

BRYAN E. DENHAM
FACULTY CV
Fall 2015

CONTACT INFORMATION

Office Address: Department of Communication Studies
305D Daniel Hall
Clemson University
Clemson SC, 29634

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EDUCATION

Ph.D. Communications and Applied Statistics, University of Tennessee, Knoxville, 1996.

Dissertation: Anonymous attribution and official news sources in the reporting of Bosnia and Somalia:
A study of conflict coverage in American newspapers

Honors: Outstanding Ph.D. Student, 1996; Graduate Student Research Award, 1996.

M.A. Communications, California State University, Fullerton, 1993.

Thesis: Television news and newspapers as providers of political issue information:
An assessment of the differences across the two media

Honors: Kappa Tau Alpha, National Honor Society in Journalism and Mass Communication, 1993.

B.A. Journalism and Political Science, Indiana University, Bloomington, 1989.

ACADEMIC APPOINTMENTS

8/99-Date Holder of Campbell Endowed Professorship in Sports Communication
Department of Communication Studies, Clemson University
Clemson, South Carolina

Acting Department Chair 6/15-Date; Professor 8/08-Date; Associate Professor 8/03-8/08;
Assistant Professor 8/99-8/03.

8/97-7/99 Assistant Professor
Department of Communication and Mass Media, Missouri State University
Springfield, Missouri

8/93-6/97 Instructor and Graduate Teaching Associate
College of Communications, School of Journalism, University of Tennessee
Knoxville, Tennessee

INTERNATIONAL FACULTY DEVELOPMENT SEMINARS

- July 2013 "Paradise lost? Challenging perspectives on a changing Europe." Institute for the International Education of Students faculty development seminar held in Freiburg, Germany, with sessions in Brussels, Belgium, Strasbourg, France, and Frankfurt, Germany. Seminar presentation: "Who we are and who we are not: Expressions of national identity through international sport."
- May 2012 "Power and the transformation of media in the 21st century." Institute for the International Education of Students faculty development seminar held in London, England and Milan, Italy. Seminar presentation: "Sports journalism and the formation of public policy: A discussion of agenda-building processes."

UNIVERSITY COURSES TAUGHT

Undergraduate: Introduction to Human Communication, Introduction to Journalism, Basic Public Speaking, Newspaper Feature and Opinion Writing, Magazine Article Writing, Communication in a World Context, Communication Theory, Mass Communication Theory, Communication Research Methods, Sports Communication, Sports Media Criticism, Public Relations in Sports, Principles of Public Relations, Public Communication and Popular Culture, Political Communication, Mass Communication: History and Criticism, Senior Communication Seminar, Senior Thesis, Honors Senior Thesis, Directed Study.

Graduate: Theory and Research in Mass Communication, Empirical Research Methods, Media in Politics, Sports Writing, Directed Study.

REFEREED PUBLICATIONS

- Denham, B. (2014). Adolescent perceptions of alcohol risk: Variation by sex, race, student activity levels and parental communication. *Journal of Ethnicity in Substance Abuse, 13*, 385-404.
- Denham, B. (2014). Functional forms of symbolic crises in the news: Implications for quantitative research. *Communication Research Reports, 31*, 365-373.
- Denham, B. (2014). High school sports participation and substance use: Differences by sport, race and gender. *Journal of Child & Adolescent Substance Abuse, 23*, 145-154.
- Denham, B. (2014). Intermedia attribute agenda-setting in the New York Times: The case of animal abuse in U.S. horse racing. *Journalism & Mass Communication Quarterly, 91*, 17-37.
- Denham, B. (2013). Building an agenda for regulatory change: The New York Times investigates drug abuse in U.S. horse racing. *International Journal of Sport Communication, 6*, 239-257.
- Denham, B. (2012). NY Times war on drugs sources change after September 11. *Newspaper Research Journal, 33*(4), 34-47.
- Denham, B. (2012). Anabolic-androgenic steroids and adolescents: Recent developments. *Journal of Addictions Nursing, 23*, 167-171.

- Denham, B. (2011). Alcohol and marijuana use among American high school seniors: Empirical associations with competitive sports participation. *Sociology of Sport Journal*, 28, 362-379.
- Denham, B. (2011). Adolescent self-perceptions and attitudes toward school as determinants of anabolic-androgenic steroid risk estimates and normative judgments. *Youth & Society*, 43, 1041-1065.
- Denham, B. (2011). Dietary supplements – Regulatory issues and implications for public health. *Journal of the American Medical Association*, 306, 428-429.¹
- Denham, B. (2011). When science, politics and policy collide: On the regulation of anabolic-androgenic steroids, steroid precursors and “dietary supplements” in the United States. *Journal of Sport & Social Issues*, 35, 3-21.
- Thomas, K. J., Denham, B., & Dinolfo, J. (2011). Perceptions among occupational and physical therapy students of a non-traditional methodology for teaching laboratory gross anatomy. *Anatomical Sciences Education*, 4, 71-77.
- Denham, B. (2010). Amplifications of deviance surrounding illicit drug use: Conceptualizing a role for film. *Communication, Culture & Critique*, 3, 485-502.
- Denham, B. (2010). Correlates of pride in the performance success of United States athletes competing on an international stage. *International Review for the Sociology of Sport*, 45, 457-473.
- Denham, B. (2010). Toward conceptual consistency in studies of agenda-building processes: A scholarly review. *Review of Communication*, 10, 306-323.
- Denham, B. (2010). Measurement of risk perceptions in social research: A comparative analysis of ordinary least squares, ordinal and multinomial logistic regression models. *Journal of Risk Research*, 13, 571-589.
- Denham, B. (2009). Association between narcotic use and anabolic-androgenic steroid use among American adolescents. *Substance Use & Misuse*, 44, 2043-2061.
- Denham, B. (2009). Determinants of anabolic-androgenic steroid risk perceptions in youth populations: A multivariate analysis. *Journal of Health & Social Behavior*, 50, 277-292.
- Denham, B. (2009). Youth sports participation and attitudes toward societal competition, concern for material items, and the consequences of manipulative advertising. *Youth & Society*, 41, 124-147.
- Denham, B. (2008). Folk devils, news icons and the construction of moral panics: Heroin chic and the amplification of drug threats in contemporary society. *Journalism Studies*, 9, 945-961.
- Denham, B., & Jones, R.N. (2008). Survival of the stereotypical: A study of personal characteristics and order of elimination on reality television. *Studies in Popular Culture*, 30, 79-99.
- Denham, B., & Desormeaux, M. (2008). Headlining the head-butt: Zinedine Zidane/Marco Materazzi portrayals in prominent English, Irish and Scottish newspapers. *Media, Culture & Society*, 30, 375-392.

¹ Subsequent letter in reply published in the October 19, 2011 issue of the *Journal of the American Medical Association* (306, 1657-1658) as part of continued discussion on dietary supplements and public policy.

- Denham, B. (2008). Calling out the heavy hitters: What performance-enhancing drug use in professional baseball reveals about the politics and mass communication of sport. *International Journal of Sport Communication*, 1, 3-16.
- Denham, B., Hawkins, K.W., Jones, K.O., & Billings, A.C. (2007). Anabolic-androgenic steroid use as a complicating factor in the Female Athlete Triad: Behavioral implications for sport psychology. *Journal of Applied Sport Psychology*, 19, 457-470.
- Denham, B. (2007). Government and the pursuit of rigorous drug testing in Major League Baseball: A study in political negotiation and reciprocity. *International Journal of Sport Management and Marketing*, 2, 379-395.
- Jones, K.O., Denham, B., & Springston, J.K. (2007). Differing effects of mass and interpersonal communication on breast cancer risk estimates: An exploratory study of college students and their mothers. *Health Communication*, 21, 165-175.
- Denham, B. (2006). Effects of mass communication on attitudes toward anabolic steroids: An analysis of high school seniors. *Journal of Drug Issues*, 36, 809-830.
- Denham, B. (2006). The Anabolic Steroid Control Act of 2004: A study in the political economy of drug policy. *Journal of Health & Social Policy*, 22, 51-78.
- Denham, B., & Cook, A. L. (2006). Byline gender and news source selection: Coverage of the 2004 summer Olympics. *Journal of Sports Media*, 1, 1-17.
- Jones, K.O., Denham, B., & Springston, J.K. (2006). Effects of mass and interpersonal communication on breast cancer screening: Advancing agenda setting theory in health contexts. *Journal of Applied Communication Research*, 34, 94-113.
- Denham, B. (2004). Toward an explication of media enjoyment: The synergy of social norms, viewing situations and program content. *Communication Theory*, 14, 370-387.
- Denham, B. (2004). Hero or hypocrite? United States and international media portrayals of Carl Lewis amid revelations of a positive drug test. *International Review for the Sociology of Sport*, 39, 167-186.
- Denham, B. (2004). Sports Illustrated, the mainstream press, and the enactment of drug policy in Major League Baseball: A study in agenda building theory. *Journalism: Theory, Practice and Criticism*, 5, 51-68.
- Denham, B. (2003). Maximizing research methods instruction. *Journalism & Mass Communication Educator*, 58, 147-162.
- Denham, B., Billings, A.C., & Halone, K.K. (2002). Differential accounts of race in broadcast commentary of the 2000 NCAA men's and women's Final Four Basketball Tournaments. *Sociology of Sport Journal*, 19, 315-332.
- Billings, A.C., Halone, K.K., & Denham, B. (2002). "Man, that was a pretty shot": An analysis of gendered broadcast commentary of the 2000 men's and women's NCAA Final Four Basketball Championships. *Mass Communication & Society*, 5, 295-315.
- Denham, B. (2002). Advanced categorical statistics: Issues and applications in communication research. *Journal of Communication*, 52, 162-176.

- Denham, B. (2001). When application promotes abstraction: The introductory course in sports communication. *Communication Teacher*, 15, 3-6.
- Denham, B. (2000). Performance enhancing drug use in amateur and professional sports: Separating the realities from the ramblings. *Culture, Sport, Society*, 3, 56-69.
- Denham, B. (1999). On drugs in sports in the aftermath of Flo-Jo's death, Big Mac's attack. *Journal of Sport & Social Issues*, 23, 362-367.
- Denham, B. (1999). Building the agenda and adjusting the frame: How the dramatic revelations of Lyle Alzado impacted mainstream press coverage of anabolic steroid use. *Sociology of Sport Journal*, 16, 1-15.²
- Denham, B. (1997). Anonymous attribution during two periods of military conflict: Using logistic regression to study veiled sources in American newspapers. *Journalism & Mass Communication Quarterly*, 74, 565-578.
- Denham, B. (1997). Sports Illustrated, 'The War on Drugs,' and the Anabolic Steroid Control Act of 1990: A study in agenda building and political timing. *Journal of Sport & Social Issues*, 21, 260-273.
- Denham, B. (1997). Teaching research methods to undergraduates. *Journalism & Mass Communication Educator*, 51, 54-62.
- Denham, B. (1996). Anonymous attribution and official news sources in the reporting of Bosnia and Somalia. *Proceedings of the Southeast Colloquium of the Association for Education in Journalism and Mass Communication*, 5, 32-41. (Outstanding Paper by a Graduate Student).
- Miller, M.M., & Denham, B. (1994). Horserace, issue coverage in prestige newspapers during 1988, 1992 elections. *Newspaper Research Journal*, 15(4), 20-28.

BOOK CHAPTERS

- Denham, B. (in progress). March madness: Changing media sensibilities about the men's and women's Final Four Basketball Championships. In L. A. Wenner and A. C. Billings (Eds.), *Media, sport and mega-events*. London: Routledge.
- Denham, B. (2015). Drug use in baseball. In V. Moller, I. Waddington and J. Hoberman (Eds.), *The Routledge handbook of drugs and sport* (pp. 78-88). London: Routledge.
- Denham, B. (2013). Mediating the fallen sport celebrity: From coverage to recovery. In L. A. Wenner (Ed.), *Fallen sports heroes, media, and celebrity culture* (pp. 36-48). New York: Peter Lang.
- Denham, B. (2013). Inter-media agenda-setting and the construction of moral panics: On the media and policy influence of Steven Soderbergh's Traffic. In C. Krinsky (Ed.), *The Ashgate research companion to moral panics* (pp. 319-333). Burlington, VT: Ashgate.
- Denham, B. (2010). Sport, doping and public policy. In C. Santo and G. Mildner (Eds.), *Sport and public policy: Social, political, and economic perspectives* (pp. 165-181) Champaign, IL: Human Kinetics.

² Article reproduced in *Crossroads: Readings in Social Problems* (Boston: Pearson Custom Publishing, 2006).

Denham, B. (2010). Masculinities and the sociology of sport: Issues and ironies in the 21st century. In E. Smith (Ed.), *Sociology of sport and social theory* (pp. 143-152). Champaign, IL: Human Kinetics.

Denham, B., & Duke, A. (2010). Hegemonic masculinity and the rogue warrior: Lance Armstrong as (symbolic) American. In H. L. Hundley and A. C. Billings (Eds.), *Examining identity in sports media* (pp. 109-131). Thousand Oaks, CA: Sage.

Denham, B. (2008). Amorphous enemies in the war on drugs: Heroin as mediated exacerbator of world turmoil. In A.O. Hartmann and L.K. Neumann (Eds.), *Drugs: Approval and evaluation, delivery and control* (pp. 175-186). Hauppauge, NY: Nova Science Publishers.

Denham, B. (2004). Government spending. In J.G. Geer (Ed.), *Public opinion and polling around the world: A historical encyclopedia* (pp. 255-259). Santa Barbara, CA: ABC-Clio Inc.

EDITORIAL SERVICE

• Editorial Boards

Journal of Sports Media (January 2014-Date)

Journalism & Mass Communication Quarterly (December 2013-Date)

Communication and Sport (June 2012-Date)

Journalism & Mass Communication Educator (April 2006-Date)

Mass Communication & Society (May 2004-Date)³

• Ad Hoc Manuscript Referee

Communication. *Communication, Culture & Critique, Communication Monographs, Communication Reports, Communication Theory, Health Communication, International Journal of Sport Communication, Journal of Communication, Journal of Communication Studies, Journal of Computer-Mediated Communication, Journalism Practice, Journalism Studies, Management Communication Quarterly, The Review of Communication, Western Journal of Communication.*

Humanities and Social Sciences. *American Studies, Free Inquiry in Creative Sociology, International Journal of Press/Politics, International Journal of Sport Management and Marketing, International Review for the Sociology of Sport, Journal of Language and Social Psychology, Journal of Physical Education and Sport Management, Journal of Sport & Social Issues, Social Science Journal, Sociology of Sport Journal, Sport in Society, Sport Management Review, Studies in Popular Culture, Youth & Society.*

Health. *European Journal of Pediatrics, International Journal of Drug Policy, International Journal of Environmental Research and Public Health, Journal of Addictions Nursing, Journal of Adolescence, Journal of Adolescent Health, Journal of Ethnicity in Substance Abuse, Journal of Health and Social Behavior, Medical Decision Making,⁴ Nutrients, Pediatrics, Scandinavian Journal of Psychology, Social Science and Medicine, Substance Abuse, Substance Abuse Treatment, Prevention, and Policy.*

OXFORD BIBLIOGRAPHY ONLINE

Denham, B. (2012). Sports communication. In P. Moy (Ed.), *Oxford bibliographies online*. New York: Oxford University Press.

³ Honorable Mention, *Mass Communication & Society* Reviewer of the Year, 2014.

⁴ Recognized as a top reviewer for *Medical Decision Making* in 2010.

NONREFEREED PUBLICATIONS

- Denham, B. (2010). *Frost/Nixon: Historical accuracy and press/government relations*. *Media Ethics*, 21(2), 6, 28-30.
- Denham, B. (2008). Masculinities in hardcore bodybuilding. *Men and Masculinities*, 11(2), 234-242.
- Denham, B. (2007). *Branzburg* revisited: On the politics of a federal shield law. *Media Ethics*, 18(2), 28-29.
- Denham, B. (2006). Missing the bigger picture—literally. *Media Ethics*, 18(1), 15, 43-44.
- McRee, K., & Denham, B. (2006). Stoic and aloof for Eternity: An analysis of multiple male images in men's magazine advertising. *Media Report to Women*, 34(3), 5-12.
- Denham, B. (2005). Anonymity, the Internet, and 'news laundering.' *Media Ethics*, 17(1), 4, 15-16.
- Denham, B. (2004). News coverage of drugs in sports: In their quest for the dramatic, many journalists neglect the pragmatic. *Media Ethics*, 16(1), 8, 31-32.
- Denham, B. (2003). On anonymous attribution and the language of news. *Media Ethics*, 15(1), 16, 37.
- Denham, B. (2001). The sexualized female athlete: Ethics issues in mediated communication. *Media Ethics*, 13(1), 9, 39-41.
- Denham, B. (2001). Editorial reaction to the Jim Gray-Pete Rose confrontation. *Media Ethics*, 12(2), 4, 19-21.
- Denham, B. (1999, May). Untangling the Net. *Quill*, pp. 41-42.
- Denham, B. (1998, April). Greater news diversity on-line? *Quill*, pp. 34-35.

TEXTBOOK (Secondary Education)

Reque, J., Hathaway Tantillo, S., Babb, J., McIntosh, M., & Denham, B. (2001). *Introduction to Journalism*. Evanston, IL: McDougal Littell.

Five chapters written • Features • Editorials • Columns and Reviews • Sports Writing • Magazines

BOOK AND DOCUMENTARY REVIEWS FOR ACADEMIC JOURNALS

- *Journal of Communication*

62(5) 2012 Daniel Kahneman (2011). *Thinking, fast and slow*. New York: Farrar, Straus and Giroux.

- *Media, War & Conflict*

1(2) 2008 Bill Moyers Journal (2007). *Buying the war*. Public Broadcasting System.

- *Journalism Studies*

7(6) 2006 McCombs, M. (2004). *Setting the agenda: The mass media and public opinion*. Cambridge: Polity.

- 7(2) 2006 Livingston, C., & Voakes, P. (2005). *Working with numbers and statistics: A handbook for journalists*. Mahwah, NJ: Erlbaum.
- 6(4) 2005 Blum, D. (2004). *tick...tick...tick...The long life and turbulent times of 60 Minutes*. New York: Harper Collins.
- 5(2) 2004 Richardson, G.W. (2003). *Pulp politics: How political advertising tells the stories of American politics*. Lanham, MD: Rowman & Littlefield.
- 4(2) 2003 Goldberg, B. (2002). *Bias: A CBS insider exposes how the media distort the news*. Washington, D.C.: Regnery.
- 4(2) 2003 Coulter, A. (2002). *Slander: Liberal lies about the American right*. New York: Crown.
- 3(4) 2002 Jensen, R. (2001). *Writing dissent: Taking radical ideas from the margin to the mainstream*. New York: Peter Lang.
- 3(2) 2002 Merrill, J.C., Gade, P.J., & Blevens, F.R. (2001). *Twilight of press freedom: The rise of people's journalism*. Mahwah, NJ: Erlbaum.
- 3(1) 2002 Jamieson, K.H. (2000). *Everything you think you know about politics . . . and why you're wrong*. New York: Basic Books.
- 2(3) 2001 Kerbel, M.R. (2000). *If it bleeds, it leads: An anatomy of television news*. Boulder, CO: Westview.
- **Social Forces**
- 83(4) 2005 Hartmann, D. (2003). *Race, culture, and the revolt of the Black athlete: The 1968 Olympic protests and their aftermath*. Chicago, IL: University of Chicago Press.
- **Journal of Communication Inquiry**
- 27(3) 2003 Andrews, D.L. (2001). *Michael Jordan, Inc.: Corporate sport, media culture, and late modern America*. New York: State University of New York Press.
- **Sociology of Sport Journal**
- 19(3) 2002 Andrews, D.L., & Jackson, S.J. (2001). *Sport stars: The cultural politics of sporting celebrity*. London: Routledge.
- 19(1) 2002 Luciano, L. (2001). *Looking good: Male body image in modern America*. New York: Hill and Wang.
- **Mass Communication & Society**
- 4(1) 2001 Carruthers, S.L. (2000). *The media at war*. New York: St. Martin's Press.
- **Journalism & Mass Communication Educator**
- 56(1) 2001 Gunter, B. (2000). *Media research methods*. London: Sage.
- 55(4) 2001 Gladwell, M. (2000) *The tipping point: How little things can make a big difference*. Boston: Little, Brown and Company.
- 54(2) 1999 Glynn, C.J., Herbst, S., O'Keefe, G.J., & Shapiro, R.Y. (1999). *Public opinion*. Boulder, CO: Westview.

- 53(4) 1999 Riffe, D., Lacy, S., & Fico, F.G. (1998). *Analyzing media messages: Using quantitative content analysis in research*. Mahwah, NJ: Erlbaum.
- 53(2) 1998 Hahn, D. (1998). *Political communication: Rhetoric, government and citizens*. State College, PA: Strata.
- 52(4) 1998 Crespi, I. (1997). *The public opinion process: How the people speak*. Mahwah, NJ: Erlbaum.
- 52(3) 1997 Loewen, J.W. (1995). *Lies my teacher told me: Everything your American history textbook got wrong*. New York: The New Press.
- 52(2) 1997 Bernstein, P. (1996). *Against the Gods: The remarkable story of risk*. New York: Wiley.
- 52(1) 1997 Video Data Bank (1995). *Spin: A Documentary by Brian Springer*. Chicago.
- 51(4) 1997 Hanson, J. & Maxcy, D.J. (1996). *Sources: Notable selections in mass media*. Guilford, CT: Dushkin Publishing Group.
- 51(3) 1996 Lindlof, T.R. (1995). *Qualitative communication research methods*. Thousand Oaks, CA: Sage.
- 50(4) 1996 Paulos, J.A. (1995). *A mathematician reads the newspaper*. New York: Basic Books.
- 50(2) 1995 Rubin, R.B., Palmgreen, P., & Sypher, H.E. (1994). *Communication research measures: A sourcebook*. New York: The Guilford Press.
- 50(2) 1995 Rogers, E. (1994). *A history of communication study: A biographical approach*. New York: The Free Press.
- 49(4) 1995 Bryant, J., & Zillman, D. (1994). *Media effects: Advances in theory and research*. Hillsdale, NJ: Erlbaum.
- 49(3) 1994 Seib, P. (1994). *Campaigns and conscience: The ethics of political journalism*. Westport, CT: Praeger.
- **Journal of Media Economics**
- 11(2) 1998 Prindle, D.F. (1993). *Risky business: The political economy of Hollywood*. Boulder, CO: Westview.
- **The Journalist**
- Winter 1992 Clark, R.P., & Fry, D. (1992). *Coaching writers: Editors and reporters working together*. New York: St. Martin's Press.
- Summer 1991 Anderson, D.A. (1985). *Contemporary sports reporting*. Chicago: Nelson-Hall.
- Feldman, E. (1990). *The writer's guide to self-promotion and publicity*. Cincinnati, OH: Writer's Digest Books.

RESEARCH PRESENTATIONS

Denham, B. (2015, August). *Altering the attribute agenda: How the suspension of a rugby star impacted coverage of doping*. Paper accepted for presentation at the Annual Conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Denham, B. (2014, August). *Sport and exercise participation, mental health and inmate behavior in United States penitentiaries*. Paper presented at the Annual Conference of the Society for the Study of Social Problems, San Francisco, CA.

Yoon, S., Backman, S., Petrick, J., Denham, B., Sanderson, J., & Ramshaw, G. (2014, May). *Collegiate sports fans allegiance: The mediating effects of twitter usage*. Paper presented at the Annual Conference of the North American Society for Sport Management, Pittsburgh, PA.

Denham, B. (2013, August). *Intermedia attribute agenda-setting in the newspaper of record: Horse-racing coverage in 2012*. Paper presented at the Annual Conference of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Denham, B. (2013, August). *Building an agenda for regulatory change: The New York Times targets drug abuse in U.S. horse racing*. Paper presented at the Annual Conference of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Denham, B. (2013, August). *Functional forms of symbolic crises in the news: Implications for quantitative research*. Paper presented at the Annual Conference of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Blanchard, W., & Denham, B. (2013, August). *Adolescent perceptions of digital play: A study in third-person effects*. Paper presented at the Annual Conference of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Yoon, S., Backman, S., Sanderson, J., Denham, B., & Ramshaw, G. (2013, May). *Using the revised psychological continuum model (PCM) to examine the role of twitter in allegiance to an NCAA division I men's basketball team*. Paper presented at the Annual Conference of the North American Society for Sport Management, Austin, TX.

Denham, B. (2012, August). *Diffusing deviant behavior: A communication perspective on the construction of moral panics*. Paper presented at the Annual Conference of the Association for Education in Journalism and Mass Communication, Chicago.

Denham, B. (2011, November). *Data analysis in survey research: Contesting 'methodological hegemony' through the choices of Paul Lazarsfeld*. Paper presented at the 2011 Annual Conference of the Midwest Association for Public Opinion Research, Chicago.

Denham, B. (2011, August). *Contrary to scholarly opinion: Sourcing trends in New York Times drug-war reports before and after 9/11*. Paper presented at the Annual Conference of the Association for Education in Journalism and Mass Communication, St. Louis.

Denham, B. (2010, November). *The war on drugs meets the war on terror in the New York Times: Drug-funded terror coverage before and after 9/11*. Paper presented at the Annual Conference of the Midwest Association for Public Opinion Research, Chicago.

Denham, B. (2009, November). *Adolescent conceptions of the self and attitudes toward anabolic-androgenic steroids: Implications for the "generalized other."* Paper presented at the Annual Conference of the Midwest Association for Public Opinion Research, Chicago.

- Denham, B. (2008, November). *Vague quantifiers and perceptions of risk: Measurement issues in regression analysis*. Paper presented at the Annual Conference of the Midwest Association for Public Opinion Research, Chicago.
- Denham, B. (2008, August). *Agenda-building theory in communication research: Toward coherence and parsimony*. Paper presented at the Annual Conference of the Association for Education in Journalism and Mass Communication, Chicago.
- Denham, B. (2008, May). *Determinants of anabolic-androgenic steroid risk perceptions: A study in social cognitive theory*. Paper presented at the Annual Conference of the International Communication Association, Montreal.
- Denham, B. (2007, November). *Exposure and attention measures in public opinion research: Revisiting statistical analysis procedures*. Paper presented at the Annual Conference of the Midwest Association for Public Opinion Research, Chicago.
- Denham, B., & Desormeaux, M. (2007, November). *Headlining the head-butt: Zinedine Zidane/Marco Materazzi portrayals in prominent English, Irish and Scottish newspapers*. Paper presented at the Annual Conference of the National Communication Association, Chicago.
- Denham, B. (2007, November). *Ordinal response measures in health communication research: Logit and probit analyses as alternatives to ordinary least squares regression*. Paper presented at the Annual Conference of the National Communication Association, Chicago.
- Denham, B. (2007, November). *Demographics, media exposure, sports participation and support for Capitalist practices: A study of high school seniors*. Paper presented at the Annual Conference of the North American Society for the Sociology of Sport, Pittsburgh, PA.
- Denham, B. (2006, November). *Sports communication as social science: Implications for media studies and public opinion*. Paper presented at the Annual Conference of the National Communication Association, San Antonio, TX.
- Jones, K.O., & Denham, B. (2006, November). *When obesity and disability interact: Issues in sports participation for children with Prader Willi syndrome*. Paper presented at the Annual Conference of the North American Society for the Sociology of Sport, Vancouver.
- Denham, B. (2006, November). *From the inside out: A retrospective account of hardcore bodybuilding*. Paper presented at the Annual Conference of the North American Society for the Sociology of Sport, Vancouver.
- Denham, B. (2006, April). *Effects of mass communication on attitudes toward anabolic steroids: An analysis of high school seniors*. Paper presented at the Kentucky Conference on Health Communication, Lexington.
- Jones, R.N., & Denham, B. (2006, April). *Survival of the stereotypical: A study of personal characteristics and order of elimination on reality television*. Paper presented at the Annual Conference of the Southern States Communication Association, Dallas, TX. (Top Paper, Mass Comm Division).
- Cook, A., & Denham, B. (2006, April). *Byline gender and news source selection: Coverage of the 2004 Summer Olympics*. Paper presented at the Annual Conference of the Southern States Communication Association, Dallas, TX. (Top Four Paper, Gender Studies Division).
- Trehy, M., & Denham, B. (2006, April). *Prestige press coverage of the FCC before and after the 2004 Super Bowl*. Paper presented at the Annual Conference of the Southern States Communication Association, Dallas, TX.

Jones, K.O., Denham, B., & Springston, J.K. (2005, November). *Effects of mass and interpersonal communication on breast cancer screening: Advancing agenda setting theory in health contexts*. Paper presented at the Annual Conference of the National Communication Association, Boston.

Denham, B. (2005, October). *Political opportunism and the Anabolic Steroid Control Act of 2004*. Paper presented at the Annual Conference of the North American Society for the Sociology of Sport, Winston-Salem, NC.

Denham, B., Hawkins, K.W., Jones, K.O., & Billings, A.C. (2005, October). *Anabolic-androgenic steroid use and the female athlete triad*. Paper presented at the Annual Conference of the North American Society for the Sociology of Sport, Winston-Salem, NC.

Cook, A., & Denham, B. (2005, October). *News source parity in reports of the 2004 Summer Olympics*. Paper presented at the Annual Conference of the North American Society for the Sociology of Sport, Winston-Salem, NC.

McRee, K., & Denham, B. (2005, August). *Stoic and aloof for Eternity: An analysis of multiple-male images in men's magazine advertising*. Paper presented at the National Conference of the Association for Education in Journalism and Mass Communication, San Antonio, TX.

Jones, K.O., Denham, B., & Springston, J.K. (2004, November). *Effects of mass and interpersonal communication on breast cancer risk perceptions*. Paper presented at the Annual Conference of the Midwest Association for Public Opinion Research, Chicago.

Denham, B. (2004, November). *Hegemonic masculinity, perceptions of group homogeneity and enjoyment of televised football*. Paper presented at the Annual Conference of the North American Society for the Sociology of Sport, Tucson, AZ.

Denham, B. (2003, November). *When parametric assumption violations compromise linear regression research: Ordinal logistic regression analysis as a rigorous alternative*. Paper presented at the Annual Conference of the Midwest Association for Public Opinion Research, Chicago.

Denham, B. (2003, November). *Hero or hypocrite? American and international media portrayals of Carl Lewis amid revelations of a positive drug test*. Paper presented at the Annual Conference of the North American Society for the Sociology of Sport, Montreal.

Gniazdowski, L., & Denham, B. (2003, July). *Still photographs of female athletes featured in Sports Illustrated versus Sports Illustrated for Women*. Paper presented at the National Conference of the Association for Education in Journalism and Mass Communication, Kansas City, MO.

Johnson, T., & Denham, B. (2003, July). *Running with Ritalin: Magazine coverage of Attention-Deficit/Hyperactivity Disorder*. Paper presented at the National Conference of the Association for Education in Journalism and Mass Communication, Kansas City, MO.

Denham, B. (2002, November). *The 2000 National Election Studies: A conceptual and methodological critique of selected issue items*. Paper presented at the Annual Conference of the Midwest Association for Public Opinion Research, Chicago.

Denham, B. (2002, November). *On parental violence at youth sporting events*. Paper presented at the Annual Conference of the North American Society for the Sociology of Sport, Indianapolis, IN.

- Denham, B. (2002, November). *Sports Illustrated, the mainstream press and the enactment of drug policy in Major League Baseball: A study in agenda building theory*. Paper presented at the Annual Conference of the North American Society for the Sociology of Sport, Indianapolis, IN.
- Zachary, A., & Denham, B (2002, August). *Relationship content in four men's and women's magazines*. Paper presented at the National Conference of the Association for Education in Journalism and Mass Communication, Miami Beach, FL.
- Denham, B. (2002, May). *Media use and issue attitudes: Examining predictive power in light of new technologies*. Paper presented at the Annual Conference of the American Association for Public Opinion Research, St. Pete Beach, FL.
- Denham, B. (2001, November). *Social trust, trust in elections and civic engagement: An analysis of the 2000 NES final data*. Paper presented at the Annual Conference of the Midwest Association for Public Opinion Research, Chicago.
- Denham, B. (2001, November). *"I don't know if the ball is juiced, but the players sure as hell are": What I learned about performance enhancers from an independent study with a Major League Baseball player*. Paper presented at the Annual Conference of the North American Society for the Sociology of Sport, San Antonio, TX.
- Denham, B., Billings, A.C., Halone, K.K., Bruce, A.L., & Hamburger, A.L. (2001, October). *Differential accounts of race in broadcast commentary of the 2000 NCAA men's and women's Final Four Basketball Tournaments*. Paper presented at the Annual Conference of the National Communication Association, Atlanta, GA.
- Billings, A.C., Halone, K.K., & Denham, B. (2001, October). *"Man, that was a pretty shot": An analysis of gendered broadcast commentary of the 2000 men's and women's NCAA Final Four Basketball Championships*. Paper presented at the Annual Conference of the National Communication Association, Atlanta, GA.
- Denham, B. (2000, November). *Quantifying social trust, trust in elections and civic engagement: An evaluation of the 2000 NES pilot data*. Paper presented at the Annual Conference of the Midwest Association for Public Opinion Research, Chicago.
- Denham, B. (2000, November). *Editorial reaction to the Jim Gray-Pete Rose confrontation*. Paper presented at the Annual Conference of the North American Society for the Sociology of Sport, Colorado Springs, CO.
- Denham, B. (2000, June). *Planting a furtive seed: Push polls and the debasement of election campaigning*. Paper presented at the Communicating Politics Summer Conference, National Communication Association, Washington, D.C.
- Denham, B. (2000, March). *On to the Senate: How 20 prominent newspapers reported the vote to impeach on-line*. Paper presented at the 2000 Southeast Colloquium of the Association for Education in Journalism and Mass Communication, Chapel Hill, NC.
- Denham, B. (1999, November). *Demographics, media use and voter affect: An analysis of the 1998 National Election Studies data*. Paper presented at the Annual Conference of the Midwest Association for Public Opinion Research, Chicago.
- Harris, M., & Denham, B. (1999, November). *Ethical implications of push polls in survey research*. Paper presented at the Annual Conference of the Midwest Association for Public Opinion Research, Chicago.
- Denham, B. (1999, August). *Education for the bodybuilder or alibi for the publisher? Sexual mores in the Weider muscle building course of the 1950s*. Paper presented at the National Conference of the Association for Education in Journalism and Mass Communication, New Orleans, LA.

- Denham, B. (1999, July). *Performance enhancing drug use in amateur and professional sports: Separating the realities from the ramblings*. Paper presented at the Inaugural International Conference on Sports and Society, Marquette, MI.
- Denham, B. (1998, November). *Spreading their message electronically: A look at the Aryan Nations on-line*. Paper presented at the Annual Conference of the Midwest Association for Public Opinion Research, Chicago.
- Denham, B. (1997, November). *Psychometric issues and procedures in quantifying the political ideology of voters*. Paper presented at the Annual Conference of the Midwest Association for Public Opinion Research, Chicago.
- Denham, B. (1997, March). *Journalists and official sources: A study of three news organizations across two periods of military conflict*. Paper presented at the Southeast Colloquium of the Association for Education in Journalism and Mass Communication, Knoxville, TN.
- Denham, B. (1996, August). *Sports Illustrated, 'The War on Drugs,' and the Anabolic Steroid Control Act of 1990: A study in agenda building and political timing*. Paper presented at the National Conference of the Association for Education in Journalism and Mass Communication, Anaheim, CA.
- Denham, B. (1996, March). *Anonymous attribution and official news sources in the reporting of Bosnia and Somalia*. Paper presented at the Southeast Colloquium of the Association for Education in Journalism and Mass Communication, Roanoke, VA. Also presented at the 19th Annual Research Symposium, College of Communications, University of Tennessee, Knoxville, March 1996.
- Denham, B. (1995, April). *The Haldeman Diaries and the Nixon media legacy*. Paper presented at the 22nd Annual Midwest Journalism History Conference, Association for Education in Journalism and Mass Communication, St. Louis.
- Atwood-Gailey, E., & Denham, B. (1995, March). *Journalism education under fire: A comparative analysis of the Ohio State University and the University of Arizona*. Paper presented at the 18th Annual Research Symposium, College of Communications, University of Tennessee, Knoxville.
- Denham, B. (1995, March). *Legal analyses of Milkovich: Consistencies and contradictions*. Paper presented at the 18th Annual Research Symposium, College of Communications, University of Tennessee, Knoxville.
- Denham, B., & Miller, M.M. (1994, November). *Public opinion polls during the 1988 and 1992 presidential election campaigns: An analysis of horserace and issue coverage in prestige newspapers*. Paper presented at the Annual Conference of the Midwest Association for Public Opinion Research, Chicago.
- Denham, B. (1994, August). *Anonymous government sources in the New York Times: Coverage of the Middle East Peace Accords, the conflict in Bosnia and the Clinton Health Care Package*. Paper presented at the National Conference of the Association for Education in Journalism and Mass Communication, Atlanta.
- Denham, B. (1994, March). *The Hazelwood case: Philosophical implications for high school journalism and instructor autonomy*. Paper presented at the Southeast Colloquium of the Association for Education in Journalism and Mass Communication, Charleston, SC.
- Denham, B. (1994, March). *The practice of anonymous attribution*. Paper presented at the Southeast Colloquium of the Association for Education in Journalism and Mass Communication, Charleston, SC. Also presented at the 17th Annual Research Symposium, College of Communications, University of Tennessee.

Denham, B., & Rimmer, T. (1993, November). *Newspapers, television and issues-knowledge: Medium 'superiority' and issue type*. Paper presented at the Annual Conference of the Midwest Association for Public Opinion Research, Chicago.

PANEL PRESENTATIONS

Denham, B. (2008, August). Panel participant, *Teaching theory in skills classes*. National Conference of the Association for Education in Journalism and Mass Communication, Chicago.

Denham, B. (2003, October). *Exposures to violent behavior at youth sporting events*. Presentation made to the North Carolina Public Risk Management Association, Wrightsville Beach, NC.

Denham, B. (2003, August). *Who's hottest? Finch vs. Anna: Mediated portrayals of female athletes*. Presentation made at the National Conference of the Association for Education in Journalism and Mass Communication, Kansas City, MO.

Denham, B. (2001, March). *The sexualized female athlete: Issues and concerns in mediated communication*. Presentation made at the Southeast Colloquium of the Association for Education in Journalism & Mass Communication, Columbia, SC.

CLEMSON UNIVERSITY DISSERTATION COMMITTEES

Chair

Wendy Leigh Blanchard. *Adolescent perceptions of digital play: A study in third-person effects*. Dissertation successfully defended July 2012.

John Dinolfo. *Analyzing nurse-physician discursive practices in acute patient care*. Dissertation successfully defended June 2012.

Dev Kumar Bose. *Communication crossroads: Assertiveness pedagogy for college writers with attention-deficit/hyperactivity disorder*. Dissertation successfully defended October 2011.

Member

John Alexander McArthur III. *Instructional proxemics: Creating a place for space in instructional communication discourse*. Dissertation successfully defended April 2008.

EXTERNAL DISSERTATION REVIEWER

Jillian M. Borchard. *Cloud of suspicion: Investigating the effects of clouds of suspicion on sports heroes perceived endorsement values*. Dissertation completed at Bond University, Queensland, Australia, September 2009.

CLEMSON UNIVERSITY THESIS COMMITTEES

Chair

Alexander Moe. *Banging heads – Media portrayals of injuries in professional football before and after the death of Mike Webster*. MACTS thesis successfully defended April 2014.

Member

Sukjoon Yoon. *An examination of Twitter's role in the formation of collegiate sports fans' allegiance using the revised psychological continuum model (pcm)*. PRTM thesis successfully defended November 2013.

ADDITIONAL SCHOLARLY ACTIVITY

• Newsletter Editor

NASSS News, 2002-2007. Wrote / edited three issues per year (18 total) for the North American Society for the Sociology of Sport. Ex-officio member of executive board during editorship.

• Newsletter Contribution

Denham, B. (2010, Spring). Reviewing process feels like ping pong. *CT&M Concepts*, pp. 6-7.

• Conference Manuscript Referee

Sports Communication Interest Group, National Conference of AEJMC, 2011, 2012, 2014, 2015.
Communication Theory & Methodology Division, National Conference of AEJMC, 2005-2013, 2015.
Communicating Science, Health, Environment and Risk Division, National Conference of AEJMC, 2013.
Mass Communication & Society Division, Mid-Winter Conference of AEJMC, 2010.
Mass Communication & Society Division, National Conference of AEJMC, 2001-2007, 2009.
Political Communication Division, Annual Conference of NCA, 2004-2006, 2009.
Mass Communication Division, Annual Conference of NCA, 2000, 2003, 2007-2008.
Mass Communication Division, Annual Conference of SSSA, 2007.
Mass Communication Division, Annual Conference of ICA, 2003-2005.
Law and Magazine divisions, Southeast Colloquium of AEJMC, 2002.
Entertainment Studies Interest Group, National Conference of AEJMC, 2001.
Internship and Placement Interest Group, National Conference of AEJMC, 1998.
Special Competition in Teaching Excellence, National Conference of AEJMC, 1997.

• Conference Respondent

Communication Theory and Methodology Division, National Conference of AEJMC, 2011.
Annual Conference of MAPOR, 1997, 2002, 2007, 2008, 2010, 2011.
Third Summit on Communication and Sport, Clemson University, 2008.
Mass Communication & Society Division, National Conference of AEJMC, 2002, 2005.
Gender and Sociology of Sport, Annual Conference of ASA, 2003.
Entertainment Studies Interest Group, National Conference of AEJMC, 2001.

• Conference Moderator

Annual Conference of NASSS, 2001, 2002.
Annual Conference of MAPOR, 1994, 1998, 2001.
Southeast Colloquium of AEJMC, 1997, 2000.

• Scholarly Competition Referee

Gerald R. Miller Outstanding Doctoral Dissertation, NCA, 2009, 2010.

• Grant Application Referee

World Anti-Doping Agency (WADA), Montreal, Canada, 2005-2009.

• Ad Hoc Text Reviewer

Alta Mira, Oxford University, Rowman and Littlefield, Routledge, Roxbury, and Sage.

TEXTBOOK CONTRIBUTION

Denham, B. (2005). What does it take to be a top-notch features writer? Page 383 in F. Fedler, J.R. Bender, L. Davenport, & M.W. Drager, *Reporting for the media* (8th ed.). New York: Oxford.

ADDITIONAL WRITING EXPERIENCE

Author of more than 40 articles published in *Men's Health*, *American Health & Fitness*, and related magazines. Areas of emphasis include the psychology and sociology of sport, exercise instruction and related book reviews. Served as a features stringer for the *Knoxville News-Sentinel* during graduate school at the University of Tennessee and worked as a marketing copywriter for the Dallas, Texas branch of North Carolina National Bank.

CLEMSON UNIVERSITY UNDERGRADUATE CURRICULUM DEVELOPMENT

- **COMM325: Sports Communication**

Fundamentals of communicating in a sports environment. The basics of communicating for print and broadcast news, as well as communicating for public relations and sports information. Ethical considerations and the role of sports in American culture are covered.

- **COMM326: Public Relations in Sports**

Focuses on the preparation of professional sports communication materials for both internal and external audiences. Topics include the mechanics of creating press releases and other materials, as well as techniques in managing crises.

CLEMSON UNIVERSITY GRADUATE CURRICULUM DEVELOPMENT

- **RCID803: Empirical Research Methods**

Assumptions and applications of the empirical method in research. Sampling techniques, measurement, reliability and validity in the collection and analysis of data using parametric and nonparametric statistical procedures. Approaches to content studies as well as survey and quasi-experimental research. Discussed are the philosophic writings of scholars such as Popper and Kuhn, in addition to the content-specific work of Lazarsfeld, Lasswell and Hovland, among others.

SERVICE TO CLEMSON UNIVERSITY

- **University and College of Architecture, Arts and Humanities**

Chair, AAH Faculty Honors and Awards Committee, 2013-2015.

Member, RCID Advisory Committee, 2011-Date.

Member, AAH Research Committee, 2006-2008; 2009-2014.

Member, University Assessment Committee, 2011-2014.

Member, AAH Honors and Awards Committee, 2009-2013.

Member, University Graduate Integrity Committee, 2009-2011.

Member, University Graduate Council, 2009-2011.

Member, AAH Curriculum Committee, 2002-2004, 2010-2011.

Member, Dean's Advisory Board on Tenure and Promotion, 2004-2007.

Member, Golden Key International Scholarship Selection Committee, 2004-2005.

- **Department of Communication Studies**

Chair, Department Chair Review Committee, 2006, 2015.

Chair, Personnel Committee, 2005–2007, 2011-2014.

Faculty Advisor, Public Relations Student Society of America (PRSSA), 2009-2014.

Member, Faculty Search Committees, 1999-2000, 2009, 2011, 2012.

Member, Ad hoc Graduate Committee, 2011.

Chair, Curriculum Committee, 2002-2004, 2010-2011.

Member, Department Chair Review Committee, 2011.

Chair, Faculty Promotion Committee, 2009.

Member, Faculty Advisory Committee, 2001-2003, 2007-2009.

Chair, Faculty Advisory Committee, 2005-2007.

Chair, Faculty Search Committee, 2005.

Member, Personnel Committee, 2003-2005.

Member, Basic Course Committee, 2002-2004.

Liaison to the AAH web page maintenance staff, 2000-2003.

Served as expert reader for SACS student writing assessment, 2000, 2002.

Wrote cumulative test in communication theory and conducted data analysis, 2001, 2002.

Speech judge, AFA-NIET District 6 Qualifier, 2001, 2005.

Co-wrote SACS requirements and goals, 2000.

Supervised the construction of the department web page, 2000.

Wrote alumni and senior exit questionnaires for SACS compliance, 2000.

ADDITIONAL ACHIEVEMENTS AND HONORS

- Contacted as expert source on drugs in sports by news producers at ESPN, CNBC, NPR. Scholarship and issue comments featured in Clemson publications *Mirare, Research and Graduate Studies, The Tiger*.

Also, *Newsweek / Daily Beast, Miller-McCune, Inside Higher Ed, Anderson Independent, Seneca Daily Messenger, Charleston Post and Courier, Greenville News*.

- Honorary Member, Golden Key International Honour Society, beginning 2003.

- Faculty Award for Excellence in Research, College of Arts and Letters, Missouri State University, 1998.

- Master Advisor, Missouri State University, 1998.