

# 2025 Summit on Communication & Sport

March 13-15, Hyatt Centric Chicago Magnificent Mile, 633 North St. Clair Street, Chicago, IL

Hosted by the International Association for Communication and Sport



Image by Erasmus  
**2025**

## MARCH 13

**17:00-19:00**

- Registration (Streeterville)

**17:00-19:00**

- Opening Ceremony/Reception
- (Streeterville)

## FRIDAY, MARCH 14

**8:00-9:15**

- Panel A:** Issues in Sport  
**Room:** ERIE
- Panel B:** Fans for Sustainable Change  
**Room:** ILLINOIS
- Panel C:** 2024 Olympics  
**Room:** ONTARIO

**9:30-10:45**

- Panel A:** Identity and Loss  
**Room:** ERIE
- Panel B:** Parents, Coaching, and Sport Institutions  
**Room:** ILLINOIS
- Panel C:** Media and the Olympics  
**Room:** ONTARIO

**11:00-13:00**

- IACS Luncheon and Keynote Panel**  
**Room:** LAKESHORE BALLROOM

**13:30-14:45**

- Panel A:** Podcasting and Women's Sports Coverage  
**Room:** ERIE
- Panel B:** Perception and Representation  
**Room:** ILLINOIS
- Panel C:** Communication and Self-tracking  
**Room:** ONTARIO

**15:00-16:15**

- Panel A:** Expanding Sport Opportunities  
**Room:** ERIE
- Panel B:** Mediating Visibility  
**Room:** ILLINOIS
- Panel C:** Caitlin Clark (Part 1) and Race  
**Room:** ONTARIO

**16:30-17:45**

- Panel A:** Trends in Sports Media: The Debut of the Beyond Sports Initiative Report  
**Room:** ILLINOIS

## SATURDAY, MARCH 15

**8:00-9:00**

- Communication & Sport Editorial Board Meeting**  
**Room:** ILLINOIS

**9:00-10:15**

- Panel A:** Mental and Physical Health  
**Room:** ERIE
- Panel B:** Nationalized Media  
**Room:** ILLINOIS
- Panel C:** Caitlin Clark (Part 2) and Feminism  
**Room:** ONTARIO

**10:30-11:45**

- Panel A:** The Future of Sports Coverage  
**Room:** ERIE
- Panel B:** Sport Study Abroad  
**Room:** ILLINOIS
- Panel C:** Name, Image, and Likeness  
**Room:** ONTARIO

**12:00-13:15**

- IACS Executive Board Meeting**  
**Room:** ILLINOIS
- Lunch Break

**13:30-14:45**

- Panel A:** Sports Journalism  
**Room:** ERIE
- Panel B:** Changing Dynamics in Sport  
**Room:** ILLINOIS
- Panel C:** Understanding Reaction and Effect  
**Room:** ONTARIO

**15:00-16:15**

- Panel A:** Stadiums and Ownership  
**Room:** ERIE
- Panel B:** Social Implications  
**Room:** ILLINOIS
- Panel C:** Morality and Ideology  
**Room:** ONTARIO

**16:30-17:45**

- Panel A:** Discovering Media  
**Room:** ERIE
- Panel B:** Framing Sport Sustainability  
**Room:** ILLINOIS
- Panel C:** Branding, Activism, and Production  
**Room:** ONTARIO

# THURSDAY, MARCH 13



17:00-19:00 — Registration (STREETERVILLE)

17:00-19:00 — Opening Ceremony/Reception (STREETERVILLE)

# FRIDAY, MARCH 14

Registration (LAKESHORE BALLROOM)  
8:00-11:00

8:00-9:15

**PANEL A**

Issues in Sport

**CHAIR**

Joseph McGlynn  
University of North Texas

**ROOM**

ERIE



**“Sport and Politics? An Analysis of the Importance of Sport in the Electoral Campaigns of Austrian, German and US Parties”**

Jörg-Uwe Nieland, University of Klagenfurt  
Thomas Neumann, University of Klagenfurt  
Philip Sinner, University of Bremen

**“Down Goes China!: Martial Arts, Nationalized Sports, and Crisis Management”**

Mike Milford, Auburn University

**“Shannon’s ‘UnSharpe’ Use of Image Repair Theory: Creating Potential Issues from a Self-Declared Non-Issue”**

Chris Hanna, Georgia Southern University  
James Morton, Utah State University

**“Safe at Home? Fans Assess Their Safety at the Ballyard”**

Matthew Martin, University of Southern Mississippi

**PANEL B**

Fans for Sustainable Change

**MODERATOR**

Yara Acaf  
University of Texas at Austin

**ROOM**

ILLINOIS

**Panelists:**

Yara Acaf, University of Texas at Austin  
Brian McCullough, University of Michigan

**PANEL C**

2024 Olympics

**CHAIR**

Nimi Mengying Niu  
Loughborough University

**ROOM**

ONTARIO

**“(Dis)United in Diversity: France and the 2024 Olympic Opening and Closing Ceremonies”**

Yann Descamps, Université de Franche-Comté  
Nicolas Voisin, Université de Franche-Comté

**“Streaming live from Paris: Comparison of Broadcast Commentary of 2024 Olympic and Paralympic Volleyball”**

Kelsey Slater, North Dakota State University  
Noah Backes, North Dakota State University

**“Crafting the Olympian Image: A Gendered Analysis of Elite Athletes’ Self-presentation on Instagram during the 2024 Olympic Games”**

Bo Li, Miami University  
Olan Scott, Brock University  
Sarah Stokowski, Clemson University  
Longyu Wu, Miami University  
Yuwei Zhang, East China Normal University

**“Flipping the Gendered Frame?: An Analysis of NBC’s Primetime Television Broadcasts of the 2024 Paris Olympic Games”**

Lauren Smith, Rowan University  
Paul MacArthur, Utica University

**“If Memes Could Dance: Rachael Gunn and the 2024 Olympics’ Breakdancing Scandal”**

Evan Frederick, University of Louisville  
Ann Pegoraro, University of Guelph

8:00-9:15

9:30-10:45

**PANEL A**

Identity and Loss

**CHAIR**

Rafael Rocha  
Texas A&M University

**ROOM**

ERIE

**“Pro-Social Sports Gaming: Analyzing the Formation of Digital Networks and Communities through EA Sports FC’s ‘Pro Clubs’”**

Brandon Wallace, Indiana University  
Johnathan Anderson, Indiana University

**“‘If You’re Not in the Tribe, You’re Automatically Bad’: How the Sports Fan Navigates Their Own Digital Identity”**

Joshua Jackson, Louisiana State University  
Jessica Maddox, University of Alabama

**“The Pac-12: Loss, Land, and Longing in Parasocial Relationships with Regional Sports Conferences”**

David Staton, University of Northern Colorado

**“Last One Out: Explaining Why the Pac-12 Became the Pac-2”**

John McGuire, Oklahoma State University  
Ali Forbes, University of Texas at Austin

**“‘Football Before the Community’: A Lesson in Crisis Communication in the Wake of Hurricane Helene”**

Rachelle Beckner, Clemson University  
Sarah Stokowski, Clemson University

**PANEL B**

Parents, Coaching, and Sport Institutions

**CHAIR**

Brittani Sahn  
Quinnipiac University

**ROOM**

ILLINOIS

**“Don’t Forget the Coaches: A Content Analysis of Instagram Sport News Coverage of Women’s Basketball Coaches During March Madness”**

Claire Wanzer, University of Delaware  
Anna Goorevich, University of Minnesota  
Nicole LaVoi, University of Minnesota

**“Parent Perceptions of Fee-Based Youth Sport Coaches: A 30-Year Comparison of Communication, Attitudes, and Expectations”**

Travis Bell, University of South Florida  
Joseph McGlynn, University of North Texas  
Mike Milford, Auburn University

**“The Transfer Epidemic: A Mixed Method Analysis of NCAA Hockey Transfer Data and Interviews with NCAA Hockey Coaches”**

Patrick Tutka, Purdue University

**“Coaching While Parenting”**

Sandy Alspach, Ferris State University

**PANEL C**

Media and the Olympics

**CHAIR**

Dunja Antunovic  
University of Minnesota

**ROOM**

ONTARIO

**“Medals and the Power of the Media: Reactions of Olympic Athletes to Media Observation as Strategies of Defensive Mediatization”**

Thomas Horky, Macromedia University  
Daniel Noelleke, German Sports University Cologne  
Frauke Hachtman, University of Nebraska-Lincoln  
Meistra Budiasa, Bung Karno University

**“Examining the influence of identification, blind patriotism and constructive patriotism on evaluations of Olympic Athlete protests”**

Michael Devlin, Texas State University  
Natalie Brown-Devlin, University of Texas Austin  
Yara Acaf, University of Texas at Austin

**“A Media Analysis of the Socio-Cultural Impacts of the Beijing 2022 Winter Olympics: The Intangible Olympic Legacy”**

Nimi Mengying Niu, Loughborough University

**“Sports Media Coverage in the Age of Gender Parity: A Comparative Study of Eurosport’s Digital Olympic News in Romania and Spain”**

Angela Stanescu, Autonomous University of Barcelona

**“Eileen Gu, the 2022 Winter Olympics, and the Contemporary Rhetoric of Athlete Branding”**

Michael Butterworth, University of Texas at Austin

11:00-13:00

**ROOM**

LAKESHORE BALLROOM WEST

**IACS Member Report, Lunch, and Keynote Panel:**

Molly Yanity, University of Rhode Island  
Jane McManus, New York University  
Sarah Spain, ESPN  
Shimmy Miller, Big Ten Network

13:30-14:45

**PANEL A**

Podcasting and Women's Sports Coverage

**CHAIR**

Yara Acaf  
University of Texas at Austin

**ROOM**

ERIE

**“‘But You Didn’t Go Cover Our Women Olympians’: Places of Women’s Sports Coverage in Local Media”**

Dunja Antunovic, University of Minnesota  
Kimberly Soltis, University of Minnesota  
Taylor Daly, University of Minnesota  
Ariel Yang, University of Minnesota

**“‘It Ain’t Gonna Work, Buddy.’ Kim Mulkey v. The Washington Post during the 2024 NCAA Women’s Basketball Tournament”**

Travis Bell, University of South Florida  
Julia Richmond, Rowan University

**“‘This Podcast Got Me into Soccer!’: Understanding the Role of Podcasts in the Women’s Sports Media Landscape”**

Brittani Sahn, Quinnipiac University

**“‘Watching and Listening Closely: What Video Podcasts Have Meant for Sports Journalists’ Authority”**

Simon McEnnis, University of Brighton

**PANEL B**

Pereception and Representation

**CHAIR**

Steph Doehler  
The Open University

**ROOM**

ILLINOIS

**“‘When Soccer Meets Streetwear: A Critical Analysis of Soccer Shirts’ New Cool”**

Cory Barker, Penn State University

**“‘Doing this may Kill Me: A Mixed Method Approach to Perceptions of Cyclist Safety”**

Kenny Smith, Rowan University  
Lauren Smith, Rowan University

**“‘Interaction and Gamification – The Media Audience’s Perception of Reality and Virtuality in New Sports Formats. A Mixed-methods Study using the Example of the Baller League in Germany”**

Thomas Horky, Macromedia University  
Leon Teuter, Macromedia University

**“‘From Geek Kingdom to Non-Gendered Utopia? The Gendered Representation of Esport on French Sports Media L’Equipe.fr”**

Nicolas Voisin, Université de Franche-Comté  
Lucie Schoch, Université de Franche-Comté  
Yann Descamps, Université de Franche-Comté



13:30-14:45

**PANEL C**

Communication and Self-tracking

**MODERATOR**

Jonathan Finn  
Wilfrid Laurier University

**ROOM**

ONTARIO

**Panelists:**

Jonathan Finn, Wilfrid Laurier University  
Rayvon Fouché, Northwestern University  
Bright Baffour Antwi, University of South-Eastern Norway

15:00-16:15

**PANEL A**

Expanding Sport Opportunities

**CHAIR**

Anasheh Oliven  
Pepperdine University

**ROOM**

ERIE

**“Making Fantasy Reality: Fantasy Sport Simulations as Immersive Sports Communication Classroom Experiences”**

Lauren Anderson, Emerson College  
Andrew Billings, University of Alabama

**“Reassembling the Research Agenda: Embedding Actor-Network Theory into the Study of Sports Communication”**

Michael Mirer, University of Wisconsin-Milwaukee

**“Soft Skills and Student Work: Sports Media Professionals Reflect on their Academic Careers”**

Welch Suggs, University of Georgia  
Wyatt Meyer, Clarke Central High School

**“Local News Hiring Practices for Sports – ‘Even the Smallest Sports Job Used to get 100+ Applicants. Those Days Are Over’”**

John Collett, Gonzaga University  
Kevin Hull, University of South Carolina  
Tim Mirabito, Syracuse University

**“Examining the Intersection of Sports Communication Education with Industry Hiring Practices”**

Adam Pitluk, Coastal Carolina University  
Jason Stamm, University of Nebraska-Lincoln  
Brian Petrotta, University of Nebraska-Lincoln

**PANEL B**

Mediating Visibility

**CHAIR**

Aman Misra  
University of Tennessee, Knoxville

**ROOM**

ILLINOIS

**“Different Quotes for Different Folks: Analyzing Racial and Gendered Stereotypes in Sports Press Conferences”**

Vincent Peña, DePaul University  
Lorenzo Bryce Perea, DePaul University

**“‘That’s the Double-edged Sword of Women’s Sports’: Fan Interpretations of Visibility Politics in Women’s Sports”**

Dafna Kaufman, University of North Carolina, Chapel Hill

**“When I Was Younger, I Wish I Had the Courage to Say ‘No’ to the Media’: Female Winter Olympians Navigate the Changing Media Space through Trial and Error”**

Marina Dmukhovskaya, University of Colorado, Boulder

**“Considering Sustainability in Media Visibility of Women’s Sport: A Cross-National Perspective”**

Dunja Antunovic, University of Minnesota  
Toni Bruce, University of Auckland  
Cheryl Cooky, Purdue University

**“See Me, Hear Me: U.S. College Athletes Seek Empathy & Understanding from Coaches and Athletic Staff”**

Scott Parrott, University of Alabama  
Shaheen Kanthawala, University of Alabama  
Lillian Feder, Marquette University

**PANEL C**

Caitlin Clark (Part 1) and Race

**CHAIR**

Julia Richmond  
Rowan University

**ROOM**

ONTARIO

**“Hatin’ on Caitlin: A Social Identity Theory Examination of Verbal Jabs at Caitlin Clark’s Rise to WNBA Prominence from WNBA Insiders”**

Chris Hanna, Georgia Southern University  
James Morton, Utah State University

**“Brains, Brawn, and Bias: Racial Stereotypes in WNBA Commentary and the Caitlin Clark-Angel Reese Discourse”**

Megan Lambertz-Berndt, California Polytechnic State University

**“Brains and Brawn: Unveiling the Intellectual Side of Athleticism”**

Jonathen Hart, Ferris State University

**“Clapping Back: Digital Black Feminism and Everyday Resistance from Black Female Athletes”**

Tunisha Singleton, University of Nevada, Las Vegas

**“The Popular (White) Feminism of Barstool Sports”**

Matthew Hodler, University of Rhode Island



16:30-17:45

**PANEL A**

Beyond Sports Initiative Report

**MODERATOR**

Kenon Brown  
University of Alabama

**ROOM**

ILLINOIS



**Panelists:**

Andrew Billings, University of Alabama  
Jan Boehmer, University of Michigan  
Nick Bowman, Syracuse University  
Nicky Lewis, Indiana University  
Brody Rauhley, Miami University  
Sean Sadri, University of Alabama

18:00-20:00

**RECEPTION**

Beyond Sports Initiative  
Hosted by the University of Alabama

**LOCATION**

TIMMY'S BACK BAR AT  
TIMOTHY O'TOOLES  
622 N. FAIRBANKS CT.



**IACS Attendees Invited:**

Must bring IACS badge for entry  
Free appetizers, beer, wine, and house liquor

18:00-20:00

# SATURDAY, MARCH 15

Registration (LAKESHORE BALLROOM)

9:00-12:00

8:00-9:00

**ROOM**

ILLINOIS



*Communication & Sport Editorial Board Meeting*

9:00-10:15

**PANEL A**

Self-Presentation, Mental and  
Physical Health

**CHAIR**

Dafna Kaufman  
University of North Carolina, Chapel Hill

**ROOM**

ERIE



**“News, Narratives and Health Stories: Examining the Intersection of Body Image and Mental Health in Athletes”**

Kim Bissell, Louisiana State University  
Emma Bissell, Syracuse University

**“Get’cha Head in the Game: A Mental Health Thematic Analysis on the Transactional Model of Stress and Coping Perspective Amongst College Athletes”**

Jessica Payne, University of Alabama  
Shaheen Kanthawala, University of Alabama  
Bree Holtz, Michigan State University

**“The Iridescence in Paris 2024: Exploring LGBTQ+ Olympians’ Self-Presentation via an Analysis of Instagram Stories”**

Nimi Mengying Niu, Loughborough University  
Bingjie Wang, Loughborough University

**“Exploring the Role of Athletes in Health Persuasion: The Halo-Effect Approach as a Function of their Physical Attractiveness, Race, and Performance”**

Mutaz Barnawi, University of Alabama  
Sai Mikkilineni, University of Alabama

**PANEL B**

Nationalized Media

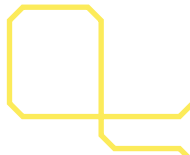
**CHAIR**

Angela Stanescu

Autonomous University of Barcelona

**ROOM**

ILLINOIS



**“Sustaining Ukrainian Nationalism through Media Representations of Football Club Shakhtar Donetsk”**

Jeffrey Kassing, Arizona State University  
Grace Kominak, Arizona State University

**“How to Avoid the Risk of ‘Marginalization’? Transformation Research on the Chinese Television Sports Program Sports News”**

Yuwei Zhang, East China Normal University  
Bo Li, Miami University  
Brody Ruihley, Miami University  
Deyue Xue, China National Postal & Telecommunications Appliances Co., Ltd.  
Zesheng Yang, Universitat Autònoma de Barcelona

**“Understanding of Imane Khelif’s Gender among Slovenian Facebook Users”**

Simon Licen, Washington State University

**“A League of Their Own: The Rhetorical Discourse of Separation Within the Transgender Athlete Debate”**

Karen Hartman, Idaho State University

**PANEL C**

Caitlin Clark (Part 2) and Feminism

**CHAIR**

Ariel Newell

University of Tennessee, Knoxville

**ROOM**

ONTARIO



**“It’s a Femininomenon: A Qualitative Analysis of Collegiate Women Athletes’ Perceptions of Their Sports Uniforms”**

Helene Burch, University of Tennessee, Knoxville  
Guy Harrison, University of Tennessee, Knoxville

**“Which Feminisms are Reflected in the Global Media Coverage of the Women’s World Cup?”**

Alexis Mirbach, LMU Munich

**“Sports, Racial Neoliberalism and the Monetary Value of Whiteness: Sports Journalists’ Discourse of Caitlin Clark’s First WNBA Season”**

Ever Figueroa, University of Colorado, Boulder  
Vincent Peña, DePaul University  
Nihal Alaqabawy, University of Colorado, Boulder

**“Race and Gender Privileges Dictate Coverage: Examining Caitlin Clark and Rebecca Lobo’s Entrance into the WNBA”**

Megan Lambertz-Berndt, California Polytechnic State University

9:00-10:15

10:30-11:45

**PANEL A**

The Future of Sports Coverage

**CHAIR**

Grace Kominak  
Arizona State University

**ROOM**

ERIE

**“Streaming Emotions: How Netflix Sports Documentaries Ignite Fan Engagement on Social Media”**

Jessica Payne, University of Alabama  
Joshua Jackson, Louisiana State University  
Emily Dirks, Qualtrics

**“The Future of Sports Journalism in Evolving Media Environments: The Mediatization Matrix as an Analysis Model”**

Thomas Birkner, University of Salzburg  
Jörg-Uwe Nieland, University of Klagenfurt

**“The Old ‘Market for Lemons’ or A New Approach to Quality? On the Ambivalent Value of Digital and AI Tools in Sports Journalism”**

Christoph Bertling, German Sports University Cologne  
Daniel Noelleke, German Sports University Cologne

**PANEL B**

Best Practices in Sport-Themed  
Experiences Abroad

**MODERATOR**

Brian Petrotta  
University of Nebraska-Lincoln

**ROOM**

ILLINOIS

**Panelists:**

Brian Petrotta, University of Nebraska-Lincoln  
John Affleck, Pennsylvania State University  
Guy Harrison, University of Tennessee, Knoxville  
Welch Suggs, University of Georgia  
John Shrader, University of Nebraska-Lincoln  
Kelsey Slater, North Dakota State University  
Molly Yanity, University of Rhode Island

**PANEL C**

Name, Image, and Likeness

**CHAIR**

Nicky Lewis  
University of Kentucky

**ROOM**

ONTARIO



**“Collegiate Athlete Activism and Legal Considerations of NIL and Professional Contracts”**

Emma Bissell, Syracuse University  
Kim Bissell, Louisiana State University

**“Student, Athlete, Employee? How the NCAA Subjectifies the Student-Athlete in the NIL Landscape”**

Logan Breidenbach, Colorado State University

**“Student-Athletes Doin’ it for the Gram: Testing the Effects of Gender, Self-Presentation, and Product Type in NIL-Sponsored Posts on Instagram”**

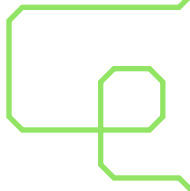
Claire Wanzer, University of Delaware  
James Bingaman, California Polytechnic State University, San Luis Obispo

**“Fandom and Acceptance of the NIL Era: A Longitudinal Reddit Discourse Analysis”**

Betsy Emmons, University of Nebraska, Lincoln  
Brendan O’Hallarn, Old Dominion University

**“Online Presence: How University Websites Shape NIL Outcomes for Student-Athletes”**

Nicole Butterbaugh, University of Texas at Austin



**12:00-13:15**

**ROOM**

ILLINOIS



**IACS Executive Board Meeting**



**Lunch Break (on your own)**

13:30-14:45

**PANEL A**

Sports Journalism

**CHAIR**

Kenny Smith  
Rowan University

**ROOM**

ERIE

**“Controlling the Games: Examining the relationship between the International Olympic Committee and sports journalists”**

Aaron Gallagher, Dublin City University

**“The Platonic Ideal of American Sports Journalism”**

Brian Moritz, St. Bonaventure University

**“Investigating Sports Journalism, Online Harms and Effective Support Structures”**

Daniel Kilvington, Leeds Beckett University

**“Altruistic Joy: Finding Joy in Sports Journalist-Audience Interaction”**

Gregory Perreault, University of South Florida

Teodora Tavares, University of South Florida

Ella Hackett, University of South Florida

Ava Jochims, University of South Florida

**PANEL B**

Changing Dynamics in Sport

**CHAIR**

Vincent Peña  
DePaul University

**ROOM**

ILLINOIS

**“Kicking Error Out of the Game: Video Assistant Referee as Technosolutionism”**

Pratik Nyaupane, University of Southern California

Alejandro Alvarado Rojas, University of Southern California

**“Sport and the Attention Economy: Spectacles of Engagement in the Digital Culture Industry”**

Brandon Wallace, Indiana University

David Andrews, University of Maryland

**“Emotional and Moral Judgment Processing of Referee’s Calls on Fouls: A Moderated Mediation Analysis”**

Minkyoo Lee, University of Nevada, Las Vegas

Bumsoo Park, University of Nevada, Las Vegas

Jae Ko, University of Nevada, Las Vegas

**“‘The Power of Pink’: Frames of Acceptance in Play4Kay Games”**

Katherine Lavelle, University of Wisconsin-La Crosse

**“America’s Datafied Pastime: Baseball, Rhetoric, and Perfection”**

Michael Delayo, Pennsylvania State University

**PANEL C**

Understanding Reaction and Effect

**CHAIR**

Nicole Butterbaugh  
University of Texas at Austin

**ROOM**

ONTARIO

**“Understanding In-Group Communication in Women-Only Running Spaces: A Comparative Study from Qatar and Japan”**

Donna Wong, Waseda University  
Vanessa Åsell-Tsuruga, Independent Researcher  
Farah Zeyad Ali, Hamad Bin Khalifa University  
Christos Anagnostopoulos, Hamad Bin Khalifa University

**“The Use and Effect of Statistics in U.S. Professional Sports Leagues’ X Posts on Engagement, Enjoyment, and Emotion”**

Dustin Hahn, Texas Christian University

**“The Swift Effect: Exploring NFL Game Commentary on Reddit”**

Elizabeth Cox, University of Oklahoma  
Amanda Siew, Griffin Media

**“Is it the kicker’s fault?: The Tyler Bass Missed Field Goal and Fans’ Reactions”**

Lindsey DiTirro, Gannon University  
Jennifer Allen Catellier, Gannon University

**“Controlling the Game: Sports Fan Reactions to NFL Victories and Defeats in Mediated Sport”**

Johnathan Anderson, Indiana University



**15:00-16:15**

**PANEL A**

Stadiums and Ownership

**CHAIR**

Aaron Gallagher  
Dublin City University

**ROOM**

ERIE

**“‘Academics Can Say Whatever They Want’: Rhetorical Responses to Sports Franchise Relocation”**

Stephen Andon, Montclair State University

**“The KC Stadium Controversy: Cultivating Public Trust and Preserving Tradition”**

Anthony Cavaiani, William Woods University

**“Here Comes the Money: News Framing of Arguments for and Against Publicly Funded Sports Stadiums”**

Ryan Broussard, Sam Houston State University

**“Throwing Drinks and Stealing Hats: A Case Study Examining the Unexpected Behaviors of Carolina Panthers Owner David Tepper”**

Benjamin Brojakowski, Angelo State University

**PANEL B**

Social Implications

**CHAIR**

John Shrader  
University of Nebraska, Lincoln

**ROOM**

ILLINOIS

**“Sporting Sorting: Media Repertoires of Grassroots Sports Clubs”**

Thomas Neumann, University of Klagenfurt  
Philip Sinner, University of Bremen/ZeMKI

**“Anniversary Coverage of the Masters Golf Tournament: Discrimination or Diversity?”**

Aman Misra, University of Tennessee, Knoxville  
Amber Roessner, University of Tennessee, Knoxville

**“Social Inclusion Through Racquet Sports in France”**

Sara Keivan, University of Illinois Urbana-Champaign  
Hadi Dolatabadi, University of Tehran  
Yannick Kluch, University of Illinois Urbana-Champaign

**“Expressing Organizational Culture on Twitter/X”**

Greg Armfield, New Mexico State University  
Duli Shi, New Mexico State University

**“For the Crown: Social Media, College Students and Charlotte FC”**

David Bockino, Elon University  
Carlos Levy, Elon University  
Anthony Bamford, Elon University

**PANEL C**

Morality and Ideology

**CHAIR**

Thomas Horky  
Macromedia University

**ROOM**

ONTARIO

**“When Physical Activities Become Mediated Morality Plays: Franklin the Turtle’s Transcultural, Transmedia Moral Discourses Through Sports Between France and Canada, 1997-2004”**

Lucas Profillet, Université de Franche-Comté

**“Sport Media’s ‘Great Moving Right Show’: Conservative Sports Media, Opposition to Athlete Activism and Ideological Entrepreneurship”**

Taylor Henry, Seton Hall University

**“Hegemonic Masculinity on the Grill: The Nolan Ryan Beef & Barbecue Cookbook”**

Raymond Schuck, Bowling Green State University Firelands

**“Dramatism and CrossFit: The Guilt Redemption Cycle In The Wake of Đukič’s Death”**

Anasheh Oliven, Pepperdine University



16:30-17:45

**PANEL A**

Discovering Media

**CHAIR**

Elizabeth Cox  
University of Oklahoma

**ROOM**

ERIE

● **“Elaine Kahn: The First Woman Sports Editor of a U.S. College Newspaper”**

Carolina Velloso, University of Minnesota

● **“Faith on the Back Page: How Sports Journalists Cover Athlete Expressions of Religiosity”**

Michael Mirer, University of Wisconsin-Milwaukee  
Tim McAfee, Concordia University

● **“Sports Coverage on Forte FM Community Radio Station in South Africa”**

Oluyinka Osunkunle, University of Fort Hare

● **“It Better be Local: How News Directors View Sports in Local Newscasts”**

Tim Mirabito, Syracuse University  
Kevin Hull, University of South Carolina  
John Collett, Gonzaga University

● **“Sportswashing or Just Business: Elite American Newspaper Framing of the PGA and Saudi Arabia’s LIV Golf Merger”**

Christopher Toula, Sam Houston State University  
Ryan Broussard, Sam Houston State University

**PANEL B**

Framing Sport Sustainability

**MODERATOR**

Steven Kubitzka  
University of California, Santa Barbara

**ROOM**

ILLINOIS

● **Panelists:**

Steven Kubitzka, University of California, Santa Barbara  
Brian McCullough, University of Michigan  
Jan Boehmer, University of Michigan  
Rafael Rocha, Texas A&M University

16:30-17:45

**PANEL C**

Branding, Activism, and Production

**CHAIR**

Lawrence Wenner  
Loyola Marymount University

**ROOM**

ONTARIO

**“How Did Elite Athletes Utilize Instagram When the Spotlight Was on Them? Unpacking Athlete Branding via Self-presentation during the 2023 FIFA Women’s World Cup”**

David Pulgarin-Mesa, Brock University  
Olan Scott, Brock University  
Ryan Clutterbuck, Brock University  
Nicholas Burton, Brock University

**“Giving Activism the Red Card? English Fan Reactions to the OneLove Armband at Qatar 2022”**

Steph Doehler, The Open University

**“Necropolitics of the Sport/Media Complex: Sovereignty over Life and Death in Quebec’s Boxing Industry”**

Bachir Sirois-Moumni, University Ottawa  
Myriam Lavoie-Moore, University St-Paul

**“Popularity over Productivity?: The Role of Social Media in Making MLB All-Stars”**

Scott Parrott, University of Alabama  
Zachary Arth, Marist College  
Patrick Gentile, Hope College

**“Branding 14 Year-Olds: Young Athletes as Promoted on Motorsport Instagram Accounts”**

Betsy Emmons, University of Nebraska, Lincoln

16:30-17:45