

Jason Stamm

Assistant Professor
Sports Media and Communication
College of Journalism and Mass Communications
The University of Nebraska-Lincoln
239 Andersen Hall
Lincoln, NE 68588
402-472-8280 / jstamm2@unl.edu

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 (five sections), Sports Media and Communication Capstone (three sections), Sports Writing and Reporting, & Sports Promotion and Engagement.

GRANTS

Seed Grant, (2023). Funded by College of Journalism and Mass Communications, University of Nebraska-Lincoln for research on college student-athlete perceptions of mental health. \$2,000.

REFEREED JOURNAL PUBLICATIONS

Stamm, J. & Mallery, K. (Under review). Remember my name: Basketball writers' attitudes towards branding and promotion via social media. *Digital Journalism*.

- 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: Engaging and including sports audiences in the reporting process. *Journalism*.
- Stamm, J. & Boatwright, B. (2023). 'Deteriorating our relationship for no good reason': Collegiate beat writers' perceptions of their PR counterparts *Communication & Sport*. Advance Online Publication. <https://doi.org/10.1177/21674795231201418>
- Harrison, G., Kerns, C., & Stamm, J. (2022). Covering the Rooney Rule: A Content Analysis of Print Coverage of NFL Head Coaching Searches. *Howard Journal of Communications*, 33(5), 435-451. <https://doi.org/10.1080/10646175.2021.1999349>
- Winemiller, S., Love, A., & Stamm, J. (2022). Recruiting Reporters' Perceptions of Ethical Issues. *Communication & Sport*. 10(3), 456-476. <https://doi.org/10.1177/2167479520946683>
- 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*, 39(2), 141-149. <https://doi.org/10.1123/ssj.2020-0189>.

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

- Genovese, J., Stamm, J., Durbin, D., Ball, B., & Gorney, A. (2024). *NIL and the Future of College Sports*. Panel accepted for presentation at the annual conference for the International Association for Communication and Sport, Burbank, CA.
- Hachtmann, F., Petrotta, B., & Stamm, J. (2024). *92,003: BIRGing of Record-Breaking Women's Sporting Events*. Paper accepted for presentation at the annual conference for the International Association for Communication and Sport, Burbank, CA.
- Petrotta, B., Stamm, J., & Reisbig, M. (2024). *It's in the syllabus: What sport media instructors communicate to students*. Paper submitted at the annual mid-winter conference for The Association for Education in Journalism and Mass Communication, Norman, OK.

- Stamm, J. & Boatwright, B. (2023). *'Deteriorating our relationship for no good reason': Collegiate beat writers' perceptions of their PR counterparts*. Paper presented at the annual conference for National Communication Association, Washington, D.C.
- Boling, K. S., Walsh, J. Petrotta, B., & Stamm, J. (2023). *"Perjurers, rapists, and zealots are ending abortion": Sports journalists' reaction to the loss of abortion rights*. Paper presented at the annual conference for The Association for Education in Journalism and Mass Communication, Washington, D.C.
- Alspach, S., Harrison, G., Horky, T., Petrotta, B., Pratt, A., Reed, S., & Stamm, J. (2023). *Best Practices in Communication and Sport Pedagogy*. Panel presented 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 presented 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. (2023). *Career opportunities in sports media*. Lecture presented at Nebraska DECA's fall leadership conference. Omaha, NE.

Stamm, J. (2023). *Sports writing and storytelling*. Lecture presented at Nebraska High School Press Association's fall convention. Lincoln, NE.

- Stamm, J. (2023). *Engaging Journalism Audiences*. Panel presented to Nebraska Press Association's annual conference. Lincoln, NE.
- Stamm, J. (2023). *Research in Sports Media*. Flash Talk presented to University of Nebraska-Lincoln's Council of Alumni Ambassadors. Lincoln, NE.
- 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 43rd 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 42nd 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 41st 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 40th Annual Research Symposium. Knoxville, TN.

WORKS IN-PROGRESS

Stamm, J. & Genovese, J. (2024). *College sports recruiting & NIL: How players are navigating the unknown*. (Working Title)

Stamm, J. Love, A., & Beasley, L. (2024). *Added pressures: Student-athletes reveal experiences of mental health stressors*. (Working Title)

Stamm, J., Petrotta, B., & Reisbig, M. (2024). *The way of the future?: How sports media professionals view artificial intelligence (A.I.)*. (Working Title)

Whiteside, E. & Stamm, J. (2024). *Connecting with fans: The new role of sports journalism*. (Working Title)

INSTRUCTOR OF RECORD

Sports Writing and Reporting, upper-level elective class in the Sports Media & Communication program, lab course in which students produce in-depth content for Nebraska News Service website, by attending and reporting on sports practices, games, press conferences, and other events, The University of Nebraska, Lincoln, Fall 2023.

Second tier, 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; Spring 2024.

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; Fall, 2023.

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

Faculty Liaison (2023-present), UNLimited Sports experience lab, College of Journalism and Mass Communications, The University of Nebraska-Lincoln.

Organizer (2023-present), Lincoln Area High Schools High School Basketball Media Days, College of Journalism and Mass Communications, The University of Nebraska-Lincoln.

Social media and communications chair (2023-present), Sports Communication Interest Group, The Association for Education in Journalism and Mass Communication.

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

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

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

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 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.

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
2023-present	Brianna Breazier, M.A. student
2023-present	Chris Stoechr, M.A. student

UNDERGRADUATE STUDENT ADVISING

Honors Thesis Committee

2023-present Marissa Kraus, sports media & communication student

AFFILIATIONS

National Communication Association, 2019, 2023

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.