MICHAEL BRANDON DEVLIN

PROFESSOR & REGENTS' TEACHER
TXST SCHOOL OF JOURNALISM & MASS COMM | ADVERTISING
PROFMDEVLIN@GMAIL.COM | MIKEDEVLINPHD.COM

(LAST UPDATE: DEC, 2025)

EDUCATION

- Ph.D., Communication & Information Sciences, University of Alabama, 2013
  - *Specialization*: Advertising
- M.A., Mass Communication, Texas Tech University, 2007
  - *Major:* Mass Communication
- B.A., Electronic Media & Communications, Texas Tech University, 2005
  - *Major:* Electronic Media & Communication

UNIVERSITY EXPERIENCE

- **Professor**, Texas State University. School of Journalism and Mass Communication, Advertising, August 2024 – Present
- **Regents' Teacher,** Texas State University. School of Journalism and Mass Communication, Advertising, August 2022 – present (concurrent title)
- **Associate Professor,** Texas State University. School of Journalism and Mass Communication, Advertising, August 2019 – August 2024
- **Assistant Professor,** Texas State University. School of Journalism and Mass Communication, Advertising, August 2016 – August 2019
- **Assistant Professor,** DePaul University, College of Communication, Public Relations and Advertising, August 2013 – July 2016

PROFESSIONAL POSITIONS

- **Founder,** Mosaic Creative Solutions, January 2019 - Present
- **Multimedia Marketing Specialist/Jr. AD,** National Instruments, May 2007 – August 2010
- **Associate Producer,** Gail Kats Productions, May 2005 – August 2005
- **Media Producer,** W Productions, August 2001 – May 2005

TEACHING HONORS & AWARDS

- 2025 Billy I Ross Advertising Education Award, American Academy of Advertising (AAA)
- 2022 Regents' Teacher, Texas State University System
- 2021 Presidential Award for Excellence in Teaching, Texas State University
- 2018 Early Career Teaching Excellence Award, AEJMC Advertising Division

RESEARCH HONORS & AWARDS

- 2020 Presidential Distinction Award for Research, Texas State University
- 2019 College Achievement Award for Research, Texas State University
- 2018 Dean's Seminar Recipient, Texas State University
- 2018 Emerging Scholar Award, National Communication Association, Sport Communication Division
- 2017 AEJMC Most Promising Professor Award - 2nd place, AEJMC Mass Comm & Society Division
- 2017-2021 – Seven Top Faculty Paper Awards from various national and international conferences

COURSES TAUGHT AND CURRICULUM DEVELOPED AT TEXAS STATE

- *Creative Thinking and Concepting (MC 4333)
- *Advanced Ad Copy and Layout (MC 4338)
- *Ad Strategy & Execution Portfolio (MC 4304)
- Sports Media (MC 4329)
- Summer Portfolio Series (pro bono service)
- *Strategic Sports Communication (MC 4331)
- *Sports Communication Minor
- Advertising Competition (MC 4306)
- Media Design (MC 3390)

***DENOTES NEW COURSE CREATED**

ADVISED STUDENT ACCOMPLISHMENTS

- 2025 Advisor, National Student Advertising Competition, 1st Place National Champion
- 2025 Advisor, National Student Advertising Competition, 1st Place District 10 Competition
- 2023 Advisor, National Student Advertising Competition, 2nd Place National Finalist
- 2023 Advisor, National Student Advertising Competition, 1st Place District 10 Competition
- 2022 Advisor, National Student Advertising Competition, 1st Place District 10 Competition
- 2021 Advisor, National Student Advertising Competition, 2nd Place District 10 Competition
- 2020 Advisor, National Student Advertising Competition, 2nd Place National Finalist
- 2020 Advisor, National Student Advertising Competition, 1st Place District 10 Competition
- 2018 Advisor, National Student Advertising Competition, 3rd Place District 10 Competition
- 2016 Advisor, National Student Advertising Competition, 1st Place District 6 Competition
- 2019-2023 – 7 District and Regional Student Addy Award Winners

---

DIRECTED STUDENT THESES AND PROJECT COMMITTEES

- Thesis Chair: Urvi Dalal “Name, Image, and Likeness. How Can Women Athletes Maximize the Benefits Provided by the New NCAA Rule?” Spring, 2022
- Project Chair: Elisa Regulski "Strategic Communication Plan for Manifest Minifest," Spring 2020
- Thesis Chair: Vera Fischer "Measuring Advertising Recall in Podcasts," Spring 2019
- Project Member: Kira Moreland "NCAA College Athletes Pay for Play," Spring 2019

TEXTBOOKS (N=1)

Devlin, M. B. (2022). *Creative Thinking and Concepting In Advertising* (1st ed.). Kendall Hunt. https://he.kendallhunt.com/product/creative-thinking-and-concepting-advertising

---

PEER-REVIEWED PUBLICATIONS (N = 33)

Dailey, S. & **Devlin, M.B.** (2025). "Got Creatives? The Role of Identity and Workplace Environment in Retaining Creative Professionals. *International Journal of Business Communication.* *DOI: 10.1177/23294884251350274*

Devlin, M. B. (2024). Personality Traits of Creative Advertising Professionals, *Journal of Advertising Education*, *28*(1), 18-39.

Brown-Devlin, N., **Devlin, M. B**., & Pena, V. (2023). Championship and Sponsor Analysis in Intercollegiate Athletics: A Case Study Examining Identification, Expectations, and Game Outcomes on Event Sponsorship Evaluations, *International Journal of Sport Communication*, *16*(1), 89-89.

Brown-Devlin, N. A., & **Devlin, M. B**. (2022) Expecting Victory due to TV or Identity?: An

examination of the influence of media consumption and social identification on game expectations. *Journal of Sports Media*, *16*(2), 19-40.

Brown-Devlin, N. A., & **Devlin, M. B**. (2021). Exploring the Influence of Stakeholder Personality on Crisis Response Evaluations and Outcomes. *Journal of Contingencies and Crisis Management*, *23*(3), 248–264.

Brown-Devlin, N., & **Devlin, M. B**. (2020). It's all about my "team": What we can learn about politics from sport. In *U.S. Election Analysis 2020: Media, Voters and the Campaign*. Center for Comparative Politics & Media Research. https://www.electionanalysis.ws/us/president2020/section-6-popular-culture-and-public-critique/its-all-about-my-team-what-we-can-learn-about-politics-from-sport/

Devlin, M. B., Brown, K. A., Brown-Devlin, N. A., & Billings, A. C. (2020). My Country is Better Than Yours": Delineating Differences Between 6 Nations, National Identity, Fan Identity, and Media Consumption during the 2018 Olympic Games. *Sociology of Sport Journal*. Published. https://doi.org/http://dx.doi.org/10.1123/ssj.2019-0125

Brown-Devlin, N. A., **Devlin, M. B**., Billings, A. C., & Brown, K. A. (2020). Five Rings, Five Screens?: A Global Examination of Social TV Influence on Social Presence and Social Identification During the 2018 Winter Olympic Games. *Communication and Sport*. Published. https://doi.org/https://doi.org/10.1177/2167479519899142

Brown, K. A., Billings, A. C., **Devlin, M. B**., & Brown-Devlin, N. A. (2019). Rings of Fandom: Overlapping motivations of sport, olympic team, and home nation fans in the 2018 Olympic Games. *Journal of Broadcasting & Electronic Media*. Published. https://doi.org/10.1080/08838151.2019.1689741

Devlin, M. B. (2019). Why I Teach Advertising. *Journal of Advertising Education*, *23*, 65–68.

Billings, A. C., Scott, O. K., Brown, K. A., **Devlin, M. B**., & Lewis, M. (2019). The patriotism down under: Nationalized qualities and Australian media consumption of the 2016 Rio Olympic Games. *International Review for the Sociology of Sport*, *54*(3), 325–347. https://doi.org/10.1177/1012690217717945

Billings, A. C., Brown-Devlin, N. A., Brown, K. A., & **Devlin, M. B**. (2019). When 18 Days of Television Coverage Is Not Enough: A Six-Nation Composite of Motivations for Mobile Device Use in 2018 Winter Olympic Games. *Mass Communication & Society*, *22*(4), 535–557. https://doi.org/doi.org/10.1080/15205436.2019.1587781

Craig, C. M., Ngondo, P. S., **Devlin, M. B**., & Scharlach, J. M. (2019). Escaping the Routine: Unlocking Group Intervention. *Communication Teacher*, *34*(1), 14–18.

Brown, K. A., Brown-Devlin, N. A., **Devlin, M. B**., & Billings, A. C. (2019). The Evolution and Fragmentation of Olympic Media Consumption and its Impact on the Entertainment Value of the 2018 Winter Olympics. *Communication Research Report*, *36*(2), 103–113. https://doi.org/doi.org/10.1080/08824096.2019.1586665

Brown-Devlin, N. A., & **Devlin, M. B.** (2019). Winning with Personality: Underscoring Antecedents for College Students' Motives for Team Identification. *Communication & Sport*. https://doi.org/DOI/10.1177/2167479519832017

Devlin, M. B., & Higgins Joyce, V. D. (2018). *Fake News? Implications of Blind and Constructive Patriotism on Perceptions of News Media*. International Communication Association. Published.

Devlin, M. B., & Sheehan, K. B. (2018). A "Crucial Catch": Examining Responses to NFL Teams' Corporate Social Responsibility Messaging on Facebook. *Communication and Sport*, *6*(4), 477–498. https://doi.org/doi.org/10.1177/2167479517719683

Brown-Devlin, N. A., **Devlin, M. B**., & Vaughan, P. W. (2018). Why fans act that way: Using individual personality to predict BIRGing and CORFing behaviors. *Communication and Sport*, *6*(4), 395–417. https://doi.org/doi.org/10.1177/2167479517725011

Devlin, M. B., & Billings, A. C. (2018). Examining confirmation biases: Implications regarding sponsorship congruency and fans of the Ultimate Fighting Championship. *International Journal of Sports Marketing and Sponsorship*, *19*(1), 58–73. https://doi.org/doi.org/10.1108/IJSMS-10-2016-0078

Billings, A. C., Qiao, F., Brown, K. A., & **Devlin, M. B**. (2017). Of sport and schadenfreude: Fandom, rival successes and failures, and the introduction of Glory Out of Reflected Failure (GORF) measurement. In *The Evolution of the Moderns Sports Fan* (pp. 65–83). Lexington Press.

Brown, K. A., Licen, S., Billings, A. C., & **Devlin, M. B**. (2017). Envisioning Slovenia Telecasts from Brazil: Relationships Between National Identity and Slovenian Viewership of the 2016 Rio Summer Olympic Games. *International Journal of Sport Communication*, *10*(4), 487–507.

Devlin, M. B., & Brown-Devlin, N. A. (2017). Using personality and team identity to predict sports media consumption. *International Journal of Sport Communication*, *10*(3), 371–392. https://doi.org/doi.org/10.1123/ijsc.2017-0050

Devlin, M. B., Billings, A. C., & Brown, K. (2017). Interwoven statesmanship and sports fandom: World Cup consumption antecedents through joint lenses of nationalism and fanship. *Communication & Sport*, *5*(2), 186–204. https://doi.org/10.1177/2167479515593417

Devlin, M. B., Billings, A., & Leeper, J. (2016). Fighting fandom: How fan identity influences self-reported and physiological arousal during exposure to violent sport imagery. *Journal of Sports Media*, *11*(2), 159–185.

Devlin, M. B., & Dillard, S. (2016). The preventative power of "Pink": Delineating the effects of social identification and protection motivation theory in breast cancer related advertisements. *Health Marketing Quarterly*, *33*(3), 274–290. https://doi.org/10.1080/07359683.2016.1199206

Billings, A. C., **Devlin, M. B**., & Brown, K. A. (2016). BIRGing with the best; CORFing for the

country. Fan identification and nationalism during the 2014 FIFA World Cup. *Journal of Global Sport Management*, *1*(1-2), 49–65. https://doi.org/10.1080/24704067.2016.1177353

Devlin, M. B., & Billings, A. C. (2016). Examining the world's game in the United States: Impact of nationalized qualities on fan identification and consumption of the 2014 FIFA World Cup. *Journal of Broadcasting & Electronic Media*, *60*(1), 40–60. https://doi.org/10.1080/08838151.2015.1127243

Brown, K., Billings, A. C., & **Devlin, M. B**. (2016). Image repair across the racial spectrum: Experimentally exploring athlete transgression responses. *Communication Research Reports*, *33*(1), 47–53. https://doi.org/10.1080/08824096.2015.1117442

Devlin, M. B., & Combs, J. (2015). From Apple to Omega: An analysis of brand placement in 2010 Top-Earning Films. *Journal of Global Scholars of Marketing Science*, *25*(1), 75–90.

Devlin, M. B., Brown, N., Billings, A., & Bishop, S. H. (2013). "Ultimate" sponsorship: Fan identity, brand congruence, and the Ultimate Fighting Championship. *International Journal of Sport Management and Marketing*, *14*(1), 96–115.

Brown, N., **Devlin, M. B**., & Billings, A. C. (2013). Fan identification gone extreme: Sports communication variables between fans and sport in the Ultimate Fighting Championship. *International Journal of Sport Communication*, *6*(1), 19–32.

Bishop, S. H., La Bounty, P., & **Devlin, M. B**. (2013). Mixed martial arts: A comprehensive review. *Journal of Sport and Human Performance*, *1*(1), 28–42.

Devlin, M. B., Chambers, L. T., & Callison, C. (2011). Targeting mood: Using comedy or serious movie trailers. *Journal of Broadcasting and Electronic Media*, *55*, 581–595.

CONFERENCE PAPERS (N = 41)

Dailey, S. & **Devlin, M.B.** (2025). "Got Creatives? The Role of Identity and Workplace Environment in Retaining Creative Professionals. Presented at the American Academy of Advertising annual conference in Pittsburgh, PA, March 7, 2025.

Devlin, M.B., Brown-Devlin, N., Acaf, Y. (2025). Examining the influence of identification, blind patriotism and constructive patriotism on evaluations of Olympic Athlete protests. Presented at the International Association of Sport Communication, March 15 2025.

Devlin, M. B. (2024). Personality Traits of Creative Advertising Professionals. Presented at the American Academy of Advertising annual conference in Portland, OR, March 2024.

Brown-Devlin, N., **Devlin, M. B**., & Pena, V. (2022). A Safe Space for Sport Sponsorship: Examining Fan Identity, Expectations, and Game Outcomes on Sponsorship Evaluations. Presented at the ICA annual conference in Paris, France May, 2022.

Devlin, M., Brown, K., Brown-Devlin, N. & Billings, A.C (2019). My Country is Better

Than Yours": Delineating Differences Between 6 Nations, National Identity, Fan Identity, and Media Consumption during the 2018 Olympic Games. Presented at the ICA annual conference in Washington D.C., May 24, 2019.

Brown-Devlin, N. A & **Devlin, M. B**. (2019). Expecting Victory due to TV or Identity?: Examining media consumption, social identification, and fan expectations," Association for Education in Journalism and Mass Communicaiton, Toronto, Canada, August 9, 2019.

Brown-Devin, N. A. & **Devlin, M. B**. (2019). Exploring the Influence of Stakeholder Personality on Crisis Response Evaluations and Outcomes. Association for Education in Journalism and Mass Communication, Toronto, Canada. (August 9, 2019).

Brown-Devlin, N., **Devlin, M.**, Brown, K., & Billings, A.C. (2018). *Five Rings, Five Screens? A Global Examination of Social TV on Social Presence*. Presented at AEJMC annual conference in Washington, D.C. *1st Place Faculty Paper

Billings, A.C., Brown-Devlin, M., Brown, K. & Devlin, M. B. (2018). *18 Days of Coverage – Uses and Gratifications of Watching Olympics*. Presented at AEJMC annual conference in Washington, D.C.

Devlin, M. B. & Brown-Devlin, N. (2018) *Personality and Motivations for Sport Fandom.* Presented at the annual meeting of the International Communication Association (ICA) in Prague, CZ.

Devlin, M. B. & Higgins, V. (2018) *Fake News? Implications of Blind and Constructive Patriotism on Perceptions of News Media.* Presented at the annual meeting of the International Communication Association (ICA) in Prague, CZ.

Devlin, N. B. & **Devlin, M. B**. (2017) *Not All Fans Act That Way: The Role of Individual Personality in Predicting BIRGing and CORFing Behaviors*. National Communication Association (NCA), Presented at Dallas, TX, United States. *Top Paper Panel

Higgins, V. J. & **Devlin, M. B.** (2017). *Transnational media in a resurgent nationalist movement era: the role of identity in audience's national and transnational media evaluation.* Presented at the annual meeting of the Association for Education in Journalism & Mass Communication (AEJMC) in Chicago, IL.

Devlin, M. & Brown-Devlin, N. (2017). *Using Personality to Predict Sports Media Consumption*. Presented at the annual meeting of the International Communication Association (ICA) in San Diego, CA.

Olan, S., Brown, K., **Devlin, M**., Billings, A., & Lewis, M. (2017). *The Patriotism Down Under: Nationalized Qualities and Australian Media Consumption of the 2016 Rio Olympic Games.* Presented at the annual meeting of the International Communication Association (ICA) in San Diego, CA.

Licen, S., Billings, A., Brown, K., **Devlin, M.** (2017). *Envisioning Slovenia,*

Telecast from Brazil: Relationships Between National Identity and Slovenian Viewership of the 2016 Rio Summer Olympic Games. Presented at the annual meeting of the International Association for Communication and Sport (IACS) in Phoenix, AZ.

Devlin, M. (2016). *Highly Identified Sports Fans' Psychological Personality Profiles: A Necessary Addition to Fan Identification Theory.* Presented at the annual meeting of the National Communication Association (NCA) in Philadelphia, PA.

Devlin, M. & Billings, A. (2016). *Experimentally Examining Sports Sponsorships: Delineating Exposure Effects, Sponsor Types, and the Impact of Gender on Evaluations.* Presented at the annual meeting of the International Communication Association (ICA) in Fukuoka, Japan.

Devlin, M. & Dillard, S. (2015). *The effect of "pink" in breast cancer advertisements: How saliency deters intentions from a protection motivation theory perspective.* Presented at the annual meeting of the American Academy of Advertising (AAA) in Chicago, IL.

Devlin, M. & Billings, A. (2015). *Examining the World's Game in the United States: Impact of Nationalized Qualities on Fan Identification and Consumption of the 2014 FIFA World Cup.* Presented at the annual meeting of the International Communication Association (ICA) in San Juan, DR. *Top Paper Award

Devlin, M., Billings, A., & Brown, K. (2015). *Interwoven statesmanship and sports fandom: World Cup consumption antecedents through joint lenses of nationalism and fanship.* Presented at the annual meeting of the National Communication Association (NCA) in Las Vegas, NV.

Brown, K., Billings, A., & **Devlin, M.** (2015). *Image repair across the racial spectrum: Experimentally exploring athlete transgression responses.* Presented at the annual meeting of the National Communication Association (NCA) in Las Vegas, NV.

Devlin, M. (2014). *Fighting fandom: How fan identity influences self-reported and physiological arousal during violent sports*. Presented at the International Association for Communication and Sport (IACS) in New York, NY.

Brown, N., **Devlin, M.**, & Billings, A. (2014). *Highly identified sports fans' personality profile: A new addition to fan identification theory*. Presented at the International Association for Communication and Sport (IACS) in New York, NY.

Devlin, M., Billings, A. C., & Kinney, L. (2014). *Experimentally examining sports sponsorship outcomes: The effects of functional congruency, fan identity, and prominence*. Presented at the annual meeting of the American Academy of Advertising (AAA) in Atlanta, GA.

Devlin, M., & Brown, N. (2013). *Brawling brands: Examining the influence of*

congruency and fan identification on sports sponsorships in the Ultimate Fighting Championship. Presented at the annual meeting of the Broadcasting Education Association (BEA), Las Vegas, Nevada.

Brown, N. & **Devlin, M.** (2013). *Facing an extreme crisis: Analyzing fan-enacted crisis communication response within the Ultimate Fighting Championship.* Presented at the Sixth Annual Sports Summit for the International Association for Communication and Sport (IACS) in Austin, Texas.

Watkins, B. **& Devlin, M.** (2013). *Scoring on your brand: A content analysis of university appeal types during college football bowl game advertisements.* Presented at the annual meeting of American Academy of Advertising (AAA) in Albuquerque, New Mexico.

Devlin, M., & Combs, J. (2012). *From Apple to Omega: Brand placement in 2010 top-earning films*. Presented at the annual meeting of American Academy of Advertising (AAA) in Myrtle Beach, South Carolina.

Zhou, S., **Devlin, M.,** & Shen, B. (2012). *Is it the damsel or the distress? Teasing out the effects of Amber Alert stories*. Presented at the annual International Communication Association (ICA) meeting in Phoenix, Arizona.

Devlin, M. & Zhou, S. (2012). *The influence of fluency on frequency: Examining the mere-exposure effect in visual-only product placements*. Presented at the annual National Communication Association (NCA) meeting in Orlando, Florida.

Devlin, M. (2012). *How UFC and Mixed Martial Arts are becoming mainstream and are tipping points in sports and audience research*. Presented at the annual meeting of the Broadcasting Education Association, Las Vegas, Nevada.

Devlin, M., Brown, N., Zhou, S., Nichols, C. (2012). *In the mood for learning: How mood, pacing, and semantic difference influence learning of children's education content*. Presented at the AEJMC annual meeting in Chicago, Illinois.

Devlin, M., Brown, N., & Billings, A., Bishop, S. (2012). *Ultimate sponsorship: Fan identity, brand congruence and the Ultimate Fighting Championship*. Presented at AEJMC annual meeting in Chicago, Illinois.

Brown, N., **Devlin, M.**, & Billings, A. (2012). *When fan identification levels go extreme: An exploratory study of the highly identified fans of the Ultimate Fighting Championship.* Presented at the AEJMC annual meeting in Chicago, Illinois.

Devlin, M., Brown, N., & Billings, A. (2012). *When fan identity goes extreme: Exploring Fan Identification among UFC fans*. Presented at the fifth annual Sports Summit for the International Association for Communication and Sport in Peoria, Illinois.

Devlin, M. & Zhou, S. (2012). *Central versus peripheral product placements: Encoding*

visual details. Presented at the annual Southern States Communication Association meeting in San Antonio, Texas.

Devlin, M. (2012). *Overcoming masculinity in animated sitcoms.* Presented at the annual Southern States Communication Association meeting in San Antonio, Texas.

Devlin, M., Brown, N. (2012). *In the mood for learning: How mood, pacing, and semantic difference influence learning of children's education content.* Presented at the annual AEJMC Midwinter Conference in Norman, Oklahoma.

Devlin, M. (2010). *Using comedy to target serious toned advertisement messages*. Presented at the Marketing Innovations Exchange Conference in Austin, Texas.

Devlin, M. (2007). *Targeting Mood: Using comedy or serious movie trailers.* Presented at the BEA, Las Vegas, Nevada. (Top Paper Award)

RESEARCH GRANTS (N = $674,149 TOTAL)

Devlin, M. B. (Principal), "Cultivating Creative Personalities in Advertising" Texas State University, $8,000.00. (March 2022 - December 2022).

Devlin, M. B., Sheehan, K. (Co-Principal), "A Crucial Catch: Examining Sports Fans' Response to Corporate Social Responsibility Messaging on Social Media," Sponsored by Arthur W. Page Center, Institutional (Higher Ed), $1,000.00. (August 2017 - July 2018).

Devlin, M. B. (Co-Principal), Brown-Devlin, N. (Co-Principal), Billings, A. C. (Co-Principal), Brown, K. A. (Co-Principal), "Mobile Olympic media across three continents: Replacing or enhancing Olympic television?," Sponsored by International Olympic Committee, Private / Foundation / Corporate, $20,000.00. (June 26, 2017 - July 2, 2018).

Kaufhold, W. T. (Principal), Oskam, J. B. (Co-Principal), Craig, C. M. (Supporting), **Devlin, M. B**. (Supporting), Ngondo, P. S. (Supporting), Blasingame, D. C. (Supporting), James, J. L. (Supporting), Seed, D. F. (Supporting), Buschhorn, J. L. (Supporting), Westerbeck, L. (Supporting), "Communication Strategy Implementation Proposal," Sponsored by Texas Department of Health and Human Services, State, $636,149.00. (July 2017 - December 2017).

Devlin, M. B., "In Pursuit of the Highly Identified Fan," Sponsored by DePaul University - University Research Council, Institutional (Higher Ed), $3,500.00. (November 2015 - January 2016).

Devlin, M. B., "World Cup 2014 Fan Identification and Nationalism Research," Sponsored by DePaul University - University Research Council, Institutional (Higher Ed), $3,500.00. (June 2014 - August 2014).

Devlin, M. B. (Principal), Dillard, D. S. (Co-Principal), "Breast Cancer Advertising Research," Sponsored by DePaul University - University Research Council, Other, $3,000.00. (December 2013 - April 2014).

BOOK CHAPTERS AND WHITE PAPERS (N = 7)

Devlin, M. B. (2024). Creativity in advertising: what is it and who needs it?. In *Advertising in America: A Reference Handbook*. Santa Barbra, CA, United States: ABC-CLIO, Incorporated.

Devlin, M. B. (2023). The highly identified sports fan: a brief introduction into the personality and consequences of a sport fan. In *Introduction to Communication Studies: Translating Communication Scholarship into Meaningful Practice.* (2nd ed.). Dubuque, IA, United States: Kendall Hunt.

Devlin, M. B., & Brown-Devlin, N. A. (2021). Voters are starting to act like hard-core sport fans with dangerous repercussions for democracy. In *The Conversation*. https://theconversation.com/voters-are-starting-to-act-like-hard-core-sports-fans-with-dangerous-repercussions-for-democracy-153175

Devlin, M. B. (2020). Sport Industry. In *The Handbook of Media Management and Business*. Rowman & Littlefield Publishers.

Devlin, M. (2017). Highly identified sports fans' personality traits. In. A.C. Billings and K.A. Brown (Eds.), *The Evolution of the Modern Sports Fan* (pp. 9-28). Lanham, MD: Lexington Press.

Billings, A.C., Qiao, F., Brown, K.A., & **Devlin** M. (2017). Of sport and schadenfreude: Fandom, rival successes and failures, and the introduction of Glory Out of Reflected Failure (GORF) measurements. In A.C. Billings and K.A. Brown (Eds.), *The Evolution of the Moderns Sports Fan* (pp. 65-82), Lanham, MD: Lexington Press.

Devlin, M. B. (2016). Sport and advertising. In A. Billings (Ed.), *Defining Sport Communication*. Taylor & Francis.

INDUSTRY EXPERIENCE AND CONSULTING WORK

- Mosiac Creative Solutions – consult local businesses by developing creative & critical thinking skills to solve business problems, developing marketing strategies, content creation and measurement of digital campaigns, 2019 – Present –
- F1 – March 2024 – October 2024
- Fox Sports 1 – NASCAR Partnership, Mobile Application Launch, & Promoting Big East Tournament, 2013- 2016

TEACHING AND PROFESSIONAL DEVELOPMENT

- Service Learning Excellence Program, Texas State University, 2021
- Summer Portfolio Series – Developed this in response to 2020 pandemic to work with graduating seniors on their portfolios, resume building and interview skills. **This is pro-bono activity** I conduct for 4-weeks during Summer Session 1 for all TXST seniors and graduates. (June 2020 – Present)
- Portfolio Review Night – An annual event I co-developed in 2020 that pairs seniors with industry professionals for a night to review work, provide feedback, network, and score internships/jobs (2020 – present)
- Advisor for the National Student Advertising Competition Team (2016; 2018 – Present)
- Program for Excellence in Teaching and Learning, Texas State University, 2017

- Quality Matters Star Teaching Award for online teaching, 2015

SERVICE

Service to the University
- Institutional Review Board (IRB) (August 2024 – Present)
- University Budget Committee (June 2020 – Present)
- University Lecturers Committee (Fall 2017- 2021)
- Bobcat Days (Recruiting) 2018 – Present (Annual Event)

Service to the College/School
- Research Enhancement Program Committee – Member (Fall, 2024)
- Excellence in Teaching Selection Award Committee (Feb, 2022)
- C3 Research Steering Committee (Sept 2020 – Present)
- Scholarship Committee (April 2020 – Present)
- Graduate Committee (2019 – Present)
- Sport Communication Concentration Development Committee (Fall 2016)
- Research Enhancement Program Committee (Fall 2016) – Reviewer, Texas State University

Service to the Academy
- *Communication & Sport* Editorial Board Member (2020 – 2024)
- Chair (Elect) - International Communication Association Sports Comm Division (2020 – 2021)
- Vice-Chair (Elect)– International Communication Association Sports Comm Division (2017 – 2020)
- Chair – International Communication Association Sports Comm Awards Committee (2016)
- Secretary – International Communication Association Sports Comm Division (2015-2017)
- Chair – ICA Sports Communication Interest Group Steering Committee (Fall 2014)
- Reviewer for AEJMC Annual Conference – 2015 – Present
- Reviewer for ICA Sports Communication Division (2014 – Present)
- Reviewer for *Communication & Sport* (2016 – Present)
- Reviewer for *Journal of Advertising* (2013 - Present)
- Reviewer for *Journal of Broadcasting & Electronic Media* (2012 to Present)

Service to the Community
- Invited panelists for the Word of Mouth Marketing Association's WOMMA T.A.L.K. Social Chicago event at MillerCoors, May 19, 2015
- Guest lecturer for Midtown Center College Orientation Program in PR and Advertising, July 2014
- Faculty advisor for the annual One Club Boot Camp in Chicago, IL, March 2014
- Guest expert on ESPN-radio 1220 AM for research regarding sports media, June 2014
- Oversaw student-created PSA to help raise funding for Tuscaloosa Tornado Relief, May 2011

TEACHING INNOVATION AND CURRICULUM DEVELOPMENT
- Summer Portfolio Series – Summer 2020 – to present
- New Course. MC 4338 – Advanced Layout and Copywriting for Advertising. August 2019.
- Curriculum Development. Creative Ad Sequence. April 2019.

- First Time Course Preparation. MC 3390 - Media Design. August 16, 2018 - December 2018.
- New Course. MC 4333 - Creative Thinking & Advertising Concepting. August 2018.
- First Time Course Preparation. MC 4306 - Advertising Competition. January 2018 - May 2018.
- First Time Course Preparation. MC 4329 - Sports Media. June 6, 2017 - July 2017.
- New Degree Program. Sports Communication Concentration. September 2016 - December 2016.
- First Time Course Preparation. MC 4316G - Advertising Copywriting and Layout. August 2016 - December 2016.
- New Course. Strategic Sports Communication. September 2016 - October 2016.
- First Time Course Preparation. Advertising Portfolio. July 2016.
- First Time Course Preparation. Creativity in Advertising. July 2016.
- Curriculum Development. PRAD 292: Design Application Production. 2015.
- Curriculum Development. PRAD 393/595: Chicago Sports Communication and Promotion. 2015.
- Curriculum Development. PRAD 392 – AAF NSAC Campaigns Course. 2014.
- Curriculum Development. PRAD 392/393: Special Topics – Sports Marketing (undergrad). 2014.
- Curriculum Development. PRAD 393: Special Topics – Visual Communication. 2013.
- Curriculum Development. PRAD 595: Special Topics – Sports Marketing (graduate). 2013.