

## DANIEL SIPOCZ, Ph.D.

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### Education

Ph.D., Mass Communication, University of Southern Mississippi, 2014

M.A., Journalism and Public Relations dual emphasis, Ball State University, 2011

B.A., Journalism, Valparaiso University, 2007

### Teaching

#### **2015 to present, *Assistant Professor of Communication, Berry College***

- COM250 Writing and Reporting
- COM303 Writing and Editing Across Digital Platforms
- COM305 Multimedia Production
- COM450 Senior Seminar in Ethics
- COM323 Multimedia Reporting (Summer European Council Study Abroad)
- COM220 Foundations of Mass Communication (Summer European Council Study Abroad)
- COM329 Digital Storytelling

#### **2015 to 2015, *Instructor of Communication, Indiana State University***

- COMM290 Introduction to Media Writing
- COMM309 Reporting 1
- COMM409 Advanced Reporting
- COMM327 Investigative Reporting
- COMM101 Introduction to Communication

#### **2014 to 2014, *Adjunct Instructor of Communication, Ivy Tech Community College***

- COMM101 Public Speaking

#### **2013 to 2014, *Instructor of Record, The University of Southern Mississippi***

- MCJ101 Survey of Mass Communication

#### **2011 to 2012, *Graduate teaching assistant***

- MCJ102 Introduction to Media Writing

### Ball State University

#### **2010 to 2011, *Graduate assistant, Ball State University***

- Assisted with the planning of the 2011 Schranz Lecture, a public relations lecture organized by the public relations sequence chair.
- Assisted with the process of PRSA accreditation for both the undergraduate and graduate public relations program at Ball State under the direction of the public relations sequence chair.

#### **2009 to 2010, *Graduate assistant, Ball State University***

- Assisted in the planning of the Indianapolis Public Relations Summit, a public relations conference. Duties included compiling the keynote speaker pool, selecting speakers for panels, and logistics during the conference.

## Research

### Invited Published Book Chapters

- 2016 Sipocz, Daniel. (2016) “Sports media in the U.S.: Trivializing Race” in *The Routledge Companion to Race and Media*.

### Published Book Chapters

- 2015 Sipocz, Daniel. (2015). “Race in the Kingdom” in *The ESPN Effect: Academic Studies of the Worldwide Leader in Sports*.

### Peer-Reviewed Edited Volumes

- 2017 Sipocz, Daniel (In press, August 2017). “The Last of Us” in Mejia, R., Banks, J., Adams, A. (Eds.), 100 Greatest Video Game Franchises. Lanham, MD: Rowman & Littlefield Education
- 2017 Sipocz, Daniel (2017). “Catherine” in Banks, J., Mejia, R., Adams, A. (Eds.), 100 Greatest Video Game Characters. Lanham, MD: Rowman & Littlefield Education.

### Accepted Peer Reviewed Edited Volumes

- 2018 Sipocz, Daniel. (Jan. 2018) “Affliction or Affection? The Inclusion of a Same Sex Relationship in The Last of Us” in *Queer Studies volume*. Palgrave Macmillan.

### Book Reviews

- 2017 Sipocz, Daniel. “Communication Perspectives on Popular Culture” in *The Popular Culture Studies Journal*.

### Refereed Research Presentations

- 2016 Sipocz, Daniel. “Tweetkeeping NBC’s Olympics: A Qualitative Content Analysis of the @NBCOlympics Twitter Gatekeeping Practices.” Presented at AEJMC National Convention in Minneapolis, Minnesota, August 2016.
- 2016 Sipocz, Daniel. “Gatetweeting the social games: Considering audience gatekeeping in the 2012 and 2014 Olympics” presented at The Sports Media Consortium Event in Atlanta, Georgia on Friday, February 19, 2016.
- 2014 Sipocz, Daniel. “Pretty Powerful: An Analysis of Emphasized Femininity in Make It Or Break It.” Presented at the Southern States Communication Association Annual Convention (Mass Communication Division) in New Orleans, Louisiana, April 2014.
- 2013 Sipocz, Daniel & Byrd, Robert. “Did #NBCFail? Twitter and User-Generated Critiques of 2012 Olympic Coverage in a Post-Broadcast World.” Presented at the Association for Education in Journalism and Mass Communication (Graduate Student Interest Group) in Washington D.C., August 10, 2013. **(Third place paper)**.

- 2013 Sipocz, Daniel. "Locked Out: Race and Media Coverage of the 1998 and 2011 NBA Strikes." Presented at the Alabama Communication Association at the University of Montevallo, July 27, 2013.
- 2013 Sipocz, Daniel. "Linning and Losing: A Case Study of Sport Media's Failings in Covering Jeremy Lin." Presented at the Southern States Communication Association Annual Convention (Mass Communication Division) in Louisville, Kentucky, April 11, 2013.
- 2013 Hinchey, Bradford & Sipocz, Daniel. "Passing the torch: An evaluation of print's position in a social media world." Presented at the American Journalism History Association Southeast Symposium in Panama City Beach, Florida, February 2, 2013.
- 2012 Sipocz, Daniel. "King James Rises: Examining Race, Hegemony and PR in the NBA." Presented on a panel titled: "Framing Race and Sexuality." at the AEJMC Mid-Winter Conference in Norman, Oklahoma, Feb. 2012.

### **Panel Presentations**

- 2017 Sipocz, Daniel & Coche, Roxane. "Tweetkeeping NBC's Rio Olympics." Presented on the Covering the Rio Olympics panel at the International Association of Sports Communication in Phoenix, Arizona, April 2, 2017.
- 2015 Sipocz, Daniel. "Race in the Kingdom: ESPN's Coverage of LeBron James and Jeremy Lin." Presented on the ESPN Effect panel at the International Association of Sports Communication (IACS) in Charlotte, North Carolina, March 6, 2015.
- 2014 Sipocz, Daniel. "Tarnished Gold? A Rhetorical Analysis of NBC's Response to Olympic Coverage Criticism." Presented on the Humor, identity, recruitment and Twitter: Exploring sport fandom and emotion panel at the Southern States Communication Association Annual Convention (Popular Communication Division) in New Orleans, Louisiana, April 2014.

### **Abstract Conferences**

- 2014 Sipocz, Daniel. "Red, White, and Female: Marginalization of the U.S. Women's Olympic Volleyball Program by the National Media from 1977 to 1984." Presented at the Joint Journalism and Communication History Conference in New York City, New York, March 8, 2014.
- 2012 Sipocz, Daniel & Byrd, Jr., Robert D. "#NBCFail? A textual analysis of viewer generated Twitter critiques during NBC's 2012 Olympic coverage." Presented at the Broadcast Educators Association District II Conference at Tennessee State University in Nashville, Tennessee, October 5, 2012.
- 2012 Sipocz, Daniel. "King James Rises: Examining Advertising, Race, Hegemony and the NBA" Presented at the American Educators of Journalism and Mass Communications Midwinter Conference (Critical and Cultural Division) in Norman, Oklahoma, March 2, 2012.

### **Non-peer Reviewed Publications**

- 2012 Sipocz, Daniel. (2012). "The 'rise' of LeBron James: A critical analysis of James and his free agency." *Synergy*. Vol.3(1), p. 117-122.

### Research in Progress

- Sipocz, Daniel & Coche, Roxane. "Tweetkeeping the Rio Olympics"
- Sipocz, Daniel. "Pretty Powerful: An Analysis of Emphasized Femininity in Make It Or Break It."
- Sipocz, Daniel & Byrd, Robert: "Striking Out: Undermining Feminism in Fox's Series 'Pitch'."

### CE Event Presentations/Participation

- 2017 Invited FacChat Speaker: "Game On or Game Over?: Gender and Sexuality in Contemporary Video Games"

### Invited Presentations

- 2017 Guest speaker: "Let's Be Editors." Viking Fusion training day, August 2017.
- 2016 Guest speaker: "Why Editing Matters." Viking Fusion training day, August 2016.
- 2016 Guest speaker: "Narratives in video games." Curt Hersey's scriptwriting class at Berry College, Spring 2016.
- 2015 Panel presentation: "Race in the Kingdom: ESPN's Coverage of LeBron James and Jeremy Lin." Presented at the International Association of Sports Communication (IACS) in Charlotte, NC, March 6, 2015.
- 2014 Guest speaker: "Pretty Powerful: An Analysis of Emphasized Femininity in Make It Or Break It." The University of Southern Mississippi School of Communication and Journalism Research Forum/ University of Southern Mississippi Mass Communication Graduate Student Alliance, February 5, 2014.
- 2013 Guest speaker: "Linning and Losing: A Case Study of Sport Media's Failings in Covering Jeremy Lin." The University of Southern Mississippi School of Mass Communication and Journalism research forum, Hattiesburg, Mississippi, Spring 2013.
- 2012 Guest speaker: "No cheering in the press box." Presented to the student newspaper (The Student Printz) sports section, University of Southern Mississippi, Hattiesburg, Mississippi, Fall 2012.
- 2011 Guest speaker: "King James Rises: Examining Advertising, Race, Hegemony and the NBA." Presented at The University of Southern Mississippi University School of Mass Communication and Journalism research forum, Hattiesburg, Mississippi, Spring 2011
- 2010 Guest lecture: Media Law, Ball State University, Muncie Indiana, Spring 2010.
- 2010 Guest speaker: "Using public records to report on Title IX, NCAA rule violations and other sports news." Presented to the student newspaper (The Ball State Daily News) sports section, Ball State University, Muncie, Indiana, Spring 2010.

### Honors and Awards

- 2013 The Southern Mississippi Dr. Gene Wiggins Fellowship, April 2013
- 2013 Third place paper, AEJMC Graduate Student Interest Group, August 2013

- 2012 Society of Professional Journalist Mark of Excellence Finalist: Title IX Under Investigation, 2012.
- 2012 Columbia Scholastic Press Association Gold Circle Awards
- Third Place Digital Media for In-depth News/Feature: Investigation into Ball State's Title IX compliance, 2012
- 2011 Columbia Scholastic Press Association Gold Circle Awards
- First Place for In-depth News/Feature: Title IX Under Investigation, 2011.
  - Third Place for Sports News category: 3-Years Probation, 2011.
  - Certificate of Merit for Sports Features: Carrying on the Family Legacy, 2011.
  - Second Place for Online Sports News in Athletics: Ball State Increases Compliance, 2011.
  - Certificate of Merit for Online Sports Feature: Resuming a Tradition, 2011.
  - American Volleyball Coaches Association Grant Burger Media Award
- Grant Burger Media Award (overall) finalist: For contributions made to the sport of volleyball via coverage, 2011.
- Print Category Winner
  - Best volleyball coverage in the print platform across the United States, 2011.

### **Academic Memberships**

- **International Association of Sports Communication (IACS)**
- **Association for Education of Journalism and Mass Communication (AEJMC)**
  - Cultural and Critical Studies Division
  - Online News Division

### **Service**

#### **Service to Berry College**

- Served on an Ad-Hoc Faculty Assembly Faculty Development Committee (2017-18)
- Led a discussion on the differences between first year and second year at the First Year CTE events organized by Mary Clement (Spring 2017).
- Assisted the Presidential Scholars Competition as an interviewer (Spring 2017)
- Participated (via invitation from student, Allie Pritchett) in Whitehead Scholar program by meeting with a student and their scholarship provider to map out their senior year (Spring 2017)

#### **Service to Evans School**

- Served on the Endowed Lectureship Committee (2017-2018)
- Served on the unified Student Media Board to select the Executive Director of Viking Fusion and the editorial staff of the Campus Carrier (Spring 2017)
- Served on the Student Media Board to select the Executive Director of Viking Fusion (Spring 2016)

#### **Service to the Department of Communication**

- Contacted and confirmed commitment for *Boston Globe* and *ESPN* columnist Bob Ryan to be a guest speaker in the spring
- Served as a member of a departmental curricular development Ad-Hoc committee
- Represented the department at an Evans School grant funding meeting (Spring 2017)
- Took a job candidate on an hour long campus tour (Spring 2017)
- Identified and made contact with a guest speaker for a departmental event (Spring 2017)
- Served as a Dow Jones News Fund Test Monitor (Fall 2016)
- Presented copy editing tips to Viking Fusion during their training week (Fall 2016)
- Volunteered time to student media (Fusion and Campus Carrier) during news meetings (2015-16)
- Member of Department Ad-Hoc Committee identifying existential threats to the journalism and sports journalism concentrations (Fall 2015)
- Sync Sheet coordinator for COM 250 (Fall 2015)

### Service to Field of Study

- Judge for the newscast category for the College Broadcasters Inc. National Student Production Awards (Summer 2017)
- Paper/Abstract Reviewer
  - IACS National Conference (2016-2017)
  - ICA International Conference, LGBTQ Studies Interest Group (2015-2017)
  - ICA International Conference, Sports Communication (2016-2017)
  - AEJMC National Conference, Cultural and Critical Studies Division (2015-2017)
  - AEJMC National Conference, LGBT Interest Group (2015-17)
  - AEJMC Southeast Colloquium, Newspaper and Online News Division (2014-15)
  - AEJMC Midwinter Conference, MAC Division (2014-15)
- Graduate Student Liaison, AEJMC Critical and Cultural Studies Division (2013-14)
- Co-founding Member, University of Southern Mississippi Mass Communication Graduate Student Alliance (2013-14)

### Professional Work Experience

**April 2014 to May 2014:** Public relations consultant, John C. Nelson Construction, Hattiesburg, Miss.

- Created proposal materials, including Powerpoint, for a \$20 million construction project.
- Provided presentation consultation to assist in gaining approval for the construction project.

**January 2008 to 2012:** Correspondent, *Post-Tribune*, Merrillville, Ind.

- Covered high school and college athletics in northwest Indiana.
- Created the Valparaiso University women's volleyball beat and covered the team extensively during the 2009 season.

**August 2009 to June 2011:** Chief Reporter, *The Ball State Daily News*, Muncie, Ind.

- Covered the women's volleyball program, women's basketball program and assisted with coverage of the men's volleyball program.
- Served as the lead investigative sports reporter, covering the university's Title IX problems and NCAA rules violations.
- Mentored new additions to the sports section of the student newspaper.

**January 2008 to January 2009:** Senior Writer, *Cupscene.com*, Orlando, Fla.

- Wrote original content including feature stories, breaking news and race recaps.

**February 2005 to January 2008:** Writer, *Cupscene.com*, Orlando, Fla.

**July 2006 to January 2008:** Snap-on Racing Account Writer, *Athlon Sports*, Nashville, Tenn.

- Generated publicity for the Snap-on Tools account via their website presence.
- Wrote stories that chronicled Snap-on sponsored NASCAR and NHRA teams for a website dedicated to the Snap-on clients.

**March 2006 to February 2009:** Writer, *Thatsracing.com*, Charlotte, N.C.

- Wrote blogs for the *Charlotte Observer* racing blog site.