9/1/2020 – 8/30/2021
Amount Requested: \$9,879
- **T. R. Bell**
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

Submitted, Unfunded

- Y. Sun, J. Applequist, A. Best, **T. Bell**, Y. Jeon, J. O'Brien, A. Ramirez, R. Tao
Title: Developing media strategies to counter COVID-19 fake news
Agency: University of South Florida
Project Date: 5/26/2020 – 5/11/2021
Amount Requested: \$25,000
- **T. R. Bell**
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
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
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

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, multiple times in February 2020
- 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

- 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
- 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
- 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

- Kumar, D. (2020, August 24). USF students, faculty return to a quiet campus. *Tampa Bay Times*. Retrieved from <https://www.tampabay.com/news/education/2020/08/24/usf-students-faculty-return-to-a-quiet-campus/>
- 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*. Retrieved from <https://newbooksnetwork.com/travis-bell-et-al-cte-media-and-the-nfl-framing-a-public-health-crisis-as-a-football-epidemic-lexington-2019/>
- Youker, E. (Producer). (2020, February 22). *American Medicine Today* [Television broadcast]. Retrieved from https://www.youtube.com/watch?v=hXAnkTI5m_E
- Book excerpt: CTE, media, and the NFL. (2019, November 12). Retrieved from <https://www.83degreesmedia.com/features/book-on-brain-injury-111219.aspx>

- Youker, E. (Producer). (2019, November 2). *American Medicine Today* [Radio interview]. Retrieved from <https://www.iheart.com/podcast/139-american-medicine-today-27091412/episode/american-medicine-today-11-2-19-52095767/>
- Schreiner, M. (2019, September 18). NFL, media and head injuries focus of new book by USF faculty members. Retrieved from <https://wusfnews.wusf.usf.edu/post/nfl-media-and-head-injuries-focus-new-book-usf-faculty-members?fbclid=IwAR2UfAdDK1Qj3txTOPYGuMKmyzGJpL7mdlfLwIbWbJzjF96uwqmdp50uJ3A>
- Buck, P. (2019, September 18). Think this brain condition only impacts NFL players? Think again. Retrieved from <https://www.wtsp.com/article/news/health/cte-nfl-media-coverage-veterans-domestic-violence-usf/67-937d9142-b0c9-42bd-ae1e-8b486966755d>
- Bull, H. (2019, September 8). USF educators study portrayal of CTE in media. Retrieved from <https://www.abcactionnews.com/news/region-hillsborough/usf-educators-study-portrayal-of-cte-in-media>
- 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>
- ISU associate professor Karen Hartman publishes research in International Journal of Sport Communication. (2018, October 24). *Idaho State Journal*. Retrieved from https://www.idahostatejournal.com/community/isu-associate-professor-karen-hartman-publishes-research-in-international-journal/article_c3720502-826b-5a9f-be92-0bcd485811.html
- Arsenault, M. (2018, October 4). Tapping into a golden political tool. *Boston Globe*. Retrieved from <https://www.bostonglobe.com/metro/2018/10/04/beer/LKAq2nav7qTOZfZ7EulhgN/story.html>
- 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>
- 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*. Retrieved from <http://tbabj.com/?p=3148>

- Sowers, L. (2017, June 13). New film traces Tampa's race issues. *WTVT*. Retrieved from <https://www.fox13news.com/news/new-film-traces-tampas-race-issues>
- 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/>
- Morrow, E. (2017, June 7). Filmmaker marks 50th anniversary of Tampa race riot with new documentary. *WTSP*. Retrieve from <http://www.wtsp.com/news/history/filmmaker-marks-50th-anniversary-of-tampa-race-riots-with-new-documentary-1/446480689>
- Woodard, K. (2017, June 7). Film by USF professor explores how 1967 riot transformed Tampa. *Tampa Bay Times*. Retrieved from <http://www.tampabay.com/news/humaninterest/film-by-usf-professor-explores-how-1967-riot-transformed-tampa/2326361>
- 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*. Retrieved from <http://www.kcci.com/article/former-hawkeye-the-subject-of-documentary/6899682>
- 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>
- Wirth, D. (2014, November 7). USF professor's documentary on Largo coach heads to L.A. *WTSP*. <http://www.wtsp.com/sports/high-school/usf-professors-documentary-on-largo-coach-heads-to-l-a-/300190876>
- Putnam, B. (2014, November 6). Documentary highlights Largo High coach's generosity. *Tampa Bay Times*. Retrieved from

<http://www.tampabay.com/sports/footballpreps/documentary-highlights-largo-high-coachs-generosity/2205430>

- Ostrander, L. (2014, November 6). Largo coach teaching about more than just football. *Tampa Tribune*. Retrieved from http://www.tbo.com/pinellas-county/largo-highs-coach-teaching-lessons-about-more-than-just-football-20141106/?utm_content=bufferdadd1&utm_medium=Social&utm_source=Facebook&utm_campaign=buffer
- 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
- 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/>
- Morehouse, M. (2014, October 29). Former Hawkeye subject of documentary. *The Gazette*. Retrieved from <http://www.thegazette.com/subject/sports/former-hawkeye-subject-of-documentary-20141029>
- 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

- 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, March). *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

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
- 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

UNIVERSITY AND LOCAL SERVICE

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

- Graduate Committee
 - Member, 2019 – present
- 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 AND SERVICE

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

Manuscript Reviewer

- *Journalism & Mass Communication Quarterly*
- *Communication and Sport*
- *International Journal of Sport Communication*
- *Feminist Media Studies*
- *Southern Communication Journal*
- *Journal of Contemporary Ethnography*

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

Online News Association (ONA), 2014 – 2016

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

Electronic Field Production Student Documentaries

DISSERTATION AND THESIS COMMITTEES

Dissertation

- Alberto De Biasi, Outside Reader, Fielding Graduate University

Master's Thesis Chair

- Maria Tsyruleva
- Mike Nabors
- Alyssa Harrell
- Jasmin Faisal, Summer 2020

Master's Thesis Committee Member

- Emilie Madsen, Summer 2020
- Shereena Farrington, 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

Honors College Thesis

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

UNDERGRADUATE ACADEMIC HONORS

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

FREELANCE CLIENTS

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