

Dr. Hayden Von Coombs

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Education

Northcentral University

Doctor of Philosophy in Sport & Athletic Management, December 2022 Graduate

- Higher Education & Athletic Administration Emphasis
- Dissertation- The Complex Identities of International Student-Athletes Competing in the NCAA: An Exploratory Qualitative Case Study

Southern Utah University

Master of Arts in Professional Communications, May 2016 Graduate

- Thesis- Rhetorical Analysis of Mythical Framing in ESPN.com's Coverage of the 2015 NBA Finals

Brigham Young University-Idaho

Bachelor of Science in Communication, December 2014 Graduate

- Journalism emphasis

Teaching Experience

May 2022-Present

Assistant Professor of Sports Management, Southern Utah University, Cedar City, UT

- Teach and develop courses including:
 - COMM 1130: Writing for Communication
 - COMM 1707: Introduction to Sports Communication
 - COMM 2507: Writing & Reporting for Sports Media
 - COMM 3460: Multimedia Management
 - COMM 3707: Sports Branding & Advertising
 - COMM 3717: Issues & Ethics in Sports
 - COMM 4240: Technical Writing
 - COMM 4507: Intercollegiate Sports Administration
 - COMM 4707: Professional Sport Management
 - COMM 6160: Communication & Digital Culture
 - COMM 6240: Sport Communication
 - COMM 6850: Individual Graduate Research
 - COMM 6900: Masters Capstone Thesis
 - COMM 6910: Masters Capstone Project
 - MIS 6170: Governance of Intercollegiate Athletics
 - MIS 6270: Sport Compliance and Administration
 - UNIV 1057: College Success for Student-Athletes
- Teach other courses in the communication undergraduate and graduate programs as needed.
- Oversee the sports management emphasis for the SUU Department of Communication.
- Serve as the writing coach for the university journalism outlets.
- Chair theses in sports management, media, and educational topics.

May 2016-April 2022

Lecturer of Communication/Journalism Program Director, Southern Utah University, Cedar City, UT

- Taught courses including:
 - COMM 1010: Intro to Communication & Public Speaking
 - COMM 1130: Writing for Communication
 - COMM 1310: Critical Thinking
 - COMM 1707: Introduction to Sports Communication
 - COMM 2010: Mass Media & Society
 - COMM 2110: Interpersonal Communication
 - COMM 2310: Introduction to Advertising & Public Relations
 - COMM 2507: Writing & Reporting for Sports Media
 - COMM 3140: Advanced Media Writing
 - COMM 3460: Multimedia Management
 - COMM 3502: News Writing Practicum

- COMM 3717: Issues & Ethics in Sports
- COMM 4140: Advanced Journalism Practices
- COMM 4240: Technical Writing
- COMM 4260: Media Law & Ethics
- COMM 4507: Sports Administration & Management
- COMM 4707: Theory & Research in Sports
- COMM 6240: Sport Communication
- COMM 6910: Masters Capstone Project
- UNIV 1057: College Success for Student-Athletes
- In addition to my teaching duties, I also run the SUU student media operations: The University Journal and www.SUUNews.net.
 - Spend all work hours outside of class time in journalism lab, working with student employees of the University Journal and SUU News.
 - Transitioned weekly newspaper to a monthly magazine.
 - Built the SUU News website and established SUU News Podcasting and all social media accounts.
- Have successfully chaired multiple thesis capstones.
- Director of the Sports Communication Certificate.

January 2015-May 2016

Communications Department Adjunct Faculty (GTA), Southern Utah University, Cedar City, UT

- Taught COMM 2110 Interpersonal Communications and COMM 1010 Intro to Communication.
- Developed my own course schedule, syllabi, and learning objectives.

August 2013-December 2014

Communications Department Teaching Assistant, Brigham Young University-Idaho, Rexburg, ID

- Graded quizzes and papers for COMM 280 Research Fundamentals class of 35 students.
- When needed, taught COMM 240 Newsgathering Principles & Practices classes of 20-30 students.
- Conducted analytical research for BYU-Idaho Communication Department.

January 2011-July 2013

Reading/Writing Tutor, BYU-Idaho, Rexburg, ID

- Taught proper grammar, punctuation, writing, and study skills.
- Worked primarily with Brazilian students and students with learning disabilities.
- Edited over 100 student essays.

Honors and Awards

2024

- Influential Educator Award, Southern Utah University Faculty Development
- Professor of the Year Finalist, SUU Athletics Birdy Awards
- Globally Engaged Faculty Finalist, SUU International Affairs
- Emerging Scholar, Sports Communication Division, National Communication Association

2023

- Influential Educator Award, Southern Utah University Faculty Development
- Professor of the Year, SUU Athletics Birdy Awards

2022

- Completed and successfully defended doctoral dissertation, Northcentral University
- Influential Educator Award, Southern Utah University Faculty Development

2021

- Mentor of the Year Award Winner, Southern Utah Thunderbird Awards
- Staff Member of the Year, Southern Utah University College of Humanities and Social Sciences
- Influential Educator Award, Southern Utah University Faculty Development
- National Society of Leadership and Success, Northcentral University Chapter

2020

- Professor of the Year Finalist, Southern Utah University Thunderbird Awards
- Globally Engaged Faculty Award, SUU International Affairs
- Influential Educator Award, Southern Utah University Faculty Development
- Kappa Delta Pi, National Education Honor Society

2019

- Professor of the Year Nominee, Southern Utah University Thunderbird Awards
 - Professor of the Year Award, SUU Veterans Association
 - Organization of the Year (SUU News), Southern Utah University Thunderbird Awards
 - Influential Educator Award, Southern Utah University Faculty Development
- 2018
- SUU President's Award, Southern Utah University Thunderbird Awards
 - Professor of the Year Award, SUU Veterans Association
 - Influential Educator Award, Southern Utah University Faculty Development
- 2017
- Professor of the Year Nominee, Southern Utah University Thunderbird Awards
 - Influential Educator Award, Southern Utah University Faculty Development
 - Top Paper Panel - Sports and Athletics, NCA/PCA National Conference
- 2016
- Graduate Ambassador, Southern Utah University School of Graduate and Continuing Studies
 - Graduate Teaching Assistantship, Southern Utah University Department of Communications
 - Lambda Pi Eta, National Communications Honor Society
- 2015
- Graduate Teaching Assistantship, Southern Utah University Department of Communications
 - SUU Graduate Student Academic Scholarship, Southern Utah University Department of Communications
 - SUU Graduate Student Out of State Tuition Waiver, Southern Utah University Department of Communications
 - 2015 SUU Festival of Excellence
- 2014
- 1st Place - Media Studies, Fall 2014 BYU-Idaho R&CW Conference
 - 1st Place - Journalism Session, Fall 2014 BYU-Idaho R&CW Conference
 - 1st Place - College of Business & Communications, Spring 2014 BYU-Idaho R&CW Conference
 - BYU-Idaho Academic Scholarship
 - Gordon B. Hinckley Award Recipient, Brigham Young University-Idaho Communication Department
- 2013
- Birch Memorial Scholarship, BYU-Idaho

Technical Skills

- Teaching
- Course & Curriculum Design
- Higher Education Recruiting
- Fundraising
- Academic Research
- Journalism
- Copy Editing
- Interpersonal Communication
- Virtual Communication/Social Media and Computing Skills
- Online Teaching
- Sports Media
- Sports Administration
- Sports Management

Peer-Reviewed Journal Articles

- **Coombs, H. V., & Kershnik, W.** (2025 ***SUBMITTED***). Don't turn your back: Revisiting the now Hollywood vs. Wolfpac rivalry through the lens of social identity theory. *International Journal of Sports Management*
- **Coombs, H., & Bagley, B.** (2024 ***ACCEPTED***). Silent signals: Enhancing communication skills through nonverbal cues GIFT. *Kentucky Journal of Communication*.
- **Bagley, B. & Coombs, H.** (2024 ***ACCEPTED***). Crisis communication simulation: Navigating organizational response in real-time GIFT. *Carolinas Communication Annual*.
- **Coombs, H. V., Bagley, B. H., & Coombs, S. B.** (2024 ***ACCEPTED***). Social identity complexity and international student-athletes. *Journal of Higher Education Athletics & Innovation*.
- **Coombs, H. V., Bagley, B. H.** (2024 ***ACCEPTED***). Perceptions of institutional inequities at FBS programs. *Journal of Emerging Sports Studies*.

- **Coombs, H. V., & Bagley, B. H.** (2024 ***ACCEPTED***). Transcending controversy: The Heisman Trophy Trust's image repair strategies following OJ Simpson's passing. *Utah Journal of Communication*.
- **Coombs, H. V., Bagley, B., Barnhart, R., & Graudins, M.** (2023). Sociolinguistic accommodation strategies used by international student-athletes. *Journal Comunicaç o P blica*, 18(35).
- **Bagley, B. H., & Coombs, H. V.** (2023). The Gobert report: How Rudy's reputational crisis followed him to Minneapolis. *Utah Journal of Communication*, 1(2), 78-82. <https://doi.org/10.5281/zenodo.10058771>
- **Bagley, B., Fournery, S., & Coombs, H.** (2023). The Spiral of Silence in the National basketball Association, *Journal of Sports Media*, Volume 17, Number 2.
- **Coombs, H.** (2022). *The complex identities of international student-athletes competing in the NCAA: an exploratory qualitative case study* [Doctoral dissertation, Northcentral University]. ProQuest.
- **Bagley, B., Coombs, H., & Mikesell, A.C.** (2022). Careers, demographics, and internet availability: Predictors of social media addiction. *Utah Journal of Communication*, 0(1), 11–20. <https://doi.org/10.5281/zenodo.7134106>
- **Coombs, H.** (2022). Mythical Framing Messages in ESPN.com's Coverage of the NBA Finals Over 10 Years. *Utah Journal of Communication*, 0(1), 21–30. <https://doi.org/10.5281/zenodo.7134102>
- **Coombs, H.** (2016). *Setting a Super Agenda: A Rhetorical Analysis of Mythical Framing Messages in ESPN.com's Coverage of the NBA Finals* [Master's thesis, Southern Utah University]. ProQuest.

Peer-Reviewed Book Chapters & Encyclopedia Entries

- **Coombs, H. V.** (2025 ***IN PROGRESS). Navigating new norms: The cultural and athletic integration of female international student-athletes in NCAA sports. In H.L. Hundley (ed.) *College Sports and Intersectionality: Examining Contemporary Issues in Media and Qualitative Communication*. MacMillan.
- **Coombs, H. V.** (2024 ***IN PRINT***). Fostering a supportive culture for student-athlete success. In *ASCEND to Higher Retention Rates (Vol. 3)*. TK Consulting.
- **Bagley, B., & Coombs, H.** (2024a). FOMO. *Encyclopedia of Sport Management*, 384–385. <https://doi.org/10.4337/9781035317189.ch222>
- **Bagley, B., & Coombs, H.** (2024b). Health Communication. *Encyclopedia of Sport Management*, 448–449. <https://doi.org/10.4337/9781035317189.ch262>
- **Coombs, H.** (2024). Cartel. *Encyclopedia of Sport Management*, 130–131. <https://doi.org/10.4337/9781035317189.ch77>
- **Coombs, H., & Bagley, B.** (2024a). Communication accommodation. *Encyclopedia of Sport Management*, 173–174. <https://doi.org/10.4337/9781035317189.ch100>
- **Coombs, H., & Bagley, B.** (2024b). Ownership. *Encyclopedia of Sport Management*, 690–692. <https://doi.org/10.4337/9781035317189.ch402>
- **Coombs, H., & Bagley, B.** (2024c). Peer Review. *Encyclopedia of Sport Management*, 711–713. <https://doi.org/10.4337/9781035317189.ch413>
- **Coombs, H., & Bagley, B.** (2024d). Salary caps. *Encyclopedia of Sport Management*, 825–826. <https://doi.org/10.4337/9781035317189.ch480>
- **Coombs, H., & Bagley, B.** (2024e). Social Identity complexity. *Encyclopedia of Sport Management*, 879–880. <https://doi.org/10.4337/9781035317189.ch516>
- **Coombs, H., & Barton, M. H.** (2024). Paralipsis. *Encyclopedia of Sport Management*, 696–698. <https://doi.org/10.4337/9781035317189.ch405>
- **Coombs, H., & Coombs, S.** (2024). International student-athletes. *Encyclopedia of Sport Management*, 508–510. <https://doi.org/10.4337/9781035317189.ch297>
- **Coombs, H., & Hubka, O.** (2024). Ethnography. *Encyclopedia of Sport Management*, 325–327. <https://doi.org/10.4337/9781035317189.ch191>
- **Coombs, H., & McCulley, R.** (2024). Baseball management. *Encyclopedia of Sport Management*, 80–82. <https://doi.org/10.4337/9781035317189.ch47>
- **Coombs, H., & Pradhan, S.** (2024). BIRGing. *Encyclopedia of Sport Management*, 98–100. <https://doi.org/10.4337/9781035317189.ch58>
- **Coombs, H., & Walker, K.** (2024). Privilege. *Encyclopedia of Sport Management*, 745–748. <https://doi.org/10.4337/9781035317189.ch436>
- **Harris, A., & Coombs, H.** (2024). Peer mentoring. *Encyclopedia of Sport Management*, 710–711. <https://doi.org/10.4337/9781035317189.ch412>
- **Kershishnik, B., & Coombs, H.** (2024a). Kayfabe. *Encyclopedia of Sport Management*, 528–530. <https://doi.org/10.4337/9781035317189.ch308>

- Kershishnik, B., & **Coombs, H.** (2024b). Professional Wrestling Management. *Encyclopedia of Sport Management*, 753–755. <https://doi.org/10.4337/9781035317189.ch440>
- Pradhan, S., & **Coombs, H.** (2024). Corfing. *Encyclopedia of Sport Management*, 212–213. <https://doi.org/10.4337/9781035317189.ch123>
- **Coombs, H.** & Bagley, B. (2021). Salary caps. In *Encyclopedia of Sport Management* (pp. 412-413). Edward Elgar Publishing. <https://doi.org/10.4337/9781800883284.salary.caps>

Other Publications & Gray Literature

- **Coombs, H. V.** (2024). Unholy Fate. *Exposed Bone Literary Magazine*, 1(1). <https://www.exposedbonemag.com/pieces/unholy-fate>
- **Coombs, H. V.** (2024). The Cardboard Box. *Taborian Literary Magazine*. <https://thetaborian.com/issue-2024-02-the-cardboard-box/>
- **Coombs, H. V.** (2024). Embers of Anticipation. *Hearth & Coffin*, 3(4). <https://www.hearthandcoffin.com/post/embers-of-anticipation/>
- Hubka, O., & **Coombs, H. V.** (2023). The Culture of American Collegiate Athletics: An Ethnographic Study from a European Perspective. Southern Utah University. <https://doi.org/10.5281/zenodo.10366382/>
- **Coombs, H. V.** (2023). Lisboa, o Meu Coração. *Voidspace Literary Magazine*. <https://voidspacezine.com/lisboa-o-meu-coracao/>
- Husselbee, L. P., & **Coombs, H. V.** (2023). Academic book reviews explained. *Utah Journal of Communication*, 0(2), 48-51. <https://doi.org/10.5281/zenodo.7702244>
- **Coombs, H. V.** (2023) *Life, Love, & Longing: A Chapbook of Shakespearean Sonnet*. (Vol. 1). KDP.
- **Coombs, H.** (2023). Se Deus Quiser: A cultural immersion trip to Lisbon, Portugal that took four years of planning. *The Global Review*. Southern Utah University.
- **Coombs, H.** (2023). Meu Propósito. *The Global Review*. Southern Utah University.
- Barton, M. H., & **Coombs, H. V.** (2023). Concise guide for preparing GIFT articles. *Utah Journal of Communication*, 0(2), 6-10. Retrieved from <https://doi.org/10.5281/zenodo.7702244>
- **Coombs, H. V.**, & Bagley, B. (2023). A Streamlined Peer Review Process. *Utah Journal of Communication*, 0(2), 1-4. Retrieved from <https://doi.org/10.5281/zenodo.7592199>.
- **Coombs, H.** (2022). Case Study Research: Single or Multiple? [White paper]. Zenodo. <https://doi.org/10.5281/zenodo.7106698>
- **Coombs, H.** (2021). An Introduction to Title IX and its Application to Intercollegiate Athletics. Zenodo. <https://doi.org/10.5281/zenodo.7113567>

Conference Presentations

- 2024 National Communication Association
Coombs, H. V., & Bagley, B. H. (2024; ***FORTHCOMING***). Institutional Athletic Privilege: Perceptions of institutional inequities at low and mid-major colleges. 2024 NCA National Convention, New Orleans, Louisiana.
- 2024 International Conference of the Dialogical Self
Coombs, H. V. (2024). Inner dialogue of international student-athletes. 2024 International Conference of the Dialogical Self, Estonia, EUA (presented over Zoom).
- 2023 National Communication Association
Coombs, H. V., Bagley, B., Barnhart, R. (2023). Sociolinguistic Strategies Utilized by International Student-Athletes. 2023 NCA National Convention, National Harbor, Maryland.
- 2023 Western States Communication Association
Bagley, B. & **Coombs, H.** (2023, February 17) Collective digital monuments on TikTok: A qualitative analysis of a group algorithmically close in mourning. 2023 Western States Communication Association Annual Conference, Phoenix, Arizona.
- 2022 National Communication Association
Bagley, B., & **Coombs, H.** (2022, November 17) The Spiral of Silence in the National basketball Association. 2022 NCA National Conference, New Orleans, Louisiana.
- 2020 National Communication Association, Online/Remote
Bagley, B., **Coombs, H.**, Mikesell, A.C. (2020, November) What did I miss? #FOMO & Predictors of Social Media Addiction. 2020 NCA National Conference, Indianapolis, Indiana.
- 2017 PCA/ACA National Conference, San Diego, CA
Coombs, H. (2017, April 3). Analyzing ESPN's Evolving Coverage of the NBA in the Era of Superheroes and Star Wars. PCA/ACA Conference, San Diego, California.

- 2016 PCA/ACA Conference, Seattle, WA
Coombs, H., Dearman, A., & Ronquillo, E. (2016, March 24). Making Myths of Airplane Crashes: How News Media Frame Airplane Crashes. PCA/ACA Conference, Seattle, Washington, USA. <https://doi.org/10.5281/zenodo.7106723>
- 2015 SWPADA Conference, Albuquerque, NM
Carr, M., & **Coombs, H.** (2015, February 13). The Ethos of Film Trailers Quantified. 36th Annual SWPACA Conference, Albuquerque, New Mexico, USA. <https://doi.org/10.5281/zenodo.7108964>
- 2014 Mormon Media Studies Conference
Coombs, H. & Williams, L. (2014, October 21). Proselytizing in the 21st Century: How Christian Denominations in the US Present Themselves Online. 2014 MMS Conference, Salt Lake City, Utah.
https://www.academia.edu/12949100/The_Gospel_in_the_21st_Century_How_Leading_Christian_Denominations_in_the_US_Present_Themselves_in_an_Online_Setting

Media Appearances and Invited Lectures

- News Interview
KUTV 2 News Salt Lake City. (2024, April 20). ARC: More pro sports teams may be drawn to Utah after NHL announcement. https://www.youtube.com/watch?v=4SZZvsz7XmI&ab_channel=KUTV2NewsSaltLakeCity
- Featured News Story
Harrison, A. (2024, April 19). Utah's passion for sports could mean more professional teams to come. *KUTV.com*. <https://kutv.com/sports/hockey/utahs-passion-for-sports-could-mean-more-professional-teams-to-come-mlb-nhl-hockey-baseball-salt-lake-hayden-coombs>
- Featured News Story
Harrison, A. (2024, April 9). Utah Jazz owner creates online buzz with survey for NHL team name. *KUTV.com*. <https://kutv.com/news/local/jazz-owner-sparks-buzz-for-nhl-franchise-in-utah-after-arizona-rejection>
- News Interview
KUTV 2 News Salt Lake City. Utah's MLB aspirations remain strong despite Oakland A's bypass for temporary home. https://www.youtube.com/watch?v=hl-zLIECeoY&ab_channel=KUTV2NewsSaltLakeCity
- Featured News Story
Harrison, A. (2024, April 4). Utah's MLB aspirations remain strong despite Oakland A's bypass for temporary home. *KUTV.com*. <https://kutv.com/news/local/utahs-mlb-aspirations-remain-strong-despite-oakland-as-bypass-for-temporary-home-baseball-sports-team-bees>
- Podcast Guest
Brown, C. (Host) (2024, January). Sport Management Assistant Professor, Dr. Hayden Coombs, discusses athletics and journalism. <https://www.youtube.com/watch?v=QYZSdBEqoO8>
- Featured News Story
Wiesak, J. (2024, January 14). Acquiring an NHL franchise in Salt Lake takes more than just money. *KUTV.com*. <https://www.youtube.com/watch?v=VdO6VQBM0rM>
- News Interview
KUTV Salt Lake Channel 2 News. (2023, January). Acquiring an NHL franchise in Salt Lake takes more than just money [TV news segment]. <https://kutv.com/sports/hockey/acquiring-an-nhl-franchise-in-salt-lake-takes-more-than-just-money>
- Podcast Guest
Asisi, F. (Host) (2023, October). Navigating career challenges in sports (No. 48) [Audio podcast episode]. In *The Recruit Grind*. <https://open.spotify.com/episode/5jVvYeh77q8ChwyGFdOsuVB?si=Yuw-sMU8TpOkGGui8erNZg>
- Podcast Guest
Asisi, F. (Host) (2023, August). Navigating FBS and FCS scholarships: Advice from SUU's athletic leaders (No. 41) [Audio podcast episode]. In *The Recruit Grind*. <https://open.spotify.com/episode/7MvosXSE27uryiAgghsaxB?si=IwqwCIZ1QYOU2A1v8ZBGKA>
- Podcast Guest
Meyers, S. (Host). (2023, February). Escapism in Sports (No. 2) [Audio podcast episode]. In *Five More Minutes*. <https://open.spotify.com/episode/3w8G0ewuwjzhZkCSWdie7e?si=ILAR-ypqTUGnGkl7fFc6sA>
- 2021 Utah Rural Health Scholars Symposium
Coombs, H. (2021, November 19). Combating the stigma surrounding mental illness. 2021 URHS Symposium, St. George, Utah.
- 2019 Utah State Parks Service Training Symposium
Coombs, H. (2019, April 16). Critical Thinking in the Field. 2019 Utah State Parks Service Training, Cedar City, Utah.

Committees

Hiring Committees

- Associate Athletic Director of External Operations, SUU Athletics Department, April 2023.
- Assistant Director of Strategic Communication, SUU Athletics Department, November 2022.
- Assistant Professor of Journalism and Media Studies, SUU Department of Communication, March 2022.
- Assistant Athletic Director of Sports Information, SUU Athletics Department, June 2021.
- Assistant Athletic Director of Academics, SUU Athletics Department, April 2019.
- Assistant Professor of Media Studies, SUU Department of Communication, April 2019.
- Director of Student Life, Department of Student Involvement and Leadership, March 2019.
- Assistant Professor of Strategic Communication, SUU Department of Communication, November 2018.

Utah Journal of Communication

April 2022-Present

- Serve as the Editor-in-Chief of new open-access, peer-reviewed academic journal.
- Serve on the UJOC Editorial Board.
- Serve on the UJOC Managing Board.
- Advertise and publicize the UJOC semi-annually.
- Recruit peer reviewers to serve of the UJOC editorial board.

Southern Utah University Research & Retention Committee

August 2016-Present

- Primary liaison for all recruiting efforts for undeclared undergraduate students at Southern Utah University.
- Primary liaison for all recruiting efforts for prospective graduate students for the Master of Arts in Professional Communication program.
- Deliver persuasive lectures on SUU campus and visit regional universities in order to recruit new students.

SUU Student-Athlete Wellness Committee

August 2016-Present

- Funding member of the Student-Athlete Wellness Committee,
- Teach courses and serve as a mentor for SUU student-athletes to ensure success in their sport, in the classroom, and in the world.

Southern Utah University Thunderbird Club Executive Board

December 2014-May 2016

- Promote and develop support for the intercollegiate athletics at Southern Utah University.
- Assist the Thunderbird Club Board by developing marketing strategies, managing social media accounts, and designing promotional materials.

BYU-Idaho Research & Creative Works Council

January 2012-December 2014

- Started as a member of the R&CW Student staff, promoted to Communications Manager, promoted to Assistant Manager, and eventually, promoted to Conference Manager.
- Oversaw R&CW Conference participation grow 26%.

Committee to Elect Jordan Busby for Rexburg City Council

2011 Elections

- Successfully managed a political campaign to help get Jordan Busby elected for city council.
- Produced and designed all informational materials and website used to educate the public.

Service

Capstones

- McKenzie, L. (2024). Analyzing the public response of Blaire Flemming and San Jose State University Volleyball.
- Rockwood, P. (2024). Framing the second apron. A rhetorical analysis of media coverage in the NBA.
- Jessen, W. (2024). Tim Ballard and His Use of Parasocial Interactions.
- Roundy, S. (2024). Generic Criticism of Antichrist Rhetoric in the Book of Mormon: Another Testament of Jesus Christ.
- Francis, T. (2024). Ushering In a New Era: A Rhetorical Analysis of the Media Coverage of Southern Utah's Arrival in the Western Athletic Conference.
- Scovill, P. (2024). "A Second Chance Fastball": Trevor Bauer's Image Repair to Baseball.
- Greenhalgh, T. (2023). MLB Pitch Clock: A Rhetorical Analysis on Fans Reactions in a Public Sphere Setting.
- Riley, S. (2023). Social media plan for SUU Gymnastics program.
- Hubka, O. (2023). The Culture of American Collegiate Athletics: An Ethnographic Study from a European Perspective.
- Martin, C. (2023). Coach Behavior and Student-Athlete Self-Perception.

- Carroll, H. (2022). Leading To Seeking: A Guide to Understanding Religious Instruction.
- Blumenthal, C. J. (2020). Development of a Social Media Plan for the University Journal and SUUNews.net.
- Bartlett, N. S. (2018). Analyzing the Southern Utah University Athletic Department Junior Thunderbirds Program Through Uses and Gratifications Theory.

University

- Helped develop SUU Communication Department Promotion & Tenure policy document, summer 2024.
- Worked alongside Matt Barton, Kevin Stein, and Braden Bagley to create a business plan for Dialsmith Research services for local clients and businesses, summer 2024.
- Study abroad to Tonga, summer 2024.
- National Society of Collegiate Scholars, SUU Chapter, faculty advisor, since 2023.
- Study abroad to Lisbon, Portugal, spring 2023.
- Honors program senior project mentor, Andrea Rodgers, 2023.
- Sports Marketing textbook, peer reviewer, Stukent, 2022.
- Recruiting & Retention Committee, chair, Communication department, since 2022.
- General Education/Basic Course Committee, chair, Communication department, since 2022.
- Social Media Committee, member, Communication department, since 2022.
- University Journal Committee, member, Communication department, since 2022.
- Southern Utah Sports Management Society faculty advisor/founder, since 2021.
- Honor program senior project mentor, Aly Lamoureux, 2021.
- Study abroad to Lisbon, Portugal, spring 2020 (canceled).
- Study abroad to Bogota, Colombia, spring 2019.
- University Journal Committee, chair, Communication department, since 2017-2022.
- HSS curriculum committee, since 2016.
- Student-athlete wellness committee, since 2016.

Community

- The Recruit Grind, Board of Directors, since 2023.
- Utah Journal of Communication, Editor-in-Chief, since 2022.
- Enoch Youth Soccer, Coach & Advisory Board, since 2022.
- Cedar City Youth Sports, Basketball Advisory Board, since 2021.

Membership

Professional

- National Association for the Education of Young Children (NAEYC), Member (since 2020).
- National Association of Student Personnel Administrators (NASPA), Member (since 2017).
- National Communication Association (NCA), Member (since 2016).
- Popular Culture Association (PCA), Member (since 2016).
- American Culture Association (ACA), Member (since 2016).
- National Association of Collegiate Directors of Athletics (NACDA), Associate Member (since 2015).
- National Sportscasters and Sportswriters Association (NSSA), Student Member (since 2012).
- Society of Professional Journalists (SPJ), Member (since 2013).

Southern Utah University

- SUU Thunderbird Athletic Foundation (since 2019).
- Student-Athlete Wellness Committee (since 2016).
- SUU Thunderbird Club (2014-2016).

BYU-Idaho

- Public Relations Student Society of America (PRSSA), Member (2010-2012).
- Research & Creative Works Conference Student Staff, Manager (2012-2014)
- BYU-Idaho Student VOICE, Member (2011-2014).
- Brazilian Society, Member (2010-2011).

Relevant Professional Experience

Subject Matter Expert/Adjunct Faculty, Cal Lutheran University, Thousand Oaks, CA

May 2024-Current

- Developed content for SPMG 505: Financial Management of Sports.
- Worked alongside AllCampus to build course.
- Teach course annually.

Course Developer/Adjunct Faculty, Utah Tech University, St. George, UT

May 2024-Current

- Developed content for SPMG 6250: Governance and Compliance in Intercollegiate Athletics.
- Built master's-level course in Canvas.
- Teach course annually.

Editor-in-Chief, The Utah Journal of Communication, Cedar City, UT

May 2022-Current

- Organize all aspects of the UJOC semi-annual publication.
- Created logo, magazine layout, and website.
- Oversee and participate in the double-blind peer review process to ensure journal integrity.
- Work with publishers and academic databases to distribute journal and its corresponding articles.

Assistant Director of Strategic Communications, SUU Athletics Department, Cedar City, UT

May 2015-August 2016

- Managed social media accounts of Thunderbird Club (SUU Athletics Booster Club).
- Wrote weekly newsletters, press releases, and interest stories for suutbirds.com website.
- Assisted with the management of games and athletic events on campus.

Sponsorships and Scholarship Fundraising Graduate Assistant, SUU Athletic Department, Cedar City, UT

December 2014-May 2015

- Assist with securing funds for the athletic department via donor fundraising and game sponsorship.
- Utilize Microsoft Office, Adobe Creative Suite, and Google Drive to carry out marketing and promotional plans.
- Lead team of students in organizing fundraising events on SUU campus.

Radio Broadcasting/Color Commentary, KSUU 91.1 FM, Cedar City, UT

January 2016-Current

- Work alongside play-by-play man as a color commentary analyst.
- Provide expert analysis of regional high school boys basketball and collegiate women's basketball.

Featured Columnist, BleacherReport.com

June 2011-December 2014

- Wrote three articles every week about college and professional basketball.
- Provided extensive coverage of the Chicago Bulls and NCAA Basketball.
- Covered the NBA Draft full-time, including written scouting reports, NBA draft bios, and mock drafts.

Freelance Journalist

January 2015-Current

- Write sports articles on a freelance contract for online entities such as Deseret Digital Media, SF Gate, ESPN, and Fansided.
- Write news articles for regional newspapers including: The Standard Journal, The Post Register, Iron County Today, and The Statesman Journal.
- Regular contributor on four different podcasts, providing commentary on the NBA Draft and NCAA administration.

Conference Manager, Research & Creative Works Conference, Rexburg, ID

April 2012-December 2014

- Oversaw a team of 12 undergraduate students in charge of organizing undergraduate research conference.
- Conducted and coordinated meetings with team, faculty advisors, and college deans.
- Responsible for producing all marketing and promotional materials (brochures, videos, etc).

Chief Copy Editor, Perspective Magazine, Rexburg, ID

August 2011-December 2013

- Edited articles for BYU-Idaho faculty publication that is published three times a year.
- Identified compelling pull-quotes and article summaries.
- Created the official Perspective Magazine Style Guide, which is still being used today.