

NICOLE BUTTERBAUGH

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Austin, TX

PhD Student in Organizational Communication & Technology
Research Interest: Sport Communication

EDUCATION

The University of Texas at Austin – Austin, TX *Anticipated Graduation: May 2027*
Doctor of Philosophy
Organizational Communication & Technology
Tentative Dissertation Topic: *Name, Image, & Likeness (NIL) in Collegiate Athletics*
Co-Advisors: Dr. Dawna Ballard & Dr. Michael Butterworth

Baylor University – Waco, TX August 2021 – May 2023
Master of Arts **GPA: 4.0**
Communication
Thesis: *(S)tumbling blocks: Making sense of and creating a model for mental blocks in sport*
Advisor: Dr. Blair Browning

University of Oklahoma – Norman, OK August 2018 – May 2021
Bachelor of Arts, with Distinction **Major GPA: 4.0**
Communication; Concentration in Health & Exercise Science
Capstone Research Paper: *Influencing trust within the athlete-coach relationship*

PUBLICATIONS – JOURNAL ARTICLES

Brown-Devlin, N., Tao, J., Imbrogno, C., **Butterbaugh, N.**, Liu, X., Memon, L., Acaf, Y., & Anderson, J. (2025). Examining sports media credibility, bias, political identification, and fandom using a repeated cross-sectional survey. *Communication & Sport*

Butterbaugh, N., Barrett, A. K., & Browning, B. (2024). (S)Tumbling Blocks: Making Sense of and Creating a Model for Mental Blocks in Sport. *Communication & Sport*, 0(0).
<https://doi.org/10.1177/21674795241292043>

PUBLICATIONS – EDITED VOLUMES

Butterbaugh, N., & Cranmer, G. (completed). Sport Organizations and Socialization. In J. Sanderson (Ed.), *Organizational communication and sport: Connections, applications, and opportunities*. Lexington Books.

Butterbaugh, N. (completed). Sport Organizations and Leadership Communication. In J. Sanderson (Ed.), *Organizational communication and sport: Connections, applications, and opportunities*. Lexington Books.

Butterbaugh, N. (2023) Albert Means and Recruiting Violations (1999-2002). In J. Sanderson (Ed.), *Corruption and scandal in American sports: Causes and consequences* (pp. 211-214). Bloomsbury Publishing.

Butterbaugh, N., & Sanderson, J. (2023) Pete Rose and Gambling (1985-1989). In J. Sanderson (Ed.), *Corruption and scandal in American sports: Causes and consequences* (pp. 113-116). Bloomsbury Publishing.

Butterbaugh, N., & Browning, B. (2023) Reggie Bush and the University of Southern California. In J. Sanderson (Ed.), *Corruption and scandal in American sports: Causes and consequences* (pp. 273-278). Bloomsbury Publishing.

Butterbaugh, N., & Browning, B. (2022) Health Policymaking in Organizations. In J. Sanderson & M. R. Weathers (Eds.), *Health communication and sport: Connections, applications, and opportunities* (pp. 107-123). Lexington Books.

WORKS IN PROGRESS

Anderson, J., Brown-Devlin, N., Tao, J., Liu, X., Memon, L., Acaf, Y., Butterbaugh, N., & Imbrogno, C. (submitted). Social Identity Can be a Team Game: Factors that Widen and Bridge Partisan Gaps in Political Perceptions of Sports Media Topics.

Ballard, D., Mandhana, D., Liu, Y., & **Butterbaugh, N.** (in revisions). How Do People Do Hard Work Well? A Trauma-Informed Approach to Theorizing Resilience. In Doerfel, M., Theiss, J., Venetis, M., & Scharp, K. (Eds.), *Handbook of Communication and Resilience*.

Butterbaugh, N. (in progress). Paying College Athletes: Problems, Controversies, and Solutions – “Name, Image, and Likeness (NIL) and Changing Dynamics of Athlete Recruiting.” In J. Sanderson (Ed.), *Paying College Athletes: A Reference Handbook*.

Butterbaugh, N. (in progress). Paying College Athletes: Problems, Controversies, and Solutions – “NIL and Impacts for Athlete Mental Health.” In J. Sanderson (Ed.), *Paying College Athletes: A Reference Handbook*.

CONFERENCE PRESENTATIONS (Peer-Reviewed)

Butterbaugh, N., & Baumler, R. (under review). Connected fitness: A comparative study of fitness organizations’ online communities. Paper submission to Organizational Communication Interest Group for the International Communication Association (ICA) Conference in Denver, CO.

Scott, C., Rabby, M., **Butterbaugh, N.**, & Vangelisti, A. (under review). Sealing Lips and Spilling Beans: Predictors of Micro-Level Secrecy Behaviors in Organizations. Paper submission to Organizational Communication Interest Group for the International Communication Association (ICA) Conference in Denver, CO.

Imbrogno, C., Acaf, Y., & **Butterbaugh, N.** (under review). Flag on the play, but which color: How fandom and political affiliations influence perspectives on the intersection of sport and politics. Paper submission to Sport Communication Interest Group for the International Communication Association (ICA) Conference in Denver, CO.

Butterbaugh, N. (accepted, 2025). Online Presence: How University Websites Shape NIL Outcomes for Student-Athletes. Paper submission to the International Association for Communication and Sport (IACS) Summit in Chicago, IL.

Butterbaugh, N. & Guidry, A. (2024) **“There should be no such thing as the Paralympics. Change my view.”: A qualitative analysis of stigma management.** * Paper presentation in the Sport Communication Division at the National Communication Association (NCA) Conference in New Orleans, LA.

****Top Student Paper Award***

Baumler, R., & **Butterbaugh, N.** (2024). Connected fitness: A comparative study of fitness organizations' online communities. Research Escalator in the Organizational Communication Division at the National Communication Association (NCA) Conference in New Orleans, LA.

Butterbaugh, N. (2024) Navigating NIL: How FBS universities present and communicate name, image, and likeness information. Poster presentation at the Organizational Communication Mini Conference (OCMC) in Evanston, IL.

Brown-Devlin, N., Tao, J., Imbrogno, C., **Butterbaugh, N.**, Liu, X., Memon, L., Acaf, Y., & Anderson, J. (2024). **Examining sports media credibility, bias, political identification, and fandom using a repeated cross-sectional survey.** * Paper presentation in the Sports Interest Group at the Association for Education in Journalism and Mass Communication (AEJMC) conference in Philadelphia, PA.

****1st Place Top Faculty Paper Award***

Butterbaugh, N. (2024). Make it or break it: Exploring athletes' experiences of turning points amidst ASMBs. Research presentation at the International Association for Communication in Sport Summit in Los Angeles, CA.

Pike, M., **Butterbaugh, N.**, McGlynn, J., & Wilson, E. (2024). The Dark Side of Interpersonal and Organizational Communication in Sports. Panel presentation at the International Association for Communication and Sport Summit in Los Angeles, CA.

Butterbaugh, N., & Browning, B. (2023). **(S)tumbling blocks: Making sense of and creating a model for mental blocks in sport.** * Paper presentation in the Sport Communication Division at the National Communication Association (NCA) conference in National Harbor, MD.

***Top Paper Panel**

Butterbaugh, N. (2022) Health Policymaking in Organizations. Scholar-to-scholar presentation in the Sport Communication Division at the National Communication Association (NCA) conference in New Orleans, LA.

UNIVERSITY EXPERIENCE - RESEARCH

Affiliate; Quantitative Research Team Member August 2023 – Present
Center for Communication & Sports Media, The University of Texas at Austin

- Contributor to the 2024, 2025 “Politics in Sports Media Annual Report”
- Content analysis and mixed-method survey components

Waco Family Medicine Research Associate (NSF Funded) August 2022 – May 2023
Dr. Ashley Barrett, Department of Communication, Baylor University

- National Science Foundation (NSF) CAREER Grant-Funded Research Position
- Collected mixed-method survey data on-site

UNIVERSITY EXPERIENCE - TEACHING

Assistant Instructor August 2024 – Present
Department of Communication Studies, The University of Texas at Austin

- 2 sections of Professional Communication Skills – Fall 2024
- 2 sections of Professional Communication Skills – Spring 2025

Graduate Teaching Assistant August 2023 – July 2024
Department of Communication Studies, The University of Texas at Austin

- Time Matters: Introduction to Chronemics – Fall 2023
- Working Virtually – Spring 2024
- Family Communication – Spring 2024
- Politics and Protest in Sports – Summer 2024

UNIVERSITY EXPERIENCE – BUSINESS ADMINISTRATION

Marketing & Communications Graduate Assistant August 2021 – May 2023
Campus Recreation, Baylor University

- Supervised and mentored a team of 8 undergraduate students

- Created and implemented new planning and scheduling methods to enhance productivity and organization
- Collaborated closely with 12 professional staff members on marketing projects
- Eligible for Teacher of Record benefits

Facility Manager & Member Services Graduate Assistant August 2021 – May 2023
Campus Recreation, Baylor University

- Supervised the McLane Student Life Center and ensured the safety and wellbeing of thousands of patrons and 20 undergraduate employees
- Participated in front-facing customer service communication with the public

SERVICE

Affiliate August 2023 - Present
Center for Sports Communication and Media, The University of Texas at Austin

Reviewer 2024
 International Communication Association

Reviewer 2024
 International Association for Communication and Sport

Chair, Highlighting Disparities in Collegiate Athletics Panel November 2024
Sport Communication Division, National Communication Association (NCA) Conference in New Orleans, LA

Treasurer August 2024 – July 2025
Communication Graduate Student Community, The University of Texas at Austin

First-Year PhD Student Representative August 2023 – July 2024
Communication Graduate Student Community, The University of Texas at Austin

Graduate Student Co-Representative January 2023 – January 2024
Sport Communication Division, National Communication Association

Chair, Teams and Organizational Communication in Sports Panel March 2024
International Association for Communication and Sport (IACS) Summit in Los Angeles, CA

Chair, Media Framing in Sport Communication Panel November 2023
Sport Communication Division, National Communication Association (NCA) Conference in National Harbor, MD

Reviewer 2023, 2024
Sport Communication Division, National Communication Association

Communication Department Representative May 2022 – May 2023

RELEVANT COURSEWORK

PhD Organizational Communication & Technology

University of Texas at Austin

- Crisis & Disaster Communication and the Future, Stress & Coping, Statistics for Experimental Data (ANOVA), Fundamental Statistics, Work & Technology: Challenges and Opportunities, Quantitative Research Methods, Survey of Organizational Communication, Computational Methods, On Time: Temporality and Theory Building, Introduction to Graduate Studies in Human Communication, Supervised Teaching Communication Studies

MA Communication

Baylor University

- Quantitative Research Methods, Qualitative Research Methods, Organizational Change & Communication, Interpersonal Communication, Family Communication, Rhetorical Criticism, Modern Communication Theory, Sport Management, Thesis

BA Communication

University of Oklahoma

- Persuasion Principles, Communication and Humor, Small Group Communication, Organizational Communication, Communication & Public Health, Communication Theory, Communication and Emotion, Communication Research Methods, Public Speaking, Statistics, Business Ethics, Issues in Communication Study (Capstone)

RELATED UNDERGRADUATE EXPERIENCE & INVOLVEMENT

Association for Women in Sports Media

2020 – 2021

Member, University of Oklahoma

- Member of University chapter of a nationwide group. Attended guest lectures and social events where the conversation centered around uplifting and empowering women in sports media.

Sooner Sports Pad

2020 – 2021

Crew Member, University of Oklahoma

- Assisted in set-up/take-down of sets and operated camera equipment when needed. Ushered live audience onto the set and facilitated interaction with and behavior of live audience. Considered a “utility-player” for the production.

OU Nightly News

2020 – 2021

Crew Member, University of Oklahoma

- Ran the teleprompter and operated camera equipment when needed. Traveled to off-site locations and operated camera and sound equipment where applicable.

HONORS AND AWARDS

Full Tuition Scholarship | The University of Texas at Austin | 2023-2027

Graduate School Fellowship | The University of Texas at Austin | 2023-2027
Moody/Provost Fellowship | The University of Texas at Austin | 2023-2027
Travel Award | Center for Communication & Sports Media, UT Austin | 2023
Travel Award | Department of Communication Studies, UT Austin | 2023, 2024
Travel Award | Baylor University Graduate School | 2022
Travel Award | Baylor University Communication Department | 2022
Full Tuition Scholarship | Baylor University | 2021-2023
Community Service Award | University of Oklahoma Spirit Squads | 2019
Academic Excellence Scholarship | University of Oklahoma | 2018
Promising Student Scholarship | Tracey Serell Homes | 2018
Loyalty Scholarship | Champion Cheer Allstars | 2013-2018

PROFESSIONAL AFFILIATIONS

- **National Communication Association**
Division memberships: Communication and Sport, Group Communication, Organizational Communication
- **International Association for Communication in Sport**
- **International Communication Association**
Interest groups: Sport Communication, Organizational Communication
- **Lambda Pi Eta**

ADDITIONAL

Programs With Expertise

- Research Methodologies & Hypothesis Testing (Quantitative Methods, Qualitative Methods, Computational Methods)
- **Software:** R (Programming Language), Python (Pandas), Statistical Package for the Social Sciences (SPSS), NVivo (Qualitative Software), Zoom, Microsoft Office (Word, Outlook, Teams, Excel), Google (Docs, Slides, Sheets, Forms)
- **Print and digital media marketing:** Website design (Drupal), Copyrighting, Graphic Design (Canva Pro), Photo and Video Editing

Athletic Experience

- **University of Oklahoma Cheerleading Squad**
- **Coaching experience:** Champion Cheer Allstars, Cross Cheerleading

Cultural Experience

- **Study Abroad:** Baylor Rhetoric in Athens, Greece – Conversation Leader
- **Languages:** Spanish – Basic Knowledge