

**BOOKS:**

Schultz, B. (2015). *Lombardi Dies, Orr Flies, Marshall Cries: The Sports Legacy of 1970*. Lanham, MD: Rowman & Littlefield.

Schultz, B. & Sheffer, M.L. (Eds.). (2015). *Sport and Religion in the Twenty-first Century*. Lanham, MD: Rowman & Littlefield.

Schultz, B. and Arke, E. (2015). *Sports media: Reporting, producing and planning* (3<sup>rd</sup> Ed.). Burlington, MA: Focal Press.

Schultz, B., Caskey, P. & Esherick, C. (2014). *Media relations in sport* (4th Ed.). Morgantown, WV: Fitness Information Technology.

Schultz, B. (2013). *The NFL, Year One*. Dulles, VA: Potomac Books.

Schultz, B., Caskey, P. & Esherick, C. (2010). *Media relations in sport* (3<sup>rd</sup> Ed.). Morgantown, WV: Fitness Information Technology.

Schultz, B. (2005). *Sports media: Planning, production and reporting*. Woburn, MA: Focal Press.

Schultz, B. (2004). *Broadcast news producing*. Thousand Oaks, CA: Sage.

Schultz, B. (2001). *Sports broadcasting*. Woburn, MA: Focal Press.

**BOOK****CHAPTERS:**

Schultz, B. (2016). "Be not conformed: The relationship between modern sport and religion." In B. Schultz and M.L. Sheffer (Eds.), *Sport and Religion in the Twenty-first Century*. Lanham, MD: Rowman & Littlefield. [in press].

Schultz, B., (2015). "Sport communication." In M. Nagel and R. Southall (Eds.), *Introduction to sport management, theory and practice* (2<sup>nd</sup> Ed.) Dubuque, IA: Kendall-Hunt, 303-340.

Schultz, B & Sheffer, M. (2014). "Local TV sports and the Internet." In Billings, A. & Hardin, M. (Eds.). *The Routledge Handbook of Sport and New Media* (110-118). New York: Routledge.

Schultz, B. & Wei, W. (2013). "Sports broadcasting: History, technology and implications." In Pedersen, P. (Ed.) *The Routledge Handbook of Sport Communication* (137-145). New York: Routledge.

Sheffer, M.L. & Schultz, B. (2013). "The new world of social media and broadcast sports reporting." In Pedersen, P. (Ed.). *The Routledge Handbook of Sport Communication* (210-218). New York: Routledge.

Sheffer, M.L. & Schultz, B. (2013). "Sports as Religion." In Pfister, G. & Levinson, D. (Eds.) *Berkshire Encyclopedia of World Sport*, Volume 1 (3<sup>rd</sup> Ed.) (1202-1209). Great Barrington, MA: Berkshire Publishing.

Schultz, B. (2012). "Professional sports: Big money and sports as an industry." In Coombs, D. & Batchelor, B. (Eds.). *American history through American sports*

(55-72). New York: Praeger.

Schultz, B. (2011). "The Astrodome." In S.A. Riess (Ed.), *Sports in America, from colonial times to the twenty-first century* (110-112). Armonk, NY: M.E. Sharpe.

Schultz, B. (2011). "Dallas Cowboys." In S.A. Riess (Ed.), *Sports in America, from colonial times to the twenty-first century* (273-275). Armonk, NY: M.E. Sharpe.

Schultz, B., (2010). "Sport communication." In M. Nagel and R. Southall (Eds.), *Introduction to sport management, theory and practice* (217-246). Dubuque, IA: Kendall-Hunt.

## ACADEMIC JOURNALS:

Sheffer, M.L. & Schultz, B. (2014). Social media and female sports audiences: A new look at old assumptions. *Web Journal of Mass Communication Research*, 48. <http://wjmc.org/vol48>

Schultz, B. & Sheffer, M.L. (2013). An industry approach to multimedia journalism practice and instruction. *Journal of Media Education* 4(1), 30-40.

Schultz, B. & Sheffer, M.L. (2012, July). Name brand: The rise of the independent reporter through social media. *Online Journal of Communication and Media Technologies* 2(3), 93-112. ([www.ojcm.net](http://www.ojcm.net)).

Schultz, B. & Sheffer, M.L. (2012). Personal branding still in future for most newspaper reporters. *Newspaper Research Journal* 33(4), 63-77.

Schultz, B. & Sheffer, M.L. (2011). Factors influencing sports consumption in the era of new media. *Web Journal of Mass Communication Research* 37 ([www.wjmc.org](http://www.wjmc.org)).

Sheffer, M.L. & Schultz, B. (2011, Spring). New media creates demand for new approaches and more skills. *ASJMC Insights*, 11-13.

Schultz, B. & Sheffer, M.L. (2010). An exploratory study of how Twitter is impacting sports journalism. *International Journal of Sport Communication* (3) 226-239.

Sheffer, M.L. & Schultz, B. (2010). Paradigm shift or passing fad? Twitter and sports journalism. Special issue of the *International Journal of Sport Communication—Social Media and Sports Communication* (3) 472-484.

Schultz, B. & Sheffer, M.L. (2009). Newspaper managers report positive attitudes about blogs. *Newspaper Research Journal*, 30(2), 30-42.

Schultz, B. & Sheffer, M.L. (2009). Resisting change: Blogging and local sports media. *Journal of Communication Studies*, 2(4), 372-385.

Sheffer, M.L. & Schultz, B. (2009). Are blogs changing the news values of newspaper reporters? *Web Journal of Mass Communication Research*, 16 <http://wjmc.org/vol16>

Sheffer, M.L. & Schultz, B. (2009). Blogging from the management perspective: A follow up study. *International Journal on Media Management*, (11)1, 9-17.

Schultz, B. & Sheffer, M.L. (2008). Blogging from the labor perspective: Lessons for media managers. *International Journal on Media Management*, 10(1), 1-9.

Schultz, B. & Sheffer, M.L. (2008). Left behind: Bloggers, local mass media and the community of sport. *Western Journal of Communication*, 72(2), 180-195.

Schultz, B. & Sheffer, M.L. (2007). Sports journalists who blog cling to traditional values. *Newspaper Research Journal*, 28(4), 62-76.

Schultz, B. & Sheffer, M.L. (2007). Explaining local television sports through hypercompetition. *Electronic News*, 1(1), 37-52.

Sheffer, M.L. & Schultz, B. (2007). Double standard: Why women have trouble getting jobs in local television sports. *Journal of Sports Media*, 2, 78-103.

Schultz, B. (2005). The economic response of religious television stations to digital implementation. *Journal of Communication and Religion*, 28(2), 307-325.

Schultz, B. & Sheffer, M.L. (2004). The changing role of sports in local television news. *The Sport Journal*, 7(1).

Schultz, B. (2003). How U.S. television stations are responding to digital conversion. *Web Journal of Mass Communication Research*, 5(3). <http://www.scripps.ohiou.edu/wjmc/vol05/5-3a.html>

Schultz, B. (2003). A geographical study of the American ballpark. *The International Journal of the History of Sport*, 20(1), 126-142.

Schultz, B. (2002). The effect of age and background of religious broadcasting executives on digital television implementation. *Journal of Media and Religion*, 1(4), 217-229.

Schultz, B. (2000). The effect of digitalization on religious television stations. *Journal of Communication and Religion*, 23(1), 50-71.

## **ACADEMIC**

**PRESENTATIONS:** Schultz, B. (2015, August 8). Newspaper trust and credibility in the age of robot reporters. Panel/paper presented at the national convention of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Sheffer, M.L., Schultz, B. & Tubbs, W. (2015, August 6). #deflategate: Image repair, Twitter and sports journalism. Paper presented at the national convention of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Sheffer, M.L. & Schultz, B. (2014, August 8). Ignored by traditional media, women seek sports information via social media: A uses and gratification analysis. Paper presented at the national convention of the Association for Education in Journalism and Mass Communication, Montreal, Quebec.

Schultz, B. & Sheffer, M.L. (2013, August 8). Brand new game: An exploratory study of how sports reporters are using social media to create a personal brand. Paper presented at the national convention of the Association for Education in Journalism and Mass Communication, Washington, DC.

Sheffer, M.L., Schultz, B. & Bishop, L. (2012, August 10). College athletes' perception of social media use. Paper presented at the national convention of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Schultz, B. & Sheffer, M.L. (2011, April 12). Managerial perception of the FCC's role in the digital television conversion. Paper presented at the national convention of the Broadcast Education Association, Las Vegas, NV.

Schultz, B. (2010, August 5). "Ahead of the curve: Multimedia and the future of sports journalism." Panel presentation at the national convention of the Association for Education in Journalism and Mass Communication, Denver, CO.

Sheffer, M.L. and Schultz, B. (2010, August 5). Sports journalism and Twitter: A follow-up study. Paper presentation at the national convention of the Association for Education in Journalism and Mass Communication, Denver, CO.

Schultz, B. (2010, July 22). "Sports and Social Media: Issues and Predictions." Online *Hot Topic* panel discussion in conjunction with AEJMC.

Schultz, B. (2010, April 16). *Journal of Sports Media*. Panel presentation, Broadcast Education Association, Las Vegas, NV.

Schultz, B. & Sheffer, M.L. (2010, April 16). Sports media: Old School, New School. Paper/panel presentation, Broadcast Education Association, Las Vegas, NV.

Schultz, B. & Sheffer, M.L. (2010, April 15). Sports media: Transformation, integration, consumption. Symposium presentation, Broadcast Education Association, Las Vegas, NV.

Schultz, B. & Sheffer, M.L. (2010, March 19). An exploratory study of how Twitter is impacting sports journalism. Paper presented at Fourth Summit on Communication & Sport, Cleveland, OH.

Schultz, B. & Sheffer, M.L. (2009, August 8). The future of news? A study of citizen journalism and journalists. Paper presented to AEJMC national convention, Boston, MA.

Sheffer, M.L. & Schultz, B. (2009, August 5). Are blogs changing the news values of newspaper reporters? Paper presented to AEJMC national convention, Boston, MA.

Sheffer, M.L., & Schultz, B. (2008, October 16). Sports broadcasting and the academic community: Teaching courses about sports, communication & society. Panel at BEA Regional Convention, New York, NY.

Schultz, B. & Sheffer, M.L. (2008, August 6). Flame on! Sports fans and online aggression. Paper presentation at national convention of AEJMC, Chicago, IL.

Sheffer, M.L., & Schultz, Brad. (2008, August 6). Blogging from the management perspective: A follow-up study. Paper presentation at national convention of AEJMC, Chicago, IL.

Schultz, B. (2008, August 5). Teaching sports communication courses: A roundtable for educators. Panel presentation at national convention of AEJMC, Chicago, IL.

Schultz, B. & Sheffer, M.L. (2008, April 19). Flame this! College sports fans and online aggression. Presentation at Sport Research Institute Scholarly Conference on College Sport, Memphis, TN.

Schultz, B. & Sheffer, M.L. (2008, February 29). Resisting change: Blogging and local sports media. Paper presented at Third Summit on Sport & Communication, Clemson, SC.

Schultz, B. & Sheffer, M.L. (2007, August 12). Blogging from the labor perspective: Lessons for media managers. Paper presentation at AEJMC Convention, Washington, DC.

Schultz, B. (2007, April 20). Producing producers: Managing relationships. Panel presentation at national convention, Broadcast Education Association.

Sheffer, M.L. & Schultz, B. (2007, May 28). Double standard: Why women have trouble getting jobs in local television sports. Paper presentation at International Communications Association national convention, San Francisco, CA.

Schultz, B. (2006, August 4). It's about more than scores: Teaching courses about sports, communication & society." Panel participant at AEJMC Convention, San Francisco, CA.

Schultz, B. & Sheffer, M.L. (2005, August 12). The news-sports disconnect in local television. Paper presented at AEJMC Convention, San Antonio, TX.

Schultz, B. & Sheffer, M.L. (2004, August 6). Local television sports: Band-aids for a compound fracture. Paper presented at AEJMC Convention, Toronto, ON.

Schultz, B. (2004, August 6). Fantasy Leagues, the X-Games and 'The Contender': The evolution of 'sportainment.' Panel participant, AEJMC Convention, Toronto, ON.

Schultz, B. & Sheffer, M.L. (2003, August 1). The changing role of sports in local television news. Paper presented at AEJMC Convention, Kansas City, MO.

Schultz, B. (2003, August 1). The economic response of religious television stations to digital implementation. Paper presented at AEJMC Convention, Kansas City, MO.

Schultz, B. (2003, July 30). How U.S. television stations are responding to digital implementation. Paper presented at AEJMC Convention, Kansas City, MO.

Schultz, B. (2000, August 10). The effect of age and background of religious television executives on digital implementation. Paper presented at AEJMC Convention, Phoenix, AZ.

Schultz, B. (1999, August 4). Religious conversion: The digitalization of Christian stations. Paper presented at AEJMC Convention, New Orleans, LA.

**CREATIVE  
ACTIVITY:**

Schultz, B. & Wickham, K. (2015). "Casinos in Mississippi: Worth the Gamble?" Half-hour documentary produced in conjunction with JOUR 377 and JOUR 578 on Mississippi Public Television. Executive Producer. [air date TBA]

Schultz, B. & Williamson, E. (2014). "The 1983 Egg Bowl: The Immaculate Deflection." Update of program; aired statewide on Mississippi Public Television. Producer, Editor.

Schultz, B. & Williamson, E. (2013). "The 1983 Egg Bowl: The Immaculate Deflection." Half-hour program aired statewide on Mississippi Public Television, and on WLOV, Tupelo, MS. Producer, Editor.

Schultz, B. (2013, Summer). "Mississippi Observer." Half-hour program affiliated with *Mississippi Observer* magazine. Host, editor, producer.

Schultz, B. (2013, Spring). "Mississippi Observer." Half-hour program affiliated with *Mississippi Observer* magazine. Host, editor, producer.

Schultz, B. (2012, Summer ). "Mississippi Observer." Half-hour program affiliated with *Mississippi Observer* magazine.

Schultz, B. (2012, Spring). "Mississippi Observer." Half-hour magazine program affiliated with *Mississippi Observer* magazine. Aired statewide on public

television. Producer, Host, Editor.

Schultz, B. (2011). "Inside WFAA: A Look at Multimedia Journalism." Half-hour documentary. Executive Producer, Videographer, Editor, Narrator.

Schultz, B. (2011). "The Season: Oxford High School." Half-hour documentary that aired statewide on public television. Executive Producer, Videographer, Editor, Narrator.

Schultz, B. (2010). "Rebel Rewind: Where are they now?" Half-hour documentary that aired statewide on Mississippi public television. Executive Producer, Videographer, Editor, Narrator.

Schultz, Brad. (2005, March 28). Adapt or die? *TV Newshound*. <http://www.tvnewshound.com/Home.php>

Schultz, Brad. (2003, June). Local sports: in the penalty box? *RTNDA Communicator*, p. 6.

Schultz, Brad. (2003, April). "Digital TV conversion still mired in uncertainty." *RTNDA Communicator*, pp. 8-10.

Schultz, Brad. (2003, February-March). "DTV report." *NRB Magazine*, pp. 58-63.

Schultz, Brad. (1999, February-March). "Examining TV's future," *NRB Magazine*, pp. 94-96.