

Monica Crawford
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EDUCATION:

- PhD** University of Minnesota - Twin Cities In progress
Hubbard School of Journalism & Mass Communication
Advisors: Valérie Bélair-Gagnon; Dr. Dunja Antunovic
- MA** The University of North Carolina - Chapel Hill May 2023
Media & Communication
Thesis: Subbing out hegemonic masculinity for collective voice: Breaking gender binaries in online women's sports media
Advisor: Barbara Friedman
Graduate Certificate in Women's and Gender Studies
- BA** Appalachian State University, Communication - Journalism May 2019
Summa Cum Laude
Honors Thesis: Sports journalists on covering women's Sports: Metajournalistic discourse on the role of women in sports and sports reporting
Advisor: Gregory Perreault
Minor: English

HONORS AND AWARDS:

Honors and fellowships

- Doctoral Dissertation Fellowship** 2026-2027
Awarded by the University of Minnesota Graduate School. The Doctoral Dissertation Fellowship gives the University's most accomplished Ph.D. candidates an opportunity to devote full-time effort to an outstanding research project by providing time to finalize and write their dissertation during the fellowship year. Awardees receive a \$25,000 stipend, academic year tuition, and a \$1,000 conference grant.
- Dan Wackman First-Year Graduate Student Research Award | \$3000** 2025
Awarded by the Hubbard School of Journalism and Mass Communication to acknowledge the best research paper written by a graduate student within the first year of their studies.
- Roy H. Park Fellowship** 2022-2023
Fellowship granted to support graduate student work at the Hussman School of Journalism and Media. Four key values encapsulate what it means to be a Park fellow: excellence, public impact, leadership, and inclusion. The Park Fellowship covers fees and tuition and provides a stipend with the understanding that the graduate student will participate in a graduate assistantship.

William Francis Clingman, Jr. Ethics Award | \$4000 2022
This award is given to one or more continuing M.A. or Ph.D. students within the Hussman School of Journalism and Media with an expressed interest in media ethics.

Carol J. Hughes Memorial Scholarship for Communication 2018
Appalachian State University, Communication Department departmental award.

Conference paper competitions

Top Student Paper, Sport Communication Interest Group June 2025
International Communication Association 75th Annual Conference, Denver, CO.

Top Student Paper, Sports Communication Interest Group August 2024
Association for Education in Journalism and Mass Communication (AEJMC) 107th Annual Conference, Philadelphia, PA.

Top Student Paper, Commission on the Status of Women August 2024
Association for Education in Journalism and Mass Communication (AEJMC) 107th Annual Conference, Philadelphia, PA.

Third Place - Faculty Paper, Sports Communication Interest Group August 2024
Association for Education in Journalism and Mass Communication (AEJMC) 107th Annual Conference, Philadelphia, PA.

Top Student Paper, Sports Communication Interest Group August 2023
Association for Education in Journalism and Mass Communication (AEJMC) 106th Annual Conference, Washington, D.C.

Top Student Paper, LGBTQ Interest Group August 2022
Association for Education in Journalism and Mass Communication (AEJMC) 105th Annual Conference, Detroit, Michigan

Top Paper, Newspaper and Online News Division March 2022
Association for Education in Journalism and Mass Communication (AEJMC) 2022 Southeast Colloquium, Memphis, Tennessee

Grants

University of Minnesota Research Travel Request | \$2086 2026
Grant awarded by the University of Minnesota Graduate School to support research travel in preparation for a student's thesis or dissertation.

AEJMC Student Travel Grant | \$350 2022
Grant awarded to top student paper winners by AEJMC to fund travel to present research at the AEJMC national conference.

Graduate Student Transportation Grant | \$400 2022

Grant awarded by The Graduate School at the University of North Carolina – Chapel Hill to support graduate students who travel to present their research at academic conferences and professional society meetings. Used to fund travel to the AEJMC 2022 Southeast Colloquium.

PUBLICATIONS

Peer-reviewed articles

Bélair-Gagnon, V., Salamon, E., & **Crawford, M.** (in press). Coping as a competency: A Typology of journalists and news creators' work on platforms. *Journalism*.

Crawford, M. (2026). A labor of love: How fans of women's sports navigate streaming subscriptions and slow changes in coverage. *Media Culture & Society*, OnlineFirst.

<https://doi.org/10.1177/01634437261417330>

Salamon, E., Bélair-Gagnon, V., & **Crawford, M.** (2026). Journalism and social media in creator economies: Evolving structures and labor. *New Media & Society*, OnlineFirst.

<https://doi.org/10.1177/14614448251407336>

Antunovic, D., **Crawford, M.**, Soltis, K., Daly, T., Yang, A. (2025). "It feels like it's in our back yard": Centering place in local women's sports media coverage. *Communication & Sport*, OnlineFirst. <https://doi.org/10.1177/21674795251392857>

Crawford, M. (2025). Complicating the sk8rgrl: Asymmetrical visibility of feminisms in Olympic skateboarding. *Feminist Media Studies*, OnlineFirst.

<https://doi.org/10.1080/14680777.2025.2564117>

Crawford, M. & Terry, C. (2025). Missing the bandwagon: Commercial radio's failure to represent women's sports within internal and external competition settings. *Journal of Radio & Audio Media*, OnlineFirst. <https://doi.org/10.1080/19376529.2025.2529907>

Crawford, M. (2025). Is rooting for the US Women's National Team un-American? Populism and popular misogyny within conservative digital sports media. *Media, Culture & Society*, 47(3), 585-602.

Crawford, M. (2024). "If Those Stats Make You Mad, Then You've Come to the Right Place": Theorizing a Women's Sports Media Counterpublic. *Communication & Sport*, 14(2): 471-491. <https://doi.org/10.1177/21674795241301308>

Crawford, M. (2024). Transgender Athletes' Testimonies of Existence and Resistance: Breaking Gender Binaries in Online Women's Sports Media. *Sociology of Sport Journal*, 41(4), 397-405. <https://doi.org/10.1123/ssj.2024-0025>

Crawford, M. (2024). Is rooting for the US Women's National Team un-American? Populism and popular misogyny within conservative digital sports media. *Media, Culture & Society*, Online First, 1-18. <https://doi.org/10.1177/01634437241297893>

Perreault, G. P., Nölleke, D., **Crawford, M.**, & Hackett, E. (2024). “Part of the Team”: In-House Sports Reporters Navigating the Journalistic Periphery. *Journalism and Media*, 5(1), Article 1. <https://doi.org/10.3390/journalmedia5010014>

Crawford, M. (2023). Speaking Up and Speaking Out: Collective Voice in Women’s Sports Media. *Communication & Sport*, 11(4), 688–705.
<https://doi.org/10.1177/21674795221131794>

Non-refereed journal articles, essays, or book chapters

Suggs, W., & **Crawford, M.** (In Press). “Telling – and erasing – diverse stories in sports media. In M. Len-Rios & E. Perry (Eds.), *Cross-cultural journalism and strategic communication* (2nd ed.) Routledge.

Antunovic, D., **Crawford, M.**, Soltis, K., Yang, A. (2026). Beyond the sports desk: Women’s sports as local news. *Media Report to Women*, 54(1), 12-19.
<http://www.communication-research.org/media-report-to-women/current-issue/>

Perreault, G. P., Perreault, Mildred. F., & **Crawford, M.** (2023). “Survival and Salvation”: Religious Situational Crisis Communication Strategies. In Y. Cohen & P. A. Soukup (Eds.), *The Handbook on Religion and Communication* (1st ed., pp. 197–211). Wiley.
<https://doi.org/10.1002/9781119671619.ch13>

CONFERENCE PRESENTATIONS

Peer-reviewed conference sessions

Crawford, M. (Presenter) November 2025. “Making sense of the moment: Emerging articulations of contemporary women’s sport.” Presented at the National Communication Association 111th Annual Convention, Denver, CO.

Crawford, M. (Presenter) June 2025. “A labor of love: How fans of women’s sports navigate streaming subscriptions and slow changes in coverage.” Presented at the International Communication Association 75th Annual Conference, Denver, CO.

Crawford, M. & Terry, C. (2025, March). *Missing the bandwagon: Commercial sports radio’s failure to represent women’s sport within internal and external competition settings*. [Paper presentation] Association for Education in Journalism and Mass Communication (AEJMC) Southeast Colloquium, Chapel Hill, NC.

Crawford, M., Micich, A., & Zhang, J. (2025, March). *Audience research on recommender systems: A cross-disciplinary review*. [Paper presentation]. Association for Education in Journalism and Mass Communication (AEJMC) Southeast Colloquium, Chapel Hill, NC.

Crawford, M. (2024, August). “If those stats make you mad, then you’ve come to the right place”: *Theorizing a women’s sports media counterpublic*. [Paper presentation] Association

for Education in Journalism and Mass Communication (AEJMC) 107th Annual Conference, Philadelphia, PA.

Crawford, M. (2024, August). *Is rooting for the US Women's National Team un-American? Populism and popular misogyny within conservative digital sports media*. [Paper presentation] Association for Education in Journalism and Mass Communication (AEJMC) 107th Annual Conference, Philadelphia, PA.

Perreault, G., Nölleke, D., **Crawford, M.** & Hackett, E. (2024, August). *In-house sports reporters on the journalism periphery: Journalistic heterodoxy and heteronomy*. [Paper presentation] Association for Education in Journalism and Mass Communication (AEJMC) 107th Annual Conference, Philadelphia, PA.

Crawford, M. (2024, June). *Transgender athletes' testimonies of existence and resistance: Breaking gender binaries in online women's sport media*. [Paper presentation]. 74th Annual International Communication Association (ICA) Conference, Gold Coast, Australia

Crawford, M. (2023, August). *Anti-Gay Legislation and the First Amendment: A Statutory Analysis of 2021-2022 Anti-Gay Curriculum Laws*. [Paper presentation] Association for Education in Journalism and Mass Communication (AEJMC) 106th Annual Conference, Washington, D.C.

Crawford, M. (2023, August). *Complicating the Sk8rGrl: Asymmetrical Visibility of Feminisms in Olympic Skateboarding*. Association for Education in Journalism and Mass Communication (AEJMC) 106th Annual Conference, Washington, D.C.

Crawford, M. (2023, March). *Anti-Gay Legislation and the First Amendment: A Statutory Analysis of 2021-2022 Anti-Gay Curriculum Laws*. [Paper presentation] Association for Education in Journalism and Mass Communication (AEJMC) 2023 Southeast Colloquium, Murfreesboro, Tennessee

Crawford, M. (2023, March). *Complicating the Sk8rGrl: Asymmetrical Visibility of Feminisms in Olympic Skateboarding*. [Paper presentation] Association for Education in Journalism and Mass Communication (AEJMC) 2023 Southeast Colloquium, Murfreesboro, Tennessee

Crawford, M. (2022, August). *Speaking Up and Speaking Out: Collective Voice in Women's Sports Media*. [Paper presentation]. Association for Education in Journalism and Mass Communication (AEJMC) Annual Meeting 105th Annual Meeting, Detroit, Michigan

Crawford, M. (2022, August). *Pronouns, Framing, and (In)Visibility: Considering the Gender Visibility Frame*. [Paper presentation]. Association for Education in Journalism and Mass Communication (AEJMC) Annual Meeting 105th Annual Meeting, Detroit, Michigan

Crawford, M. (2022, August). *Pronouns, Framing, and (In)Visibility: Considering the Gender Visibility Frame*. [Paper presentation]. Association for Education in Journalism and Mass Communication (AEJMC) 2022 Southeast Colloquium, Memphis, Tennessee

Crawford, M., Perreault, G. P. (2019, May). Sports Journalists on Covering Women's Sports: Metajournalistic Discourse on the Role of Women in Sports and Sports Reporting [Paper presentation]. The 69th Annual International Communication Association (ICA) Conference, Washington, D.C.

Crawford, M., (2017, April). Social Media Matters: The Use of Social Media in the Black Lives Matter Movement [Paper presentation]. 87th Annual Southern States Communication Association, Theodore Clevenger Undergraduate Honors Conference, Greenville, South Carolina

PUBLIC SCHOLARSHIP

Crawford, M. Panelist. (28 June, 2025). "Covering the first draft of HER-story." 2025 Associated Press Sports Editors Summer Conference.

TEACHING EXPERIENCE

Graduate Instructor 2025-present
Hubbard School of Journalism and Mass Communication, University of Minnesota

- JOUR 3745 Media and Popular Culture (Summer 2026)
- JOUR 3751 Digital Media and Culture (Spring 2025)

Graduate Teaching Assistant 2023-present
Hubbard School of Journalism and Mass Communication, University of Minnesota

- JOUR 3759 Sports Media and Information (Spring 2026)
- JOUR 3751 Digital Media and Culture (Fall 2024)
- JOUR 3004 Information for Mass Communication (Spring 2024)
- JOUR 3745 Media and Popular Culture (Fall 2023; Fall 2025; Spring 2026)

PROFESSIONAL EXPERIENCE

Book Reviews Editorial Assistant 2022-2025
Journalism & Mass Communications Quarterly

- Coordinated with the JMCQ book review editor, reviewers, and publishers to facilitate the publication of book reviews in the quarterly journal.
- Created social media content to promote upcoming JMCQ book reviews.

Graduate Assistant 2022-2023
Hussman School of Journalism and Media, University of North Carolina - Chapel Hill

- Coordinated the arrangements for visiting scholars to present at the Mary Junck Research Colloquium for 2022-2023.
- Assisted in grading and administrative tasks for MEJO 475: Concepts of Marketing.

Public Communications Intern 2022
UNC Center for Health Promotion and Disease Prevention

- Responsible for writing news stories and press releases, running social media channels, and leading email marketing for the UNC Center for Health Promotion and Disease Prevention, a CDC-affiliated research center.

Graduate Assistant

2021-2022

The University Libraries, University of North Carolina - Chapel Hill

- Coded HTML tags within PDF documentation to create digitally accessible documents for the Carolina Digital Repository.
- Transcribed oral histories for the Southern Oral History Program: LGBTQ Life in the South.

International Communications Specialist

2019-2021

Young Life Latin America/Caribbean

- Worked alongside a multiethnic team to communicate stories and messaging of Young Life activities in 23 countries throughout Latin America and the Caribbean through email newsletters, print, multimedia, and social media content.

Sports Reporter

2015-2017

The Appalachian

- Sports reporter for The Appalachian student newspaper at Appalachian State University. Routinely covered women's sports (soccer, basketball, softball, golf), XC/TF, and men's tennis.

PROFESSIONAL AFFILIATIONS

Association for Education in Journalism and Mass Communication

- Sports Communication Interest Group student member
- Commission on the Status of Women student member

International Communication Association

- Sports Communication Interest Group
2026-2028 Student and Early Career Representative

National Communication Association

- Communication and Sport Division

Hubbard School of Journalism and Mass Communication Graduate Student Organization

- Secretary, 2024-2026
- Conference Co-Chair, 2024-2025

COMMUNITY SERVICE

Volunteer Troop Leader, Girl Scouts River Valleys Minnesota

2024-2025

Soccer Coach, Avery County Middle School

2018-2020

Volunteer Leader, High Country Young Life

2016-2021