

NICOLE BUTTERBAUGH

nicolebutterbaugh@utexas.edu
www.linkedin.com/in/nicolebutterbaugh
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
Dissertation Topic: *Coaching Collegiate Athletics in the Name, Image, & Likeness (NIL) and Transfer Portal Era*
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 Heath & 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*, 0(0).
<https://doi.org/10.1177/21674795251314383>

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

Ballard, D., Mandhana, D., Liu, Y., & **Butterbaugh, N.** (in-press). A Trauma-Informed Approach to Theorizing Resilience. In Doerfel, M., Theiss, J. Venetis, M., & Scharp, K. (Eds.), *The Routledge Handbook of Communication and Resilience*.

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

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

Butterbaugh, N. (in-press). 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.** (under review). Social Identity Can be a Team Game: Factors that Widen and Bridge Partisan Gaps in Political Perceptions of Sports Media Topics.

Blitch, M., Marentes, C., Aguilar, E., Butterbaugh, N., Andelvokic, J., Kovac, A., Stephens, K., Carlson, N. (under review). “Saber que no Estaba Sola; Knowing I was not Alone”: Communities Organizing Through Technology for Resilience.

Butterbaugh, N. & Ishak, A. (completed paper). Changing the game: Incorporating elite athletics into high reliability studies.

Scott, C., Rabby, M., **Butterbaugh, N.**, & Vangelisti, A. (completed paper). Sealing Lips and Spilling Beans: Predictors of Micro-Level Secrecy Behaviors in Organizations.

Butterbaugh, N., & Baumler, R. (completed paper). Connected fitness: A comparative study of fitness organizations' online communities.

Butterbaugh, N. & Guidry, A. (completed paper) "There should be no such thing as the Paralympics. Change my view.": A qualitative analysis of stigma management.

CONFERENCE PRESENTATIONS (Peer-Reviewed)

Butterbaugh, N. & Ishak, A. (accepted NCA 2025). Changing the game: Incorporating elite athletics into high reliability studies. Scholar-to-Scholar Presentation in the Organizational Communication Division at the National Communication Association (NCA) Conference in Denver, CO.

Blitch, M., Marentes, C., Aguilar, E., **Butterbaugh, N.**, Andelvokic, J., Kovac, A., Stephens, K., Carlson, N. (accepted NCA 2025). "Saber que no Estaba Sola; Knowing I was not Alone": Communities Organizing Through Technology for Resilience. Paper Presentation in the Organizational Communication Division at the National Communication Association (NCA) Conference in Denver, CO.

Butterbaugh, N. (2025). Online Presence: How University Websites Shape NIL Outcomes for Student-Athletes. Research presentation at 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
- 1 section of Organizational Communication – Fall 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
- Digital Communications – Spring 2025

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

INDUSTRY EXPERIENCE – ATHLETICS & SPORT

Promotions & Gameday Entertainment Present Employment

Round Rock Express, Triple-A Affiliate to the Texas Rangers

University of Oklahoma Cheerleading Squad Past Appointment

University of Oklahoma, Norman OK

Competitive Cheerleading Coach Past Employment

Champion Cheer Allstars, Southlake TX

Recreational Cheerleading Coach Past Employment

Cross Cheerleading, DFW Metroplex TX

SERVICE

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

Reviewer 2025
Communication & Sport

Review Committee Member 2025
Comm SGC Grant Application Review Committee

Reviewer 2024
International Communication Association

Reviewer 2024
International Association for Communication and Sport

Awards Committee Member 2024
Sport Communication Division, National Communication Association (NCA)

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
Graduate Student Association, Baylor University

RELEVANT COURSEWORK

PhD Organizational Communication & Technology

University of Texas at Austin

- Hidden Organizations, Correlation & Regression, 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, Corporate Communication, 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

Outstanding Graduate Student Research Award | Department of Communication Studies, UT Austin | 2025

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 | 2023-24, 2024-25
 Travel Award | Department of Communication Studies, UT Austin | 2023-24, 2024-25
 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

Cultural Experience

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