

Brian A. Petrotta
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Education

Ph.D. Mass Communication, University of Oklahoma

Emphasis in Strategic Communication/Public Relations

Awarded August 2021

Dissertation title: *Framing a Vice: How America Learned to Stop Worrying and Love Sports Betting*

Dissertation Committee: Dr. Robert Kerr, Chair; Dr. Glenn Leshner; Dr. Jensen Moore; Dr. Justin Reedy

M.S. Mass Communication, Oklahoma State University

Emphasis in Sports Media

Awarded August 2018

Thesis title: *A Fantastic Bet: How Fantasy Sports Participation Influences Attitudes Toward Legalized Sports Gambling*

Thesis committee chair: Dr. John McGuire

B.S. Journalism, University of Kansas

Emphasis in Broadcast Management

Awarded Dec. 2002

Dissertation: *Framing a Vice: How America Learned to Stop Worrying and Love Sports Betting*

Combines qualitative document analysis of Congressional testimony transcripts, quantitative content analysis of media reports covering major moments in sports betting legislation, and analysis of a survey designed to measure the theoretical concept of “legitimacy” as it pertains to the sports leagues declaring themselves Guardians of Integrity in an age of legalized sports betting.

Master’s Thesis: *A Fantastic Bet: How Fantasy Sports Participation Influences Attitudes Toward Legalized Sports Gambling*

Utilizes social cognitive theory and third-person effect to analyze how fantasy sports participants view the U.S. Supreme Court’s decision to strike down the federal ban on sports betting.

Publications

Petrotta, B.A. (Revise & resubmit). From prohibition to promotion: Discursive power in the legalization of sports betting. *Communication & Sport*.

Lopez-Gonzalez, H. & Petrotta, B.A. (Under review) Gambling-like digital assets and gambling severity: A correlational study with U.S. sports bettors consuming cryptocurrencies, NFTs, and fan tokens. *International Gambling Studies*.

Petrotta, B.A., Bell, T.S., & Meeks, L. (Under review) (Dis)Placing Space: COVID-19 and Its Altering Effect on Play-by-Play Announcers' Professional Uniqueness. *Journalism and Mass Communication Quarterly*.

Petrotta, B.A. & McGuire, J.A. (2021). A shaky bet: Legalized sports betting in the U.S. *Journal of Sports Media*.

Beard, F.K., Petrotta, B.A., & Dischner, L. (2021). A history of content marketing. *Journal of Historical Research in Marketing*.

Beard, F.K. & Petrotta, B.A. (2020). Advertising and marketing archives at the Harvard Library: Discovery and opportunity. *Journal of Historical Research in Marketing*.

Petrotta, B.A., Tapia, M., & Hasnat, I. (2019). Golden goals: How a new NHL franchise responded to tragedy. *Proceedings of the 22nd International Public Relations Research Conference, Orlando, FL, USA*, 376-387.

Petrotta, B.A. (2019). Roger Kahn: Collection captures sportswriters' triumphs and shortcomings. *Communication Booknotes Quarterly*, 50(3), 97-124.

Invited Book Chapters

Petrotta, B.A. (Publisher proofing). The 1871 Louisville Grays. In J. Sanderson (Ed.) *Corruption and Scandal in American Sport*. ABL-CIO.

Petrotta, B.A. (Publisher proofing). College esports. In L. Farquhar & R. Rogers (Eds.). *Esports Motivations: What's Driving the Fastest Growing Sports Phenomenon?* Lexington Books.

Petrotta, B.A. (Editor proofing). Gambling: Sports Betting, the United States. In G. Ritzer, C. Rojek, & J.M. Ryan (Eds.). *The Wiley-Blackwell Encyclopedia of Sociology, 2nd Edition*. Wiley-Blackwell.

Works In Progress

Petrotta, B.A. & Lopez-Gonzalez, H. (In progress). *Normalizing a vice: Advertising sports betting in the U.S.* Data collection complete. Final manuscript in progress.

Petrotta, B.A. & Timm, A. (In progress). *Uncomfortably close: An exploratory study of content marketing by sports betting-media company hybrids*. Data collection and analysis complete. Manuscript in progress.

Academic Conference Papers

Boling, K., Walsh, J., Petrotta, B.A., & Stamm, J. (2023, 7-10 August). *Perjurers, rapists, and zealots are ending abortion": Sports journalists' reaction to the loss of abortion rights* [Paper presentation]. Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, Washington, D.C.

Petrotta, B.A. & Lopez-Gonzalez, H. (2023, 9-11 March). *Beyond betting: Media usage, risk behaviors, and problematic sports betting in the U.S.* [Paper presentation]. International Communication Association (ICA) Annual Conference, Barcelona, Spain.

Petrotta, B.A. & Timm, A. (2022, 4-7 August). *Hubris and humor: Unlocking the language of sports betting content marketing* [Paper presentation]. Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, Detroit, MI.

Petrotta, B.A., Bell, T.S., & Meeks, L. (2022, 3-6 March). *(Dis)Placing Space: COVID-19 and Its Altering Effect on Play-by-Play Announcers' Professional Uniqueness* [Paper presentation]. International Communication Association (ICA) Annual Conference, Glassboro, NJ.

Petrotta, B.A. (2021, 3-7 August). *From Prohibition to Promotion: Discursive Power in the Legalization of Sports Betting* [Paper presentation]. Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, Online virtual conference (due to COVID-19 pandemic).

Petrotta, B.A. (2021, March 5-6). *From prohibition to promotion: Discursive power in the legalization of sports betting* [Paper presentation]. Association for Education in Journalism and Mass Communication (AEJMC) Midwinter Conference, Online virtual conference (due to COVID-19 pandemic).

Petrotta, B.A., Beard, F.K., & Dischner, L. (2020, August 6-9). *A history of content marketing: The ancient origins of marketing communication's newest discipline* [Poster presentation]. Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, Online virtual conference (due to COVID-19 pandemic).

Carstarphen, M. & Petrotta, B.A. (2020, May 20-27). *Sovereignty, gaming and the state: Policy wars between @UnitedForOK and @TribalFacts* [Paper presentation]. International Communication Association (ICA) Annual Conference, Online virtual conference (due to COVID-19 pandemic).

Petrotta, B.A. & Kim, N. (2020, May 20-27). *Addicted to esports: Assessing the potential for problematic behavior in collegiate esports participants* [Paper presentation]. International Communication Association (ICA) Annual Conference, Online virtual conference (due to COVID-19 pandemic).

Petrotta, B.A. (2020, April 4-6*). *Shifting the Line: A Narrative Policy Framework analysis of U.S. sports leagues' public communication on legalized sports betting* [Paper presentation]. International Association of Communication and Sport (IACS) Summit, *Postponed due to COVID-19 pandemic.

Petrotta, B.A. (2019, August 7-10). *A shaky bet: Legalized sports gambling in the U.S.* [Paper presentation]. Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, Toronto, Ontario, Canada.

*Top student paper award

Petrotta, B.A., Tapia, M., & Hasnat, I. (2019, March 7-9). *Golden goals: How a new NHL franchise responded to tragedy* [Paper presentation]. 22nd Annual International Public Relations Research Conference (IPRRC), Orlando, FL.

*Top Ten Paper Presentation

Petrotta, B.A. (2019, March 1-2). *A shaky bet: How fantasy sports participation influences attitudes toward legalized sports betting.* Association for Education in Journalism and Mass Communication (AEJMC) Midwinter Conference, Norman, OK

Petrotta, B.A. (2018, October 31 – November 3). *Beyond centerfield: Linking rock and roll and baseball fandom through optimal distinctiveness theory.* North American Society for the Sociology of Sport (NASSS), Vancouver B.C., Canada.

Academic Conference Panels

Petrotta, B.A. (2023, 15-18 April). Sports broadcasting showcase panel [Moderator]. Broadcast Education Association (BEA) Annual Convention, Las Vegas, NV.

Petrotta, B.A. (2023, 9-11 March). What are best practices in Communication and Sport Pedagogy? [Panelist]. International Communication Association (ICA) Annual Conference, Barcelona, Spain.

Petrotta, B.A. (2022, 23-26 April). Sports broadcasting showcase panel [Moderator]. Broadcast Education Association (BEA) Annual Convention, Las Vegas, NV.

Courses Taught

SPMC/ADPR 464/864: Sports Media Relations and Promotion. Fall 2021, Spring 2022, Fall 2022, Spring 2023, Fall 2023.

SPMC 150: Introduction to Sports Media and Communication. Fall 2022.

SPMC 877: Content Strategy in Sports Promotion. Spring 2022.
JOMC 191: Special Topics – Nebraska Nightly. Fall 2021, Spring 2022.
JOMC 391: Special Topics – Global Sports, Media and Entertainment (Study Abroad in Spain). Summer 2022.
JOMC 391: Special Topics – Sports Betting & the Media. Fall 2023.

Professional Organizations

AEJMC (Association for Education in Journalism and Mass Communication)
March 2018- current

IACS (International Association for Communication and Sport)
Nov. 2017- current

BEA (Broadcast Education Association)
March 2022 - current

NCA (National Communication Association)
Aug. 2020-Aug. 2021

NASSS (North American Society for the Sociology of Sport)
Feb. 2018-Dec. 2021

CASE (Council for Advancement and Support of Education)
Jan. 2015-May 2018

PRSA (Public Relations Society of America)
Jan. 2015-Jan. 2016

CoSIDA (Council of Sports Information Directors)
Sept. 2006-May 2014

Conferences Attended (Did not present research)

NCA Annual Conference
Online-only, due to COVID-19 pandemic
November 2020

IACS Annual Conference
Bloomington, IN
April 2018

SMTulsa Social Business Conference
Tulsa, OK
March. 2017

American Marketing Association Symposium on Higher Ed
Orlando, FL
Jan. 2017

CASE Annual Conference for Publications Professionals
Portland, OR
Nov. 2015

CASE Annual Conference for Media Relations Professionals

Washington, D.C.

Jan. 2015

Awards and Recognition

Phi Beta Phi Honor Society

2020 University of Oklahoma Gaylord Scholarship

2019 Top Student Paper, AEJMC Sports Communication Interest Group

2019 Top Ten Paper Presentation, IPRRC

2019 University of Oklahoma Gaylord Scholarship

2016-17 Oklahoma State University College of Arts and Sciences Dean's Staff Scholarship

Military Deliverables

Strategic Multilayer Assessment (SMA) of contested space operations, space defense, deterrence, and warfighting. Analysis of Russian and Chinese news media coverage of space domain

Research Training

Research Assistant, *University of Oklahoma*, Norman, OK

- Dr. Angela Zhang, August 2019 – Present

Collected survey data for study on social capital at the beginning of the COVID-19 crisis. Reviewed literature on concept of “legitimacy” as Dr. Zhang refined a scale to measure the concept. Collaborate on undergraduate practical PR research projects.

- Dr. Peter Gade, January 2019 – May 2019

Conducted content analysis of Las Vegas Golden Knights organization-generated news reports related to the October 1, 2017 mass shooting in Las Vegas. Resulted in International Public Relations Research Conference (IPRRC) presentation.

- Dr. Jeong-Nam Kim, August 2018 – December 2018

Conducted semi-structured interviews with current and former OU graduate students and synthesized data using grounded theory to produce reports for Gaylord College graduate administrators.

Research Assistant, *Oklahoma State University*, Stillwater, OK

- Dr. Skye Cooley, April 2018-July 2018

Conducted content analysis on Russian media broadcasts concerning relations with North Korea

- Dr. Skye Cooley, Dec. 2017-April 2018

Conducted content analysis on Russian media broadcasts concerning operations in outer space.

Professional Experience

Academic Positions

Assistant Professor of Sports Media and Communications, *University of Nebraska-Lincoln*, Lincoln, NE

Sports Media Relations and Promotion

Fall 2021 (SPMC/ADPR 464/864)

Instructor of record for undergraduate/graduate sports PR course.

Nebraska Nightly

Fall 2021 (JOMC 191)

Faculty liaison for first semester of a new student-run, live television news broadcast as part of the college-wide Experience Lab.

Graduate Teaching Assistant, University of Oklahoma, Norman, OK

Public Relations Research

Spring 2021 (JMC 4453/5453)

Instructor of record for undergraduate/graduate PR research course.

Media Law

Fall 2020 (JMC 4813)

Assisted with course that was delivered entirely online (asynchronous) for the first time through Canvas LMS. Graded written assignments and exams.

Media History

Fall 2020 (JMC 4803)

Assisted with blended course. Graded written assignments and exams. Helped manage in-person class meetings.

Race, Gender (Class) and the Media

Fall 2019 and Spring 2020 (JMC 4853/5853)

Assisted with asynchronous, online course through Canvas LMS. Graded and moderated creative projects and discussion posts. Restructured presentation and grading of online quizzes.

Television News Reporting

Fall 2018 (JMC 3773) and Spring 2019 (JMC 3773)

Assisted with lectures and provided feedback on student projects. Coached student talent on award-winning student-run TV newscast (OU Nightly).

Lecturer, Oklahoma State University, Stillwater, OK

Sports Information Systems

Spring 2016 (SPM 4560)

Fall 2017 (SPM 4588)

Developed new course intended to teach skills specific to Sports Information Directors.

Relevant Applied Positions

Coordinator of Strategic Communications, Oklahoma State University - College of Arts and Sciences, Stillwater, OK

Dec. 2013-Jan. 2018

Oversaw publicity efforts for 24 academic departments

Published annual *Arts and Sciences Magazine*

Assistant Director of Media Relations, Wichita State University Athletics, Wichita, KS

July 2010-Nov. 2013

Primary contact for women's basketball and men's and women's golf

Hired and mentored graduate assistants through WSU Sports Management program

Promoted women's basketball team during its first NCAA Tournament appearance

Women's basketball: 6 All-Conference 1st Team, 3 Defensive Players of the Year

Men's Golf: 4 NCAA Regionals, 2 MVC Players of the Year

Sports Information Director, Newman University Athletics, Wichita, KS

Sept. 2007-May 2009

Guided school's transition from NAIA to NCAA Division II

Implemented and taught NCAA statistics and scoring software

Handled media requests and publicity efforts for all sports

Sports Information Director, Stetson University Athletics, DeLand, FL

Sept. 2006-Aug. 2007

Oversaw publicity for 2007 All-American pitcher (and future American League Cy Young Award winner) Corey Kluber.
Hosted 2006 Atlantic Sun Conference Men's Soccer Tournament

Director of Broadcasting and Media Relations, Vero Beach Dodgers, Vero Beach, FL

March 2005-Aug. 2006

Promoted and handled media requests for future all-stars Matt Kemp, Kenley Jansen, Carlos Santana, and others.

Broadcasted 2006 Florida State League All-Star Game.

Director of Broadcasting and Media Relations, Ogden Raptors, Ogden, UT

March 2000-Sept. 2001, March 2003-Sept. 2004

Promoted and handled media requests for future major leaguers Corey Hart, Chad Billingsley, Russell Martin, Blake DeWitt, and Scott Elbert.

Director of Broadcasting and Media Relations, Michigan Battle Cats, Battle Creek, MI

March 2002-Sept. 2002

Promoted and handled media requests for division-winning team.

Director of Broadcasting and Media Relations, Des Moines Dragons, Des Moines, IA

Nov. 2000-March 2001

Promoted and handled media requests for team that reached the IBA Finals.

Director of Broadcasting and Media Relations, Idaho Falls Braves, Idaho Falls, ID

March 1999-Sept. 1999

Promoted and handled media requests for future all-star Jake Peavey.

TV Broadcasting

Missouri Valley Conference Baseball Tournament (play-by-play and color)

2015, 2017, 2018

Wichita State University Baseball (play-by-play)

2013 - select games

Shocker Sports Report (fill-in host)

2012, 2013

High School Football (sideline reporter)

Cox 22 (Kansas statewide cable channel)

2013, 2014

Radio Broadcasting

Wichita State University (play-by-play)

Women's basketball, select volleyball matches, coach's call-in shows

Oct. 2008-Nov. 2013

Stetson University (play-by-play)

Women's basketball, select baseball games

Oct. 2005-June 2007

Los Angeles Dodgers (play-by-play)

Select spring training games on Dodgers Radio Network
March 2006

Wichita Wild (play-by-play)

Indoor Professional Football (Indoor Football League)
2011, 2012 seasons

Vero Beach Dodgers (play-by-play)

Single-A minor league baseball (Florida State League)
March 2005-Sept. 2006

Ogden Raptors (play-by-play)

Rookie-level minor league baseball (Pioneer League)
March 2000-Sept. 2001, March 2003-Sept. 2004

Michigan Battle Cats (play-by-play)

Single-A minor league baseball (Midwest League)
March 2002-Sept. 2002

Des Moines Dragons (play-by-play)

Professional basketball (International Basketball Association)
Nov. 2000-March 2001

Idaho Falls Braves (play-by-play)

Rookie-level minor league baseball (Pioneer League)
March 1999-Sept. 1999

Dodge City High School (play-by-play)

Football and basketball
Sept. 1998-March 1999

Freelance

Media Assistant

2016 NCAA Men's Basketball Tournament, 2nd and 3rd Rounds
Oklahoma City, OK

2011 NCAA Women's Basketball Tournament, 1st and 2nd Rounds
Wichita, KS

Service

Discipline

Research Chair 2

Communications Coordinator/Webmaster
AEJMC, Sports Communication Interest Group
August 2021-present

Awards Committee Member

NCA, Communication and Sports Division
November 2020-November 2021

Graduate Liaison

AEJMC, Sports Communication Interest Group

August 2019-August 2020

Institution

Graduate Committee

University of Nebraska-Lincoln

August 2021-present

Broadcast Major Committee

University of Nebraska-Lincoln

August 2021-present

Sports Media Major Committee

University of Nebraska-Lincoln

August 2021-present

Academic Appeals Panelist

University of Oklahoma

August 2019 – May 2020

Bizzell Library Student Advisory Council

University of Oklahoma

August 2018 – May 2020

Department

Graduate Student Ambassador

University of Oklahoma

March 2019, 2020