

## CURRICULUM VITAE

### MATTHEW H. ZIMMERMAN

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#### EDUCATION

- Ph.D. Indiana University, Bloomington, IN  
Human Performance (Sport Management), 2014  
**Advisor:** Dr. Galen E. Clavio  
**Dissertation:** How professional sport organizations utilize Facebook to engage their target publics
- M.A. University of Missouri, Columbia, MO  
Journalism, 2008  
**Advisor:** Professor Michael McKean  
**Professional Project Report:** Newsy.com: an analysis of the beginnings of a unique internet startup
- B.A. Indiana University, Bloomington, IN  
Journalism, 2000
- A.A. El Camino College, Torrance, CA  
Journalism, 1997

#### PROFESSIONAL EMPLOYMENT/EXPERIENCE

- Assistant Professor of Sport Studies, Mississippi State University, Starkville, MS: August 2014-
- Assistant Professor of Public Relations, Auburn University, Auburn, AL: August 2014-July 2016
- Instructor, Ball State University, Muncie, IN: August 2012-May 2014
- Associate Instructor, Indiana University; Bloomington, IN: Jan. 2010-May 2012
- Student Editor and member of the Marketing team, www.newsy.com (Media Convergence Group), Columbia, MO: Aug. 2008-Dec. 2008
- Carnegie Fellow, ABC News Investigative Unit, New York, NY: June 2008-Aug. 2008
- Freelance journalist, *Major League Soccer Magazine*, Los Angeles, CA: July 2007-May 2008

Teacher's Assistant/Instructor, University of Missouri School of Journalism,  
Columbia, MO: Aug. 2007-Dec. 2008

Sports Section Teacher's Assistant, *Columbia Missourian* newspaper, Columbia, MO:  
May 2007-Aug. 2007

Student Research Assistant, Investigative Reporters and Editors Resource Center,  
University of Missouri, Columbia, MO: Jan. 2007-May 2007

Sports Journalist, *Long Beach Press-Telegram* daily newspaper, Long Beach, CA: Feb.  
2002-Jan. 2007

Sports Section Editorial Assistant, *South Bay Daily Breeze* newspaper, Torrance, CA:  
Sept. 2001-Feb. 2002

## **TEACHING AND PROFESSIONAL DEVELOPMENT**

### **Mississippi State University**

Fall 2016: Sport Leadership (SS 3503), Instructor  
Sport Administration (SS 8123), Instructor

### **Auburn University**

Spring 2016: Public Relations Research (PRCM 4400, two sections)

Fall 2015: Public Relations Campaigns (PRCM 4090, two sections), Instructor  
Social Media and Strategic Communication (COMM 7970), Instructor

Summer 2015: Foundations of Public Relations (PRCM 3040), Instructor

Spring 2015: Survey Research Methods (PRCM 4510), Instructor  
Public Relations Campaigns (PRCM 4090), Instructor

Fall 2014: Survey Research Methods (PRCM 4510, two sections), Instructor

### **Ball State University**

Spring 2014: Sport Governance (SPTA448), Instructor  
Sport Communication (SPTA 345), Instructor  
Sport Law (SPTA 300), Instructor  
Introduction to Sport Administration (SPTA 190), Instructor

Fall 2013: Sport Communication (SPTA 345), Instructor  
Sport Law (SPTA 300), Instructor

Introduction to Sport Administration (SPTA 190), Instructor

Spring 2013: Sport Communication (SPTA 345), Instructor  
Sport Law (SPTA 300), Instructor  
Practical Management Issues in Sport (SPTA 485), Instructor  
Sport Internship (SPTA 479), Instructor

Fall 2012: Sport Communication (SPTA 345), Instructor  
Sport Law (SPTA 300), Instructor  
Practical Management Issues in Sport (SPTA 485), Instructor  
Sport Internship (SPTA 479), Instructor

### **Indiana University**

Spring 2012: Sport and Electronic Media (P251), Instructor  
Sport Blogging and Social Media (P445), Guest Speaker  
Soccernomics (X255), Guest Speaker  
Introduction to Sport Management (P211) Guest Speaker

Fall 2011: Sport in America: Historical Perspectives (P333), Instructor  
Sports Agency Management (P445), Technical Facilitator  
Introduction to Sport Management (P211) Guest Speaker  
Sport Marketing (P418), Guest Lecturer  
Research/Data Analysis in Sport (K500), Guest Lecturer  
Strategic Management in the Sports Industry (P428), Guest Lecturer  
Sport Promotions and Public Relations (P445), Guest Lecturer

Spring 2011: Sport and Electronic Media (P445), Instructor  
Sport Blogging and Social Media (P445), Guest Speaker

Fall 2010: Financial Principles in Sport (P423), Instructor  
Intro to Sport Communication (P213), Guest Speaker  
Sport and Electronic Media (P445), Guest Lecturer, Guest Speaker

Spring 2010: Sport Marketing (P418), Instructor  
Sport Communication (Camera) Presence (P445), Teacher's Assistant  
Issues in Sport Communication (P329), Guest Speaker

Spring 2007: Issues in Sport Communication (P445), Guest Speaker

### **University of Missouri**

Fall 2008: News Writing and Reporting (J2100), Teacher's Assistant/Instructor  
Spring 2008: News Writing and Reporting (J2100), Teacher's Assistant/Instructor  
Fall 2007: News Writing and Reporting (J2100), Teacher's Assistant/Instructor

## **PROFESSIONAL SERVICE - UNIVERSITY**

### **Auburn University**

Thesis Committees (Completed)  
Becca Chavers: Completed in July 2016

Internship Committees (Completed)  
Katy Crider: Completed in February 2016  
Courtney Edwards: Completed in March 2016

### **Ball State University**

Advisor, Ball State Sport Administration Association, Spring 2013-Spring 2014

### **Indiana University**

Associate Advisor, IU Sport Communication Club, Fall 2011-Spring 2012

Vice President, Indiana University Sport Management Doctoral Student Association,  
2011-2012

Executive Editor, IUSportcom.com, Spring 2010-Spring 2012

## **MEMBERSHIP IN PROFESSIONAL ASSOCIATIONS**

International Association for Communication and Sport, 2012-Present

Sport Marketing Association (SMA), 2010-Present

Association for Education in Journalism and Mass Communication, 2012-2013

North American Society for Sport Management (NASSM), 2010-2012

North American Soccer Reporters, 2007-Present

## **HONORS & ACHIEVEMENTS**

Top Faculty Paper, Sport Communication Interest Group. Beyond getting your bell rung: Framing of sport-related concussion coverage between 2007 and 2012. 2012 *Association for Education in Journalism and Mass Communication Conference*. Chicago, IL.

Carnegie Fellowship, ABC News Investigative Unit, New York, NY: Summer, 2008

University of Missouri School of Journalism Master's Student Representative,  
"Journalism in the Service of Democracy" summit at the Paley Center in New York City.

Sponsored by the Carnegie Corporation of New York and the Knight Foundation,  
January 2008.

## **INTERNSHIPS**

Editorial Assistant, *Eyes & Ears*, Walt Disney World Resort,  
Orlando, FL: June 2000-Jan. 2001

Editorial Assistant, *Inside Indiana Magazine*, Bloomington, IN, Summer 1999

Public Relations Intern, Los Angeles Kings, Fall 1994

## **RESEARCH AND CREATIVE ACTIVITY**

Reviewer, *International Journal of Sport Communication*

Reviewer, *Communication and Sport*

Reviewer, *Journal of Legal Aspects of Sport*

Reviewer, *Journal of Issues in Intercollegiate Athletics*

Reviewer, *Association for Education in Journalism and Mass Communication*

Reviewer, *Summit for Communication and Sport*

## **SCHOLARLY INTEREST**

Effects of New Media and Social Media on interactions between sport organizations and sport consumers. This includes platforms such as Facebook, Twitter, YouTube, Instagram, online message boards, media website comment sections and the utilization of advertising in sports video games. My goal is to build on, apply, and develop existing theory to such interactions as they pertain to the relationship between sport organizations and their target audiences.

## **PUBLICATIONS – REFEREED ARTICLES**

**Zimmerman, M. H.**, Johnson, J. E., & Ridley, M. (2016). Twitter use by college football coaches: An examination of the Football Bowl Subdivision. *Journal of Contemporary Athletics*, 10(1).

Billings, A. C., Burch, L. M., & **Zimmerman, M. H.** (2014). Fragments of us, fragments of them: social media, nationality and U.S. perceptions of the 2014 FIFA World Cup. *Soccer & Society*, DOI: 10.1080/14660970.2014.963307

Mahoney, T. Q., Hambrick, M. E., Svensson, P. G. & **Zimmerman, M. H.** (2013). Examining Emergent Niche Sports YouTube Exposure Through the Lens of the Psychological Continuum Model. *International Journal of Sport Management and Marketing*, 13(3/4), 218-238.

Walsh, P., **Zimmerman, M.**, Clavio, G., & Williams, A. (2013). Comparing brand awareness levels of in-game advertising in sport video games featuring visual and verbal cues. *Communication & Sport*, Published Online May 8, 2013  
DOI:10.1177/2167479513489120

Kian, E .M. & **Zimmerman, M. H.** (2012). The medium of the future: Top sports writers discuss transitioning from newspapers to online journalism. *International Journal of Sport Communication*, 5(3), 285-304.

Frederick, E. L., Clavio, G. E., Burch, L. M, & **Zimmerman, M. H.** (2012). User characteristics of an MMA blog: A case study of demographics and usage trends. *International Journal of Sport Communication*, 5(1), 109-125.

**Zimmerman, M. H.**, Clavio, G. E., & Lim, C. (2011). Set the agenda like Beckham: A professional sports league's use of YouTube to disseminate messages to its users. *International Journal of Sport Management and Marketing*, 10(3/4), 180-195.

Burch, L. M., Frederick, E. L., **Zimmerman, M. H.**, & Clavio, G. E. (2011). Agenda-setting and La Copa Mundial: Marketing through agenda-setting on soccer blogs during the 2010 World Cup. *International Journal of Sport Management and Marketing*, 10(3/4), 213-231.

Kwak, D. H., Kim, Y. K., & **Zimmerman, M. H.** (2010). User- versus mainstream-media-generated content: media source, message valence, and team identification and sport consumers' response. *International Journal of Sport Communication*, 3(4), 402-421.

## **PUBLICATIONS – INTERVIEWS**

**Zimmerman, M. H.** (2012). Interview with Pat Donahue, Coordinator of Digital Media, Los Angeles Kings. *International Journal of Sport Communication*, 5(4), 457-460.

**Zimmerman, M. H.** (2010). Interview with David S. Kraft, Senior Director of News Operations, ESPN Digital Media. *International Journal of Sport Communication*, 3(2), 163-166.

## **PUBLICATIONS – BOOK REVIEWS**

Clavio, G. E. & **Zimmerman, M. H.** (2012). Book review: *Sports Media: Transformation, Integration, Consumption* edited by Andrew C. Billings. *International Journal of Sport Communication*, 5(1), 129-131.

## **PUBLICATIONS – BOOK CHAPTERS**

**Zimmerman, M. H.**, Tamir, I., Nieland, J., & Ihle, H., & Tang, J. (2013) Print Sports Media. In P. Pedersen (Ed.), *The Routledge Handbook of Sport Communication*.

Butler, B., **Zimmerman, M. H.**, & Hutton, S. (2013). Turning the page with newspapers: Influence of the Internet on sports coverage. In P. Pedersen (Ed.), *The Routledge Handbook of Sport Communication*.

## **PRESENTATIONS - REFEREED**

**Zimmerman, M. H.**, Billings, A. C., & Burch, L. M. (2016). #SheBelieves: Twitter conversation surrounding the 2015 FIFA Women's World Cup. *2016 Summit for Communication and Sport*, Grand Rapids, MI.

Burch, L. M. & **Zimmerman, M. H.** (2016). "Easy on the Eyes": Gendered broadcast commentary during the 2015 FIFA Women's World Cup. *2016 Summit for Communication and Sport*, Grand Rapids, MI.

**Zimmerman, M. H.**, Kian, E. M., Burch, L. M., & Sanderson, J. (2015). Re-negotiating with the fan base: MLS' image repair following a contentious CBA negotiation. *Sport Marketing Association 13<sup>th</sup> Annual Conference*, Atlanta, GA.

Billings, A. C., Burch, L. M., & **Zimmerman, M. H.** (2015). Fragments of us, fragments of them: social media, nationality and U.S. perceptions of the 2014 FIFA World Cup. *2015 Summit for Communication and Sport*, Charlotte, N.C.

**Zimmerman, M. H.** (2015). They Love This Game: NBA Teams' Fan Engagement on Facebook. *2015 Summit for Communication and Sport*, Charlotte, N.C.

Burch, L. M., **Zimmerman, M. H.**, Giannoulakis, C. (2015). A cross-analysis of social media platforms: The case of the USA Wrestling NCAA Championships. *2015 Summit for Communication and Sport*, Charlotte, N.C.

Clavio, G., Smith, L. R., Burch, L., **Zimmerman, M.**, Schmittl, A. (2015). Sports Journalists, Twitter and Audiences: Examining the Effects of gender on interaction attempts. *2015 Summit for Communication and Sport*, Charlotte, N.C.

Stilwell, M., **Zimmerman, M.**, Smith, L. R. (2015). Where do they land and why do we care? Examining maladaptive parasocial behavior regarding National Signing Day 2015. *2015 Summit for Communication and Sport*, Charlotte, N.C.

**Zimmerman, M. H.** (Moderator), Burch, L. M., Kian, E. M., Perez, A. J. (2014). Ringing the Bell: How media coverage has spotlighted sport-related head injuries. *2014 Summit for Communication and Sport*, New York, N.Y.

**Zimmerman, M. H.** & Clavio, G. E. (2014). Full Speed Ahead: How Indy Eleven built a fanbase before it had a team. *2014 Summit for Communication and Sport*, New York, N.Y.

- McCarthy, S. & **M. H. Zimmerman** (2014). “It’s handled”: The impact of crisis communication strategy following a spokesperson gaffe. *2014 Summit for Communication and Sport*, New York, N.Y.
- Zimmerman, M. H.** & Johnson, J. E. (2013). “I am doing fine”: Utilization of Twitter by Football Bowl Division coaches. *Sport Marketing Association 11<sup>th</sup> Annual Conference*, Albuquerque, N.M.
- Sanderson, J. & **Zimmerman, M. H.** (2013). Protecting the brand: Notre Dame’s image repair after Manti Te’o. *Sport Marketing Association 11<sup>th</sup> Annual Conference*, Albuquerque, N.M.
- Zimmerman, M. H.**, Burch, L. M., Major, L. H., & Clavio, G. (2013). The bell rings with sound and images: Television coverage of sport-related concussions. *2013 Summit for Communication and Sport*, Austin, TX.
- Mahoney, T. Q., Hambrick, M. E., Svensson, P. G., & **Zimmerman, M. H.** (2013). Examining emergent niche sports YouTube exposure through the lens of the Psychological Continuum Model. *2013 Summit for Communication and Sport*, Austin, TX.
- Sanderson, J., **Zimmerman, M. H.**, & Clavio, G. (2012). Social Media, football fans, Brand Equity, and Social Identity Theory: The Gunner Kiel recruiting saga. *Sport Marketing Association 10<sup>th</sup> Annual Conference*, Orlando, FL.
- Major, L. H., **Zimmerman, M. H.**, & Burch, L. M. (2012). Beyond getting your bell rung: Framing of sport-related concussion coverage between 2007 and 2012. *2012 Association for Education in Journalism and Mass Communication Conference, Chicago, IL*. (Top Faculty Paper, Sport Communication Interest Group)
- Zimmerman, M. H.**, Burch, L. M., Frederick, E. L., Yoo, S. K., & Clavio, G., (Advisor), (2012). Social channels: Sports fan communities and YouTube. *2012 Summit for Communication and Sport*, Peoria, IL.
- Frederick, E. L., Burch, L. M., **Zimmerman, M. H.**, & Clavio, G. (Advisor) (2011). Demographics and usage trends of the typical MMA blog user. *Sport Marketing Association 9<sup>th</sup> Annual Conference*, Houston, TX.
- Walsh, P., **Zimmerman, M. H.**, Clavio, G., & Williams, A. (2011). Brand awareness of different advertising executions in sport video games: A poster presentation. *Sport Marketing Association 9<sup>th</sup> Annual Conference*, Houston, TX.
- Frederick, E. L., Burch, L. M., **Zimmerman, M. H.**, & Clavio, G. (Advisor) (2011). MMA Blog users and online gratifications. *2011 Indiana University Sport Management Colloquium*.



Burch, L. M., Frederick, E. L., **Zimmerman, M. H.**, & Walsh, P. (Advisor) (2010). Positioning the New Orleans Hornets in the “Who Dat?” city: A poster presentation. *Sport Marketing Association 8<sup>th</sup> Annual Conference*. New Orleans, LA.

Burch, L., Frederick, E. L., **Zimmerman, M.**, & Clavio, G. (Advisor). A content analysis of World Cup soccer blog comment sections. *Sport Marketing Association 8<sup>th</sup> Annual Conference*. New Orleans, LA.

Clavio, G., Stoldt, C., Eagleman, A.N., Battenfield, F., Pedersen, P.M., & **Zimmerman, M.** (2010). The Present and Future of Sport Communication: A Roundtable Discussion. *2010 North American Society for Sport Management Conference*. Tampa, FL.

### **PRESENTATIONS - NON-REFEREED, REGIONAL**

Frederick, E. L., Clavio, G. E., Burch, L. M., & **Zimmerman, M. H.** (2011). Examining the demographics and usage trends of the typical MMA blogger: A case study. *Indiana University School of Health, Physical Education, and Recreation Department of Kinesiology Student Colloquium*. Bloomington, IN

### **GRANTS AND AWARDS**

**Zimmerman, M. H.** (2012). **\$1,875** - Kinesiology Graduate Fellowship from the School of Public Health – Indiana University, Bloomington, IN

**Zimmerman, M. H.**, Burch, L. M., Frederick, E. L., Yoo, S. K., & Clavio, G., (Advisor) (2012). **\$100** - Social Channels: Travel grant-in-aid from School of Health, Physical, Education, and Recreation for national conference presentation. *2012 Summit for Communication and Sport*, Peoria, IL.

Lim, C., Pedersen, P. M., Frederick, E. L., Burch, L. M., **Zimmerman, M. H.**, Witkemper, C. (2010). **\$216,600** - Research Assistant, Global Research Network Program. Research assistant to Drs. Lim and Pedersen on a research study utilizing the “Web-based Aggression Measurement Program (WAMP)” to measure short-term effects of violent sport media on aggression. Indiana University, Bloomington, IN.

Burch, L. M., Frederick, E. L., **Zimmerman, M. H.**, & Clavio, G. (Advisor) (2010). **\$400.** - Travel grant-in-aid from School of Health, Physical, Education, and Recreation for national conference presentation. *SMA 9<sup>th</sup> Annual Conference*. New Orleans, LA.

Clavio, G., Stoldt, C., Eagleman, A. N., Battenfield, F., Pedersen, P.M., & **Zimmerman, M.** (2010). **\$400.** - Travel grant-in-aid from School of Health, Physical, Education, and Recreation for national conference presentation. The Present and Future of Sport Communication: A Roundtable Discussion. *2010 North American Society for Sport Management Conference*. Tampa, FL.

