

SADA REED

EDUCATION

Ph.D., Mass Communication, 2015
School of Media and Journalism

University of North Carolina
Chapel Hill, N.C.

M.A., Mass Communication, 2011
Hubbard School of Journalism & Mass Communication

University of Minnesota
Minneapolis, Minn.

B.A., Journalism, 2003
Hubbard School of Journalism & Mass Communication

University of Minnesota
Minneapolis, Minn.

ACADEMIC EMPLOYMENT

Assistant Professor, 2015-present
Walter Cronkite School of Journalism and Mass Communication

Arizona State University
Phoenix, Ariz.

Advanced Issues in 21st-Century Sports & Media (MCO 526): Spring 2020, Spring 2019, Fall 2016

Ethics and Diversity in Sports Journalism (JMC 367): Fall 2020, Spring 2020, Fall 2019, Spring 2019, Fall 2018,
Spring 2018, Spring 2017, Spring 2016

Ethics and Diversity in Sports Journalism (MCO 529): Fall 2020, Fall 2019, Fall 2018, Spring 2018

Sports Media History (MCO 465): Fall 2017

Sports Reporting (JMC 302): Fall 2016, Spring 2016, Fall 2015

Instructor of Record

School of Media and Journalism
Writing and Reporting (JOMC 153): Fall 2014

University of North Carolina
Chapel Hill, N.C.

Teaching Assistant

School of Media and Journalism
Community Journalism (JOMC 459): Fall 2012
Concepts of Marketing (JOMC 475): Spring 2013
Freedom of Expression in the United States (JOMC 448): Fall 2013
News Editing (JOMC 157): Spring 2014, Spring 2013, Fall 2012

University of North Carolina
Chapel Hill, N.C.

Hubbard School of Journalism & Mass Communication

Information for Mass Communication (JOUR 3004W): Spring 2011, Spring 2010, Fall 2009

Introduction to Mass Communication (JOUR 1001): Fall 2011 (2 sections), Fall 2010,
Spring 2010, Fall 2009

Mass Media Effects (JOUR 3005): Fall 2010

New Media Culture (JOUR 4551): Spring 2011

University of Minnesota
Minneapolis, Minn.

Research Assistant

School of Media and Journalism
Ferrel Guillory: Spring 2015

University of North Carolina
Chapel Hill, N.C.

PROFESSIONAL EMPLOYMENT

Features Editor and Digital Specialist, 2008-2009

Circulation (combined): 25,372

Kennebec Journal and Morning Sentinel

Augusta and Waterville, Maine

Sports Editor, 2006-2008

Circulation: 8,616

South Washington County Bulletin

Cottage Grove, Minn.

Sports Writer, 2004-2006

Circulation: 12,126

Jacksonville Journal-Courier

Jacksonville, Ill.

Sports Writer, 2003-2004

Circulation: 13,890

Beaufort Gazette

Beaufort, S.C.

JOURNAL ARTICLES

1. **Reed, S.** (2019). Who is to blame? An examination of American sports journalists' Lance Armstrong Hero narrative and post-doping confession paradigm repair. *Journal of Sports Media*, 14(2), 67-91.
2. **Reed, S., & Harrison, G.** (2019). "Insider dope" and NBA trade coverage: A case study of unnamed sourcing in sports journalism. *International Journal of Sport Communication*, 12(3), 419-430.
3. **Reed, S.** (2018). Practice makes perfect? A longitudinal study of experiential learning in sports journalism. *Teaching Journalism and Mass Communication*, 8(2), 38-46.
4. **Reed, S.** (2018). "I'm not a fan. I'm a journalist": Measuring American sports journalists' sports enthusiasm. *Journal of Sports Media*, 13(1), 27-47.
5. **Reed, S.** (2018). Boosters or watchdogs? American sports journalists' perception of their professional roles. *Journal of Emerging Sport Studies*, 1(1). Retrieved from https://img1.wsimg.com/blobby/go/eda11a6c-ee5e-4a0e-a45c-6070cb8ef2b6/downloads/1cobgljra_664170.pdf
6. **Reed, S., Nardis, Y., Ogilvie, E., & Riffe, D.** (2016). Thatcherism and the Eurozone crisis: A social systems-level analysis of British, Greek, and German news coverage of Margaret Thatcher's death. *International Communication Research Journal*, 51(2), 3-20.
7. **Reed, S.** (2015). Four areas of collegiate student-athlete privacy invasion. *Communication & Sport*, 3(3), 348-363.
8. **Reed, S., & Hansen, K. A.** (2013). Social media's influence on American sports journalists' perception of gatekeeping. *International Journal of Sport Communication*, 6(4), 373-383.
9. **Reed, S.** (2013). American sports writers' social media use and its influence on professionalism. *Journalism Practice*, 7(5), 555-571.
10. **Reed, S.** (2011). Sports journalists' use of social media and its effects on professionalism. *Journal of Sports Media*, 6(2), 43-64.

BOOK CHAPTERS

Reed, S. (2018). Paradigm repair and the hero myth in sports journalism: An analysis of Lance Armstrong coverage. In T. Rentner & D. Burns (Eds.), *Case studies in sport communication: You make the call* (pp. 245-252). New York: Routledge.

REFEREED ABSTRACTS

Reed, S. (2010). Sports media's maintenance of gender hierarchy: Ideologies of femininity portrayed as 'common sense' in women's Olympic coverage. *Portuguese Journal of Sports Sciences*, 10(1).

AWARDS & HONORS

Kopenhaver Center Fellow, 2018, Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication, Florida International University

Top Student Paper Award, 2013, Association for Education in Journalism and Mass Communication, Sports Communication Interest Group

Third place, Sports Feature, "Seeing with Fresh Eyes," 2008 National Newspaper Association
<http://www.swcbulletin.com/content/seeing-fresh-eyes>

First place, Best Sports Section, 2007 Minnesota Newspaper Association

Second place, Sports Photography, "Collision," 2007 Minnesota Newspaper Association

GRANTS & FELLOWSHIPS

Dean's Research Grant, 2020, Arizona State University Walter Cronkite School of Journalism and Mass Communication
\$6,000

Dean's Research Grant, 2019, Arizona State University Walter Cronkite School of Journalism and Mass Communication
\$6,000

Summer Research Grant, 2018, Arizona State University Center for the Study of Economic Liberty
\$10,000

Dean's Research Grant, 2018, Arizona State University Walter Cronkite School of Journalism and Mass Communication
\$6,000

Professional Development Funds, 2018, Arizona State University Global Sport Institute
\$1,000

Dean's Research Grant, 2017, Arizona State University Walter Cronkite School of Journalism and Mass Communication
\$3,120

Dean's Research Grant, 2016, Arizona State University Walter Cronkite School of Journalism and Mass Communication
\$6,000

Roy H. Park Fellowship, 2012-2015, University of North Carolina
\$20,500 per year for three years and \$6,000 total for research and travel

Margaret Blanchard Dissertation Support Award, 2015, University of North Carolina School of Media and Journalism
\$750

Graduate Student Transportation Grant, 2014, University of North Carolina Graduate School
\$250

GPSF Travel Award, 2013, University of North Carolina Graduate and Professional Student Federation
\$400

Grand Lodge Scholarship, 2012, Daughters of Norway (Døtre av Norge)
\$1,000

INVITED TALKS

"He who holds the pen: Sports journalists' power in early 20th-century America," University Presbyterian Church Primetime, Tempe, Ariz., 2017

"Understanding the media," Association Executives of North Carolina Government Affairs Symposium & Luncheon, Cary, N.C., 2015

CONFERENCE ACTIVITY/PARTICIPATION

Panel Participation

Bien-Aimè, S., Antunovic, D., Pollard, B., & **Reed, S.** (2019, August). What Does Journalistic Objectivity in Sports Look Like for Marginalized Groups? Association for Education in Journalism and Mass Communication conference, Toronto.

Denomme, I., Washburn, D., **Reed, S.**, & Butler, C. (2019, August). Developing curriculum strategies for sports writing courses. Association for Education in Journalism and Mass Communication conference, Toronto.

Rand, M., **Reed, S.**, Kian, T., & Johnson, R. (2016, August). *E-Crowding the Gridiron: Balancing Journalism Practices and Online Community Building in Local Sports Journalism?* Association for Education in Journalism and Mass Communication conference, Minneapolis.

Papers Presented

1. **Reed, S.**, & Camporeale, J. (2020, August). Filling the frame: An examination of Lance Armstrong's hero myth in Associated Press photography. Association for Education in Journalism and Mass Communication conference, San Francisco, Sports Communication Interest Group.

2. **Reed, S., & Forbes, A.** (2019, October). *Lance Armstrong's Hero Narrative and PEDs discourse in American TV Broadcasts*. Play the Game conference, Colorado Springs, Colorado.
3. **Reed, S.** (2019, March). *Teachers, Carpenters, and Gasket-Makers: The Diverse Backgrounds, Motivations, and Entrepreneurial Quests of Freelance Sports Journalists*. International Association for Communication and Sport 2019 summit, Boise, Idaho.
4. **Reed, S.** (2019, March). *Trends in Sports Journalists' Survey Response Rates and Preferences*. Association for Education in Journalism and Mass Communication Southeast Colloquium, Columbia, South Carolina, Open Division.
5. **Reed, S.** (2018, August). *Practice Makes Perfect? A Longitudinal Case Study of Experiential Learning Among Intermediate-Level Sports Journalism Students*. Association for Education in Journalism and Mass Communication conference, Washington D.C., Internships and Careers Interest Group.
6. **Reed, S.** (2017, November). *Paradigm Repair and the Hero Myth in American Sports Journalism: An Analysis of Lance Armstrong Coverage*. Play the Game conference, Eindhoven, The Netherlands.
7. **Reed, S.** (2017, August). *Not Exactly "Common Sense": Measuring Sports Journalism Students' Understanding of Hegemonic Masculinity. I'm Not a Fan. I'm a Journalist*. Association for Education in Journalism and Mass Communication conference, Chicago, Scholastic Journalism Division.
8. **Reed, S., & Harrison, G.** (2017, August). *Off the Record: The Popularity, Prevalence, and Accuracy of Unnamed Sources in NBA Trade Coverage*. Association for Education in Journalism and Mass Communication conference, Chicago, Sports Communication Interest Group.
9. **Reed, S.** (2017, March). *On the Field, but in the Classroom? An Analysis of American Sports Journalism Students' Understanding of Hegemonic Masculinity*. International Association for Communication and Sport summit, Phoenix.
10. **Harker, J. & Reed, S.** (2017, March). *Dope and Deny: A Comparative Study of News Frames in American and Russian Coverage of American and Russian Athletes*. International Association for Communication and Sport summit, Phoenix.
11. **Reed, S.** (2016, August). *"I'm Not a Fan. I'm a Journalist": Measuring American Sports Journalists' Sports Enthusiasm*. Association for Education in Journalism and Mass Communication conference, Minneapolis, Sports Communication Interest Group.
12. **Reed, S.** (2016, August). *"Boosters or Watchdogs? American Sports Journalists' Perception of their Professional Roles*. Association for Education in Journalism and Mass Communication conference, Minneapolis, Community Journalism Interest Group.
13. **Reed, S.** (2016, March). *Journalist or Community Member? An Analysis of American Sports Journalists' Perceived Community Membership*. International Association for Communication and Sport summit, Grand Rapids, Mich.
14. **Reed, S.** (2015, October). *Calling a Foul: An Examination of American Sports Journalists' Interactions with Whistleblowers*. International Conference on Journalism & Mass Communications, Singapore.

15. **Reed, S.** (2015, August). *First Amendment Protection or Right of Publicity Violation? Examining the Application of the Transformative Use Test in Keller and Hart*. Association for Education in Journalism and Mass Communication conference, San Francisco, Law and Policy Division.
16. **Reed, S.,** Nardis, Y., Ogilvie, E., & Riffe, D. (2015, August). *Thatcherism and the Eurozone Crisis: A Social Systems-Level Analysis of British, Greek, and German News Coverage of Margaret Thatcher's Death*. Association for Education in Journalism and Mass Communication conference, San Francisco, International Communication Division.
17. **Reed, S.** (2015, March). *Calling a Foul: An Examination of North Carolinian Sports Journalists' Interactions with Whistleblowers*. International Association for Communication and Sport summit, Charlotte, N.C.
18. **Reed, S.** (2015, March). *Effectively Teaching Sports Journalism Students about Hegemonic Masculinity*. International Association for Communication and Sport summit, Charlotte, N.C.
19. **Reed, S.** (2014, August). *Who is to Blame? An Examination of American Sports Journalists' Lance Armstrong Hero Narrative and Post-Doping Confession Paradigm Repair*. Association for Education in Journalism and Mass Communication conference, Montreal, Sports Communication Interest Group.
20. **Reed, S.** (2014, August). *Taking it One Game at a Time: Prevalence of Temporary Work in North Carolinian Newspapers' Sports Departments*. Association for Education in Journalism and Mass Communication conference, Montreal, Internship and Careers Interest Group.
21. **Reed, S.** (2014, March). *Who is to Blame? An Examination of American Sports Journalists' Post-Lance Armstrong Confession Paradigm Repair*. Association for Education in Journalism and Mass Communication Southeast Colloquium, Gainesville, Florida, Open Division.
22. **Reed, S.** (2013, November). *Who is Steering this Ship? The Diverse Origins and Objectives of Sports Journalism Associations*. North American Society for the Sociology of Sport conference, Quebec City.
23. **Reed, S.** (2013, August). *What Sports Journalists Need to Know: Four Areas of Student-Athlete Privacy Invasion*. Association for Education in Journalism and Mass Communication conference, Washington D.C., Sports Communication Interest Group.
24. **Reed, S.** (2013, August). *Hegemonic Masculinity in Sports Journalism: On the Field, but in the Classroom?* Association for Education in Journalism and Mass Communication conference, Washington D.C., Internship and Careers Interest Group.
25. **Reed, S.** (2013, March). *What Sports Journalists Need to Know: Four Areas of Student-Athlete Privacy Invasion*. Association for Education in Journalism and Mass Communication Southeast Colloquium, Tampa, Florida, Open Division.
26. **Reed, S.** (2012, November). *Gatekeeping and Facebook 'Friending' Athletes in 21st-century Sports Journalism*. North American Society for the Sociology of Sport conference, New Orleans, La.
27. **Reed, S.** (2012, May). *Print Sports Journalists' use of Social Media and its Effect on Professionalism*. International Communication Association conference, Phoenix, Journalism Studies.

28. Kelley, D., Brehe, S., **Reed, S.**, & Namgyal, T. (2011, May). *Media Usage in the Minnesota Tibetan Community*. International Communication Association conference, Boston, Global Communication and Social Change.
29. LaMarre, H., & **Reed, S.** (2010, October). *Sports Media's Role in Shaping Fan's Emotions, Social Identity*. Midwest Popular Culture Association and Midwest American Culture Association conference, Minneapolis, Fan Studies.
30. **Reed, S.** (2010, May). *Sports Media's Maintenance of Gender Hierarchy: Ideologies of Femininity Portrayed as "Common Sense" in Women's Olympic Coverage*. European Association for Sociology of Sport conference, Porto, PORTUGAL.

Discussant

Gender Issues in Sports Media (Sports Communication Interest Group). Association for Education in Journalism and Mass Communication conference, Washington D.C. Aug. 6, 2018.

Frames and Games in America's Sport (Sports Communication Interest Group). Association for Education in Journalism and Mass Communication conference, Minneapolis, Aug. 6, 2016.

Communication and Contention in Digital Spaces (Cultural and Critical Studies Division). Association for Education in Journalism and Mass Communication conference, Minneapolis, Aug. 4, 2016.

TEACHING

Dissertation committee

Allison Forbes, *in progress*

Gail Rhodes, "Dissenting voices: Player protests and the paradox of the First Amendment," *in progress*

Guy Harrison, "On the Sidelines: Postfeminism, Neoliberalism, and the American Female Sportscaster," defended fall 2018

Honor's Thesis/Creative Project Committee

Nicholas Hedges (second reader), *in progress*

Kiara Quaranta (director), *in progress*

Jacob Rosenfarb (second reader), defended spring 2020

Jenna Ortiz (second reader), defended spring 2020

Anthony Totri (second reader), defended spring 2019

Justin Gaither (second reader), defended spring 2019

Jacob Franklin (second reader), defended spring 2019

Drew Martin (second reader), defended spring 2018

Simran Dave (third reader), defended spring 2018

Alexis Bowen (second reader), defended fall 2017

Jonathan Diego (second reader), defended fall 2017

Mauricio Casillas (second reader), defended fall 2016

Honor's Enrichment Contracts

Gabrielle Ducharme, JMC 367, fall 2019

Jenna Ortiz, JMC 367, spring 2019

Adam Noel, JMC 367, spring 2019

Nicholas Hedges, JMC 367, fall 2018
Sarandon Raboin, JMC 367, fall 2018
Ellyson Lundberg, JMC 367 spring 2018
Simran Dave, JMC 367 spring 2017
Blaine McCormick, JMC 367 spring 2017
Fabian Ardaya, JMC 367 spring 2016
Alexis Bowen, JMC 367 spring 2016
Kaci Demarest, JMC 367 spring 2016
Alexis Bowen, JMC 302 fall 2015

CAMPUS & DEPARTMENTAL TALKS

“Experiential Learning,” Study of the U.S. Institutes on Journalism, Technology, and Democracy pedagogy lecture, June 25, 2019

“The Young Researchers,” junior faculty research presentation, March 18, 2019.

“A longitudinal study of experiential learning in sports journalism,” Walter Cronkite School faculty meeting research presentation, Sept. 21, 2018

Cronkite School PHriDay presentation, survey method presentation to Walter Cronkite School graduate students, April 13, 2018

“Knowledge Café,” Walter Cronkite School faculty meeting teaching presentation, Jan. 19, 2018

“Faculty Research: From Social Media to Sports,” April 24, 2017. <https://vimeo.com/cronkiteschool/videos>

“‘I’m not a fan. I’m a journalist:’ Measuring American sports journalists’ sports enthusiasm,” Walter Cronkite School faculty meeting research presentation, Oct. 14, 2016

Cronkite School PHriDay presentation, research interest overview presentation to Walter Cronkite School graduate students, Sept. 30, 2016

“Conference presentations and funding,” School of Journalism and Mass Communication Research Roundtable, University of North Carolina at Chapel Hill, Chapel Hill, N.C., March 4, 2015.

SERVICE TO PROFESSION

Manuscript Reviewer

International Association for Communication and Sport summit, 2014-present

Journal of Sports Media, 2015-present

Association for Education in Journalism and Mass Communication conference (Internship and Career Interest Group, Sports Communication Interest Group), 2016-present

Emerging Sport Studies, 2019-present

Communication & Sport, 2020-present

Judge

National Scholastic Press Association, 2009-11

Senator

University of North Carolina at Chapel Hill Graduate and Professional Student Federation, 2013-14

President

University of Minnesota Hubbard School of Journalism & Mass Communication Graduate Student Organization, 2010-11

Officer

University of Minnesota Norwegian Club (Den Norske Klubben), 2010-11

DEPARTMENTAL SERVICE

Moderator

“Becoming the story: Turning torment into triumph with ‘Fanaticus,’” ESPN producer Justine Gubar, March 15, 2016. <https://vimeo.com/159822085>

Dean’s Advisory Committee

Member, 2019-present (3-year term)

Search committee

Assistant Professor of Social Media, 2015-16

Senior Research Professor, 2015-17

PROFESSIONAL DEVELOPMENT & TRAINING

Certifications

Certificate in Effective Instruction, Association of College and University Educators (ACUE) and American Council on Education (ACE), May 25, 2020

Adult and Pediatric First Aid/CPR/AED, American Red Cross, completed Sept. 27, 2018

Courses

ASU Community of Care Training for Employees, June 18, 2020

ASU Information Security Training, completed Dec. 4, 2018

Active Shooter Training, completed Aug. 30, 2018

Intersections: Preventing Harassment & Sexual Violence, completed September 26, 2017

ASU Information Security Awareness Training, completed September 19, 2017

Shots Fired – Surviving an Active Shooter in the Workplace, completed May 8, 2017

FlashPoint on Campus – Recognizing and Preventing Violence on Campus, completed Aug. 12, 2016

Shots Fired on Campus – Surviving an Active Shooter Situation, completed Oct. 15, 2015

MEDIA COVERAGE

Doyle, K. (Jan. 30, 2018). “Women in sports journalism shouldn’t have to deal with discrimination,” *The State Press*. <http://www.statepress.com/article/2018/01/spopinion-women-in-sports-journalism-shouldnt-have-to-deal-with-discrimination>

Kiernan, J. (March 6, 2017). “March Madness Stats & Fun Facts,” *WalletHub*. <https://wallethub.com/blog/march-madness-statistics/11016/#sada-j-reed>

Haas, S. (Oct. 3, 2016). "Why I changed my mind about Colin Kaepernick." *The State Press*.
<http://www.statepress.com/article/2016/10/spopinion-why-i-changed-my-mind-about-colin-kaepernick>

The Measure of Everyday Life, 90.7 FM WNCU (Durham, N.C.), recorded March 25, 2016.
<http://measureradio.libsyn.com/fan-behavior>

Sports Focus, 97.9 FM WCHL (Chapel Hill, N.C.), recorded Dec. 19, 2013.