

TRAVIS R. BELL

Multimedia Journalism Instructor

University of South Florida

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PROFESSIONAL PROFILE

- Award-winning journalist who can educate students the necessary multimedia skills required to thrive in the ever-changing broadcast industry.
- Effective communicator with excellent planning and organizational skills to balance a heavy workload while maintaining an outstanding attitude to deliver high-quality work.
- Extensive background in both sports and news media allows multiple areas of expertise to be shared with students who wish to pursue careers in varied industries.
- Proficient in a wide variety of camera shooting techniques, linear and non-linear editing programs, lighting and audio for broadcast journalism.
- Accomplished career as a broadcast journalist in multiple markets affords significant networking opportunities to assist students in their introductory job search.
- Maintain professional credentials as a freelance journalist to ensure knowledge of what is expected in the industry in which students hope to achieve employment.

ACADEMIC/TEACHING EXPERIENCE

Multimedia Journalism Instructor

University of South Florida

Fall 2012 – Present

- Lead instructor for TV News and Broadcast News
- Teaching areas includes:
 - Multimedia journalism (videography, writing, editing, lighting)
 - Broadcast news writing (scripting and grammar)
 - Non-linear editing (Adobe Premiere, Edius, Avid)
 - Television news reporting and storytelling
 - Print journalism
 - Sports communication (print and broadcast journalism, public relations)
 - Documentary storytelling
 - Electronic field production
 - Social media

Adjunct Instructor

University of South Florida

Fall 2011 – Spring 2012

Adjunct Instructor

University of Central Florida

Fall 2005

EDUCATION

M.S., Sport Management

Florida State University, 2005

- Thesis: “A qualitative analysis of revenue sharing in professional sports broadcasting using network theory.”

B.A., Radio/TV Broadcasting

University of Central Florida, 2000

B.S., Business Administration

University of Central Florida, 2000

COURSES TAUGHT

RTV 4304 – TV News (7-18 students per section)

- Fall 2012 (2 sections), Spring 2013 (2 sections), Fall 2013, Spring 2014 (2 sections)
- Integrate web philosophies and social media with television news storytelling
- Instruct students on proper shooting, writing and editing techniques
- Ensure students understand AP style writing for the multimedia newsroom
- Emphasize deadlines with zero tolerance

RTV 4320 – Electronic Field Production (13-19 students per section)

- Fall 2012, Spring 2013, Summer 2013, Fall 2013 (2 sections), Spring 2014
- Faculty adviser for student production of 30-minute documentary
- Emphasize sequencing with shooting and editing
- Prepare students to conduct documentary style interviews
- Ensure the proper use of lighting and sound

MMC 4936 – Sports Media (13 students)

- Spring 2013, Spring 2014
- Introduce all aspects of sports media, highlighted by print and broadcast journalism
- Partner with local sporting events to provide students a practical experience
- Emphasize deadlines through event coverage
- Require students to maintain bi-weekly sports media journal

RTV 3301 – Broadcast News (15-20 students per section)

- Fall 2011, Spring 2012
- Lead instructor who re-designed the course for adjunct instructors
- Introduce students to basic camera functions, framing and composition, and lighting
- Emphasize proper broadcast news writing and non-linear editing

RTV 3260 – Single Camera Production

- Fall 2005
- Students produced a short film or documentary with approximately 8 students in 2 groups
- Focused on camera functions, framing and composition, audio, editing, and lighting

SERVICE TO THE UNIVERSITY

University of South Florida

- Faculty Senate Council on Technology for Instruction and Research
 - Member, 2013 – present
 - Serving three-year term
- Commencement
 - Served as Marshall in Spring 2013

School of Mass Communications

- Executive Committee
 - Member, 2013 – present
- Diversity Committee
 - Member, 2012 – present
 - Hope to develop recruitment video in Fall 2013
- Journalism Instructor Search Committee
 - Member, 2012 – 2013
 - Assisted in search for two journalism instructor positions
- RTDNA
 - Serve as faculty adviser
 - Reinstating dormant membership during Spring 2013 semester
- Broadcast Education Association (BEA)
 - Faculty contact for reinstated university membership
 - Encourage students to enter productions in documentary competitions
- Guest speaker
 - GEB 6215 – Communication Skills, Fall 2012
 - Graduate course in Sports and Entertainment MBA program
 - Discussed handling crisis management situations from a media perspective
 - Living and Learning Community, Fall 2012 – Spring 2013
- Campus Movie Fest
 - Promoted through classes to increase student involvement
 - Provides student potential national exposure through independent movie contest
 - Competed in contest: “Rising Tide: Tampa Bay Craft Brewing”

GUEST SPEAKERS INVITED TO THE UNIVERSITY

Matt Repchak, Director of Digital Media, Florida Citrus Sports, Spring 2013

Kathleen Stelmach, Media Relations, St. Petersburg Grand Prix, Spring 2013

Todd Kalas, Sports Broadcaster, Fox Sports Florida, Spring 2013

Bill Logan, Anchor/Multimedia Journalist, Spring 2013

Susan Harmeling, Executive Director, Gasparilla Distance Classic, Spring 2013

Gayle Sierens, Anchor, WFLA, Spring 2013

Steve Berrey, Publisher, RunningtheBulls.com, Spring 2013

Bill Robinson, Media Relations Manager, Tampa Bay Sports & Entertainment, Fall 2012

Tony D’Astoli, Investigative Producer, WTSP, Spring 2012

Melissa Rancourt, Executive Producer for Special Projects and Sports, WTSP, Spring 2012

Mike Deeson, Investigative Reporter, WTSP, Fall 2011

PROFESSIONAL MEMBERSHIPS

Association for Education in Journalism and Mass Communication (AEJMC)

- Chair, Electronic News Division, Southeast Colloquium 2014
- Moderator, Electronic News Division, Southeast Colloquium 2013
- Member, Sports Communications Interest Group

Radio and Television Digital News Association (RTDNA)

Broadcast Education Association (BEA)

Campus Movie Fest, Distinguished Filmmakers Network

ACADEMIC CONFERENCES

AEJMC Southeast Colloquium, University of Florida, March 20-24, 2014 (scheduled)

Florida Scholastic Press Association, Orlando, April 25-27, 2013

- Speaker, “CopyRIGHTS and Other Legal Issues”
- Moderator/Judge, “Pardon the Interruption Contest”

AEJMC Southeast Colloquium, University of South Florida, Feb. 28-March 1, 2013

Journalism Interactive, University of Florida, February 8-9, 2013

FACULTY ADVISER

Radio Television Digital News Association (RTDNA)

Broadcast Educators Association (BEA)

Electronic Field Production Student Documentaries

- “International Shift to USF”, Fall 2013
- “Ray Jay on Game Day”, Fall 2013
- “First and Ten: Willie Taggart Documentary”, Spring 2013

THESIS COMMITTEES AND INDEPENDENT RESEARCH

Jasmine Paulino – committee member, 2013-2014

Darin Cowels – independent research, Spring 2014

Grant White – independent research, Spring 2014

SERVICE TO THE COMMUNITY

Tampa Bay non-profit organizations

- Have 29 students produce unique features on local non-profit organizations
- All stories posted to School of Mass Communications *Digital Bullpen*

Big Brothers Big Sisters of Pinellas County

- Serve as a Big Brother, 2006 – present
- Produce PSA videos to aid local chapter in recruitment and promotion
- Interviewed on Studio 10 to promote “100 Men in 100 Days” campaign

Great American Teach-In

- Plato Academy, Clearwater, FL
- Mildred Helms Elementary, Largo, FL

Guest speaker

- Center for Creative Learning, St. Louis, MO
- Film course, Michigan State University

ACADEMIC HONORS/INVOLVEMENT

President's List, University of Central Florida, summer 1996

Dean's List, University of Central Florida, three times

Student Senator, University of Central Florida

University Orientation Team Member, University of Central Florida, summer 1997

PROFESSIONAL EXPERIENCE

Freelance Reporter/Photographer

Comcast Sports South, Atlanta, GA

June 2006 – Present

- Florida regional reporter for Southeast regional sports network
- Cover University of Florida athletic teams for "SEC Sports Tonight"
- Cover Tampa Bay Buccaneers and Tampa Bay Rays for "SportsNite"
- Produce unique content for NFL and NBA combine training and pre-draft stories
- Profile nationally-ranked college football recruits for "In the Huddle"

Host

Outback Bowl, Tampa, FL

December 2012

- Host 30-minute preview show for the Outback Bowl football game
- Aired nationally on ESPN2 and ESPNU (3 times)
- Profiles both participating teams as well as highlights the Tampa Bay area

Freelance Reporter/Photographer/Producer

Various Companies, Largo, FL

July 2012 – Present

- Provide full-service multimedia services for regional sports networks
- Shoot game highlights, pregame and postgame interviews, live shots
- Produce edited corporate videos

Sports Anchor/Multimedia Journalist

WTSP, St. Petersburg, FL

July 2006 – July 2012

- Hired as first multimedia journalist at any network affiliate in Tampa Bay
- Shoot, write, produce, and edit daily, award-winning stories
- Develop unique online articles and supplemental video on wtsp.com
- Coordinate all high school sports coverage for TV and highschoolsports.net
- Deeply involved in day-to-day and long-term sports planning
- Cover professional teams daily in the MLB, NFL, and NHL
- Extensively increased coverage of all college sports, especially in the local market
- Manage newsroom credential requests for all sporting events

Host/Reporter

Dodge High School Sports Report, Orlando, FL
March 2006 – June 2009

- Hosted monthly, statewide show about Florida high school athletics
- Produced, shot, and edited feature stories on coaches, athletes, and administrators
- Assisted with planning other reporters' story ideas and producing each show
- Covered all state championships throughout Florida

Sports Reporter/Photographer

WESH, Orlando, FL
October 2004 – July 2006

- Shot, produced, and reported weekly feature stories
- Co-produced 30-minute *Sunday Sports Xtra*
- Shot and edited sports stories for daily newscasts
- Covered NBA, NFL, PGA, LPGA, NASCAR, and major college events
- Extensively increased coverage of high school and college sports

Sports Reporter/Photographer

WCTV, Tallahassee, FL
May 2002 – October 2004

- Shot, produced, and reported daily sports stories
- Covered Florida State, Florida A&M, and nationally-ranked high school sports
- Produced and reported weekly "Outside the Athlete" feature
- Covered FHSAA, NCAA, and professional championship events

Reporter/Photographer

WPTY, Memphis, TN
July 2001 – May 2002

- Shot and edited stories for daily newscasts
- Operated live trucks and orchestrated live shots
- Produced and reported player profiles for *John Calipari Show* at University of Memphis

Reporter/Photographer/Anchor

KTRE, Lufkin, TX
May 2000 – July 2001

- Shot, produced, and reported daily stories for both sports and news departments
- Fill-in sports anchor and live reporter for sports and news
- Co-produced *Friday Night Madness* high school football show

Sports Department Intern

WKMG, Orlando, FL
August 1999 – April 2000

- Edit weekly highlight packages for the Big 10 and SEC for the Capital One Bowl
- Assist with producing and editing for nightly newscasts and Sunday sports show

Sports Writer

Central Florida Future, Orlando, FL
August 1995 – April 2000

- Baseball beat writer
- Men's basketball beat writer
- General assignment sports reporter

FREELANCE CLIENTS

Bright House Sports Network

Comcast Sports Net Bay Area

Comcast Sports Net Chicago

Comcast Sports Net Mid-Atlantic

Comcast Sports Net New England

Comcast Sports Net Philadelphia

Cox Sports Television (CST)

Ivanhoe Broadcast News

Metro Sports

Your News Now (YNN)

Local news affiliates, including KYW, KSWB, WBIR, WBZ, WCBS

Salamander Properties

USA Today online

Local newspapers, including *Orlando Sentinel*, *Northwest Florida Daily News*