

MELVIN LEWIS, Ph.D.

Associate Professor, Human Nutrition and Hospitality
Management Box 870311, The University of Alabama
Tuscaloosa, AL 35487
melvinl@ches.ua.edu

EDUCATION

The University of Alabama, Tuscaloosa, AL

Doctor of Philosophy, Health Education and Health Promotion (2003)

**A Health Supervision Self-Assessment of Athletic Programs in Public Secondary Schools in the State of Alabama*

The University of Alabama, Tuscaloosa, AL

Master of Arts, Health Education (1996)

The University of Alabama, Tuscaloosa, AL

Bachelor of Science, Athletic Training (1994)

PROFESSIONAL EXPERIENCE

- 2021 to Present Associate Professor, College of Human Environmental Sciences (CHES) Sport Hospitality, The University of Alabama, Tuscaloosa, AL
- 2015 to 2021 Assistant Professor, College of Human Environmental Sciences (CHES) Sport Hospitality, The University of Alabama, Tuscaloosa, AL
- 2013 to 2015 Adjunct Faculty, CHES Sport Management, The University of Alabama, Tuscaloosa, AL
- 2007 to 2015 National Sales Director, Medco Sports Medicine (Patterson Medical Holdings), Tonawanda, NY
- 2003 Instructor/Lecturer, CHES Sport Management, The University of Alabama, Tuscaloosa, AL
- 2000 to 2007 Regional Sales Representative, Medco Sports Medicine, Tonawanda, NY
- 2000 to 2002 Graduate Assistant: Courses in Sports Medicine Healthcare Program, The University of Alabama, Tuscaloosa, AL
- 1996 to 2000 Assistant Athletic Trainer, Buffalo Bills Professional Football Organization, Orchard Park, NY
- 1995 to 1996 Graduate Assistant: Introduction to Athletic Training; First Aid and CPR, The University of Alabama, Tuscaloosa, AL
- 1995 to 1996 Certified Athletic Trainer, DCH Sports Medicine, Northport, AL

- 1995 Student Athletic Trainer, Summer Internship, Buffalo Bills Professional Football Organization, Orchard Park, NY
- 1994 to 1995 Physical Therapy Aide, DCH Outpatient Rehabilitation Clinic, Tuscaloosa, AL
- 1994 Student Athletic Trainer, Summer Internship, Los Angeles Raiders Professional Football Organization, Los Angeles, CA
- 1992 to 1994 Student Athletic Trainer, The University of Alabama Football and Baseball Teams, Tuscaloosa, AL

HONORS & AWARDS

- Penny Allen Endowed Scholarship Award, The University of Alabama (2016)
- Alabama Athletic Trainers' Association Corporate Sponsor of the Year (2006)
- Medco Sports Medicine President's Club (2005)
- Southern Regional Educational Board Doctoral Scholars Program Fellowship (2000-2003)
- National Football League Minority Scholarship (1994)

JOURNAL ARTICLES

- Brown, K.A., Billings, A.C., Lewis, M., & Moscovitz, L. (2022, in press). Well, he IS paid to be violent: How athlete identity alters perceptions of domestic violence incidents. *The Howard Journal of Communications*.
- Lewis, M., **Abdallah, J.C., Brown, K.A., & Billings, A.C. (2021). Multi-Screen Football Enjoyment: Uses and Gratifications for Media Consumption of the National Football League. *Journal of Sports Media*.
- Lewis, M., Brown, K.A., Hakim, S.D., Billings, A.C., & Blakey, C.H. (2020). Looking for information in all the right places?: Social media information outlet types and National Basketball Association (NBA) Fan Desires. *International Journal of Sport Communication*, 13(2), 200-220.
- Billings, A.C., Lewis, M., Brown, K.A., & **Xu, Q. (2020). Top rated on five networks and nearly as many devices: The NFL, Social TV, fantasy sport, and the ever-present second screen. *International Journal of Sport Communication*, 13(1), 55-76.
- Bell, T.R., Lewis, M., Billings, A.C., & Brown, K.A. (2019). 'It just means more?': Depiction of the Southeastern Conference (SEC) in ESPN Signing Day coverage (2015-2018). *The Southern Quarterly*, 56(3), 44-63.

- Lewis, M., Brown, K.A., Billings, A.C., & **Arth, Z.W. (2019, in press). Enveloped in the American flag: Contrasting national identity within Olympic and National Football League media consumption. *Journal of Global Sport Management*.
- Lewis, M., Bell, T.R., Billings, A.C., & Brown, K.A. (2019, in press). White sportscasters, Black athletes: Race and ESPN's coverage of college football's National Signing Day. *The Howard Journal of Communications*.
- Scott, O.K.M., Billings, A.C., **Xu, Q., **Sharpe, S., & Lewis, M. (2018). Relaying Rio through an Australian gaze: Australian nationalistic broadcast focus in the 2016 Summer Olympic Games. *Communication and Sport*, 1-23. doi: 10.1177/2167479517753117.
- Lewis, M., Brown, K.A., & Billings, A.C. (2017). Social media becomes traditional: Sport media consumption and the blending of modern information pathways. *Journal of Global Sport Management*, 2(2), 111-127.
- **Xu, Q., Billings, A.C., Scott, O.K.M., Lewis, M., & **Sharpe, S. (2017). Gender differences through the lens of Rio: Australian Olympic primetime coverage of the 2016 Rio Summer Olympic Games. *International Review for the Sociology of Sport*, 1012690217710690.
- **Carr, A., Ho Shin, Y., Severt, K., & Lewis, M. (2017). A qualitative approach to understanding the underlying beliefs of microbrewery consumers. *International Journal of Hospitality Beverage Management*, 1(1), 1-27.
- Billings, A.C., Scott, O.K.M., Brown, K.A., Lewis, M., & Devlin, M.B. (2017). The patriotism down under: Nationalized qualities and Australian media consumption of the 2016 Rio Olympic Games. *International Review for the Sociology of Sport*, doi: 1012690217717945.
- Lewis, M., & **Hugg, C. (2016). Review best practices for contractual agreements with medical suppliers. *College Athletics and the Law*, 12(10).
- **Hugg, C., & Lewis, M. (2015). Review implications, best practices for student-athletes' social-media use. *College Athletics and the Law*, 12(9), 1-3.
- ** Denotes graduate student contributor.

BOOK CHAPTERS

- Brown, K.A., Billings, A.C., & Lewis, M. (2021). Eccentric yet conforming, irrational yet predictable: Anatomy of the hypermediated sports fan. In K.A. Brown, A.C. Billings, & M. Lewis (Eds.), *Revolution of the modern sports fan* (pp. 1-10). Lanham, MD: Lexington Books.
- Lewis, M., Brown, K.A., Billings, A.C., & Park, B. (2021). National Basketball Association (NBA) social platform fan desires: Attitudinal and behavioral intentions. In K.A. Brown, A.C. Billings, & M. Lewis (Eds.), *Revolution of the modern sports fan* (pp. 29-

46). Lanham, MD: Lexington Books.

Brown, K.A., Lewis, M., Billings, A.C., & Park, B. (2021). Shaping the shield: The impact of fan attachment and consumption towards the perception of the NFL brand. In K.A. Brown, A.C. Billings, & M. Lewis (Eds.), *Revolution of the modern sports fan* (pp. 47-66). Lanham, MD: Lexington Books.

Lewis, M., Brown, K.A., Billings, A.C., & Rogers, J. (2021). That's the ticket...trend: College Football Bowl Subdivision (FBS) ticketing shifts and differences. In K.A. Brown, A.C. Billings, & M. Lewis (Eds.), *Revolution of the modern sports fan* (pp. 121-134). Lanham, MD: Lexington Books.

Lewis, M., & Billings, A.C. (2020). Sport media. *Coaching for sports performance*, (pp. 417-440). New York, NY: Routledge.

Lewis, M. (2019). Modern Pathways of Sports Consumption: An Interview with Paul Melvin, Senior Director of Communications for ESPN. *ESPN and the changing sports media landscape*, (pp. 329-336). New York, NY: Peter Lang Publishing.

Billings, A.C., Moscowitz, L., & Lewis, M. (in press). Jason Collins, Michael Sam, and the Spectacle of Coming Out in Men's Team Sport. *The Circus Is In Town*. Jackson, Mississippi: University Press of Mississippi.

Brown, K.A., Billings, A.C., Lewis, M., & Bissell, K. (2018). Explicating the electricity of eSports: Motivations for play and consumption. In N.D. Bowman (Ed.), *Video games: A medium that demands our attention*, (pp. 178-192) New York: Routledge.

Lewis, M., Conlin, L., & Brown, K.A. (2017). Uses and gratifications of streaming sport services consumers. In A.C. Billings & K.A. Brown (Eds.), *Evolution of the modern sports fan: Communicative approaches* (pp. 201-213), Lanham, MD: Lexington Press.

Lewis, M. (2017). The wide world of sports gets even wider: Virtual reality (VR), augmented reality (AR), and implications for the modern sports landscape. In A.C. Billings & K.A. Brown (Eds.), *Evolution of the modern sports fan: Communicative approaches* (pp. 233-241), Lanham, MD: Lexington Press.

Books

Lewis, M., Wright, K., Barker, S., & Deere, R. (2017). *Comprehensive Manual of Taping, Wrapping, & Protective Devices, 5th edition*. Champaign, IL: Sagamore Publishing LLC.

Wright, K., Lewis, M., Barker, S., & Deere, R. (2014). *Comprehensive Manual of Taping, Wrapping, & Protective Devices, 4th edition*. Champaign, IL: Sagamore Publishing LLC.

Wright, K., Whitehill, W., & Lewis, M. (2005). *Preventive Techniques: Taping/Wrapping Techniques & Protective Devices, 3rd edition*. Garner, KS: Cramer Products Inc.

PRESENTATIONS (National)

Brown, K.A, Lewis, M., Billings, A.C., & **Park, B. (2020, May). Shaping the shield: Exploring the impact of fan attachment and consumption towards the perception of the NFL brand. International Communication Association, Gold Coast, AU.

Lewis, M., Brown, K.A., **Park, B., & Billings, A.C. (2020, April). National Basketball Association (NBA) Social Platform Fan Desires: Attitudinal and Behavioral Intentions. Broadcast Education Association, Las Vegas, NV.

Lewis, M., Brown, K.A., Hakim, S.D., Billings, A.C., & Blakey, C.H. (2020, April). Looking for Information in All The Right Places?: Social Media Information Outlet Types and National Basketball Association (NBA) Fan Desires. Broadcast Education Association, Las Vegas, NV.

Lewis, M., Brown, K.A., Billings, A.C., & **Abdallah, J.C. (2019, November). Multi-screen football enjoyment: Uses and gratifications for media consumption of the National Football League. National Communication Association, Baltimore, MD.

Lewis, M., Brown, K.A, Billings, A.C., & **Arth, Z.W. (2019, August). Enveloped in the American flag: Contrasting national identity within Olympic and National Football League consumption. Association for Education in Journalism and Mass Communication, Toronto, Canada.

Billings, A.C., Lewis, M., Brown, K.A., & **Xu, Q. (2019, May). Top rated on five networks—and nearly as many devices: The NFL, Social TV, fantasy sport, and the ever-present second screen. International Communication Association, **Top Paper Panel (Sports Communication Interest Group)**, Washington, DC.

Lewis, M., Bell, T.R., Billings, A.C., & Brown, K.A. (2019, April). White sportscasters, Black athletes: Race and ESPN's coverage of college football's National Signing Day. Broadcast Education Association, **Top Paper Panel**—Sports Division, Las Vegas, NV.

Lewis, M., Romney, M., Earnhardt, A., Bockino, D., & Johnson, J. (2019, April). The ESPN Aftershock: How the 2020s will change the Sports Media World. Broadcast Education Association, Vegas, NV.

Bell, T.R., Lewis, M., Billings, A.C., & Brown, K.A. (2019, March). It Just Means More?: Depiction of the Southeastern Conference (SEC) in ESPN Signing Day Coverage (2015-2018). International Association for Communication and Sport (IACS), Boise, ID.

Blakey, C.H. & Lewis, M. (2018, June). Infographics: A Tool for Student Engagement & Effective Communication. North American Society of Sport Management. Halifax,

Canada.

Lewis, M. & Wright, K. (2018, Feb.). Millennials and NASCAR: Experiential learning in professional auto racing. Commission on Sport Management, Jacksonville, FL.

Wright, K. & Lewis, M. (2018, Feb.). Sport performance: Activating students in the Olympic movement. Commission on Sport Management, Jacksonville, FL.

Scott, O.K.M., Billings, A.C., Xu, Q., **Sharpe, S., & Lewis, M. (2017, Nov.). Relaying Rio through an Australian gaze: Australian nationalistic broadcast focus in the 2016 Summer Olympic Games. Sports Management Association of Australian and New Zealand, Gold Coast, Australia.

**Xu, Q., Billings, A.C., Scott, O.K.M., Lewis, M., & **Sharpe, S. (2017, Aug.). Gender differences through the lens of Rio: Australian Olympic primetime coverage of the 2016 Rio Summer Olympic Games. Association for Education in Journalism and Mass Communication, Chicago, IL.

Lewis, M. & Wright, K. (2017, June). Driving experiential learning with professional auto racing. North American Society for Sport Management Conference, Denver, CO.

Billings, A.C., Scott, O.K.M., Brown, K.A., Lewis, M., & Devlin, M.B. (2017, May). The patriotism down under: Nationalized qualities and Australian media consumption of the 2016 Rio Olympic Games. International Communication Association, San Diego, CA.

Lewis, M., Brown, K.A., & Billings, A.C. (2017, Apr.). The social becomes traditional: Sport media consumption and the blending of modern media pathways. Broadcast Education Association, **Top Paper Panel**—Sports Division, Las Vegas, NV.

Brown, K.A., Billings, A.C., Lewis, M., & Bissell, K. (2017, Apr.). Explicating the electricity of eSports: Motivations for play and consumption. Broadcast Education Association, **Top Paper**, BEA Research Symposium (Social Demand Track), Las Vegas, NV.

**Carr, A., Shin, Y., Severt, K., & Lewis, M. (2017, Jan.). Identifying the underlying beliefs of microbrewery consumers: A qualitative study. Graduate Conference Hospitality & Tourism, Houston, TX.

Lewis, M. (2014, October). Career opportunities in health. Johnson C. Smith University, Charlotte, NC.

Childress, R., Lewis, M., Skene, S., Eddy, J., & Wright, K. (2002, June). An assessment of burnout in college coaches. 2002 National Athletic Trainers' Association Annual Meeting and Clinical Symposium, Dallas, TX.

Childress, R., Lewis, M., Skene, S., Eddy, J., & Wright, K. (2002, March). An analysis of stress and burnout levels of major college football coaches in the United States.

2002 AAHPERD Annual Convention, San Diego, CA.

Lewis, M. (2001, March). A study of sports medicine coverage in Alabama schools. 2001 SEATA Annual Symposium Research Seminar, Atlanta, GA.

** Denotes graduate student contributor.

PRESENTATIONS (State)

Lewis, M., Lewis, R., & Fant, S. (2016, Feb.). An important leap: Taking sports marketing from the classroom concept to industry practice. Fourth Annual Alabama Program in Sports Communications Sports Symposium, Tuscaloosa, AL.

PRESENTATIONS (Invited)

Lewis, M. (2019, Dec.). Experiential Learning. Alabama Program in Sports Communications Sports Symposium, Tuscaloosa, AL.

Lewis, M. (2018, June). A career in sports business. MELT University, Atlanta, GA.

Lewis, M. (2018, October). Pizza with Professors. The University of Alabama, Tuscaloosa, AL.

Lewis, M. & Wright, K. (2018, Feb.). Sports behavior: Ethics, integrity and professional development. SWAC SAAC Meetings, Birmingham, AL.

Lewis, M. (2018, Feb.). A career in sports business. Career and Leadership Development Meeting. Tuscaloosa, AL.

Lewis, M. (2017, Dec.). Professional sports networking. National Football League Career Forum. Atlanta, GA.

Lewis, M. (2017, June). A career in sports. MELT University, Atlanta, GA.

Lewis, M., Wright, K., & Deere, R. (2017, Feb.). Technology innovations: Pathways to learning experiences. CIT Faculty Technology Showcase, Tuscaloosa, AL.

Wright, K. & Lewis, M. (2017, Feb.). Understanding the role of ethics and integrity for professional development. SWAC SACC Meetings, Birmingham, AL.

Lewis, M. & **Blakey, C. (2016, June). The emergence of Sports Business: Theory and Practice for the Sport Consumer. MELT University, Atlanta, GA.

** Denotes graduate student contributor.

EDUCATIONAL MATERIALS

Childress, R. & Lewis, M. (November, 2002). "Elbow and Shoulder Injuries in Youth Baseball Players." Continuing education quiz published by Medco Sports Medicine at www.medcosupply.com.

Lewis, M. & Childress, R. (July, 2002). "Head Concussions: Causes, Prevention, Management, and Recommendations." Continuing education quiz published by Medco Sports Medicine at www.medcosupply.com.

Lewis, M. & Childress, R. (October, 2001). "Non-cardiac Chest Pain in Athletes." Continuing education quiz published by Medco sports Medicine at www.medcosupply.com.

PROFESSIONAL SERVICE

- | | |
|-----------------|--|
| 2012 to Present | Member, North American Society for Sport Management |
| 2019 to 2021 | Member, Broadcast Education Association |
| 2018 to 2019 | Member, Commission on Sport Management Accreditation |
| 2011 to 2015 | Certified in CPR and Advanced First Aid, American Red Cross |
| 2011 | Trainer, Carew International Essential of Branch Management Leadership Development Program |
| 2010 | Trainer, Carew International Dimensions of Professional Selling Facilitator Training |
| 2010 | Trainer, Carew International Dimensions of Professional Selling Training |
| 2005 | Trainer, The Counselor Salesperson Sales Training |
| 2000 to 2001 | Doping Control Officer, United States Anti-Doping Agency |
| 1995 to 2015 | Member, National Athletic Trainers' Association |

UNIVERSITY SERVICE

- Tide Together Mentoring Program, The University of Alabama, 2019-2020.
- Future Faculty, The University of Alabama, 2018-2019.

COLLEGE SERVICE

- Awards Committee, The University of Alabama, 2019-2021.

- NHM Assistant/Associate Professor Search Committee, The University of Alabama, 2019-2021.
- We Are UA Faculty and Staff Giving Campaign Ambassador, The University of Alabama, 2019.
- CSM Academic Advisor Search Committee, The University of Alabama, 2018.
- CSM Assistant/Associate Professor Search Committee, The University of Alabama, 2018.
- HES Faculty Senate Representative, The University of Alabama, 2017-2019.
- HES Instructor Teaching Search Committee, The University of Alabama, 2017.
- Service Committee, The University of Alabama, 2017-present.
- Co-Director, Distinguished Lectures in Sports Business, The University of Alabama, 2016-present.
- Director, Sports and Entertainment Forum, The University of Alabama, 2016-present.
- Sports Hospitality Instructor Search Committee, The University of Alabama, 2016-2017.
- CSM Department Chair Search Committee, The University of Alabama, 2016.
- CHES Distance Education Committee, The University of Alabama, 2015-2016.
- Conflict Resolution Instructor Search Committee, The University of Alabama, 2015-2016.

SERVICE HONORS (Invited Speaker)

Lewis, M. (2017, April). Tide Together Faculty Development Panel. The University of Alabama Graduate School. Tuscaloosa, AL.

Lewis, M. (2017, Feb.). Leadership: Empowering others, not yourself. Crenshaw Leadership Academy. Tuscaloosa, AL.

Lewis, M. (2017, Feb.). Student-Athlete Networking Night. Career and Leadership Development Meeting. Tuscaloosa, AL.

Lewis, M. (2016, Nov.). Sports Business Career Panel. Career and Leadership Development Meeting. Tuscaloosa, AL.

Lewis, M. (2016, Nov.). Graduate School Prep Workshop. Career and Leadership

Development Meeting. Tuscaloosa, AL.

Lewis, M. (2016, July). Football Mentoring Dinner. Center for Athlete Student Services. Tuscaloosa, AL.

MASTER'S COMMITTEE MEMBERSHIPS

Hannah Stone, Advertising and Public Relations, The University of Alabama, 2020.

Susan Hughes, Human Nutrition and Hospitality Management, The University of Alabama, 2019.

Bethany Brendlinger, Human Nutrition and Hospitality Management, The University of Alabama, 2019.

Allison Carr, Human Nutrition and Hospitality Management, The University of Alabama, 2016.

EXTERNAL FUNDING & GIFTS

Lewis, M. (2018). MELT Sports & Entertainment. (*funded \$5,000*)

Lewis, M. (2017). MELT Sports & Entertainment. (*funded \$5,000*)

Lewis, M. (2016). MELT Sports & Entertainment. (*funded \$5,000*)

Lewis, M. (2013). Medco Sports Medicine Incorporated. (*funded \$5,000*)

Lewis, M. (2013). Kinesio Taping Association International. (*funded \$3,000*)

Lewis, M. (2013). Johnson & Johnson Products. (*funded \$2,500*)

Wright, K & Lewis, M. (2000). The Tuscaloosa Consortium of Higher Education. (*funded \$1,900*)