

**Jason Stamm**

Assistant Professor  
Sports Media and Communication  
College of Journalism and Mass Communications  
The University of Nebraska-Lincoln  
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**EDUCATION**

Ph.D. in Communication and Information, The University of Tennessee, Knoxville, Aug. 2021  
Chair: Dr. Erin Whiteside  
Dissertation: *Why Are Users Drawn to Rivals.com? A Uses and Gratifications Approach to Who Follows College Sports Recruiting Websites and Their Perceptions of Credibility*  
Cognate: Sports Management

M.S. in Corporate and Professional Communication, Radford University, May 2017  
Chair: Dr. Twange Kasoma  
Thesis: *Tweets heard 'round the world: How international news agencies covered the 2016 U.S. presidential election through Twitter*

B.A. in News/Editorial Journalism, minor in Athletic Coaching, Western Kentucky University, May 2007

**FACULTY APPOINTMENTS**

*Assistant Professor, University of Nebraska, College of Journalism and Mass Communication, Sports Media and Communication, August, 2021-current*

Undergraduate courses taught: *Beginning Sports Writing for News and Promotion* (four sections), *Sports Media and Communication Capstone* (two sections), *Sports Promotion and Engagement*.

**REFEREED JOURNAL PUBLICATIONS**

Stamm, J. & Whiteside, E. (Under review). "Ask and you shall receive:" Sedona Prince, Twitter, and the tempting promises of neoliberalism. *Communication, Culture & Critique*.

Stamm, J. & Whiteside, E. (Under review). What fans crave: Competing values of connection and credibility in sports reporting. *Communication & Sport*.

Stamm, J. & Boatwright, B. (2021). We love you, we hate you: Fan Twitter response to top college football recruits' decisions. *International Journal of Sport Communication*, 14(4), 530-553. <https://doi.org/10.1123/ijsc.2021-0031>

Love, A., Winemiller, S., Stamm, J., & Harrison, G. (2021). "I Don't Know How You Get Past That": Racism and Stereotyping in College Football Recruiting Media. *Sociology of Sport Journal*. Advance online publication. <https://doi.org/10.1123/ssj.2020-0189>.

Harrison, G., Kerns, C., & Stamm, J. (2021). Covering the Rooney Rule: A Content Analysis of Print Coverage of NFL Head Coaching Searches. *Howard Journal of Communications*. Advance online publication. <https://doi.org/10.1080/10646175.2021.1999349>

Winemiller, S., Love, A., & Stamm, J. (2020). Recruiting Reporters' Perceptions of Ethical Issues. *Communication & Sport*. Advance online publication. <https://doi.org/10.1177/2167479520946683>

### BOOK CHAPTERS

Stamm, J. (2021). Social media: Private conversations in public places. Chapter in *Now media: The evolution of electronic communication*, Routledge-Taylor & Francis, (pp. 157-182).

### CONFERENCE PRESENTATIONS

Alspach, S., Harrison, G., Horky, T., Petrotta, B., Pratt, A., Reed, S., & Stamm, J. (2023). *Best Practices in Communication and Sport Pedagogy*. Panel accepted for presentation at the annual conference for the International Association for Communication and Sport, Barcelona, Spain.

Lavelle, K. & Stamm, J. (2023). *COVID, NIL and mental health: How collegiate student athletes juggle increased pressures and stressors*. Paper accepted for presentation at the annual conference for the International Association for Communication and Sport, Barcelona, Spain.

Stamm, J. (2022). *Five Stars? Four Stars? A Uses and Gratifications Approach to Who Follows College Sports Recruiting Websites*. Paper presented at the annual conference for The Association for Education in Journalism and Mass Communication, Detroit, MI.

Stamm, J. & Whiteside, E. (2022). "Ask and you shall receive:" *Sedona Prince, Twitter, and the tempting promises of neoliberalism*. Paper presented at the annual conference for The Association for Education in Journalism and Mass Communication, Detroit, MI.

Stamm, J. & Carter, A. (2022). *It Just Means More During a Pandemic: Fan Response to the SEC's 2020-21 and 2021-22 College Football Seasons*. Paper presented at the annual conference for the International Association for Communication and Sport, Philadelphia, PA.

Boatwright, B. & Stamm, J. (2022). *An unspoken dance: Beat writer perceptions of their relationship with media relations*. Paper presented at the annual conference for the International Association for Communication and Sport, Philadelphia, PA.

- Harrison, G., Kerns, C., & Stamm, J. (2021). *Covering the Rooney Rule: A Content Analysis of Print Coverage of NFL Head Coaching Searches*. Paper presented virtually at the annual conference for The Association for Education in Journalism and Mass Communication.
- Stamm, J. & Boatwright, B. (2021). *We love you, we hate you: Fan Twitter response to top college football recruits' decisions*. Paper presented virtually at the annual conference for the International Association for Communication and Sport.
- Stamm, J. (2020). *Breaking news! Teaching students to quickly and accurately disseminate information*. Great Ideas for Teaching Students submission presented virtually at the annual conference for the National Communication Association.
- Stamm, J. (2019). *Setting the media agenda: How international news agencies covered the 2016 U.S. presidential election via Twitter*. Paper presented at the annual conference for the National Communication Association, Baltimore, MD. **Top Student Paper Award in Political Communication Division.**
- Stamm, J., & Harmon, M. (2019). *Kaepernick and Abdul-Rauf: Two anthem protests and the public reaction when sports and politics collide*. Paper presented at the annual conference for National Communication Association, Baltimore, MD. **Top Paper Award in Communication and Sport Division**
- Winemiller, S., Love, A., & Stamm, J. (2019). *Recruiting writers' perceptions of ethical responsibilities*. Paper presented at the annual conference for the North American Society for the Sociology of Sport, Virginia Beach, VA.
- Stamm, J. & Whiteside, E. (2019). *Remember my name: Basketball writers' attitudes towards branding and promotion via social media*. Paper presented at the annual conference for The Association for Education in Journalism and Mass Communication, Toronto, ON, Canada.
- Stamm, J., Love, A., & Winemiller, S. (2019). *On the fence: How college sports recruiting journalists balance objectivity and transparency*. Paper presented at the annual conference for the International Association for Communication and Sport, Boise, ID.
- Whiteside, E. & Stamm, J. (2018). *Animating women's sports: Social media, gender, and evolving techniques for constructing the legitimate and authentic athlete*. Paper presented at the annual conference for The Association for Education in Journalism and Mass Communication, Washington, D.C.
- Geidner, N. & Stamm, J. (2018). *The effects of second screening on viewers' attitudes towards television shows*. Work in-progress poster presented at the annual conference for the Broadcast Education Association conference, Las Vegas, NV.

Stamm, J. (2016). *Tweeting the results: How newspapers covered the Iowa caucuses*. Paper presented at the annual conference of the International Association for Media and Communication Research conference, Leicester, United Kingdom.

## UNIVERSITY PRESENTATIONS

Stamm, J. (2022). *Name, Image, Likeness: An overview of what's going on*. Lecture presented to University of Nebraska-Lincoln's Sports Media and Communication learning community.

Stamm, J. (2022). *Is Sports Media For You?* Lecture presented at Nebraska DECA's fall leadership conference. Omaha, NE.

Stamm, J. (2022). *Covering high school sports & recruiting*. Lecture presented at Nebraska High School Press Association's fall convention. Lincoln, NE.

Stamm, J. (2022). *Using social media to track college football recruiting*. Lecture presented at Public Insight Lab's social media research workshop. Lincoln, NE.

Stamm, J. (2022). *College sports recruiting & fans*. Lecture presented at College of Journalism and Mass Communications' Knowledge on Tap series, The University of Nebraska-Lincoln.

Stamm, J. (2021). *Sports writing and storytelling: Covering high school sports*. Lecture presented at Nebraska High School Press Association's fall convention. Lincoln, NE.

Stamm, J. (2021). *Rivals.com expands sports media landscape*. Lecture presented at The University of Tennessee's three-minute thesis competition, Knoxville, TN.

Stamm, J., Carter, A., Barfield, J., & Childers, C. (2021). *It Just Means More During a Pandemic: Fan Response to the SEC's Decision to Play the 2020-21 College Football Season*. Research in-progress presented at The University of Tennessee's College of Communication & Information 43<sup>rd</sup> Annual Research Symposium. Knoxville, TN.

Stamm, J. & Boatwright, B. (2020). *We love you, we hate you: Fan Twitter response to top college football recruits' decisions*. Paper presented at The University of Tennessee's College of Communication & Information 42<sup>nd</sup> Annual Research Symposium. Knoxville, TN.

Harmon, M. & Stamm, J. (2019). *Take a knee: Two anthem protests and the political communication implications from public reaction*. Work in-progress presented at The University of Tennessee's College of Communication & Information 41<sup>st</sup> Annual Research Symposium. Knoxville, TN.

Harmon, M. & Stamm, J. (2018). *Enhancing the student experience: London to Prague*. Poster presented at the Global Experiences Conference, The University of Tennessee, Knoxville, TN.

Stamm, J. (2018). *Tweets heard 'round the world: How international news agencies covered the 2016 U.S. presidential election through Twitter*. The University of Tennessee's College of Communication & Information 40<sup>th</sup> Annual Research Symposium. Knoxville, TN.

## WORKS IN-PROGRESS

Stamm, J. & Boatwright, B. (2023). *Still symbiotic? Examining the pandemic's effect on the relationship between sports media and public relations professionals*. (Working Title)

Stamm, J. & Genovese, J. (2023). *College sports recruiting & NIL: How players are navigating the unknown*. (Working Title)

Stamm, J. & Lavelle, K. (2023). *Added pressures: Student-athletes reveal experiences of mental health stressors*. (Working Title)

Stamm, J. & Petrotta, B. (2023). *An evolving field: How sports media is taught to undergraduate college students*. (Working Title)

Whiteside, E. & Stamm, J. (2023). *Connecting with fans: The new role of sports journalism*. (Working Title)

## INSTRUCTOR OF RECORD

**Sports Promotion and Engagement**, graduate level class in the Sports Media & Communication program, as part of sports media graduate certificate, online course in which students review case studies in sports marketing and promotion, work with a partner to devise a fan engagement project, and prepare a promotions project, The University of Nebraska, Lincoln, Spring 2023.

**Sports Media and Communication Capstone**, required class for undergraduate students with majors in the Sports Media & Communication program, lab course in which students produce regular content for UNLimited Sports, the online sports publication of the College of Journalism and Mass Communication, The University of Nebraska, Lincoln, Spring, 2022; Spring 2023.

**Beginning Sports Writing for News and Promotion**, required class for undergraduate students with majors in the Sports Media & Communication program, lab course covering short and long-form news, social media, brief, and other sports writing skills for various media, The University of Nebraska, Lincoln, Fall, 2021 (two sections); Spring, 2022; Fall, 2022.

**Multimedia Writing**, required class for undergraduate students with majors in the School of Journalism and Electronic Media, lab course covering short and long-form news, social media, brief, and other journalism writing skills, The University of Tennessee, Knoxville, Fall, 2020; Spring 2021.

**Sports Reporting Across Media**, undergraduate students with majors in the School of Journalism and Electronic Media, hands-on course covering news gathering, press conferences, interviewing, multimedia, and skills for reporting on the sports industry, The University of Tennessee, Knoxville, Fall, 2019; Spring, 2020.

**Digital News Reporting**, undergraduate students with majors in the School of Journalism and Electronic Media, hands-on course covering reporting, photography, videography and editing skills for online journalism, The University of Tennessee, Knoxville, Summer II & Fall, 2018; Spring, 2019.

#### GRADUATE TEACHING ASSISTANT

**Digital News Reporting**, undergraduate students with majors in the School of Journalism and Electronic Media, hands-on course covering reporting, photography, videography and editing skills for online journalism, The University of Tennessee, Knoxville, Spring, 2018.

**Social Journalism**, undergraduate students with majors in the College of Communication and Information, seminar/hands-on course covering social media strategies and local beat writing, The University of Tennessee, Knoxville, Fall, 2017.

#### GRADUATE ASSISTANT

**Adam Brown Social Media Command Center**, liaison for School of Journalism and Electronic Media, student assistant, The University of Tennessee, Fall, 2019 to May, 2021.

**Introduction to Communication**, undergraduate students from various majors for lecture course covering history of communication studies, principles and terminology from telegraph to the internet, Radford University, Spring, 2016.

#### GUEST LECTURE

**Introduction to Mass Communications**, video conference in introductory course for undergraduate students in the Department of Broadcasting and Journalism, Western Illinois University, Fall, 2021.

**Multimedia Writing**, undergraduate students, predominantly Journalism and Electronic Media majors, covering deadline writing, fact checking, and ethics, The University of Tennessee, Spring, 2020.

**Sports, Media, and Society**, undergraduate students, predominantly Journalism and Electronic Media majors, covering work routines, institutional norms, and issues facing sports journalists, The University of Tennessee, Spring, 2019.

## **SERVICE**

Classroom volunteer (2022-23), Cavett Elementary School, Lincoln, NE

Advisor (2022-23), Sports Media Club, College of Journalism and Mass Communications, The University of Nebraska-Lincoln.

Professional Freedom & Responsibility Chair (2022-23), Sports Communication Interest Group, The Association for Education in Journalism and Mass Communication.

Search committee member (2022), Deepe Family Endowed Chairs in Depth Reporting (two positions), College of Journalism and Mass Communications, The University of Nebraska-Lincoln.

Paper Reviewer (2022), for The Howard Journal of Communications, Washington, DC.

Paper Reviewer (2022), for the annual conference for The Association for Education in Journalism and Mass Communication, Detroit, MI.

Competition judge (2022), Dana and Lynn Roper Sports Writing Competition, College of Journalism and Mass Communications, The University of Nebraska-Lincoln.

Competition Coordinator (2021-22), Student Competitions Committee, College of Journalism and Mass Communications, The University of Nebraska-Lincoln.

Strategic Planning Committee member (2021-23), College of Journalism and Mass Communications, The University of Nebraska-Lincoln.

Paper Reviewer (2021), for the annual conference of the National Communication Association, Seattle, WA.

President (2020-21). The University of Tennessee, College of Communication and Information Graduate Student Association.

Student Assistant (2019-21). Adam Brown Social Media Command Center. The University of Tennessee, College of Communication and Information.

Paper Reviewer (2020), for the annual conference of the National Communication Association, Indianapolis, IN.

Elected awards committee member (2020-21), Communication and Sport Division, National Communication Association.

Paper reviewer (2019), for the annual conference of the International Association for Communication and Sport, St. Petersburg, FL.

Graduate student representative (2019-20). Dean's Graduate Student Advisory Council. The University of Tennessee, College of Communication and Information.

School of Journalism and Electronic Media vice president (2018-19). The University of Tennessee, College of Communication and Information Graduate Student Association.

Paper reviewer (2018), for the annual conference of the International Association for Communication and Sport, Boise, ID.

Panelist (2018). The University of Tennessee's annual Ph.D. Visitation Day.

## **GRADUATE STUDENT ADVISING**

### **Master's Professional Project Committees**

2022 Drake Bentley, M.A. student

2021-present Daniel Hepner, M.A. student

## **AFFILIATIONS**

National Communication Association, 2019

International Association for Communication and Sport, since 2019

The Association for Education in Journalism and Mass Communication, since 2018

U.S. Basketball Writers Association, since 2017

Football Writers Association of America, since 2017

Society of Professional Journalists, since 2012

## **HONORS AND AWARDS**

Recipient, Montgomery Howard graduate fellowship award, The University of Tennessee, 2018

Recipient, John Robert Randt scholarship, The University of Tennessee, 2017

Outstanding student in Corporate and Professional Communication award, School of Communication, Radford University, 2017

## **PROFESSIONAL EXPERIENCE**

Publisher, writer, photographer, videographer, TheVTZone.com/Scout.com, Blacksburg, VA, May 2016 to February 2017

Publisher, writer, photographer, videographer, HokieHaven.com/Rivals.com and Yahoo!, Blacksburg, VA, May 2012 to May 2016



Sports editor, The Oldham Era, LaGrange, KY, August 2011 to April 2012

Editor, recruiting editor, InsideHilltopperSports.com/Rivals.com and Yahoo!, Bowling Green, KY, May 2008 to April 2012

Editor, The Sporting Times magazine, Bowling Green, KY, January 2010 to August 2011

Radio show co-host, ESPN Radio, WWKU, Bowling Green, KY, April 2009 to August 2011

Editor, Inside Hilltopper Sports magazine, Bowling Green, KY, May 2008 to January 2010

Editor, The Sporting Times Region 5 magazine, Elizabethtown, KY, June 2007 to May 2008

### **FREELANCE AND OTHER MEDIA-RELATED EMPLOYMENT**

Editor, Recruiting Writer, BearcatReport.com/Rivals.com, Cincinnati, OH, March 2017 to present

Recruiting writer, TechSideline.com, Blacksburg, VA, March 2017 to present

Associate editor, Sports Reporter, The Sporting Times Magazine, Bowling Green, KY, May 2006 to June 2007

Sports writer, Bowling Green Daily News, Bowling Green, KY, October 2005 to May 2007

### **OTHER LEADERSHIP ACTIVITIES**

Special Events Co-Chair, Blacksburg Sports Club, Blacksburg, VA, May 2013 to September 2015

Resident Assistant, The Registry Apartments, Bowling Green, KY, August 2005 to December 2006

Resident Assistant, Western Kentucky University Housing and Residence Life, August 2004 to May 2005.