The 8th Summit on Communication and Sport

March 6-8, 2015
Charlotte, NC


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http://www.communicationandsport.com/#Isummit2015/cpd
Welcome to Charlotte and to the 8th Summit on Communication and Sport. As in previous years, the Summit has attracted a diverse, international body of scholars and practitioners. This year’s program reflects that diversity in the range of topics covered and in the participation of individuals from around the globe. For the 2015 Summit we set yet another record for submissions, a sign that our Association continues to grow with the opportunities and challenges presented by an ever-expanding communication and sport landscape.

The Summit always brings academics and practitioners into contact and this year is no different. Two of our plenary sessions will combine the participation of scholars and industry leaders, and the same kinds of scholar/practitioner dialogues are featured in several of the regular sessions. The research sessions represent a range of interests (e.g. social and national identities, social media, “old” media, journalism, intercultural and cross-cultural communication, visibility, performance enhancement) and approaches (e.g. social scientific, rhetorical, critical/cultural, qualitative, ethnographic) so we hope you will find ample opportunities to learn among scholars and professionals who share common interests, and who work in unfamiliar territories.

I could not have planned the 2015 Summit without a lot of help, and I have more people to thank than I have room for here. First, I want to thank the Board of Directors, and especially Sandy Alspach, who coordinated the submission and review process. Second, I want to thank the Department of Communication Studies at UNC Charlotte for its support, especially our Chair Shawn Long, our Office Manager David Landrum, our Administrative Assistant Kayla Modlin, our faculty, and our graduate students. Third, I want to thank Becky Smith from UNC Charlotte for her help with the e-commerce site, and Amanda Arganbright and Latoya Mangrum from UNC Charlotte Center City for her help with coordinating this event. Finally, I want to thank our membership for travelling to join us here in Charlotte. We are thrilled to have you.

I hope you will take advantage of our location in center city Charlotte to tour, shop, eat, and relax as much as possible. If you have questions on places to explore please let me or one of our local volunteers know and we’ll be glad to help. Once again, welcome to Charlotte.

Warm Regards,

Dan Grano
Associate Professor of Communication Studies
Featured Guest Speakers

Michael Real
Professor
Royal Roads University
Keynote Speaker

Michael Real is an author and professor whose primary interest is how media and culture influence each other and shape power in society. His eclectic research topics include sports media, popular music, film (especially the Hollywood Oscars), television, media events both national (Super Bowl) and international (Olympics), globalization, cultural theory and social change. Real is especially concerned with making media serve the practical needs of society, with a focus on social responsibility.

Artis Twyman
Senior Director of Communications
St. Louis Rams
National Football League

Artis Twyman is in his third year as Senior Director of Communications for the National Football League’s (NFL) St. Louis Rams. In this position, Twyman oversees the media relations staff and directs the Rams’ communication efforts. The 2014 season was Twyman’s 12th season with the Rams. He previously served three seasons as the team’s director of media relations after spending six years as assistant director of football media. Twyman serves as a board member for the Diversity Awareness Partnership, a non-profit organization dedicated to promoting diversity in the St. Louis region around issues of race, religion, disability, sexual orientation and gender identity.

Kami Mattioli
College Basketball Editor
The Sporting News

Kami Mattioli is currently the college basketball editor at Sporting News, where she previously helped develop and execute the site’s social media strategy.

Before relocating to Charlotte, she worked at her alma mater, Temple University, as a columnist covering the football and men’s basketball teams for two seasons.

Jodie Valade
Sports Features and Enterprise Writer
The Cleveland Plain Dealer, The Dallas Morning News, and The Kansas City Star

Jodie Valade has worked as a sports features and enterprise writer, which means she has written about a little bit of everything in the world of sports. Her passion has been writing about the people and issues in sports, in order to give readers a glimpse of what goes on beyond the game. Jodie has worked for The Cleveland Plain Dealer, The Dallas Morning News, and The Kansas City Star.
Thursday | March 5, 2015

Opening Reception

BB&T Ballpark

6:00-8:00 PM

324 South Mint Street, Charlotte, NC 28202

Please join us for our Opening Reception at BB&T Ballpark, a new baseball stadium located in Charlotte Center City. BB&T Ballpark is the home of the Charlotte Knights, the AAA baseball affiliate for the Chicago White Sox. The park is a half mile walk from the Holiday Inn Center City (the official Summit hotel), and a short walk from most hotels in Center City. The reception is our opportunity to welcome you to Charlotte and to the 2015 Summit.

For more information, including directions and parking, please see: https://www.milb.com/content/page.jsp?ymd=20140422&content_id=73020552&sid=t494&vkey=team1

Things to do while you’re here

The following links provide information on restaurants, attractions, and transportation in the Charlotte area.

Charlotte Center City Partners
http://www.charlottecentercity.org/

Charlotte Convention and Visitors Bureau
http://www.charlottesgotalot.com/

Charlotte Observer Restaurant and Tourism Guide
http://www.charlotteobserver.com/living/living-here-guide/

Creative Loafing Guides (Alternative Weekly Publication)
Charlotte Area Neighborhoods: http://clclt.com/charlotte/NeighborhoodGuide

Transportation Information
General: http://www.charlottecentercity.org/transportation/
Light Rail: http://www.charlottecentercity.org/transportation/lightrail-stations/
Public Transportation: http://charmeck.org/city/charlotte/cats/Pages/default.aspx
Friday | March 6, 2015

8:00 AM - 9:00 AM – Breakfast Service

8:30 AM – 9:45 AM Panels

8:30 AM - 9:45 AM – Session 1

Gender and Social Media Interactions

“Gendered Tweeting: Gender Representations of Collegiate Athletes through the Official Twitter Handle of an NCAA Division I Southeastern Conference Institution”
Chelsea Ann Kaunert, Bowling Green State University

“‘You Go Girl’: Twitter and Conversations about Sport Culture and Gender”
Jimmy Sanderson, Clemson University; Kelly Gramlich, Clemson University

“A Closer Look At Likes: What ‘Engaging Content’ Means For Female Athletes On Instagram”
Katie Lebel, St. John’s University; Alanna Harman, Lock Haven University; Ann Pegoraro, Laurentian University

“Sports Journalists, Twitter, and Audiences: Examining the Effects of Gender on Interaction Attempts”
Galen Clavio, Indiana University; Lauren Reichart Smith, Auburn University; Lauren Burch, IUPU-Columbus; Matthew Zimmerman, Auburn University; Annelie Schmittel, University of Florida

8:30 AM - 9:45 AM – Session 2

Motivations for Engagement in Fandom, Fantasy, and Consumption

“A Cross-Cultural Analysis of Social and Psychological Aspects of Sport Fandom: Multivariate Correlations between German and US Team Identity Formation, Spectatorship Motives, and Psychological Commitment”
Shaughan Alan Keaton, Young Harris College; Margarete Imhof, Johannes Gutenberg Universität Mainz; Nicholas Watanabe, University of Missouri, Columbia

“Are Fantasy Sports Players Competitive? Survey Study on Competitiveness and Fantasy Player’s Motivations”
Chang Wan Woo, James Madison University; Eric M Fife, James Madison University; Leigh C Nelson, James Madison University

“Power of the ‘Swoosh’: Nike Advertisements, Sports Fan Engagement, and Social Media”
Tie Nie, University of Alabama; Andrew C. Billings, University of Alabama; Fei Qiao, University of Alabama

8:30 AM - 9:45 AM – Session 3

The Bowl Champions Series and the Anxieties of American Political Discourse

“Expertise and Judgment in American Sports Culture”
Marcus Paroske, University of Michigan-Flint

“Chasing Human Judgment: Doubting the Bowl Championship Series”
Paul Johnson, University of Pittsburgh

“The Bowl Championship Series and the Rhetoric of Algorithms”
Ron Von Burg, Wake Forest University
8:30 AM - 9:45 AM – Session 4

Room: 606

Athletic Bodies in Context: Visibility, Stereotyping, and Resistance

“‘Field General’ or ‘Freak of Nature’: Experimentally Studying Quarterback Attributes and Racial Stereotyping”
Courtney Paul, Clemson University; John Spinda, Clemson University

“The Invisible Athlete: Understanding Race, Class, and Gender in Extreme Sport”
Kimberly R. Moffitt, UMBC
W. Russell Robinson, North Carolina Central University

“The Basketball Court as a Site for Social Protest: Racism at Rutgers”
Robert Samuel Brown, Mount Ida College

“Ditka Loves Prada: Deviancy and Resistance Through Fantasy Football”
Caroline Elizabeth Sawyer, The University of Memphis

10:00 AM –11:15 AM Panels

10:00 AM - 11:15 AM – Session 1

Room: 601

Women and the Gender Norms of Sport Institutions

“The Woman Who Saved Football in Georgia’: A Rhetoric of Masculine Virtue and Vice”
James David Maxson, The Pennsylvania State University

“Mixed Methods Content Analysis of Becky Hammon, the First Female NBA Coach”
Sarah Wolter, Gustavus Adolphus College

“Where are the Women? An Analysis of Female Athletic Directors within the Three Divisions of NCAA Athletics”
Dawn M. Corwin, Virginia Tech

10:00 AM - 11:15 AM – Session 2

Room: 602

Promoting Leagues and Events Across Multimedia Platforms

“The Role of Narrative in a 2014 Major League Baseball Advertising Campaign”
Betsy Haugh, Virginia Tech

“They Love This Game: NBA Teams’ Fan Engagement on Facebook”
Matthew Henry Zimmerman, Auburn University

“Follow the Tweeter: Analyzing Sport Teams’ Brand Communication on Twitter”
Joseph Arthur Pederson, Texas A&M University
Gregg Bennett, Texas A&M University; Lane Wakefield, Texas A&M University

“Tweeting the World Cup: Soccer Teams’ Use of Dialogic Communication During the 2014 World Cup”
Jan Hendrik Boehmer, University of Miami; Alex P. Leith, Michigan State University
10:00 AM - 11:15 AM – Session 3
Room: 604

The ESPN Effect: Studying the Worldwide Leader in Sports

Chair: John McGuire, Oklahoma State University

“ESPN's influence on Sports Broadcast Rights”
John Fortunato, Fordham University

“The ESPN Effect: Representation of Women in 30 for 30 Films”
Katherine Lavelle, University of Wisconsin-LaCrosse

“ESPN’s Mythological Rhetoric of Title IX”
Karen L Hartman, Idaho State University

“Race in the Kingdom”
Daniel Sipocz, Ivy Tech CC, Indiana

10:00 AM - 11:15 AM – Session 4
Room: 606

The Internationalization of Communication and Sport

Sandra L. Alspach, Ferris State University
Thomas Horky, Macromedia University of Applied Sciences
Tie Nie, University of Alabama
Francisco Pinheiro, University of Coimbra
James Walker, Saint Xavier University
Simon Ličen, Washington State University
Chuka Onwumechili, Howard University
Brett Hutchins, Monash University

11:15 AM –12:15 PM Lunch Service

12:15 PM –1:30 PM – Plenary Session

The St. Louis Rams in 2014: Michael Sam, Ferguson, and Intersections of Politics and Sport

Location: Auditorium

During the 2014 National Football League (NFL) season the St. Louis Rams became the focus of intersections between politics and sport. In May the team drafted University of Missouri defensive lineman Michael Sam, the first openly gay player in the history of the NFL. In November five Rams players made a “hands up, don’t shoot” gesture during a pregame ceremony in support of protests over the shooting death of Michael Brown in Ferguson, Missouri. This session provides a forum for discussing politics and sport in light of these important events. We are pleased to have Artis Twyman, Senior Director of Communications for the St. Louis Rams, joining us as our featured guest in this session. We are also pleased to have three top scholars whose work focuses on sport and social change. We will begin with a brief statement from each panelist before opening the floor for an extended question and answer session.

Artis Twyman, Senior Director of Communications for the St. Louis Rams
Meredith M. Bagley, University of Alabama
Abraham Khan, University of South Florida
Edward (Ted) M. Kian, Oklahoma State University
1:45 PM - 3:00 PM – Session 1  
Room: 601

**National Brands, National Identities**

“SPAIN’s Nation Branding: Sport as Strategic Dimension for Communication in Times of Crises”  
Mario García Gurrionero, Centro Universitario Villanueva; Jonatan García, UPV/EHU; Itziar García

“Putting the Great Back into Great Britain: British Newspapers Narratives of Britishness During the London 2012 Olympic Games”  
John Vincent, The University of Alabama; Edward (Ted) Kian, Oklahoma State University; Dylan Williams, The University of Alabama

“Cheers to Tears: The Brazilian Soccer Team and Use of Image Repair for Team and Country”  
John McGuire, Oklahoma State University

“Soccer and Media in the ‘20s – The Construction and Popularization of Soccer Media Narrative in Portugal”  
Francisco Pinheiro, CEIS20-University of Coimbra

1:45 PM - 3:00 PM – Session 2  
Room: 602

**Norms, Values, and Patterns of Sport Media Production**

“Scandalisation in Sport Reporting”  
Inga Oelrichs, German Sport University

“The Box Score as Boundary Object: How a Data Table Helped Create the Sports Media System”  
Michael L Mirer, University of Wisconsin-Madison

“Should the U.S. Have a ‘Must Carry List of Sports Programming and What Would it Look Like?”  
Steve Dittmore, University of Arkansas

“The Press Agentry of Christy Walsh: Jazz Age Sports Public Relations Within Two Emerging Professions”  
John P Carvalho, Auburn University; Lauren Reichart Smith, Auburn University

1:45 PM – 3:00 PM – Session 3  
Room: 604

**Sport Media Coverage: Theories, Themes, and Challenges**

“Covering New Territory: Online Media Framing of Northwestern Football’s Union Push”  
Justin Bernard Hudson, University of Maryland, College Park

“The Media Coverage of the Munich Bid for the Olympic Winter Games 2018”  
Joerg-Uwe Nieland, German Sport University Cologne; Holger Ihle, German Sport University Cologne

Mia Anderson, University of South Alabama; Kenon A Brown, The University of Alabama; Josh Dickhaus, Bradley University

“Social Media: ‘Stealing’ and Expanding the Code in Football’s Privileged Information”  
Chuka Onwumechili, Howard University
Friday | March 6, 2015

1:45 PM - 3:00 PM – Session 4
Sports and (Pro)Social Media: Research and Strategy

discussion panel

Adam Earnheardt, Youngstown State University
Lauren Reichart Smith, Auburn University
Jimmy Sanderson, Clemson University
Brian Moritz, SUNY Oswego

Room: 606

3:15 PM - 4:30 PM Panels

3:15 PM - 4:30 PM – Session 1
International and Cross-Cultural Sport through the Lenses of Old and New Media

“Fragments of Us, Fragments of Them: Social Media, Nationality, and U.S. Perceptions of the 2014 Men’s World Cup”
Andrew Billings, University of Alabama; Lauren Marie Burch, Indiana University-Purdue University Columbus; Matthew Henry Zimmerman, Auburn University

“They Saw a Tournament: Cross-Cultural Analysis of Online Media Coverage of the 2014 FIFA World Cup from the Perspectives of a Dutch Fan and a U.S. Newcomer”
Sandra Alspach, Ferris State University; Jester van Steijn, HU University of Applied Sciences Utrecht

“The Football World Cup 2014 on TV – A Study with Comparison of Broadcasts in Four Different Countries”
Thomas Horky, Macromedia University of Applied Sciences; Christoph Grimmer, University of Tübingen; Galen Clavio, Indiana University

Room: 601

3:15 PM - 4:30 PM – Session 2
This Panel Is Listed as ‘Day to Day’: Communicating About Injuries in Sport

“Chicago’s Favorite Son and The Return: Adidas, Derrick Rose, and the Commodification of a Torn ACL”
Jacqueline A. Irwin, California State University, Sacramento

“Fusing Vertebrae and Severing a Relationship: Peyton Manning’s Neck Surgery and Departure from the Indianapolis Colts”
Julie A. Davis, College of Charleston

“From Relatively Unknown Student-Athlete to Trending Twitter Topic: The Function of Post-Injury Rhetoric”
Angela M. Jerome, Western Kentucky University

“‘He Just Had His Bell Rung’: The NFL, Concussions, and its Response to Crisis”
Jeffrey T. VanCleave, University of Kentucky

Room: 602
3:15 PM - 4:30 PM – Session 3  
Room: 604

The Sports-Media Complex: New Directions and Challenges

“Seeing the Forest for the Trees: A New Perspective on the Media-Sports Cultural Complex”
David Weiss, University of New Mexico

“Tackling the Establishment with Technology: The Sports Media Complex in a New Media Landscape”
Courtney Cox, University of Southern California

“Blurred Lines in the Sport Media Production Complex: Soccer Clubs or Media Organizations?”
Fernando Borges, Université Pantheon-Assas (Paris 2) and CAPES-BR

“Framing ABC v. Aereo: How Professional Sports Leagues Used Their Privileged Status to Influence Discourse Around the Supreme Court Case”
Stephen W. Dittmore, University of Arkansas; Shannon McCarthy, University of Arkansas

3:15 PM - 4:30 PM – Session 4  
Room: 606

The Importance of Imagery: Vision, Memory, and Place in Sport

“Interrogating the Photo Finish in Sport”
Jonathan Finn, Wilfrid Laurier University

“Excitation Transfer of Arousal Responses to Instant Replay in Sports”
Glenn Cummins, Texas Tech University; Collin Berke, Texas Tech University

“Keeping It Classic: Place, Memory, and Spectacle in the NHL’s Winter Classic and Stadium Series Games”
Stephen P Andon, Nova Southeastern University

“Technology and the Live Sporting Experience: A Diffusion of Innovations Approach”
Keith Strudler, Marist College
Saturday | March 7, 2015

8:00 AM - 9:00 AM – Breakfast Service

8:30 AM - 9:45 AM Panels

8:30 AM - 9:45 AM – Session 1
Room: 601

Athletes’ Self-Presentation through Social Media

“How Athletes Frame Themselves on Social Media: An Analysis of Twitter Profiles”
Roxane Coche, University of North Georgia

“Twitter and Tennis: How Professional Players Tweet in a Grand Slam Event”
Bo Li, University of Arkansas; Sarah Stokowski, University of Arkansas; Liang Xiao, University of Technology, Sydney; Shuai Zong, University of Arkansas; Stephen W. Dittmore, University of Arkansas

“Blurred Lines: An Examination of High School Football Recruits’ Self-Presentation on Twitter”
Evan Frederick, University of New Mexico; Galen Clavio, Indiana University – Bloomington

“Personality PR on Facebook during the FIFA World Cup 2014 – An International Analysis of Players’ Self-Marketing”
Christoph Gerrit Grimmer, University of Tübingen; Verena Burk, University of Tübingen

8:30 AM - 9:45 AM – Session 2
Room: 602

Body Issues: Enhancement, Normativity, and Ability

“What Does the Posthuman Wear to the Pool?: ‘Technological Doping’ and Other Myths About Technology and Sports”
John Lamothe, Embry-Riddle Aeronautical University

“Effective Control Mechanism or Part of the Problem? A Framing Analysis of the German Press Coverage on Doping in Sports”
Felix Flemming, University of Muenster; Christopher Starke, University of Muenster

“Fat Guys Need Love Too: Examining Reactions to Prince Fielder and ESPN The Magazine’s ‘Body Issue’”
Lauren Smith, Auburn University; Kevin Hull, University of Florida; Annelie Schmittel, University of Florida

“Prince Harry & His Warriors: Framing of the Invictus Games on Social Media”
Ann Pegoraro, Laurentian University; Laura Misener, Western University

8:30 AM - 9:45 AM – Session 3
Room: 604

Critical Examinations of Sport Media and Journalistic Practices

“Missed Opportunity: The Decline of Athletics on ESPN and America’s Passive Culture”
Jeff Gentry, Rogers State University; Garret Castleberry, University of Oklahoma

“Same Race, Nice Place: A Content Analysis of Race of Interviewer Effect in the 2013 NBA Draft”
Shaquelle O’Neal Marsh, Auburn University

“Calling a Foul: An Examination of North Carolinian Sports Journalists’ Interactions with Whistleblowers”
Sada Reed, University of North Carolina at Chapel Hill

Xavier Ramon, Pompeu Fabra University
### 8:30 AM - 9:45 AM – Session 4

#### Interrogating the Realities of Combat and Entertainment Sports

  Brittany C. Pailthorpe, The University of North Carolina at Charlotte

- **“The Mobilization of ‘Sport’ in Sports Entertainment: Professional Wrestling and Fan Discontent”**  
  Shane Matthew Toepfer, University of North Georgia - Oconee

- **“Wrestling with Reality: The WWE and Representations of Male Sexuality”**  
  Josh Howard, Middle Tennessee State University; Elizabeth Lambert, Middle Tennessee State University

- **“It’s Time! The Stories of Today’s MMA Fighters and Fans: A Preliminary Report”**  
  Jennifer K. Lehr, Fairleigh Dickinson University

#### 10:00 AM – 11:15 AM Panels

### 10:00 AM – 11:15 AM – Session 1

#### National, International, and Gendered Sports Histories

- **“American Presidents and the Rhetoric of Sports”**  
  Tom Knecht, Westmont College

- **“News Coverage of the Olympic Games: Continuities and Changes between 1956, 1976 and 1996”**  
  Joerg-Uwe Nieland, German Sport University Cologne; Holger Ihle, German Sport University Cologne; Simon Rehbach, German Sport University Cologne

- **“A Longitudinal Comparison of British and U.S. Newspaper Coverage of Professional Men’s and Women’s Golf”**  
  Edward M. Kian, Oklahoma State University; John Vincent, University of Alabama

### 10:00 AM – 11:15 AM – Session 2

#### Theories and Methods for Changing Sports Landscapes

- **“Too Much Media? Sports as a Site for Debating the Limits of Mediatization”**  
  Brett Hutchins, Monash University

- **“Coaches’ Communicative Style: The Concept and An Instrument to Measure it”**  
  Michael David Hazen, Wake Forest University; John Llewellyn, Wake Forest University

- **“A Cross-Analysis of Social Media Platforms: The Case of the USA Wrestling NCAA Championships”**  
  Lauren Marie Burch, Indiana University-Purdue University Columbus; Matthew Henry Zimmerman, Auburn University; Chrysostomos Giannoulakis, Ball State University

- **“For the Love of Sport: Examining Sport Emotion Through a Lovemarks Lens”**  
  Brody James Ruihley, University of Cincinnati; Joshua R. Pate, James Madison University
10:00 AM – 11:15 AM – Session 3
Room: 604

Top Student Papers

*“Training ‘Killer Instincts’: Serena Williams’ Deviant Black Ethos”
Lorin Shellenberger, Virginia Tech

“You’re a Loser and You Will Always Be a Loser: Social Identity in Portrayals of New York Islanders Fans in Television and Film”
Nicholas Hirshon, Ohio University

“Trends in NFL Apologies and Image Restoration”
Jennifer Harker, West Texas A&M University

*winner of the top student paper award

10:00 AM – 11:15 AM – Session 4
Room: 606

Gendered and Racialized Representations of Athletes

“When Do you Think You’re Talking To?: NFL Representations of Women”
Anne Osborne, Syracuse University; Danielle Coombs, Kent State University

“Gendered Riders on the Sochi Storm: NBC’s Depiction of Men and Women Snowboarders During the 2014 Olympic Games”
Paul J. MacArthur, Utica College; James R. Angelini, University of Delaware; Lauren R. Smith, Auburn University; Andrew C. Billings, University of Alabama

“A Double Minority in a WASP’s World: Impact of Media Representation on the Identities of Female Minority Rowers”
Kerry Marie Hassall, Washington State University; Simon Ličen, Washington State University

“It’s Only a Black Eye’: The Construction of Abby Wambach During the 2012 Olympic Games”
Kelly Poniatowski, Elizabethtown College

11:30 AM - 1:30 PM – Luncheon

11:30 AM – 12:30 PM – Keynote Address
Location: Auditorium

Professor Michael Real, Royal Roads University
“The Continuing Challenge: Looking Ahead in Media Sport Research by Looking Back”

12:30 PM – 1:30 PM – Summit Luncheon and Business Meeting
Location: 2nd Floor Atrium
Forty Years of Mythic Spectacle

In 1975, Michael Real published an article in the *Journal of Communication* that would become one of the most influential early articles on sport media and communication. In “Super Bowl: Mythic Spectacle,” he approached the final game of the NFL season as a combination of “electronic media and spectator sports in a ritualized mass activity” which “structurally [revealed] specific cultural values proper to American institutions and ideology” in the “form of mythic spectacle.” This revolutionary approach became a source of inspiration to many students of sport media and culture, and paved the way for what would decades later become a separate field of scholarship. Forty years after the publication of this seminal article, and following from Professor Real’s keynote address, this session addresses the characteristics of contemporary sport as mythic spectacle, and the origins, present state, and future of sport media and communication studies.

Moderator: Simon Ličen, Washington State University

Michael L. Butterworth, Ohio University
Daniel A. Grano, The University of North Carolina at Charlotte
Thomas P. Oates, University of Iowa
Lawrence Wenner, Loyola Marymount University

3:15 PM – 4:30 PM Panels

3:15 PM – 4:30 PM – Session 1

Keeping Up with Coming Out: Rhetorical Construction of the LGBTQ+ Athlete

“Materiality of Publicity: Sheryl Swoopes, Brittany Griner, and Lesbians in Sport”
Meredith M. Bagley, University of Alabama

“Breaking (Out) of Barriers: Michael Sam as Contemporary Jackie Robinson?”
Abraham Khan, University of South Florida

“Brittney at Baylor and Michael at Missouri: The Significance of Organizational Culture in LGBTQ Coming Out Narratives in Sports”
Raymond I. Schuck, Bowling Green University

"Allies & Absences: Erasure of Female Athlete Voice in Contemporary Anti-Homophobia in Sport Activism"
Alexandrea Davenport, University of Alabama

3:15 PM – 4:30 PM – Session 2

Twitter Research in Sport Communication: What a Difference a Year Makes

discussion panel

Ann Pegoraro, Laurentian University
Evan Frederick, University of New Mexico
Lauren Burch, Indiana University-Purdue University Columbus
Marion Hambrick, University of Louisville
Jimmy Sanderson, Clemson University
Lauren Smith, Auburn University
Michael Naraine, University of Ottawa
3:15 PM – 4:30 PM – Session 3

Sport Communication and Crisis: Apologia, Image Repair, and Framing

“Public Relations is Different in Sport: Roger Goodell’s Image Restoration”
Karen L Hartman, Idaho State University

“‘We Made Mistakes’: Investigating the Image Repair Discourse of the NFL in Roger Goodell’s 2014 Press Conference”
Annelie Schmittel, University of Florida; Kevin Hull, University of Florida

“Twitter and the PR Model: How Sport Organization Use the Social Media Platform to Respond to Crises”
Timothy Mirabito, Marist College; Joshua Pate, James Madison University; Robin Hardin, University of Tennessee; Christi DeWaele, Winthrop University

“Prayers, Punishment, and Perception: An Analysis of the Response to the Tony Stewart – Kevin Ward Incident on Facebook”
Evan Frederick, University of New Mexico; Mike Stocz, University of New Mexico; Ann Pegoraro, Laurentian University

3:15 PM – 4:30 PM – Session 4

Nationality and Perspective in the Production and Consumption of Sport Media

“Media Access, Habits, and Functions Among Expatriate American Sports Fans: An Ethnographic Consideration”
Kevin Keenan, American University in Cairo

Xavier Ramon, Pompeu Fabra University

“Gender Bias in Sports Reportage in India: An Examination of Coverage in Two Leading English Language Daily Newspapers from India During the 2014 Incheon Asian Games”
Dhiman Chattopadhyay, Bowling Green State University

4:30 PM – 5:30 PM – Communication & Sport Editorial Board Meeting

Room: 601
7:30 AM – 8:30 AM: IACS Board Meeting
Location: 601

8:00 AM - 9:00 AM – Breakfast Service
Location: 2nd Floor Atrium

8:30 AM – 9:45 AM Panels

8:30 AM – 9:45 AM – Session 1
Room: 601

Production-Side Problems: Race and Gender Representations in Sport

“She Had it Coming? Examining the Framing of Janay Rice’s Response”
Matthew Alan Stilwell, Auburn University; Lauren Reichart-Smith, Auburn University

“Kiss, Kiss, Johnny Who?: Analyzing Athlete Descriptions from the 2014 NFL Draft”
Shaquille Marsh, Auburn University; Lauren Reichart-Smith, Auburn University; Ann Pegoraro, Laurentian University

“Effectively Teaching Sports Journalism Students about Hegemonic Masculinity”
Sada Reed, University of North Carolina at Chapel Hill

8:30 AM – 9:45 AM – Session 2
Room: 602

Promoting Identification and Engagement through Twitter

“Sabermetrics in Practice: Examining Fan Voting for MLB ALl-Stars over Three Eras”
Allison Levin, Social Networking Advisors for Professional Sports

“#ThisIsOurMoment: An Examination of the Use of Twitter Hashtags to Reinforce Organizational Identity and Fan Identification”
Brandi Watkins, Virginia Tech

“#WCWS: Examining Twitter Conversations Surrounding a Major College Sporting Event”
Joseph Arthur Pederson, Texas A&M University
Jami Lobpries, University of Tampa; Gregg Bennett, Texas A&M University; Lane Wakefield, Texas A&M University

“Student Social Media Use of Athletic Department Accounts”
Robin Hardin, University of Tennessee; Elizabeth A. Taylor, University of Tennessee; Shannon T. McCarthy, University of Arkansas

8:30 AM – 9:45 AM – Session 3
Room: 604

Sport and Constitutions of Community: Critical and Applied Approaches

“Sporty Spice: Bonding Through Sports”
Emily Langan, Wheaton College

“Tackling Habermas: A Theoretical Analysis of Michael Sam, Twitter & The Public Sphere”
Molly Yanity, Quinnipiac University; Ann Pegoraro, Laurentian University

“Doing Normalcy “Right”: A Deleuzian Analysis of the WNBA’s Diversity in US Media”
Judy Liao, University of Alberta; Pirkko Markula, University of Alberta

“Exploring the Influence of e-communities on Participation and Retention in Triathlons”
Tara Quinn Mahoney, SUNY Cortland; Marion E. Hambrick, University of Louisville
Sunday | March 8, 2015

8:30 AM – 9:45 AM – Session 4

**Problems of Perspective: Sport from the Standpoints of Journalists, Athletes, and Parents**

“Evidence and Testimony in the Autobiographies of British Sport Broadcasters”
Richard Haynes, University of Stirling

“Negativism and Incompetent Foxhounds. What Soccer Players Perceive as the Logic of Sports Media”
Daniel Noelleke, University of Muenster; Thomas Birkner, University of Muenster

“You Run Dirt, Or You Don’t Run’: Kansas Dirt-Track Auto Racing, In the Words of the Participants”
Steve Booth Marston, University of Kansas

“Gaming the System: A Case Study of Parent Decisions in Athletic ‘Red-Shirting’ Among Suburban Youths”
Betsy Emmons, Samford University

10:00 AM – 11:15 AM Plenary Session

**Women in Sports Media Production**

Location: Auditorium

In their essay “‘Feeling Much Smaller than You Know You Are:’ The Fragmented Professional Identity of Female Sports Journalists,” Marie Hardin and Stacie Shain write that “women who are U.S. sports journalists” experience the tensions of being both “outsiders” within an institution that has been historically resistant to “notions of gender equity” and “insiders” who adhere to “journalistic norms and values.” In negotiating these tensions women sports journalists have demonstrated the value of women’s perspectives in sports media production and provided “encouraging evidence of cracks in the hegemonic notion of what it means to be a woman covering sports.” Similar tensions characterize coverage of female athletes and women’s sports, where signs of change and continuing barriers are both evident in patterns of sports media production. Combining the perspectives of prominent scholars of gender and sport media, and those of successful professional journalists, this session addresses ongoing challenges, opportunities, and possibilities that women negotiate in sports media institutions. Each panelist will provide a brief opening statement before opening the floor for an extended question and answer session.

Kelly Poniatowski, Elizabethtown College
Erin Whiteside, University of Tennessee
Kami Mattioli, The Sporting News
Jodie Valade, Cleveland Plain Dealer, Dallas Morning News

11:30 AM – 12:45 PM Panels

**Public Representation of Sport and Gender in Words and Stone**

Room: 601

“Title IX Now Affects More Than Sports’: Media Representations of Title IX between 2012-2014”
Sarah K. Fields, University of Colorado Denver

“Media Representation of Transnational Korean Sporting Masculinity”
Yeomi Choi, University of North Carolina at Greensboro

“The Rhetoric of Remembrance: Sport Statues as Text”
Maureen M. Smith, Sacramento State University
Sunday | March 8, 2015

11:30 AM – 12:45 PM – Session 2
Room: 602

Building, Breaking, and Sustaining Communities through Social Media

“If We Lose it’s Your Ass’: Managing Social Identity Threats After an Athlete is Outed for His Behavior on Twitter”
Jimmy Sanderson, Clemson University; Lauren Smith, Auburn University; Matthew Stillwell, Auburn University

“College Athletes and Twitter: Examining Trash Talking and Competitive Gratifications Online”
Jeffrey B. Eisenberg, Neumann University; Margaret C. Stewart, Neumann University

“Social Media as a Communication Tool for Relationship Building: The Case of a Grassroots Sport for Development and Peace Organization”
Per G Svensson, University of Louisville; Marion Hambrick, University of Louisville

“If U Don’t Know Me By Now: A Cross-Platform Analysis of the United States and England During the 2014 World Cup”
Ann Pegoraro, Laurentian University; Evan Frederick, University of New Mexico; Lauren Burch, IUPUC; Mike Stocz, University of New Mexico

11:30 AM – 12:45 PM – Session 3
Room: 604

Conflict, Inclusion, and Exclusion in International and Nationalist Sport Identities

“National Heroes or Outrageous Nazis? Soccer Patriotism, German National Identity, and the ‘Gaucho Gate’ Incident after the FIFA World Cup 2014”
Yannick Kluch, Bowling Green State University

“Slam Dunk Diplomacy: International Conflict and the Copjecian Athlete”
Trevor G Aufderheide, University of Wisconsin-Madison

Beth Fielding-Lloyd, Sheffield Hallam University; Lindsey Jane Mean, Arizona State University

“‘Do You Get Points for Being Sexy?’: The Intersection of Gendered, Racial, and Nationalistic Stereotypes in NBC’s 2012 Olympic Gymnastics Coverage”
Kelly Poniatowski, Elizabethtown College; Paige Neidig, Elizabethtown College

11:30 AM – 12:45 PM – Session 4
Room: 606


“Big Data, Big Deal? Exploring the Implications of Increasingly Pervasive Analytics in Sport”
Andrew Baerg, University of Houston-Victoria

“A Demonstration Study of Big Data Collection on Twitter Using LeBron James’ Decision 2.0”
Michael Lance Naraine, University of Ottawa; Ann Pegoraro, Laurentian University

“Research Tradition in Sport Communication: The Orientation, Prevalence and Characteristics”
Gashaw Abeza, University of Ottawa; Norm O’Reilly, Ohio University; Mark Lowes, University of Ottawa; Ornella Nzindukiyimana, Western University; Mark Dottori, University of Ottawa

“Sport Fans and Online Data Collection: Challenges and Ethics”
Brody James Ruihley, University of Cincinnati; Robin Hardin, University of Tennessee
12:45 PM – Lunch Service

Boxed lunches will be provided for all attendees, and we will provide vegetarian, vegan, and gluten-free options.

1:00 PM – 2:15 PM Panels

Room: 601

1:00 PM – 2:15 PM – Session 1

New Possibilities and Continuing Problems in Contemporary Sport Media Production

“So Much for That Hashtag...#F***Canada: Analyzing the Agenda Set on Twitter During the 2014 USA v Canada Olympic Hockey Games”
Lauren Smith, Auburn University; Ann Pegoraro, Laurentian University

“Marathons and Social Media: Engagement Strategies and Outcomes”
Angela N. Pratt, Clemson University; Marion E. Hambrick, University of Louisville; Thomas J. Aicher, University of Cincinnati

“Student Engagement using Social Media in Communication and Sport”
Margaret C. Stewart, Neumann University; Julie D. Lanzillo, Neumann University; Andrea K. Pent, Neumann University

“Has Social Media Changed Sport Journalism? The Case Study of China”
Bo Li, University of Arkansas; John R Malmo, University of Arkansas; Jingwen Liu, Tencent Sport; Shuai Zong, University of Arkansas; Stephen W Dittmore, University of Arkansas

Room: 602

1:00 PM – 2:15 PM – Session 2

Emerging Trends in Sport Promotion: Style, Delivery, Image, and Interaction

“Coach Lasso and Learning to Speak Football: NBC Sports Promotion of Soccer as the Un-American Sport”
Jeffrey Kassing, Arizona State University

“Celebrating Modern Soccer: Rhetorics of Style and Display in American and British Soccer Magazines”
Stephen P Andon, Nova Southeastern University

“Who read it on Reddit? Exploring how and why sport fans are using the social news website Reddit”
Ryan Vooris, Indiana University; Joshua Bowles, University of Tennessee; Galen Clavio, Indiana University

“The Impact of Featuring Professional Athletes and Using Fear Appeals in Sports Concussion Campaigns”
Betsy Haugh, Virginia Tech; Katharine Spooner, Virginia Tech; Krystalyn Morton, Virginia Tech
1:00 PM – 2:15 PM – Session 3

Athletic Genders: Regulation and Technologies of the Self

discussion panel

Cora Mae Olson, Virginia Tech

“Doping Regulation: Discipline, Spectacle, and the Ideal Body”
Kari Putterman, Virginia Tech

“No Ladies’ Tees for Michelle Wie: Ethos as Performative, Athletes as Entertainers”
Lorin Shellenberger, Virginia Tech

1:00 PM – 2:15 PM – Session 4

Why We Engage: Motives for Consuming and Participating in Sport

“Reducing the Gender Gap: Involvement in High School Athletics as a Motivator for Sport Media Consumption”
Jan Hendrik Boehmer, University of Miami; Daniel H. Krier, Michigan State University

“An Analysis of Uses and Gratifications Found Among Reddit NBA users”
Ryan Vooris, Indiana University; Galen Clavio, Indiana University

“Where Do They Land and Why Do We Care?: Examining Maladaptive Parasocial Behavior to Football National Signing Day 2015”
Matthew Stilwell, Auburn University; Matthew Zimmerman, Auburn University; Lauren Reichart-Smith, Auburn University

“Building a Personal Brand: Motivations to Retweet”
Robin Hardin, University of Tennessee; Jimmy Sanderson, Clemson University; Josh Bowles, University of Tennessee; Gi-Yong Koo, Troy University

2:30 PM – Summit Adjourns