

# 2025 Summit on Communication and Sport

## Chicago, Illinois

### March 13-15

Friday, March 14

Michigan	Illinois	Erie
8:00 - 9:15 a.m.		
<p>(Dis)United in Diversity: France and the 2024 Olympic Opening and Closing Ceremonies Yann Descamps &amp; Nicolas Voisin</p> <p>Streaming live from Paris: Comparison of broadcast commentary of 2024 Olympic and Paralympic Volleyball Kelsey Slater &amp; Noah Backes</p> <p>Crafting the Olympian image: A gendered analysis of elite athletes' self-presentation on Instagram during the 2024 Olympic Games Bo Li, Olan Scott, Sarah Stokowski, Longyu Wu, &amp; Yuwei Zhang</p> <p>Flipping the Gendered Frame?: An Analysis of NBC's Primetime Television Broadcasts of the 2024 Paris Olympic Games Lauren Smith &amp; Paul MacArthur</p> <p>If Memes Could Dance: Rachael Gunn and the 2024 Olympics' Breakdancing Scandal Evan Frederick &amp; Ann Pegoraro</p>	<p>Fans as Catalysts for Sustainable Change in Sports Yara Acaf, Brian McCullough, &amp; Emily Plec</p>	<p>Bein' green: An exploration of environmental communication efforts of the NFL, NBA, and MLB Sport and politics? An analysis of the importance of sport in the electoral campaigns of Austrian, German and US parties. James Bingham Jörg-Uwe Nieland, Thomas Neumann, &amp; Philip Sinner</p> <p>Down goes China!: Martial arts, nationalized sports, and crisis management Mike Milford</p> <p>Shannon's "UnSharpe" Use of Image Repair Theory: Creating Potential Issues from a Self-Declared Non-Issue Chris Hanna &amp; James Morton</p> <p>Safe at Home? Fans assess their safety at the ballyard Matthew Martin</p>
9:30-10:45 a.m.		
<p>Medals and the Power of the Media – Reactions of Olympic Athletes to Media Observation as Strategies of Defensive Mediatization Thomas Horky, Daniel Noelleke, Frauke Hachtman, &amp; Meistra Budiasa</p> <p>Examining the influence of identification, blind patriotism and constructive patriotism on evaluations of Olympic Athlete protests Michael Devlin, Natalie Brown-Devlin, &amp; Yara Acaf</p> <p>A Media Analysis of the Socio-Cultural Impacts of the Beijing 2022 Winter Olympics: The Intangible Olympic Legacy Nimi Mengying Niu</p> <p>Sports Media Coverage in the Age of Gender Parity: A Comparative Study of Eurosport's Digital Olympic News in Romania and Spain Angela Stanescu</p> <p>Eileen Gu, the 2022 Winter Olympics, and the Contemporary Rhetoric of Athlete Branding Michael Butterworth</p>	<p>Don't Forget the Coaches: A Content Analysis of Instagram Sport News Coverage of Women's Basketball Coaches During March Madness Claire Wanzer, Anna Goorevich, &amp; Nicole LaVoi</p> <p>Parent Perceptions of Fee-Based Youth Sport Coaches: A 30-Year Comparison of Communication, Attitudes, and Expectations Travis Bell, Joseph McGlynn, &amp; Mike Milford</p> <p>The Transfer Epidemic: A Mixed Method Analysis of NCAA Hockey Transfer Data and Interviews with NCAA Hockey Coaches Patrick Tutka</p> <p>Coaching While Parenting: Fostering Organizational Learning Across the Canadian Sport System Through Leadership and Mentorship Development Sandy Alspach Jennifer Walinga</p>	<p>Pro-Social Sports Gaming: Analyzing the Formation of Digital Networks and Communities through EA Sports FC's "Pro Clubs" Brandon Wallace &amp; Johnathan Anderson</p> <p>"If you're not in the tribe, you're automatically bad": How the sports fan navigates their own digital identity Joshua Jackson &amp; Jessica Maddox</p> <p>"The Pac-12 - Loss, land, and longing in parasocial relationships with regional sports conferences" David Staton</p> <p>Last One Out: Explaining Why the Pac-12 Became the Pac-2 John McGuire &amp; Ali Forbes</p> <p>"Football before the community": A lesson in crisis communication in the wake of Hurricane Helene Rachelle Beckner &amp; Sarah Stokowski</p>
11:00 a.m. - 1:00 p.m.		
<p>IACS Membership Reports and Lunch</p> <p>Keynote Panel, Jane McManus, Sarah Spain, Shimmy Miller, Molly Yanity, Lakeshore Ballroom West</p>		
1:30 - 2:45 p.m.		
<p>When Soccer Meets Streetwear: A Critical Analysis of Soccer Shirts' New Cool Cory Barker</p> <p>The Invisibility of Soccer: "The Ancient Game," Ideology and Immigrant Communities John Sloop</p> <p>Doing this may kill me: A mixed method approach to perceptions of cyclist safety Kenny Smith &amp; Lauren Smith</p> <p>Interaction and gamification – the media audience's perception of reality and virtuality in new sports formats. A mixed-methods study using the From Geek Kingdom to Non-Gendered Utopia? The Gendered Representation of Esport on French Sports Media L'Equipe.fr Thomas Horky &amp; Leon Teuter Yann Descamps &amp; Nicolas Voisin</p>	<p>Communication and Self-tracking Jonathan Finn, Rayvon Fouché, &amp; Bright Baffour Antwi</p>	<p>Dismantling the Gate: Sports Radio, Sports Podcasting and Women's Agency Lori Beckstead</p> <p>"But you didn't go cover our women Olympians": Places of women's sports coverage in local media Dunja Antunovic, Kimberly Soltis, &amp; Taylor Daly</p> <p>"It ain't gonna work, buddy." Kim Mulkey v. The Washington Post during the 2024 NCAA Women's Basketball Tournament Travis Bell &amp; Julia Richmond</p> <p>"This podcast got me into soccer!": Understanding the role of podcasts in the women's sports media landscape Brittani Sahn</p> <p>Watching and listening closely: What video podcasts have meant for sports journalists' authority Simon McEnnis</p>
3:00 - 4:15 p.m.		
<p>Hatin' on Caitlin: A Social Identity Theory Examination of Verbal Jabs at Caitlin Clark's Rise to WNBA Prominence from WNBA Insiders Brains, Brawn, and Bias: Racial Stereotypes in WNBA Commentary and the Caitlin Clark-Angel Reese Discourse Chris Hanna &amp; James Morton Megan Lambertz-Berndt</p> <p>Brains and Brawn: Unveiling the Intellectual Side of Athleticism Jonathen Hart</p> <p>The Clapback: Digital Black Feminism and the Everyday Resistance of Black Female Athletes in Online Spaces Tunisha Singleton</p> <p>The Popular (White) Feminism of Barstool Sports Matthew Hodle</p>	<p>Different quotes for different folks: Analyzing racial and gendered stereotypes in sports press conferences Vincent Pena &amp; Lorenz Bryce Perea</p> <p>"That's the double-edged sword of women's sports": Fan Interpretations of Visibility Politics in Women's Sports Dafna Kaufman</p> <p>"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</p> <p>Considering Sustainability in Media Visibility of Women's Sport: A Cross-National Perspective Dunja Antunovic, Toni Bruce, &amp; Cheryl Cooky</p> <p>See Me, Hear Me: U.S. College Athletes Seek Empathy &amp; Understanding from Coaches and Athletic Staff Michael Parrott, Shaheen Kanthawala, &amp; Lillian Feder</p>	<p>Making Fantasy Reality: Fantasy Sport Simulations as Immersive Sports Communication Classroom Experiences Lauren Anderson &amp; Andrew Billings</p> <p>Reassembling the Research Agenda: Embedding Actor-Network Theory into the Study of Sports Communication Michael Mirer</p> <p>Soft Skills and Student Work: Sports Media Professionals Reflect on their Academic Careers Welch Suggs &amp; Wyatt Meyer</p> <p>Local News Hiring Practices for Sports – "Even the smallest sports job used to get 100+ applicants. Those days are over" John Collett, Kevin Hull, &amp; Tim Mirabito</p> <p>Examining the intersection of sports communication education with industry hiring practices Adam Pitluk, Jason Stamm, &amp; Brian Petrotta</p>
4:30 - 5:45 p.m.		
<p>Trends in Sports Media: The Debut of the Beyond Sports Initiative Report, Andrew Billings, Kenon Brown, Jan Boehmer, Nick Bowman, Nicky Lewis, Brody Ruhlley, &amp; Sean Sadri, Illinois</p>		

Saturday, March 15  
8:00 - 9:00 a.m.

Communication & Sport Editorial Board Meeting, Illinois

Michigan	Illinois	Erie
9:00 - 10:15 a.m.		
It's a Femininomen: A Qualitative Analysis of Collegiate Women Athletes' Perceptions of Their Sports Uniforms Helene Burch & Guy Harrison	How Brazil Covers Women in Sports: An Analysis of Routine Coverage in National Media	Luisa Almeida de Paula, Ana Carolina Vimeiro, Flaviane Rodrigues Eugênio, Rafaela Cristina De Souza, João Vitor Marques, & Olivia Pilar
Which feminisms are reflected in the global media coverage of the Women's World Cup? Alexis Mirbach	Sustaining Ukrainian Nationalism through Media Representations of Football Club Shakhtar Donetsk How to avoid the risk of "marginalization"? Transformation Research on the Chinese Television Sports Program Sports News	Jeffrey Kassing & Grace Kominak Yuwei Zhang, Bo Li, Brody Ruhlley, Deyue Xue, & Zesheng Yang
The Iridesence in Paris 2024: Exploring LGBTQ+ Olympians' Self-Presentation via an Analysis of Instagram Stories Sports, Racial Neoliberalism and the Monetary Value of Whiteness: Sports Journalists' Discourse of Caitlin Clark's First WNBA Season Race and Gender Privileges Dictate Coverage: Examining Caitlin Clark and Rebecca Lobo's Entrance into the WNBA Megan Lambert-Berndt	Understanding of Imane Khelif's gender among Slovenian Facebook users A League of Their Own: The Rhetorical Discourse of Separation Within the Transgender Athlete Debate Karen Hartman	Simon Licen A Reasoned Action Approach to Parent-Child Communication about Sport-Related Concussions Dan Hartman Exploring the Role of Athletes in Health Persuasion: The Halo-Effect Approach as a Function of their Physical Attractiveness, Race, and Performance Mutaz Barnawi & Sai Mikkilineni

10:30 - 11:45 a.m.

Collegiate Athlete Activism and Legal Considerations of NIL and Professional Contracts Emma Bissell & Kim Bissell		Streaming Emotions: How Netflix Sports Documentaries Ignite Fan Engagement on Social Media Jessica Payne, Joshua Jackson, & Emily Dirks
Student, Athlete, Employee? How the NCAA Subjectifies the Student-Athlete in the NIL Landscape Logan Breidenbach		Artificial Intelligence and Sports Journalism: Comparative analysis in the Ibero-American scenario Francisco Buitrage
Student-Athletes Dolin' it for the Gram: Testing the Effects of Gender, Self-Presentation, and Product Type in NIL-Sponsored Posts on Instagram Claire Wanzer & James Bingaman	Best Practices in Sport-Themed Experiences Abroad Brian Petrotta, John Affleck, Guy Harrison, Vicky Michaels, John Shrader, Kelsey Slater, & Molly Yanity	The Future of Sports Journalism in Evolving Media Environments The Mediatization Matrix as an Analysis Model The old 'market for lemons' or a new approach to quality? On the ambivalent value of digital and AI tools in sports journalism. Thomas Birkner & Jörg-Uwe Nieland Christoph Bertling & Daniel Noelleke
Fandom and Acceptance of the NIL Era: A Longitudinal Reddit Discourse Analysis Betsy Emmons & Brendan O'Hallarn		
Online Presence: How University Websites Shape NIL Outcomes for Student-Athletes Nicole Butterbaugh		Evolving in Real Time: Navigating the Work of Recruiting Websites Jason Genovese & Jason Stamm

12:00 - 1:15 p.m.

IACS Board Meeting, Illinois

1:30 - 2:45 p.m.

Understanding In-Group Communication in Women-Only Running Spaces: A Comparative Study from Qatar and Japan Donna Wong, Vanessa Åsell-Tsuruga, Farah Zeyad Ali, & Christos Anagnostopoulos	Kicking error out of the game: Video Assistant Referee as technolulutionism Pratik Nyuapane & Alejandro Alvarado Rojas	Women in Brazilian Sports Journalism: Demographics, Roles, and Intersectional Challenges Controlling the Games: Examining the relationship between the International Olympic Committee and sports journalists Aaron Gallagher
The Use and Effect of Statistics in U.S. Professional Sports Leagues' X Posts on Engagement, Enjoyment, and Emotion Dustin Hahn	Sport and the Attention Economy: Spectacles of Engagement in the Digital Culture Industry Brandon Wallace & David Andrews	The Platonic Ideal of American Sports Journalism Brian Moritz
The Swift Effect: Exploring NFL Game Commentary on Reddit Elizabeth Cox & Amanda Siew	Emotional and Moral Judgment Processing of Referee's Calls on Fouls: A Moderated Mediation Analysis Minkyoo Lee, Bumsoo Park, & Jae Ko	Investigating sports journalism, online harms and effective support structures Daniel Kilvington
Is it the kicker's fault?: The Tyler Bass missed field goal and fans' reactions Lindsey DiTirro & Jennifer Allen Catterell	"The Power of Pink": Frames of Acceptance in Play4Kay games Katherine Lavelle	Altruistic Joy: Finding Joy in Sports Journalist-Audience Interaction Gregory Perreault, Teodora Tavares, Ella Hackett, & Ava Jochims
Controlling the Game: Sports Fan Reactions to NFL Victories and Defeats in Mediated Sport Johnathan Anderson	America's Datafied Pastime: Baseball, Rhetoric, and Perfection Michael Delayo	

3:00 - 4:15 p.m.

From "Hooligans with Credit Cards" to "Everybody Wants to be a WAG": Exploring Media Framings and Cultural Meanings of Sportsmen's Wives When Physical Activities Become Mediated Morality Plays: Franklin the Turtle's Transcultural, Transmedia Moral Discourses Through Sports Sport Media's "Great Moving Right Show": Conservative Sports Media, Opposition to Athlete Activism and Ideological Entrepreneurship Luisa Almeida de Paula Lucas Proffillet Taylor Henry	"SAF Only Works If the Owner Isn't Stingy": An Analysis of Fans' Perceptions of Management Models in Brazilian Soccer Guilherme Pedrosa Quintela & Miriam Matteson "Academics can say whatever they want": Rhetorical Responses to Sports Franchise Relocation Stephen Andon The KC stadium controversy: Cultivating public trust and preserving tradition Anthony Cavalani Here comes the money: News framing of arguments for and against publicly funded sports stadiums. Ryan Broussard Throwing Drinks and Stealing Hats: A Case Study Examining the Unexpected Behaviors of Carolina Panthers Owner David Tepper Benjamin Brojakowski	Sporting Sorting. Media repertoires of grassroots sports clubs - results based on an innovative sorting method Thomas Neumann & Philip Sinner Anniversary Coverage of the Masters Golf Tournament: Discrimination or Diversity? Aman Misra & Amber Roesner Social Inclusion Through Racquet Sports Yannick Kluch, Sara Keivan, & Hadi Dolatabadi Expressing Organizational Culture on Twitter/X Greg Armfield & Duli Shi
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4:30 - 5:45 p.m.

How did elite athletes utilize Instagram when the spotlight was on them? Unpacking athlete branding via self-presentation during the 2023 FIFA David Pulgarin-Mesa, Olan Scott, Ryan Clutterbuck, & Nicholas Burton		Elaine Kahn: The First Woman Sports Editor of a U.S. College Newspaper? Carolina Velloso
Giving activism the red card? English fan reactions to the OneLove armband at Qatar 2022 Steph Doehler		Faith on the back page: How sports journalists cover athlete expressions of religiosity Michael Mirer & Tim McAfee
Necropolitics of the Sport/Media Complex: Sovereignty over Life and Death in Quebec's Boxing Industry Bachir Sirois-Moumni & Myriam Lavoie-Moore	Framing Sport Sustainability: A Discussion on Prevailing Frames in Sport Sustainability Research and Industry Steven Kubitzka, Brian McCullough, Jan Boehmer, Rafaela Rocha, & Brandon Matukas	Sports coverage on Forte FM community radio station in South Africa. Oluyinka Osunkunle
Popularity over Productivity?: The Role of Social Media in Making MLB All-Stars Michael Parrott, Zachary Arth, & Patrick Gentile		It Better be Local: How News Directors View Sports in Local Newscasts Tim Mirabito, Kevin Hull, & John Collett
Branding 14 Year Olds: Young Athletes as Promoted on Motorsport Instagram Accounts Betsy Emmons		Sportswashing or Just Business: Elite American Newspaper Framing of the PGA and Saudi Arabia's LIV Golf Merger Christopher Toula & Ryan Broussard