

JOHN W. SHRADER

2107 Stone Creek Loop S
Lincoln, NE 68512
408.910.4510
john.shrader@unl.edu

Current Position

Associate Professor, Broadcasting and Sports Media
Coordinator, Sports Media and Communication
College of Journalism and Mass Communications
University of Nebraska-Lincoln

Specialties and Research Areas of Interest

Broadcast Journalism, Sports Broadcasting, Sports Journalism, Writing and Reporting, Social Media, Sport in American Culture, Sport and the Immigrant Experience, Presentation and Representation in the Media, Ethics

Education

M.S., Mass Communications	San Jose State University
B.A., Broadcast Journalism	University of Nebraska – Lincoln

Teaching Experience

Associate Professor, Broadcasting and Sports Media
University of Nebraska-Lincoln (2017-present)
(Teaching Sports Writing, Sports Broadcasting, Introduction to Sports Media, Sport and American Culture, News and Broadcast Capstone)

Assistant Professor, Journalism and Broadcasting
California State University, Long Beach (2011-2017) promoted to Associate before leaving
(Taught Television News, Sports Writing, News Writing, Investigative Reporting, Media and Society, Advisor for KBeach Radio)

Lecturer / Adjunct (2007-2011)
San Jose State University, Menlo College, San Francisco State University, San Jose City College
(Taught Media and Society, Beginning News Writing, Sports Reporting, Television News)

Awards and Honors

Best of Competition, Sports Radio BEA 2019
"Sport and the Immigrant Experience in Small Town Nebraska"

First Place, Outstanding Graduate Research San Jose State 2009
Research paper and Documentary film: "Conflicted: The Barry Bonds Home Run Chase"

Nominee, Outstanding Graduate Research California State University 2009
Documentary film: "Conflicted: The Barry Bonds Home Run Chase"

Emmy Award, Sports Host 2009
"San Jose Sharks Stanley Cup Playoff game vs Toronto"

Member Kappa Alpha Tau

Professional Organizations

Member, Association for Education in Journalism and Mass Communication (AEJMC)

[Head, Sports Communication Interest Group, 2016-17]

[Vice-Head, Electronic News Division, 2015-16]

Member, Broadcast Education Association (BEA)

Member, International Association of Communication in Sports (IACS)

Member, Association for Women in Sports Media (AWSM)

Member, National Sports Media Association (NSMA)

Continuing Education

MFA program in Film, Cal State Los Angeles (completed one year, before accepting position at UNL)

Online Training Academy, UNL (2019, 2020)

Sports Marketing Certificate, online non-credit, Northwestern University (November 2020)

Radio and Podcast Host/Producer: "Watch the Media"

Over the air and podcast program; media criticism, interviews and analysis (weekly during the Fall and Spring semesters)
(conducting approximately 30-40 original interviews every year)

At UNL: September 2017 - present

At CSULB: October 2013 – May 2017

***[Supplemental list of 2020 guests provided at the end of the CV]

Media Expert and Critic

Media critic and commentator, KTTV Fox 11, Los Angeles, occasional appearances (average about one per month)

August 2015 – May 2017

Radio Reports

Shrader, John (April 2019)

Nebraska Bowling is All About Family

NET Radio, NPR Nebraska

Produced, reported, written, edited, voiced – Bill Straub (now former Nebraska bowling coach) and his family working together

<http://netnebraska.org/article/news/1170825/nebraska-bowling-all-about-family>

Shrader, John (December 2018)

“Sport and the Immigrant Experience in Small Town Nebraska”

BEA winner, best of competition, Faculty April 2019

Produced, reported, written, edited, voiced – the impact of immigration on sports in the town of Schuyler, Nebraska

<http://beaweb.org/festival/2019-winners/>

Shrader, John (January 2017)

US Soccer Missing out on Great Latino Players

KCRW NPR, Pasadena

Produced, reported, written, edited, voiced – young Latino players and their options to play for USA or countries of their family heritage, or getting no opportunity at all

<https://www.kcrw.com/culture/articles/why-us-soccer-may-be-missing-out-on-great-latino-players>

Radio

Occasional appearances on West Coast radio stations: media criticism, politics, sports, social media (KCBS, KPCC, KVIA, KSRO, KOMY, KSCO)

Segments range from 8 to 10 minutes to one hour (averages about one every six to eight weeks)

August 2011 - present

Film Documentaries

Shrader, J. (2018) *“We Still Exist”*

Documentary film on the annual Pow Wow held on sacred Indian ground, which is on the campus of California State University, Long Beach

Executive Producer, Producer, Writer, Photographer, Director (collaborative project with students)

23 minutes

Shrader, J. (2013) "*Baseball's Social Gathering*"

Documentary film on social media's impact on Major League Baseball reporting

Writer, Producer, Editor, Photographer

Completed – August 2013 (First aired, November 2013)

35 minutes

Shrader, J. (2009) "*Conflicted: The Barry Bonds Home Run Chase*"

Documentary film on the media coverage of Barry Bonds drive to become the all time home run leader in Major League Baseball history

Writer, Producer, Editor, Photographer

Winner: San Jose State Outstanding Graduate Project

Nominee: California State University system wide outstanding graduate project

60 minutes

Radio Documentary

Shrader, J. (2016) "*LA Sports Radio: It's a Numbers Game*"

20-minute radio documentary

KCLU Radio, NPR Thousand Oaks (commissioned)

Examination of how Los Angeles got four (now three) sports radio stations, none of which is highly rated

Radio / Podcast Specials

May, 2020 "What If We Had No Football in 2020" Part I

May, 2020 "What if We Had No Football in 2020" Part II

*****[Supplemental list of contributors provided at the end of the CV]**

June, 2020 Chris Schmidt I "27 Hours a Week"

June, 2020 Chris Schmidt II "Enhancing His Craft"

June, 2020 Chris Schmidt II "Sports is the Lifeblood"

Book Chapters

Shrader, J. (2020).

Sports, Chapter 8 in the book, *Navigating the News: A guide to understanding journalism*. Editor, Richard Craig (San Jose State University).

Published July 2020 by Peter Lang Publishing ISBN 9781433151286

Shrader, J. (2017).

The Border War for Mexican American Soccer Players: How Family and National Identity Play Out on the Field, Chapter 1 in the book *Perspectives on the U.S.-Mexico Rivalry: Passion and Politics in Red, White, Blue and Green*. Editors Jeffrey W. Kassing (Arizona State) and Lindsey J. Mean (Arizona State.)

Shrader, J. (2016).

Television, Sports and Twitter: Building Soccer Communities Around the World, Chapter 9 in the book *Friends, Lovers, Co-Workers, and Community: Everything I Know About Relationships I Learned from Television*. Editors Kathleen Ryan (University of Colorado), Springer, Macey, and Erickson.

Published by Lexington Books ISBN 9781498512954 [Electronic 9781498512961]

Journal Publications

Shrader, J. & Casillo, D. (2019).

"Home Field Advantage? Exploring Credibility of British and American announcers covering United States Soccer"

Lead author

Soccer and Society.

Jan2019, Vol 21, Issue 3, p.259-273

Shrader, J. (2013)

"Folly of Outrage: Talk Radio's Unethical and Damaging Business Model"

Lead author and editor

Cases and Commentaries

Journal of Mass Media Ethics

Oct2013, Vol 28, Issue 4, p.289-292

Shrader, J. (2013) "Sports Journalism & the Partnership Problem"

Article in Gateway Journalism Review

Published November, 2013

Shrader, J. (2011) "Being Ethical When It's Bad for Business"

Journal of Mass Media Ethics

Jan-Mar2011, Vol 26 Issue 1, p71-74

Conference Presentations

Invited panelist (2020)

Diverse Voices in the Curriculum: Opportunities and Challenges

Presentation and planning for BEA Latin America, Merida, Mexico in 2019 and Bogota, Colombia in 2021 or 2022

BEA On-Location [virtual], October 2020

Invited panelist (2020)

"Broadcast Showcase"

Presentation on UNL sports media program

BEA, Las Vegas, April 2020 (canceled because of Covid-19 pandemic)

Invited panelist (2019)

"Sports and the Immigrant Experience: Mexican American Soccer"

BEA Latino, Merida, Mexico, November 2019

Presenter at the first ever BEA Latino conference, which included scholars from both the U.S. and Latin America

Invited panelist (2019)

"Beyond the Broadcast: How to Produce, Promote and Immerse your Sports Coverage in the Community"

BEA, Las Vegas, April 2019

Invited panelist (2019)

"Convergence in Sports Media Classes"

BEA, Las Vegas, April 2019

Invited panelist (2018)

"Did She Really Say That? How Sports Media Present and Represent Political, Social and Cultural Issues"

Organizer and moderator

AEJMC, Washington DC, August 2018

Invited panelist (2018)

"High Impact Sports" – how to make local sports reporting more relevant and have a high impact on the news show and the audience

Midwest Broadcast Journalists Association (MBJA)

Minneapolis, April 2018

Invited panelist (2018)

"Broadcast Showcase"

Presentation with questions on UNL sports media program

BEA, Las Vegas, April 2018

Invited panelist (2018)

"Can We Talk About That? Sports media's Place in the Political, Social and Cultural Landscape"

Organizer, presenter and moderator

BEA, Las Vegas, April 2018

Invited panelist (2016)

"Fatal Attraction: Election 2016 and the Electronic Media"

The role of talk radio and cable news on the 2016 election

AEJMC, Minneapolis, August 2016

Invited panelist (2016)

"Sports, Religion, and Media: Exploring a Postmodern Belief System"

Soccer and fandom – with religious and spiritual fervor
AEJMC, Minneapolis, August 2016

Invited Panelist (2016)

“Radio and Audio Talent: Recruiting, Mentoring, Developing in Today's Business Model”

Finding and Nurturing News and Sports Talent

Organizer and moderator

BEA, Las Vegas, April 2016

Invited Panelist (2016)

News and Storytelling: There's an App for That!

Using Storify in news gathering and promotion

BEA, Las Vegas, April 2016

Invited Panelist and Paper Presentation (2015)

Presentation of paper and original research

“The Border War: Battling for the hearts and considerable talents of Mexican American soccer players”

(Part of a year-long research and documentary film project examining young players who must choose between the U.S. and Mexico – dynamics include national and cultural identity, family and generational considerations, as well as personal and professional ambitions)

NASSS (North American Society for Sociology in Sport), Santa Fe, November 2015

Invited Panelist and Paper Presentation (2015)

“Cultural Identity Through Soccer”

Panel Presentation of original research – The British Invasion of American Soccer Broadcasting

AEJMC, San Francisco, August 2015

Invited Panelist (2014)

“Outrage as Radio's Outrageous Business Model”

Invited Panelist and Presentation, on Ethics of Business Models Panel

AEJMC, Montreal, Quebec, August 2014

Invited Panelist (2013)

“From Newsroom to Classroom: Diversity, Pedagogy, and the Transition from Working Journalist to Journalism Teacher”

Panelist

AEJMC, Washington, D.C., August 2013

Invited Panelist (2013)

“Changing the Radio Game – New Architecture and Psychology for Radio News”

Presentation and Panel “Building a Digital Newsroom”

BEA 2013, Las Vegas, April 2013

Paper Presentation (2012)

"Television Sports and Social TV: The Courtship Continues"

Scholar-to-Scholar Refereed Paper Research Session

AEJMC, Chicago, August 2012

Invited Panelist and Paper Presentation (2012)

"Sports Television in the Era of New New Media"

Paper Presentation & Discussion Panel

University of Oregon, Portland, Oregon

March 2012

Professional Experience

Broadcast Journalism Positions

KCBS Radio (2007-2011) San Francisco

Sports Anchor, ALL NEWS radio station

KNBR Radio (1991-2006) San Francisco

Senior Sports Reporter, Anchor, Host, ALL SPORTS Radio station

KICU Television (1981-1990) San Francisco

Sports Director, anchored week night sports cast

KNTV Television (1980-1981) San Francisco

Weekend Sports Anchor

KHAS Television (1979-1980) Hastings, Nebraska

Sports Director, anchored week night sports cast

KHGI Television (1977-1979) Kearney, Nebraska

Weekend Sports Anchor, news reporter, photographer, free-lancer, intern

Free-lance and Contract Work

Northern California:

San Jose Earthquakes (Major League Soccer)

TV and Radio Play by Play voice, 1996-2011

San Jose State

Radio voice of football and basketball, 1992-2000

NBC Sports Bay Area (nee Comcast SportsNet Bay Area) (2008-2011)

San Jose Earthquakes PxP, Sharks Host (2009 Emmy), San Francisco Giants Pre-game show

Southern California:

Fox Soccer, Los Angeles (2014-2017) Los Angeles

Soccer Play by Play of various regional, national and international soccer matches
Time Warner Sportsnet (2013) Los Angeles
LA Galaxy Soccer (Major League Soccer) Play by Play
KTTV Television (2015-2017) Los Angeles
Media critic for Fox 11 News

“What if No Football in 2020”

List of contributors:

Bernstein, Roxy	Play by Play announcer, ESPN
Billings, Andrew	Sports and Journalism Professor, University of Alabama
Bland, Evan	Sports Reporter, Omaha World Herald
Brown, Daniel	Features and Enterprise Reporter, The Athletic
Callahan, Sean	Owner/Manager, Husker Online
Carvalho, John	Sports and Journalism Professor, Auburn University
Chatelain, Dirk	Sports Reporter, Omaha World Herald
Dodd, Dennis	College Football Reporter, CBS Sports
Farmer, Sam	NFL National Reporter, Los Angeles Times
Gabriel, Parker	Huskers Beat Reporter, Lincoln Journal Star
Heady, Chris	Former Sports Reporter, Omaha World Herald
Keown, Tim	Senior Writer, ESPN
Kian, Ted	Journalism Professor, Oklahoma State University
Killion, Ann	Columnist, San Francisco Chronicle
Long, JB	LA Rams radio voice & Pac-12 Networks
Maiocco, Matt	49ers and NFL Reporter, NBC Sports Bay Area
Olson, Max	National College Football Writer, The Athletic
Robinson, Ted	Pac-12 Networks PxP voice, former NFL and MLB announcer
Schmidt, Chris	News and Sports Host, KFOR Radio/KLMS Radio
Severe, Mike'l	1620 The Zone Omaha Radio Host, NET Big Red Wrap-up
Sherman, Mitch	Huskers Reporter, The Atlantic
Sipple, Steve	Columnist, Lincoln Journal Star
Sorensen, Erin	Reporter and Editor, Hail Varsity
Sorensen, Jake	Radio Host, 937 The Ticket, Lincoln
Stone, Rob	Football and Soccer Host, Fox Sports
Suggs, Welch	Sports and Journalism Professor, University of Georgia
Ustler, Max	Sports and Journalism Professor, University of Kansas
Williard, Mark	Sports Host, KNBR Radio, San Francisco

WATCH THE MEDIA INTERVIEWS

2021 Guests

Jeff Motz, KFOR Radio

1/31/21

Oscar Monterroso, Tico Productions (Spanish-language broadcaster)

1/31/21

Steve Physioc, MLB broadcaster and novelist

2/7/21

David Eickholt, Reporter and Publisher, Hawkeye Insider (CoJMC alum)

2/14/21

Sean Callahan, Owner and Publisher, Husker Online (CoJMC alum)

2/21/21

Andy Kendeigh, Sports Director, KETV Channel 7, Omaha

2/28/21

Danny Burke, Host VSiN Radio Network (CoJMC alum)

3/14/21

Brian Windhorst, ESPN NBA analyst and reporter

3/28/21

David Berri, Sports Economist, Professor at Southern Utah University

3/28/21

2020 Guests

Chris Myers, Fox Sports

1/24/20

Mitch Sherman and Max Olson, The Athletic

2/22/20

Danny Burke, VSiN Radio, Las Vegas

3/13/20

Mike Woitalla, Soccer America

3/14/20

Thad Livingston, Omaha World Herald, AME

3/14/20

Andrew Bucholtz, Awful Announcing Media Reporter

3/17/20

Mikel Lauber, KOLN TV Gray TV News Director

3/17/20

Jack Mitchell, LNK Today KLIN Radio Host

3/18/20

Steve Scott, News Anchor, WCBS Radio, New York

3/25/20

Steve Bitker, Sports Director, KCBS Radio, San Francisco

3/25/20

Kevin Kugler, PxP announcer Fox Sports, Big 10 Network, Westwood One Radio

3/30/20

Scott Poese, GM and Owner, KBRX Radio, O'Neill, NE

4/3/20

Carrie Pitzer, Small town Nebraska newspaper publisher

4/3/20

Pat Hughes, Radio Voice of Chicago Cubs (for 25 years)

4/26/20

Rick Barry, Basketball Hall of Famer and former broadcaster

4/30/20

What If We Had No Football, Part I

5/13/20

What If We Had No Football, Part II

5/18/20

Damon Hack, Golf Channel

5/24/20

Alexi Lalas, Fox Sports Soccer Analyst

6/4/20

Gary Sharp, Radio Host 1620 The Zone Omaha

6/21/20

Chris Schmidt I "27 Hours a Week"

6/28/20

Chris Schmidt II "Enhancing his Craft"

6/28/20

Chris Schmidt III "Sports is the Lifeblood"

6/28/20

Josh Suchon, Radio voice Albuquerque Isotopes AAA Baseball

7/5/20

Irvin Ramirez-Benavides, Feel Good Media (Latino media company)

7/26/20

Chris Heady, former sports reporter Omaha World Herald

8/3/20

Josh Peterson, Radio host 1620 The Zone Omaha

8/17/20

Lon McEachern, ESPN World Series of Poker Host

8/21/20

Gary Washburn, NBA National Writer Boston Globe

9/6/20

Pedro Gomez, ESPN Baseball Reporter

9/13/20

Mark Onwiler, Operations Manager 937 The Ticket, Lincoln

9/26/20

Michael Bruntz, Husker247 Reporter and Editor

10/9/20

Damon Hack, Golf Channel (on race in sport and media)

10/12/20

Chris Lamb, author and journalism professor

10/19/20

Mike Schaeffer, Husker247 Recruiting Reporter and Radio host, 937 The Ticket
10/24/20

Joshua Planos, Free Lance Writer
12/2/20

Kevin Frandsen, Radio announcer Philadelphia Phillies
12/22/20

35 original interviews for the year

+

Two special shows:

WHAT IF NO FOOTBALL – a two-part special featuring newspaper, magazine and broadcast reporters and academics commenting on the question

CHRIS SCHMIDT – a three-part podcast special (aired in one show on KRNU) featuring a local radio host who does a three-hour news show in the mornings and a two-hour sports show in the afternoons on KFOR