

**BRYAN E. DENHAM**  
**FACULTY CV**  
**Winter 2021**

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**CONTACT INFORMATION**

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

Email Address: bdenham@clemson.edu

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**EDUCATION**

Ph.D. Communications and Applied Statistics, University of Tennessee, Knoxville, 1996.<sup>1</sup>

Dissertation: Anonymous attribution and official news sources in the reporting of Bosnia and Somalia:  
A study of conflict coverage in American newspapers<sup>2</sup>

M.A. Communications, California State University, Fullerton, 1993.<sup>3</sup>

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

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

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**ACADEMIC APPOINTMENTS**

08/99-Date Holder of Campbell Endowed Professorship in Sports Communication  
Department of Communication, Clemson University<sup>4</sup>  
Clemson, South Carolina

Professor 08/08-Date; Associate Professor 08/03-08/08; Assistant Professor 08/99-08/03.  
Interim Department Chair, 07/21-Date; Chair 07/16-07/18; Acting Chair 06/15-06/16.

08/97-07/99 Assistant Professor  
Department of Communication and Mass Media, Missouri State University<sup>5</sup>  
Springfield, Missouri

08/93-06/97 Instructor and Graduate Teaching Associate  
College of Communications, School of Journalism, University of Tennessee  
Knoxville, Tennessee

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<sup>1</sup> Outstanding Ph.D. Student; Graduate Student Research Award, College of Communication and Information, 1996.

<sup>2</sup> Article based on pilot study selected as Outstanding Paper by a Graduate Student, Southeast Colloquium of AEJMC, 1996.

<sup>3</sup> Member, Kappa Tau Alpha, National Honor Society in Journalism and Mass Communication, 1993.

<sup>4</sup> Selected by students as Honorary Member, Golden Key International Honour Society, 2003.

<sup>5</sup> Faculty Award for Excellence in Research, College of Arts and Letters; Master Advisor, 1998.

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## 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, Advanced Sports Communication (Media, Sport and Health) 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, Special Topics: Media, Sport and Health, Directed Study.

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## EDITORIAL BOARDS

01/14 – Date *Journal of Sports Media*  
12/13 – Date *Journalism & Mass Communication Quarterly*  
06/12 – Date *Communication and Sport*  
04/06 – Date *Journalism & Mass Communication Educator*  
05/04 – Date *Mass Communication & Society*

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## AD HOC MANUSCRIPT REFEREE<sup>6</sup>

**Communication.** *Advances in Journalism and Communication, Asian Journal of Communication, Communication, Culture & Critique, Communication Monographs, Communication Reports, Communication Theory, Health Communication, International Journal of Sport Communication, Journal of Broadcasting & Electronic Media, Journal of Communication, Journal of Communication Studies, Journal of Computer-Mediated Communication, Journalism: Theory, Practice & Criticism, Journalism Practice, Journalism Studies, Management Communication Quarterly, Science Communication, The Agenda Setting Journal, The Review of Communication, Western Journal of Communication.*

**Humanities and Social Sciences.** *American Studies, Applied Economics, Free Inquiry in Creative Sociology, International Journal of Press/Politics, International Journal of Public Opinion Research, International Journal of Sport Management and Marketing, International Review for the Sociology of Sport, Journal of Academic Ethics, Journal of Bodies, Sexualities, and Masculinities, Journal of Computational Social Science, Journal of Language and Social Psychology, Journal of Physical Education and Sport Management, Journal of Sport & Social Issues, Policy Studies, Scandinavian Journal of Psychology, Social Science Journal, Sociology of Sport Journal, Sport in Society, Sport Management Review, Studies in Popular Culture, Youth & Society.*

**Health.** *American Journal of Preventive Medicine, American Journal on Addictions, BMC Sports Science, Medicine and Rehabilitation, Drug and Alcohol Dependence, Drug and Alcohol Review, Drugs: Education, Prevention & Policy, European Journal of Pediatrics, European Journal of Sport Science, Healthcare, International Journal of Drug Policy, International Journal of Environmental Research and Public Health, International Journal of Sport Nutrition and Exercise Metabolism, Journal of Addictions Nursing, Journal of Adolescence, Journal of Adolescent Health, Journal of Child and Adolescent Substance Abuse, Journal of Dietary Supplements, Journal of Ethnicity in Substance Abuse, Journal of Health and Social Behavior, Journal of Research on Adolescence, Journal of Studies on Alcohol and Drugs, Medical Decision Making, Medicina, Nutrients, Pediatric Exercise Science, Pediatrics, Public Health Reports, Social Science and Medicine, Substance Abuse, Substance Abuse Treatment, Prevention, and Policy, Substance Use and Misuse, The Physician and Sportsmedicine.*

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<sup>6</sup> Between May 2009 and May 2019, served as referee for 310 academic journal submissions. Service recognized by *Journalism & Mass Communication Quarterly, Mass Communication & Society, and Medical Decision Making.*

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## REFEREED PUBLICATIONS BY FIELD

### Communication

*Communication and Sport\**  
*Communication, Culture & Critique\**  
*Communication Research Reports\**  
*Communication Theory\**  
*Health Communication\**  
*Journal of Applied Communication Research\**  
*Journal of Communication\**  
*Journalism\**  
*Journalism & Mass Communication Quarterly\**  
*Journalism Studies\**  
*Mass Communication & Society\**  
*Media, Culture & Society\**  
*Communication Teacher\*\**  
*Journal of Media Ethics\*\**  
*Journalism & Communication Monographs\*\**  
*Journalism & Mass Communication Educator\*\**  
*Newspaper Research Journal\*\**  
*Review of Communication\*\**  
*International Journal of Sport Communication*  
*Journal of Sports Media*  
*Studies in Popular Culture*

### Sport Sociology and Psychology

*Culture, Sport & Society (Sport in Society)\**  
*International Review for the Sociology of Sport\**  
*Journal of Sport & Social Issues\**  
*Men & Masculinities\**  
*Sociology of Sport Journal\**  
*Youth & Society\**  
*Journal of Applied Sport Psychology\*\**

### Medicine and Public Health

*Journal of the American Medical Association\**  
*Journal of Health & Social Behavior\**  
*Journal of Risk Research\**  
*Anatomical Sciences Education\*\**  
*Bulletin of Science, Technology & Society*  
*Journal of Health & Social Policy*  
\* 2019 Q1 publication, \*\* 2019 Q2 publication, Scimago.

### Substance Abuse

*Contemporary Drug Problems\**  
*International Journal of Drug Policy\**  
*Journal of Addictions Nursing\*\**  
*Journal of Child & Adolescent Substance Abuse\*\**  
*Journal of Drug Issues\*\**  
*Journal of Ethnicity in Substance Abuse\*\**  
*Substance Use & Misuse\*\**

### Sport Policy and Management

*International Journal of Sport Policy & Politics\**  
*International Journal of Sport Management & Marketing*

### Nutrition and Dietetics

*International Journal of Sport Nutrition & Exercise Metabolism\**  
*Public Health Nutrition\**  
*Ecology of Food & Nutrition\*\**

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## SCHOLARLY TEXT IN APPLIED STATISTICS

Denham, B. (2017). [Categorical statistics for communication research](#). Chichester, West Sussex: John Wiley & Sons, Inc.

**Chapters** • Introduction to Categorical Statistics • Univariate Goodness of Fit and Contingency Tables in Two Dimensions • Contingency Tables in Three Dimensions • Log-linear Analysis • Logit Log-linear Analysis • Binary Logistic Regression • Multinomial Logistic Regression • Ordinal Logistic Regression • Probit Analysis • Poisson and Negative Binomial Regression • Interrater Agreement Measures for Nominal and Ordinal Data • Conclusion

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## RECENT PROFESSIONAL RECOGNITION

- Cohort Mentor, 2021 Doctoral Honors Seminar, National Communication Association.
  - Faculty Award for Excellence in Research – Senior Scholar, College of Behavioral, Social and Health Sciences at Clemson University, April 2020.
  - Research Fellow, North American Society for the Sociology of Sport, November 2017.
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## RECENT NEWS RELEASES AND FEATURES

[Meet the Prof.](#) Robert H. Brooks Sports Science Institute website, Clemson University. October 2020

[A Clemson professor's detailed study of 'snake oil' cures from long ago reveals connections to current pharma industry woes.](#) June 2020

[Clemson researcher warns of spread of homemade steroids](#) October 2018

[Was Russian meddling in U.S. elections retaliation for doping allegations?](#) April 2018

[Clemson professor's research tackles contaminated dietary supplements' impact on athletes](#) July 2017

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## REFEREED PUBLICATIONS

### Monograph

Denham, B. (2020). [Magazine journalism in the golden age of muckraking: Patent-medicine exposures before and after the Pure Food and Drug Act of 1906.](#) *Journalism & Communication Monographs*, 22, 100-159.<sup>7</sup>

### Journal Articles

Fontana, J., Cranmer, G. A., Ash, E., Mazer, J. P., & Denham, B. (in press). [Parent-child communication regarding sport-related concussion: An application of the theory of planned behavior.](#) *Health Communication*.

Denham, B. (in press). [Media representations as a form of stacking: Male and female athletes featured on men's magazine covers, 1980-2019.](#) *Communication and Sport*.

Denham, B. (2021). [Determinants of attitudes toward the scientific community: Confidence in the press as a mediator of political party affiliation.](#) *Bulletin of Science, Technology & Society*, 41, 72-82.

Campbell, K., & Denham, B. (2021). [Determinants of attitudes toward ethical dilemmas in news: A survey of student journalists.](#) *Journal of Media Ethics*, 36(3), 170-179.

Denham, B. (2021). [Deception in weight-loss advertising: Newspaper use of press releases issued by the Federal Trade Commission.](#) *Newspaper Research Journal*, 42(2), 198-214.

Denham, B. (2021). [Dietary supplements in the USA: Problematic trends.](#) *Public Health Nutrition*, 24, 2771-2775.

Denham, B., Cacciatore, S., & Caves, M. (2021). [Bleeding borders and enemies within: How newsmagazine covers portrayed drugs of abuse, 1979-2019.](#) *Contemporary Drug Problems*, 48(1), 3-18.

Denham, B. (2020). [Male athlete representations in men's magazines: A study in mediated sport stacking.](#) *Communication and Sport*, 8(6), 782-802.

Denham, B. (2020). [Sports participation and attitudes toward race and ethnicity: A study of twelfth-grade students in the United States.](#) *Sociology of Sport Journal*, 37(2), 143-151.

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<sup>7</sup> Online supplementary material includes complete PowerPoint [presentation](#).

- Denham, B. (2019). [Attitudes toward legalization of marijuana in the United States, 1986-2016: Changes in determinants of public opinion](#). *International Journal of Drug Policy*, 71, 78-90.
- Denham, B. (2019). [Coverage of the Russian doping scandal in the New York Times: Intramedia and intermedia attribute agenda-setting effects](#). *Communication and Sport*, 7(3), 337-360.
- Denham, B. (2019). [Anabolic steroid cases in United States District Courts \(2013-2017\): Defendant characteristics, geographical dispersion, and substance origins](#). *Contemporary Drug Problems*, 46, 41-57.
- Pratt, A., Tadlock, M., Watts, L., Wilson, T., & Denham, B. (2018). [Perceptions of credibility and likeability in broadcast commentators of women's sports](#). *Journal of Sports Media*, 13(1), 75-97.
- Denham, B. (2017). [When contaminated dietary supplements cause positive drug tests: Methylhexaneamine as a doping agent in sport](#). *International Journal of Sport Policy and Politics*, 9, 677-689.
- Denham, B. (2017). [Athlete information sources about dietary supplements: A review of extant research](#). *International Journal of Sport Nutrition and Exercise Metabolism*, 27, 325-334.
- Denham, B. (2017). [The third time is a charm: News media, policy dynamics, and the Designer Anabolic Steroid Control Act](#). *International Journal of Sport Communication*, 10, 141-152.
- Denham, B. (2017). [English doping suspension trigger event for U.S. news](#). *Newspaper Research Journal*, 38, 144-157.
- Denham, B. (2017). [Psychosocial correlates of dietary supplement use: Results from the National Survey of Midlife Development in the United States](#). *Ecology of Food and Nutrition*, 56, 171-186.
- 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). [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. (2011). [Dietary supplements – Regulatory issues and implications for public health](#). *Journal of the American Medical Association*, 306, 428-429.<sup>8</sup>
- 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. (2008). [Masculinities in hardcore bodybuilding](#). *Men and Masculinities*, 11(2), 234-242.
- 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.
- 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.

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<sup>8</sup> 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. (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.
- 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.
- 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.
- 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., 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.
- 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). [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.<sup>9</sup>
- 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. (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.
- Miller, M.M., & Denham, B. (1994). [Horserace, issue coverage in prestige newspapers during 1988, 1992 elections](#). *Newspaper Research Journal*, 15(4), 20-28.

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## BOOK CHAPTERS

- Denham, B. (2020). Measurement in sport communication. In E.E. Graham and J. P. Mazer (Eds.), [Communication research measures III: A sourcebook](#) (pp. 94-107). New York: Routledge.<sup>10</sup>
- Denham, B. (2017). The NCAA Basketball Championships: March Madness goes global. In L. A. Wenner and A. C. Billings (Eds.), [Media, sport and mega-events](#) (pp. 232-246). 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). 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. (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. (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.

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<sup>9</sup> Article reproduced in *Crossroads: Readings in Social Problems* (Boston: Pearson Custom Publishing, 2006).

<sup>10</sup> Includes five profiles of research indices.



Denham, B. (2010). Masculinities and the sociology of sport: Issues and ironies in the 21<sup>st</sup> 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.

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## NONREFEREED PUBLICATIONS AND REVIEWS

Denham, B. (2012). [Review](#) of the book *Thinking, fast and slow*, by D. Kahneman. *Journal of Communication*, 62, E1-E6.

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

Denham, B. (2010). [Frost/Nixon: Historical accuracy and press/government relations](#). *Media Ethics*, 21(2), 6, 28-30.

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

Denham, B. (2008). [Review](#) of the documentary *Buying the war*, by Bill Moyers. *Media, War & Conflict*, 1, 235-237.

Denham, B. (2007). [Branzburg revisited: On the politics of a federal shield law](#). *Media Ethics*, 18(2), 28-29.

Denham, B. (2006). [Review](#) of the book *Setting the agenda: The mass media and public opinion*, by M. McCombs. *Journalism Studies*, 7, 977-979.

Denham, B. (2006). [Review](#) of the book *Working with numbers and statistics: A handbook for journalists*, by C. Livingston & P. Voakes. *Journalism Studies*, 7, 361-363.

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). [Review](#) of the book *Race, culture, and the revolt of the Black athlete: The 1968 Olympic protests and their aftermath*, by D. Hartmann. *Social Forces*, 83(4), 1781-1783.

Denham, B. (2005). [Anonymity, the Internet, and 'news laundering.'](#) *Media Ethics*, 17(1), 4, 15-16.

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.

- Denham, B. (2005). [Review](#) of the book *Tick...tick...tick...The long life and turbulent times of 60 Minutes*, by D. Blum. *Journalism Studies*, 6, 559-560.
- 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. (2004). [Review](#) of the book *Pulp politics: How political advertising tells the stories of American politics*, by G. W. Richardson. *Journalism Studies*, 5, 274-276.
- Denham, B. (2003). [Review](#) of the book *Michael Jordan, Inc.: Corporate sport, media culture, and late modern America*, by D. L. Andrews. *Journal of Communication Inquiry*, 27, 314-316.
- Denham, B. (2003). [On anonymous attribution and the language of news](#). *Media Ethics*, 15(1), 16, 37.
- Denham, B. (2003). [Review](#) of *Bias: A CBS insider exposes how the media distort the news*, by B. Goldberg, and *Slander: Liberal lies about the American right*, by A. Coulter. *Journalism Studies*, 4, 287-290.
- Denham, B. (2002). [Review](#) of the book *Writing dissent: Taking radical ideas from the margin to the mainstream*, by R. Jensen. *Journalism Studies*, 3, 589-591
- Denham, B. (2002). [Review](#) of the book *Twilight of press freedom: The rise of people's journalism*, by J. C. Merrill, P. J. Gade, & F. R. Blevens. *Journalism Studies*, 3, 303-304.
- Denham, B. (2002). [Review](#) of the book *Everything you think you know about politics . . . and why you're wrong*, by K. H. Jamieson. *Journalism Studies*, 3, 147-148.
- Denham, B. (2002). [Review](#) of the book *Sport stars: The cultural politics of sporting celebrity*, by D. L. Andrews & S. J. Jackson. *Sociology of Sport Journal*, 19(3), 337-339.
- Denham, B. (2002). Review of the book *Looking good: Male body image in modern America*, by L. Luciano. *Sociology of Sport Journal*, 19(1), 106-108.
- Denham, B. (2001). [Review](#) of the book *The media at war*, by S. L. Carruthers. *Mass Communication & Society*, 4, 117-120.
- Denham, B. (2001). [Review](#) of the book *If it bleeds, it leads: An anatomy of television news*, by M. R. Kerbel. *Journalism Studies*, 2, 449-450.
- 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. (2001). [Review](#) of the book *Media research methods*, by B. Gunter. *Journalism & Mass Communication Educator*, 56(1), 98-99.
- Denham, B. (2001). [Review](#) of the book *The tipping point: How little things can make a big difference*, by M. Gladwell. *Journalism & Mass Communication Educator*, 55(4), 82-83.

- Denham, B. (1999). [Review](#) of the book *Public Opinion*, by C. J. Glynn, S. Herbst, G. J. O'Keefe, & R. Y. Shapiro. *Journalism & Mass Communication Educator*, 54(2), 88-89.
- Denham, B. (1999). [Review](#) of the book *Analyzing media messages: Using quantitative content analysis in research*, by D. Riffe, S. Lacy, & F. G. Fico. *Journalism & Mass Communication Educator*, 53(4), 94-95.
- Denham, B. (1999, May). [Untangling the Net](#). *Quill*, pp. 41-42.
- Denham, B. (1998, April). [Greater news diversity on-line?](#) *Quill*, pp. 34-35.
- Denham, B. (1998). [Review](#) of the book *Risky business: The political economy of Hollywood*, by D. Prindle. *Journal of Media Economics*, 11(2), 75-76.
- Denham, B. (1998). [Review](#) of the book *Political communication: Rhetoric, government and citizens*, by D. Hahn. *Journalism & Mass Communication Educator*, 53(2), 90-92.
- Denham, B. (1998). [Review](#) of the book *The public opinion process: How the people speak*, by I. Crespi. *Journalism & Mass Communication Educator*, 52(4), 88-90.
- Denham, B. (1997). [Review](#) of the book *Lies my teacher told me: Everything your American history textbook got wrong*, by J. Loewen. *Journalism & Mass Communication Educator*, 52(3), 84-85.
- Denham, B. (1997). [Review](#) of the book *Against the Gods: The remarkable story of risk*, by P. Bernstein. *Journalism & Mass Communication Educator*, 52(2), 56-57.
- Denham, B. (1997). [Review](#) of the documentary *Spin*, by B. Springer. *Journalism & Mass Communication Educator*, 52(1), 95-96.
- Denham, B. (1997). [Review](#) of the book *Sources: Notable selections in mass media*, by J. Hanson & D. J. Maxcy. *Journalism & Mass Communication Educator*, 51(4), 79-80.
- Denham, B. (1996). [Review](#) of the book *Qualitative communication research methods*, by T. Lindlof. *Journalism & Mass Communication Educator*, 51(3), 94-95.
- Denham, B. (1996). [Review](#) of the book *A mathematician reads the newspaper*, by J. Paulos. *Journalism & Mass Communication Educator*, 50(4), 89-90.
- Denham, B. (1995). [Review](#) of the book *Communication research measures: A sourcebook*, by R. B. Rubin, P. Palmgreen, & H. E. Sypher. *Journalism & Mass Communication Educator*, 50(2), 89-90.
- Denham, B. (1995). [Review](#) of the book *A history of communication study: A biographical approach*, by E. Rogers. *Journalism & Mass Communication Educator*, 50(2), 82-83.
- Denham, B. (1995). [Review](#) of the book *Media effects: Advances in theory and research*, by J. Bryant & D. Zillman. *Journalism & Mass Communication Educator*, 49(4), 79-80.
- Denham, B. (1994). [Review](#) of the book *Campaigns and conscience: The ethics of political journalism*, by P. Seib. *Journalism & Mass Communication Educator*, 49(3), 86-88.

Denham, B. (1992). Review of the book *Coaching writers: Editors and reporters working together*, by R. P. Clark & D. Fry. *The Journalist*, 20(1), 11-12.

Denham, B. (1991). Review of the book *Contemporary sports reporting*, by D. A. Anderson. *The Journalist*, 19(3/4), 21-22.

Denham, B. (1991). Review of the book *The writer's guide to self-promotion and publicity*, by E. Feldman. *The Journalist*, 19(3/4), 22.

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## CONTRIBUTIONS TO CLEMSON FACULTY SENATE OPEN FORUM

Denham, B. (2021). [On the cancellation of men's track and field at Clemson, part II](#). *Open Forum*.

Denham, B. (2021). [On the cancellation of men's track and field at Clemson](#). *Open Forum*.

Denham, B. (2018). [Executive compensation and the university, inc.](#) *Open Forum*.

Denham, B. (2016). [On women's athletics at Clemson](#). *Open Forum*.

Denham, B. (2013). CU by the numbers. *Open Forum*.

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## RESEARCH PRESENTATIONS

Denham, B. (2019, October). Anti-doping procedures in the United States: A study of tests conducted and sanctions imposed, 2007-2017. Paper presented at Play the Game conference, Colorado Springs, CO.

Denham, B. (2019, May). *Male athlete representations in men's magazines: A Study in media, race, and masculinity*. Paper presented at the Annual Conference of the International Communication Association, Washington, D.C.

Thomas, K. J., Dinolfo, J. D., Denham, B. E., & Annan-Coultas, D. L. (2018, February). *Assessing multimodal preferences among first year physical therapy, occupational therapy, and physician assistant graduate students in a foundational human gross anatomy course*. Paper presented at the Annual Meeting of the American Physical Therapy Association (APTA), New Orleans, LA.

Denham, B. (2017, May). *Official statements and quote selection in diverse news outlets: Vladimir Putin responds online to allegations of a state-sponsored doping program*. Paper presented at Pre-conference session, Annual Conference of the International Communication Association, San Diego, CA.

Pratt, A., Tadlock, M., Watts, L., Wilson, T., & Denham, B. (2016, August). *Perceptions of credibility and likeability in broadcast commentators of women's sports*. Paper accepted for presentation at the Annual Conference of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.

Denham, B. (2015, August). *Altering the attribute agenda: How the suspension of a rugby star impacted coverage of doping*. Paper presented 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, MO.

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.

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## 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.

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## TEXTBOOK (Secondary Education)

Reque, J., Hathaway Tantillo, S., Babb, J., McIntosh, M., & Denham, B. (2001). *Introduction to Journalism*. Evanston, IL: McDougal Littell. ISBN: 0-618-00377-0

**Chapters • Features • Editorials • Columns and Reviews • Sports Writing • Magazines**

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## 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.”

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## PROFESSIONAL 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.

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## SERVICE TO ACADEMY

### Scholarly Competition Referee

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

### **Conference Manuscript Referee**

Communicating Science, Health, Environment and Risk Division, National Conference of AEJMC, 2013, 2016, 2018.  
Sports Communication Interest Group, National Conference of AEJMC, 2011, 2012, 2014, 2015.  
Communication Theory & Methodology Division, National Conference of AEJMC, 2005-2013, 2015.  
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 SSCA, 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**

Communicating Science, Health, Environment and Risk Division, National Conference of AEJMC, 2016, 2018, 2019.  
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.

### **Grant Application Referee**

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

### **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.

### **Ad Hoc Text Reviewer**

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

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## **SERVICE TO CLEMSON UNIVERSITY**

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

Reviewer, Clemson SEED grant program, January 2020.  
Member, RCID Director Search Committee, 2018-2019.  
Member, RCID Advisory Committee, 2011-Date.  
Chair, AAH Faculty Honors and Awards Committee, 2013-2015.  
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**

Chair, Personnel Committee, 2005-2007, 2011-2014, 2018-2021.  
Member, Faculty Search Committees, 1999-2000, 2009, 2011, 2012, 2019-2021.  
Chair, Faculty Promotion Committee, 2009, 2018.  
Chair, Department Chair Review Committee, 2006, 2015.  
Faculty Advisor, Public Relations Student Society of America (PRSSA), 2009-2014.  
Member, Ad hoc Graduate Committee, 2011.  
Chair, Curriculum Committee, 2002-2004, 2010-2011.  
Member, Department Chair Review Committee, 2011.  
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.

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## **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.

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## **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.

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## CLEMSON UNIVERSITY DISSERTATION COMMITTEES

### Chair

Chelsea Slack. *Cultivation 2.0: The mediated environment as message in the 21<sup>st</sup> century*. Dissertation successfully defended November 2021.

Karyn Campbell. *Student journalists and mass communication ethics – attitudes and pedagogy*. Dissertation successfully defended March 2020.

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

Stacy Cacciatore. *Princesses, divas, and mother runners: Gendered institutional and vernacular rhetorics in running events*. Dissertation successfully defended July 2021.

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

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## 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.

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## CLEMSON UNIVERSITY THESIS COMMITTEES

### Chair

Morgan Tadlock. *Exploring the masculine domain of professional football: Perceptions of credibility of female coaches in the NFL*. MACTS thesis successfully defended April 2017.

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

SaiDatta Mikkilineni. *Athletes as health advocates: An elaboration likelihood model approach to identify their influence on public health measures*. MACTS thesis successfully defended April 2021.

Joseph Fontana. *Parent-child-communication regarding sport-related concussion*. MACTS thesis successfully defended April 2020.

Yiwei Xu. *The role of social distance in narrative persuasion for risk prevention*. MACTS thesis successfully defended

April 2018.

Amanda Moore. *Mind over morals: Character morality and viewer need for cognition as predictors of anticipated enjoyment of a television show*. MACTS thesis successfully defended April 2016.

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.

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## **SERVICE AS EXPERT**

Contacted as expert source on drugs in sports by news producers and writers at CBS, ESPN, CNBC, NPR, *Sports Illustrated*, *Newsweek / Daily Beast*, *Miller-McCune*, *Inverse*, *Inside Higher Ed*, *Charleston Post and Courier*, *Greenville News*, *Anderson Independent*, *Seneca Daily Messenger*.