

Ali (Allison) Forbes, Ph.D.

EDUCATION

- Ph.D. Journalism and Mass Communication, The Walter Cronkite School of Journalism and Mass Communication (July, 2021)
Dissertation: Ball Is (Virtual) Life: An Ethnographic Examination of Identity, Culture and Community in NBA 2K
Chair: Dr. Dawn Gilpin, Committee Members: Drs. Bill Silcock, Sada Reed, and Kishonna Gray
Research Interests: Gender and racial representation in sports journalism. Social issues in sports media and broadcasting.
- M.S. Science of Sport and Fitness Management, School of Hospitality, Sport, and Tourism Management, Troy University, Troy, Alabama, USA (May, 2017)
- M.S. Sports Journalism, Loyalist College, Belleville, Ontario, Canada (April, 2015)
- B.A. Mass Communication, The University of Ottawa, Ottawa, Ontario, Canada (July, 2010)
- B.A. General Arts, Brock University, St. Catharines, Ontario, Canada (July, 2008)

RELEVANT BROADCAST AND PRODUCTION EXPERIENCE

Producer	The University of Texas, Post Game Press Conference	November 2024 - present
Director	Texas State University, Bobcat Bulletin	September 2022 – May 2023
Producer	Texas State University, Bobcat Update	September 2021 – May 2022
Director/TD	Arizona State University, Pac12 Network	November 2017 – May 2021
Producer	Arizona State University, Pac12 Network	November 2017 – May 2021
Color Analyst	Arizona State University, Pac12 Network	November 2017 - March 2018
Production Assistant	PGA Live Entertainment	July 2015, 2016, 2017, 2019
Color Analyst	Troy University Athletics, ESPN	November 2016 - March 2017
Producer/Broadcaster	Troy University Athletics, ESPN	September 2015-July 2017
Story Editor	SportsCentre, TSN	April 2015-August 2015
Production Assistant	TSN1050 Radio, ESPN	March 2015-April 2015

-Technical skills: Live Streaming for Sports • Adobe Premiere Pro • Final Cut Pro • Adobe Photoshop • Rundown Production • Canon, Sony Panasonic Video Camera Operation • Tricaster • Ross • Podcasting • Audio Editing • Studio production

UNIVERSITY TEACHING EXPERIENCE

Professor of Practice	The University of Texas	July 2024 - present
Assistant Professor	Texas State University	September 2021 – August 2024
Graduate Teaching Associate	Arizona State University	August 2017 – July 2021
Graduate Teaching Assistant	Troy University	August 2015 – May 2017

-Courses Prepared and Curriculum Development:

Forbes

The following courses were taught and/or developed at The University of Texas:

COM317 Introduction to the Fundamentals of Sports Production and Broadcasting I, Moody College of Communication

This course is an ideal starting point for students aspiring to pursue careers in sports media, production, and broadcasting, offering a balance of theoretical knowledge and practical experience to prepare them for more advanced studies and professional opportunities. Assessment in this course is a mix of practical assignments, participation, and written work to ensure a comprehensive evaluation of each student's understanding and application of the course content.

COM314 Introduction to the Fundamentals of Sports Production and Broadcasting II, Moody College of Communication

Success in the world of sports production, broadcasting, and media is heavily dependent on blending an understanding of production practices, engaging storytelling, and developing a strong and specific POV and sensibility. This course will build on the fundamental principles and practices learned in the Introduction to Sports Production and Broadcasting I course, strengthening video editing skills and storytelling, developing audio segments for the podcasting medium, while deepening an awareness of the current sports media and business landscape.

The following were taught and/or developed at Texas State University:

MC 4329 Sports Media and *MC 4310 International Communication*, Texas State University. Paris Olympics 2024: Intersection of Nationality, Culture and Sport. Developed program and curriculum for an education abroad program on international coverage and intercultural experiences of this major sporting event. Program includes tours of Olympic facilities, attending Olympic competitions and other activities, and visits to media organizations and cultural sites in and around Paris, France. Summer 2024.

MC 3355: Media and Society – Texas State University (Summer 2023, Summer 2024)

This course offers an examination of the roles of the mass media in American society, including an analysis of the philosophical basis of media structure; mass media as business; media effects of public issues, morals and tastes; and other contemporary issues within a global media context.

MC 4336i: Video and Broadcast Production for Sports – Texas State University (Spring 2023, Fall 2023, Spring 2024) Developed this course to create opportunity for students to live broadcast sporting events on campus, create game stories and feature sports stories along with other elements of production for sports media.

MC 3311: Video Production – Texas State University (Fall 2021, Spring 2022, Fall 2022, Spring 2023, Spring 2024) Modified and developed this course in preparation of a new TV and film studio on campus.

MC 4329: Sports Media – Texas State University (Summer 2022, Summer 2024) Sports Media explores the synergy among sports, athletes, media, public relations, advertising, marketing, promotion and sports information disciplines and audiences in multiplatform media environment. Through class activities and practical experiences, students analyze media – newspapers, magazines, books, movies, radio, TV, online, forums, blogs and social media – in relationship to the sports industry.

The following courses were taught and developed at Arizona State University:

Tokyo Olympics 360: Understanding What It Takes to Cover the Summer Games. Helped developed curriculum a study abroad program on international/intercultural coverage of this major sporting event, with visits to media organizations and cultural sites in and around Tokyo, Japan. Scheduled for Summer 2020 and Summer 2021; canceled (twice) due to coronavirus.

MCO 526: Advanced Issues in Sports and Media – Arizona State University (Spring 2021) The goal of this course is to help prepare you for the changes ahead by understanding business fundamentals, the disruptive shifts in the sports media industry and the innovation that is driving so much change. In the end, it may help you make a better career choice as well.

JMC 367: Ethics and Diversity in Sports Journalism – Arizona State University (Fall 2020, Spring 2021) In addition to developing an understanding of the philosophical underpinnings of ethics and the core understanding of social power structures, this course will help student develop a critical understanding of ethical sports journalism.

JMC 474: Advanced Issues in Sports Media – Arizona State University (Fall 2020, Spring 2020, Spring 2021) The goal of this course is to help prepare you for the changes ahead by understanding business fundamentals, the disruptive shifts in the sports media industry and the innovation that is driving so much change. In the end, it may help you make a better career choice as well.

MCO 598: Special Topics: Game Day Production – Arizona State University (Spring 2019, Fall 2020, Spring 2020) Every student must learn all aspects of live stream production: transmission of the stream; operating a multicaster, cameras and a graphics laptop in a live environment; monitoring an audio board; and setting up communications within the crew. Every student is expected to know how to set up and strike every piece of equipment. In addition, they will coordinate the production with facilities and game operations

JMC 394: Special Topics: Live Event Production – Arizona State University (Spring 2019, Fall 2019, Spring 2020) Every student must learn all aspects of live stream production: transmission of the stream; operating a multicaster, cameras and a graphics laptop in a live environment; monitoring an audio board; and setting up communications within the crew. Every student is expected to know how to set up and strike every piece of equipment. In addition, they will coordinate the production with facilities and game operations

JMC 430: Sports Marketing and Campaigns – Arizona State University (Fall 2018) Create a professional campaign engaging viewers and fans in new and meaningful ways.

MCO 598: Special Topics: Sports Marketing and Campaigns – Arizona State University (Fall 2018) Create a professional campaign engaging viewers and fans in new and meaningful ways.

JMC 120: Studio Production (News) – Arizona State University (Spring 2018) Introduces the vocabulary of production. Develops familiarity with the studio equipment, its care and operation, and basic production procedures. Covers the ability to function as a member of a production team; sound attitudes toward assignments and an appreciation of production as a tool of the communication process. Discusses career opportunities in the diverse marketplace.

JMC 121: Sports Production (Studio) – Arizona State University (Fall 2017, Spring 2018, Spring 2020) Introduces the vocabulary of production. Develops familiarity with the studio equipment, its care and operation, and basic production procedures. Covers the ability to function as a member of a production team; sound attitudes toward assignments and an appreciation of production as a tool of the communication process. Discusses career opportunities in the diverse marketplace.

-Funded External Teaching Grants and Contracts:

Arizona State University, Production Bootcamp. Walter Cronkite School, Arizona State University, (Fall 2018); 2 sections. Specialized 4-hour hands on studio training for 25 graduate students.

Arizona PBS liaison to Xavier College Preparatory School Journalism Club, (Fall 2017, Spring 2018, Fall 2019)

University of Kentucky, Camp Kiki: Summer Video Games Camp (Summer, 2022) (contract) (June 27, 2022 – July 1, 2022)

University of Texas, Sports Journalism Summer Camp (Summer, 2022) (contract)
Presentation: NBA2K As a Social Space: Introduction to Sports Video Game Research,
Presentation: Introduction to Live Sports Broadcast Production (June 18, 2022)

RELEVANT SERVICE

-The University of Texas Service:

Co-Faculty advisor – Association of Women in Sports Media (AWSM) (September 2024 – present)

-Texas State University Service:

Texas State Athletics and Journalism collaboration project (August 2021 – August 2024)

Live Oak Hall, Studio Design Team (July 2021 – August 2024)

Sports Faculty Committee Organizer and Facilitator, School of Journalism and Mass Communication (Fall 2022 - August 2024)

Student Sports Club, Faculty Advisor, School of Journalism and Mass Communication (October 2021 – September 2022)

Technology and Facilities Committee, School of Journalism and Mass Communication (Fall 2021 – August 2024)

Diversity and Inclusiveness Committee, School of Journalism and Mass Communication (Fall 2021 – August 2024)

Graduate Programs & Research Committee, School of Journalism and Mass Communication (September 2021- December 2022)

When Thou Wakest. Two live streams of the Texas State Shakespeare Ensemble (April, 2021)

120,000 MLB donation - Secured a donation from Major League Baseball of equipment

appraised (5 Evertz DreamCatchers & 7 PTZ cameras) at approximately \$200,000 value.

To purchase new, this gear would cost over \$1 million dollars (June, 2022).

-Arizona State University Service:

Faculty Advisor

Blaze Radio

(August 2018 - December 2020)

REMOTE: K-12 The Connected Teacher Summit. Virtual conference offered by ASU, January 2021:

“5 Ways to Amplify Reading Instruction in Virtual Learning.” Moderator of a presentation by Andrea Quintana

“Teaching in 2020.” Moderator of a presentation by Tan-A Hoffman.

“The Approach to Elementary School Science at Success Academy.” Moderator of a presentation by Teresa Barski

“The Wonderful World of Writing Strategies.” Moderator of a presentation by LeAnna Wolkis Goldstein.

“Virtual Reading Strategies.” Moderator of a presentation by Kalin Ford.

REMOTE: The Connected Faculty Summit. Virtual conference offered by ASU, July, 2020:

“Transform Engagement: Interaction and Online Course Design.” Moderator of a presentation by Dr. Michelle Hampton.

“Assessment.” Moderator of a presentation by Dr. Doug Harrison.

“Adaptive Learning Beyond STEM.” Moderator of a presentation by Dr. Anne Prucha & Dr. Kacie Tartt.

“Creating a Dynamic Learning Environment Online by Leveraging Technology.” Moderator of a presentation by Dr. Wade Hyde.

“Online & Blended Design for Introduction to Psychology.” Moderator of a presentation by Dr. Emily Thomas & Dr. Don Carter.

“12 tips for assessment in an online environment.” Moderator of a presentation by Dr. Tracie Nobles & Dr. Wendy Tietz.

“Connecting Students with the Past, Future, and One Another.” Moderator of a presentation by Dr. Katie Hubler.

“Virtual Dance: Community Hubs.” Moderator of a presentation by Dr. Cynthia DuFault.

-Troy University Service:

Tutor, Student Athletes, Athletic Department (August 2015 - May 2017)

International Student Mentor, Athletic Department (August 2015 - May 2017)

-Graduate Committee Work:

Arrion Ellis Master’s thesis committee chair/supervisor (Spring, 2022). The Importance of Black Media Covering Black Athletes (documentary project)

Alexandra Miles Master’s thesis committee member (Spring, 2023) Twitch Interactive Public Engagement (marketing pitch project)

-Undergraduate Honors Theses:

Bryan Lunn, honors thesis supervisor, Texas State University (Spring, 2023)

Alexander Coil, honors enrichment contract supervisor, Arizona State University (Fall, 2020)

Alexander Sutton, honors enrichment contract supervisor, Arizona State University (Spring, 2021)

-Professional Service:

Co-chair, Student Sports Division, Broadcasters Educational Association Festival of Media Arts (2022-2023)

Division of Electronic News, The Broadcasters Educational Association Festival of Media Arts, [judge, Faculty News category] (Fall 2022). <https://beaweb.org/festival/>

Sports Division, The Broadcasters Educational Association Festival of Media Arts, [judge, Students Sports Division] (Fall 2022). <https://beaweb.org/festival/>

Broadcast & Mobile Journalism Division, Association of Education in Journalism and Mass Communication, [Paper reviewer] (Spring 2022).

<https://aejmc.users.membersuite.com/home>

Broadcast & Mobile Journalism Division, refereed paper session on *The Power of Digital Journalism: Social Media Effects on Audiences* [Moderator, AEJMC Digital Journalism Division] (August, 2022) AEJMC Conference, Detroit, MI, United States.

<https://aejmc.users.membersuite.com/home>

Broadcast Education Association, News Faculty Division [Festival Competition Judge] (Fall, 2022)

-Community:

Member of the National Center for Faculty Development and Diversity (2020)

Lead Assistant Coach, Loyalist College men's basketball team, Ontario College Athletics Association (2014-2015)

Member of the University of Ottawa women's basketball team, Ontario University Athletics (2008-2009)

Member of Brock University women's basketball team, Ontario University Athletics (2004-2007)

Member of Brock University women's soccer team, Ontario University Athletics (2004)

-Service Honors and Awards:

Faculty Advisor of the Year (Blaze Radio), Finalist, The 78th Annual Intercollegiate Broadcasting Awards, New York City, NY <http://www.mediaconferences.org/awards.html>

PUBLICATIONS AND OTHER SCHOLARLY WORKS

-Refereed Journal Articles:

Johnson, R. G., Al-Khateeb, S., Forbes, A., & Cupido, K. (2023). Targeted social media harassment: A comparative analysis of toxicity directed at men and women sports reporters. *Communication & Sport*, 21674795231213330.

McGuire, J. & Forbes, A. (2025). Breaking up is not-so-hard-to-do: image repair in conference realignment. *The Sport Journal*

Reed, S., & Forbes, A. (2024). Hero shots: the hero myth as a visual frame in American television coverage of Lance Armstrong. *Electronic News*, 18(1), 3-24.

Tao, J., Devlin-Brown, N., & Forbes, A. (2024.) *An examination of sports fans use of AR filters during live sporting events*. *International Journal of Sport Communication*

-Abstracts:

- Tao, J., Devlin-Brown, N., Forbes, A (May, 2023). *An examination of sports fans use of AR filters during live sporting events* [Conference paper]. ICA Conference, Toronto, ON, Canada. <https://www.icahdq.org/mpage/ICA23>
- McGuire, J. & Forbes, A. (April, 2023) Breaking up is not so hard to do: image repair and conference realignment [Invited paper (2nd place) in the Sports Division of the BEA conference]. BEA Conference, Las Vegas, NV, United States. <https://www.beaweb.org/wp/>
- Refereed Conference Proceedings:
- Dean, S., Deavours, D.F., Forbes, A. (April, 2023) Virtually represented: how emerging and virtual platforms area dealing with diversity [Conference session] BEA Conference, Las Vegas, NV, United States. <https://www.beaweb.org/wp/>
- Dean, S., Deavours, D.F., Forbes, A., Martin, K.N. (April, 2023) Discrimination and Threats to Women in Media: Educators as Informers, Protectors, and Advocates [Conference session]. BEA Conference, Las Vegas, NV, United States. <https://www.beaweb.org/wp/>
- Burke, K., Forbes, A., Hager, K., Lambert, K. (April, 2023) Teaching sports production through experiential learning: Partnering with athletic departments to produce content for ESPN+ [Conference session]. BEA Conference, Las Vegas, NV, United States. <https://www.beaweb.org/wp/>
- Petrotta, B., Fischer, K.A., Forbes, A., Miller, K.J. (April, 2023) Sports Broadcasting Showcase Panel [Conference session]. BEA Conference, Las Vegas, NV, United States. <https://www.beaweb.org/wp/>
- Forbes, A. & Cupido, K. (October, 2022) NBA Twitter Reactions to the Loss of a Superstar: An Analysis on the Death of Kobe Bryant [Research presentation]. BEA On-Location, Colorado State University, Fort Collins, CO, United States. <https://www.beaweb.org/OL/>
- Forbes, A (2022, April) Live Streaming: How Journalism Schools and College Athletic Programs Can Work Together. The Streamable Text: Viewer Engagement and Social Significance [Research presentation]. BEA Research Symposium. [Conference session]. BEA Conference, Las Vegas, NV, United States. <https://www.beaweb.org/wp/>
- Rackham, B, Forbes, A., Mims, J., Hale, T., Jacoby, J., Deavours, D. (2022, April). *What's Next: How Do We Teach TV News and Production in an Era of Change?* [Conference session]. BEA Conference, Las Vegas, NV, United States. <https://www.beaweb.org/wp/>
- Johnson, R., Romney, M., Hull, K, Forbes, A. (April, 2022). *The metamorphosis of local sports media: Reshaping local sports media in the sports news and information ecosystem* [Conference session]. BEA Conference, Las Vegas, NV, United States. <https://www.beaweb.org/wp/>
- Etheridge, C., Clear, R., Cohen, J, Forbes, A., Hendrick, S., Rogers R. (2020, April 18 - 21). *Journos and gamers: The challenges and opportunities of adding video gaming to media curriculum* [Conference session]. BEA Conference, Las Vegas, NV, United States. (Conference canceled) <https://www.beaweb.org/wp/>
- Harmon, M., Esterline, E., Hager, K., Forbes, A. (2020, April 18 - 21). *The Changing World of Teaching Sports*. [Conference session]. BEA Conference, Las Vegas, NV, United States. (Conference canceled) <https://www.beaweb.org/wp/>

Reed, S., & Forbes, A. (2019, October). Lance Armstrong's Hero Narrative and PEDs discourse in American TV Broadcasts [Research presentation]. Play the Game conference, Colorado Springs, Colorado.

Rhodes, G., Kurland, B., Forbes, A., Hamilton, B., Bien-Aime, S. (2018, April 7-10) *Diversity in sports journalism; is it just a numbers game? An organic vs. intentional process.* [Conference session]. BEA Conference, Las Vegas, NV, United States.
<https://www.beaweb.org/wp/>

-Funded Grants, Contracts and/or Awards:

The Texas State Sports Video Games Lab. Development and creation of the first of its kind sports video games lab, Texas State University, (Completed: September, 2022) [funded through initial startup funds]

\$16,000 Grant - Research enhancement program (REP), Texas State University, (Submitted: October, 2023) [funded for 2024-2025]

McGuire, J. & Forbes, A. (2023) Breaking up is not so hard to do: image repair and conference realignment [Invited paper (2nd place) in the Sports Division of the BEA conference]

Selected into the 2022 cohort of Lillian Lodge Kopenhaver Fellows at the Association for Education in Journalism and Mass Communication (Detroit, MI, United States).

-Invited Talks, Lectures, and Presentations:

"2023 Cronkite Research Symposium - *Connections between research, interests, and friendships*" (moderator), The Walter Cronkite School of Journalism and Mass Communication, Arizona State University (February, 2023).

"Esports and Academics – Intro to Esports Research", panel discussion, Association for Career & Technical Education (ACTE) webinar series, October 2022.

"Sports TV & streaming today", guest lecture, MC4329 - Sports Media, Texas State University, October 2022.

PhD Phridays, "Life After Cronkite" The Walter Cronkite School of Journalism and Mass Communication, Arizona State University, October 2022.

Academic Esports Webinar on Esports Research, hosted by the Association for Career and Technology Education, October 2022.

"Preparing for Comps." PhriDays Workshop and Speakers Series, Walter Cronkite School, Arizona State University, October 2020.

"Tools for starting a PhD at Cronkite." PhD Orientation, Walter Cronkite School, Arizona State University, August 2020.

"Overview of the Sports Broadcast Landscape" HSTM 4452 Sports Communication, School of Hospitality, Sport and Tourism Management, Troy University, February 2017.

COMPLETED TRAINING:

Graduate College Shop Talks - Breaking It Down: Introduction to Graduate Level Research & Writing (January 23, 2023)

Program Application Workshop and Training. Education Abroad Office (August, 2023)

New APD Workshop Training. Education Abroad Office (September 8, 2023)

Terra Dotta Application Reviewer Training. Education Abroad Office (October 12, 2023)

Promoting and Recruiting Training. Education Abroad Office (October 22, 2023)
TXST Cybersecurity Training - Data Security & Privacy (January 21, 2023)
Tools for an Ethical Workplace (Ethics and Compliance) (September 5, 2022)
Overview of the Research Enhancement Program (September 4, 2022)
Preventing Harassment and Discrimination (EEO & Title IX) (August 19, 2022)
Scholarship and Teaching Excellence Program (STEP), Session #5: Tenure & Promotion/Career Development, STEP Graduation, & First-Year Reflection (March 4, 2022)
Scholarly Communication Workshop Series: Author's Rights, Copyright, Plagiarism (March 2, 2022)
Scholarship and Teaching Excellence Program (STEP), Session #4: Tenure & Promotion/Career Development (February 4, 2022)
Scholarship and Teaching Excellence Program (STEP), Session #3: Annual Evaluation and Faculty Qualifications (November 12, 2021)
Scholarship and Teaching Excellence Program (STEP), Session #2: Career-Life Integration (October 15, 2021)
Scholarship and Teaching Excellence Program (STEP), Session #1: Finding Funding for Scholarship (September 10, 2021)
Equal Employment and Opportunity & Title IX (September 1, 2021)
United Educators Training: Protecting Children: Hiring Staff Who Work with Minors (June 8, 2022)
United Educators Training: Protecting Children: Shine A Light (June 8, 2022)
United Educators Training: Protecting Children: Identifying and Reporting Sexual Misconduct (June 8, 2022)
CITI, Human Research (Curriculum Group), Social and Behavioral Research (Course Learner Group) (April 16, 2022)
CITI, Information Privacy Security (IPS) (Curriculum Group), IPS Basics (IPS) (Course Learner Group) (April 14, 2022)
CITI, Social and Behavioral Research Best Practices for Clinical Research (Curriculum Group), GCP – Social and Behavioral Research Best Practices for Clinical Research (Course Learner Group) (April 12, 2022)
CITI, Conflict of Interest (Curriculum Group), Conflict of Interest (Course Learner Group) (April 12, 2022)