

# 2026 Summit on Communication & Sport

March 12-14, Dublin City University, St. Patrick's Campus, Dublin, Ireland

Hosted by the International Association for Communication & Sport



## March 12

13:00-18:00

Registration  
DCU Main Foyer

19:30-22:30

Opening Reception

**Guinness Storehouse**  
St. James's Gate  
Dublin 8, D08VF8H  
4th Floor

## Friday, March 13

7:30-9:00

IACS Executive  
Board Meeting  
Room: E203

9:00-12:00

Registration  
DCU Main Foyer

9:30-10:45

**Panel A:** Online  
Harassment in Sport  
Room: E203

**Panel B:** Standing  
Out and Blending in  
as Women Working  
in Sports Media  
Room: E223

**Panel C:** Examining  
Communication in  
Baseball  
Room: E403

**Panel D:** Issues in  
Sport Podcasting  
Room: E406

11:00-12:15

**Panel A:** Mental  
Health in Sport  
Room: E203

**Panel B:** Explorations  
of Sport Gambling  
Room: E206

**Panel C:** Sport,  
Media and  
Discrimination  
Room: E223

**Panel D:** Rhetorical  
Analyses of Sport  
Room: E306

12:30-14:00

Lunch Break [Lunch  
Provided by IACS]

14:00-15:15

**Panel A:** Gender in  
Sports Journalism  
Practice  
Room: E223

**Panel B:** Examining  
Formula 1  
Room: E203

**Panel C:** Historical  
Perspectives in Sport  
Communication  
Room: E206

**Panel D:** Sports Fandom I  
Room: E306

15:30-16:45

**Panel A:** Still We Teach:  
Social Justice Pedagogy in  
the Face of Rising  
Authoritarianism  
Room: E223

**Panel B:** Miscellaneous I  
Room: E203

**Panel C:** Transnational  
Explorations I  
Room: E206

**Panel D:** Emergent  
Phenomena in Sports  
Broadcasting  
Room: E306

17:00-18:15

**Panel A:** A.I. in Sport  
Communication  
Room: E203

**Panel B:** Collegiate  
Sport Communication  
Praxis  
Room: E403

**Panel C:** Identity in  
Communication and  
Sport  
Room: E223

**Panel D:** Miscellaneous  
II  
Room: E406

## Saturday, March 14

7:30-8:30

*Communication and  
Sport* Editorial Board  
Meeting  
Room E203

9:00-10:15

**Panel A:** Name,  
Image and Likeness I  
Room: E201

**Panel B:** Tackling  
Challenges Related  
to Teaching Gender  
and Sport in the  
Classroom  
Room: E223

**Panel C:** Sports  
Journalism Practice  
Room: E203

**Panel D:** Sports  
Fandom II  
Room: E206

10:30-11:45

**Panel A:** Lecture  
Series, Podcast, and  
Experiential  
Learning: A 2025  
World University  
Games Global  
Collaboration  
Room: E201

**Panel B:**  
Developments in the  
WNBA  
Room: E223

**Panel C:** Gender,  
Social Media, and  
Sport I  
Room: E203

**Panel D:**  
Miscellaneous III  
Room: E206

12:00-14:00

IACS Luncheon &  
Business Meeting

14:00-15:15

**Panel A:** Interrogating  
Communication in  
Football  
Room: E203

**Panel B:** Framing I  
Room: E201

**Panel C:** Women's Sports  
Reporting and  
Autoethnography:  
Challenging the Status  
Quo of Journalism and  
Journalism research  
Room: E223

**Panel D:** Transnational  
Explorations II  
Room: E206

15:30-16:45

**Panel A:** Globalizing  
MediaSport  
Room: E223

**Panel B:** Gender, Social  
Media, and Sport II  
Room: E201

**Panel C:** What About the  
Kids?  
Room: E203

**Panel D:** Image Repair in  
Sport  
Room: E206

17:00-18:15

**Panel A:** Para/Olympics  
Room: E223

**Panel B:** Miscellaneous IV  
Room: E203

**Panel C:** Name, Image and  
Likeness II  
Room: E201

**Panel D:** (Geo)politics and  
Sports Journalism  
Room: E206

**Thursday, March 12**

**13:00-18:00**

Registration  
**DCU Main Foyer**

**19:30-22:30**

Opening Reception  
**Guinness Storehouse**  
**St. James's Gate**  
**Dublin 8, D08VF8H**  
**4th Floor**

**IACS thanks the University of 17 August 1945 for  
sponsoring the 2026 Top Student Paper Award**



**UTA'45**  
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UNIVERSITAS 17 AGUSTUS 1945

**Thursday, March 12**

# Friday, March 13

7:30-9:00

IACS Executive Board Meeting  
Room: E203

9:00-12:00

Registration  
DCU Main Foyer

9:30-10:45

**PANEL A**  
Online Harassment in  
Sport

**ROOM**  
E203

**CHAIR**  
Alex Volonte  
University of Florida

***Organisational Responses to Online Abuse in Women's Sport: An Interview-Based Exploration***

Amberlie Williams, Sheffield Hallam University  
Beth Fielding-Lloyd, University College Birmingham  
James Newman, Sheffield Hallam University  
Ruth Deller, Sheffield Hallam University

***Discriminatory Abuse in YouTube Comments of the 2024 Olympic Beach Volleyball Tournament***

Kelsey Slater, University of Nebraska-Lincoln  
Lauren Burch, Loughborough University London  
Andrea Geurin, New York University  
Matthew Zimmerman, Virginia Tech University

***When Theory Meets Experience: Athletes' Definitions of Online Hate***

Chiara Gethmann, German Sport University Cologne  
Yaseman Lappas, German Sport University Cologne  
Daniel Nölleke, German Sport University Cologne

***Betting, Bullying, and Burnout: Examining Online Harassment from Sport Wagering and Its Impacts on Student-Athletes Wellbeing and Coping***

Bo Li, Southern Methodist University  
Kevin Byon, Southern Methodist University  
Olan Scott, Brock University  
Edward Kim, Southern Methodist University

Friday, March 13

**PANEL B**

Standing Out and  
Blending in as Women  
Working in Sports  
Media

**ROOM**  
E223

**MODERATOR**

Guy Harrison  
University of  
Tennessee, Knoxville

**Panelists:**

Niamh Kitching, Mary Immaculate College, Limerick  
Aoife Sheehan, University of Limerick  
Cliona O'Leary, Sport Ireland  
Evanne Ní Chuilinn, Former Sportscaster and  
Current Irish Senator

**PANEL C**

Examining  
Communication in  
Baseball

**ROOM**  
E403

**CHAIR**

John Shrader  
University of  
Nebraska-Lincoln

***Rhetorical Revivification in Baseball Memory***  
Michael J. Delayo, The Pennsylvania State University

***Queering Baseball: A League of Their Own (2022) as Critical Rhetoric***

Korryn Mozisek, Carnegie Mellon University

***Using Strategic Banter for Sport Public Relations Engagement***

Karen Hartman, Idaho State University

***The Athletic, the Houston Astros Sign-Stealing Scandal and Investigative Sports Journalism as Metajournalistic Discourse***

Simon McEnnis, University of Brighton

***Banking on a Big Right Arm: measuring the impact of MLB sleeve sponsor logos***

Matthew Martin, University of Southern Mississippi

**PANEL D**

Issues in Sport  
Podcasting

**ROOM**  
E406

**CHAIR**

Rikishi Smith-Rey  
Clemson University

***Bro Podcasts and Breakdowns of Journalistic Norms in the Defamation of Mary Kate Cornett***

Dylan McLemore, Oklahoma State University

***Sport-adjacent Podcasting as an Educational Pipeline for Women in Sport***

October Heffner, University of Texas at Austin

***Soccer stars Tobin Heath and Christen Press conceptualize "gal culture," the sports podcast community's antidote to bro culture: An analysis of The RE-CAP Show***

Molly Yanity, University of Rhode Island  
Brittani Webb, Quinnipiac University

***Analyzing the Role of the Audience in the Fantasy Sport Podcasting Environment***

Tyler Ratts, University of Dubuque  
Brody J. Ruihley, Miami University

**Friday, March 13**

11:00-12:15

**PANEL A**  
Mental Health in Sport

**ROOM**  
E203

**CHAIR**  
Natalie Bunch  
University of Cincinnati

***Helping or Healing? How Women Athletes Frame Body Image and Mental Health Disclosures Online***

Kim Bissell, Louisiana State University

***Admired Vulnerability or Shattered Heroism? Media Framing of Elite Athletes' Mental Illnesses in German Print Media***

Marcia Hapig, Eberhard Karls Universität Tübingen

***An Analysis of Social Media-Based Mental Health Advocacy by Professional Sports Teams and Leagues***

Scott Parrott, University of South Carolina

***Mental Health Literacy of College Sport Communicators***

Natalie Bunch, University of Cincinnati  
Lauren Beasley, Georgia State University  
Jackson Sears, University of North Carolina  
Beth Cianfrone, Georgia State University

**PANEL B**  
Explorations of Sport  
Gambling

**ROOM**  
E206

**CHAIR**  
Kelsey Slater  
University of  
Nebraska-Lincoln

***Sports Betting and Eudaimonic Psychological Well-Being: A Longitudinal Study***

Stephen Warren, Northeastern University

***That's it, I quit!: An analysis between the relationship of quitting sports gambling and enjoyment.***

Lauren Smith, Rowan University  
Kenny Smith, Rowan University

***Jontay Porter, legal and accessible gambling, and the framing of a modern sports scandal***

Brian Moritz, St. Bonaventure University

***Evaluating college students' attention to helpline gambling messaging in gambling advertisements using an eye-tracking biosensor approach***

Katey Price, Albion College  
Karen Erlandson, Albion College  
Megan Hill, Albion College

Friday, March 13

**PANEL C**

Sport, Media and  
Discrimination

**ROOM**  
E223

**MODERATOR**

Jasmin Seijbel  
Erasmus University  
Rotterdam

**Panelists:**

Johnathan Anderson, Samford University  
Usva Friman, Tampere University  
Jaymes Van Gyn, University of Alabama  
Júlia Belas Trindade, Swansea University  
Madhav Ahuja, Nottingham Trent University

**PANEL D**

Rhetorical Analyses of  
Sport

**ROOM**  
E306

**CHAIR**

Mike Milford  
Auburn University

***“The Draft has Spoken”:* Shedeur Sanders & the  
*NFL’s Rhetorical Economy of Whiteness***

Matt Meier, DePauw University  
Linsay Cramer, Coastal Carolina University

***The Agony and Opportunity of Defeat: Nuance in  
Nationalist Sports Rhetoric***

Mike Milford, Auburn University

***“Indigenizing Puck Politics: Native Epistemologies  
and Rhetorical Efforts to Decolonize NHL Culture”***

Jason Black, University of North Carolina Charlotte

***Roof of the World, Window to Sports Rhetoric: Inoxtag’s  
Kaizen and the Body Politics of Sports on French YouTube***

Yann Descamps, Université Marie et Louis Pasteur  
Nicolas Voisin, Université Marie et Louis Pasteur  
Lucas Profillet, Université Marie et Louis Pasteur

**12:30-14:00**

Lunch Break  
(Lunch Provided by IACS)

**14:00-15:15**

**PANEL A**

Gender in Sports  
Journalism Practice

**ROOM**  
E223

**CHAIR**

October Heffner  
University of Texas at  
Austin

***“What Would She Know About It?”: Performing  
Credibility in Irish Men’s Sport Broadcasting\****

Aoife Sheehan, University of Limerick

***The influence of commentators’ gender on audience  
assessment of live commentary on winter sports***

Markus Schaefer, Macromedia University of Applied Sciences  
Lea Lothwesen, Johannes Gutenberg University Mainz

***From Player to Journalist: Carli Lloyd’s Neoliberal  
Feminist Narratives Around Women in Sport***

Emily Ryalls, California Polytechnic State University  
Megan Lambertz-Berndt, California Polytechnic State University

***Sport, gender, and media production: A comparative study  
of press conference questions during Euro 2024 and Euro  
2025***

Lidia Pedro Sole, University of Brighton  
Owen Evans, University of Brighton

**\*Top Student Paper, sponsored by  
University of 17 August 1945**

**Friday, March 13**

**PANEL B**  
Examining Formula 1

**ROOM**  
E203

**CHAIR**  
Alice Němcová Tejkalová  
Charles University

***From the Pit Lane to the Timeline: How Formula 1 Uses Instagram to Engage Female Fans***

Christof Seeger, Hochschule der Medien Stuttgart

***The Communicative Engine: Mediatization and the Reimagining of Formula 1's Organizational Identity***

Samia Ehsan, University of Texas at Austin

***Driving Engagement and Staying on Track: Social Media Beyond Follower Counts***

Megan Piche, University of Guelph  
Lynton Lam, University of Guelph

**PANEL C**  
Historical Perspectives  
in Sport  
Communication

**ROOM**  
E206

**CHAIR**

***The DeConcini Act: The True Origin of the Professional and Amateur Sports Protection Act (PASPA)***

David Bockino, Elon University

***Soccer in Music City: A Microhistory of American Ideology***

John Sloop, Vanderbilt University

***Green, Pink and Read All Over: Saturday night sports newspapers and the changing editorial priorities of local sports journalism***

Richard Jones, Salford University

***#TigerTuesdays: How Skratch Golf recalls Tiger Woods on Facebook***

Aman Misra, University of Tennessee, Knoxville  
Ariel Newell, University of Tennessee, Knoxville  
Shannon Scovel, University of Tennessee, Knoxville

**Friday, March 13**

**PANEL D**  
Sports Fandom I

**ROOM**  
E306

**CHAIR**  
Angela Pratt  
University of North  
Carolina Chapel Hill

***Swift Judgments: A Sentiment Analysis of Fan Reactions to Taylor Swift's Attendance at NFL Games***

Erin Neaton, University of Michigan

***Disenfranchised: When a sports franchise relocates, what happens to the fans who are left behind?***

Brian Britt, University of Alabama  
Joshua Jackson, Louisiana State University  
Kenon Brown, University of Alabama

***Understanding Sports Fan Communities with AI: A Discriminant-Validity Test of the SCOPE-TRA Method for Developing Fan Subgroup Profiles with Large Language Models***

George Anghelcev, Northwestern University in Qatar  
Temesgen Tewold, Duke University  
Claudia Kozman, Northwestern University in Qatar

***Digital Discontent: Fan identity and emotional engagement of soccer fans online***

Ashleigh Lee, University of Kansas

**15:30-16:45**

**PANEL A**  
Still We Teach: Social  
Justice Pedagogy in  
the Face of Rising  
Authoritarianism

**ROOM**  
E223

**MODERATOR**  
Yannick Kluch  
University of Illinois,  
Urbana-Champaign

**Panelists:**

Evan Frederick, University of Louisville  
Ahjanai Keaton, University of Massachusetts Amherst  
Angela Pratt, University of North Carolina Chapel Hill  
Lauren Smith, Rowan University  
Brandon T. Wallace, Indiana University

**Friday, March 13**

**PANEL B**  
Miscellaneous I

**ROOM**  
E203

**CHAIR**  
Michael Mirer  
University of  
Wisconsin-Milwaukee

***Branded by the Gridiron: Objects, Sites, and Bodies Constituting the Texas High School Football Brand***

Kelly Eblen, Texas A&M University

***A Tale of Two Islands: Inverted Binaries, Colonialist Discourse and Redemptive Sports Narratives in Next Goal Wins***

Mark Falcous, Otago University

***When Women's Hockey Goes Pro: How the PWHL's Success Endorsed and Troubled the Hegemonic Standards of the Sports Media Complex***

Fannie Valois-Nadeau, Université TÉLUQ

***The Weight of Words: A Thematic Analysis of Former NCAA Division-I Women Athletes' Body-Focused Memorable Messages***

Claire Wanzer, University of Delaware  
Rikishi Rey-Smith, Clemson University

***Let's Just Play... Really? Challenging or Contesting the Sporting (Media Complex) Norm in Children's Literature and Animation***

Yann Descamps, Université Marie et Louis Pasteur  
Nicolas Voisin, Université Marie et Louis Pasteur  
Lucas Profillet, Université Marie et Louis Pasteur

**PANEL C**  
Transnational  
Explorations I

**ROOM**  
E206

**CHAIR**  
Mark Mederson  
Texas State University

***Moral watchdog, cultural narrator: Understanding UK media's contradictory coverage of Qatar 2022***

Owen Evans, University of Brighton

***Reframing Sports Policy and Communication in Indonesia: Discrimination, and the Politics of Representation***

Brian Matthew, University of 17 August 1945, Jakarta  
Meistra Budiasa, University of 17 August 1945, Jakarta

***"Ski Austria hopes for gold!" – the media portrayal of winter sports in Austrian print reporting***

Jörg-Uwe Nieland, University Klagenfurt  
Thomas Neumann, University Klagenfurt

***Opportunities and constraints for sports participation in a selected rural high school in South Africa***

Oluyinka Osunkunle, University of Fort Hare

**Friday, March 13**

**PANEL D**  
Emergent Phenomena  
in Sports Broadcasting

**ROOM**  
E306

**CHAIR**  
Amanda Sams  
University of  
Mississippi

***Alt-Casts as Sports Media Game Changers: Credibility and Enjoyment Shifts Within Audience Perceptions of National Football League Games***

Sean Sadri, University of Alabama  
Andrew Billings, University of Alabama  
Feiyun Deng, University of Alabama

***Public Service Media, sport, and accountability in the platform era: YouTube content, strategies, and challenges on European PSM***

Xavier Ramon, Pompeu Frabra University

***The ESPN takeover of the Pat McAfee Show: Professional-amateur boundaries and credibility contests***

Simon McEnnis, University of Brighton

***Hot Takes and Soft Power: The Uses & Gratifications of Sports Talk Radio***

Emil Steiner, Rowan University

***Cleatus' longevity: How visual framing of data influences audience perception of AI use in NFL broadcasts***

Jason Stamm, University of Nebraska-Lincoln  
Ryan Tam, University of Nebraska-Lincoln

**17:00-18:15**

**PANEL A**  
A.I. in Sport  
Communication

**ROOM**  
E203

**CHAIR**  
Adam Pitluk  
Coastal Carolina  
University

***Curveball: Can Generative AI Replace Baseball Beat Writers?***

Adam Pitluk, Coastal Carolina University

***Heeding the Calls for Methodological Innovation in Sports Communication through Insights from Information & Computational Science: How Data-Driven Personas Can Advance Research on Fanship and Fandom***

George Anghelcev, Northwestern University in Qatar  
Claudia Kozman, Northwestern University in Qatar

***Expectancy Violations in the Age of AI Advertising: Narrative versus Non-Narrative Super Bowl Ads and the Role of Persuasion Knowledge***

Soyon Choi, University of Texas at Austin  
Hyungrok Jin, The University of Texas at Austin

**Friday, March 13**

**PANEL B**  
Collegiate Sport  
Communication Praxis

**ROOM**  
E403

**CHAIR**  
Brian Petrotta  
University of  
Nebraska-Lincoln

◆ ***The Evolving Landscape of Collegiate Sports Communication***

Steve Collins, Oklahoma State University  
Stephen Howard, Oklahoma State University  
Andrew Abernathy, Oklahoma State University  
Ray Murray, Oklahoma State University  
John McGuire, Oklahoma State University

***Evolving in Real Time: Navigating the Work of Recruiting Websites***

Jason Genovese, Commonwealth University of Pennsylvania  
Jason Stamm, University of Nebraska-Lincoln

***Calling It: Play-by-Play Announcers' Professional Autonomy in College Athletics***

Timothy Mirabito, Syracuse University  
Robin Hardin, University of Tennessee, Knoxville  
Elizabeth Taylor, Temple University

***The Communicative Role of the NCAA Faculty Athletic Representative in a Post-House Settlement World***

◆ Karen Hartman, Idaho State University

**PANEL C**  
Identity in  
Communication and  
Sport

**ROOM**  
E223

**CHAIR**  
Evan Brody  
University of Nevada,  
Reno

◆ ***Fair Play?: News Coverage of U.S. Policies Banning Transgender Athletes***

Sally Ann Cruikshank, Middle Tennessee State University  
Madeleine Luchsinger, Middle Tennessee State University

***Error or Erasure: Examining Jackie Robinson's Removal from the Department of Defense Website***

Evan Frederick, University of Louisville  
Ahjanai Keaton, University of Massachusetts Amherst  
Ann Pegoraro, Guelph University

***Adding visibility? How the AP Stylebook reacts to growth of women's sports***

Steve Bien-Aime, University of Kansas  
Patricia Gaston, University of Kansas  
Beth Randolph Taylor, University of Kansas  
Hanbo Liu, University of Kansas  
Michael Douglas, University of Kansas  
Ryleigh Gilmore, University of Kansas

***"Be the voice you know you can be": Everyday activism among Black athletes in US women's sports.***

◆ Emma Calow, Ulster University

**Friday, March 13**

**PANEL D**  
Miscellaneous II

**ROOM**  
E406

**CHAIR**  
Jessica Murfree  
University of North  
Carolina Chapel Hill

***Sport in Social Movement Media: Radical Counter-Pedagogies in Colin Kaepernick's Know Your Rights Campaign***

Brandon T. Wallace, Indiana University

***Turf Wars: The Contested News Landscape of Artificial Turf in the NFL***

James Bingaman, California Polytechnic State University, San Luis Obispo

***Sport Communication Beneath the Surface: Leisure, Identity, and Climate Advocacy among Divers***

Jessica Murfree, University of North Carolina at Chapel Hill  
Yolanda Waters, University of Queensland  
Rebecca Olive, Royal Melbourne Institute of Technology

***The effects of playing sports video games on the reception of sports media and sport-specific consumption capital. A study based on a survey of NBA 2K players***

Mark Ludwig, German Sport University  
Joshua Knipp, German Sport University

**Saturday, March 14**

**7:30-8:30**

***Communication & Sport* Editorial Board Meeting  
Room: E203**

**Saturday, March 14**

9:00-10:15

**PANEL A**  
Name, Image and  
Likeness I

**ROOM**  
E201

**CHAIR**  
Brandon Wallace  
Indiana University

***Nostalgia as Governance in Name, Image and Likeness: Mythical Families, Ideal Sports and Docile Bodies***

Jen Coburn, Ferris State University  
John Scott Gray, Ferris State University

***Rank, Brand, and Expectation: How Fans Evaluate Athlete NIL Endorsements on Social Media***

Soyon Choi, The University of Texas at Austin  
Natalie Brown-Devlin, The University of Texas at Austin  
Andrea Lim, The University of Texas at Austin

***Building Bonds Through NIL: The Influence of Deal Types on Fan Perceptions and Behaviors***

Elizabeth Cox, University of Kansas

***Speaking Up or Staying Silent? Perceived Support, NIL Pressures, and Mental Health Disclosure among Women Collegiate Athletes***

Kim Bissell, Louisiana State University  
Emma Bissell, Syracuse University

**PANEL B**  
Tackling Challenges  
Related to Teaching  
Gender and Sport in  
the Classroom

**ROOM**  
E223

**MODERATOR**  
Megan Lambertz-  
Berndt  
California Polytechnic  
State University

**Panelists:**

Megan Lambertz-Berndt, California Polytechnic State University  
Emily Ryalls, California Polytechnic State University  
Hilary Rasmussen, University of Wisconsin Parkside  
Marina Dmukhovskaya, University of Colorado  
Angela Pratt, University of North Carolina Chapel Hill

Saturday, March 14

**PANEL C**  
Sports Journalism  
Praxis

**ROOM**  
E203

**CHAIR**  
Jason Stamm  
University of  
Nebraska-Lincoln

◆ ***It's Not the Effect, it is the Strategy: How the Search for Attention has Altered Sports Media Forever***

John Shrader, University of Nebraska-Lincoln

***Diversifying the legacy newspaper newsroom in an age when DEI is a four-letter word***

Adam Pitluk, Coastal Carolina University

***Not just Xs and Os: Developing a typology of journalistic questions in sports settings***

Vincent Pena, DePaul University

***Can Local Sports Help Save Local Television? A Reconsideration of Sports in Local News***

Timothy Mirabito, Syracuse University

John Collett, Gonzaga University

◆ Kevin Hull, University of South Carolina

**PANEL D**  
Sports Fandom II

**ROOM**  
E206

**CHAIR**  
Mark Falcous  
University of Otago

◆ ***The Sky might be Bluer? Utilization of BlueSky in CONCACAF Gold Cup discussion***

Matthew Zimmerman, Virginia Tech University

Lauren Burch, Loughborough University London

Kelsey Slater, University of Nebraska-Lincoln

***Should the show go on? Public discussion during college sporting event weather delays***

Cory Armstrong, University of Nebraska-Lincoln

***Taylor Swift's Boyfriend: The Socialization Pathways of German NFL Fans***

Jan Boehmer, University of Michigan

Frauke Hachtmann, University of Nebraska-Lincoln

***The Importance of "Being There": Prospect Theory and the Need to Bear Witness in Sports Media Contexts***

Andrew Billings, University of Alabama

Jan Boehmer, University of Michigan

◆ Kenon Brown, University of Alabama

**Saturday, March 14**

10:30-11:45

**PANEL A**

Lecture Series,  
Podcast, and  
Experiential Learning:  
A 2025 World  
University Games  
Global Collaboration

**Panelists:**

Frauke Hachtmann, University of Nebraska-Lincoln  
Andreas Hebbel-Seeger, Macromedia University Hamburg  
Katrin Heyers, 2025 FISU World University Games GmbH  
Ernesto Scherer, Student, Macromedia University Cologne

**ROOM**

E201

**MODERATOR**

Thomas Horky,  
Macromedia University  
of Applied Sciences

**PANEL B**

Developments in the  
WNBA

***All Things Seen and Unseen: Vernacular Industry Lore  
and Great White Hopes in Popular Discourses About the  
WNBA***

**ROOM**

E223

Thomas Oates, University of Iowa  
Chad Rhym, University of Iowa

**CHAIR**

Molly Yanity  
University of Rhode  
Island

***Femvertising in the WNBA: "Better Footwork" with  
BFT?***

Meredith Bagley, University of Alabama  
Mary Anne Taylor, Emerson College

***'Pay Us What You Owe Us': The Protest Paradigm  
and the WNBA All Star Game Player Protest***

Ever Figueroa, University of Colorado Boulder  
Vincent Pena, DePaul University  
Ashley Carter, University of Colorado Boulder

***Pay Us What You Owe Us: Pay equity rhetoric in the  
Women's National Basketball Association (WNBA)***

Kate Lavelle, University of Wisconsin-La Crosse

Saturday, March 14

**PANEL C**  
Gender, Social Media,  
and Sport I

**ROOM**  
E203

**CHAIR**  
Hannah Thompson-  
Radford  
Swansea University

◆ ***Theorising a Visibility Bind for Why Social Media Matters for Elite Female Athletes: A Case Study on England Women's Cricket***

Hannah Thompson-Radford, Swansea University

***The Ilona Maher effect: The intersections of body politics, digital culture, and women's sport***

Emma Calow, Ulster University

***Insta-equity? Local news media's portrayal of women in sports Instagram photos***

Rich Johnson, Arizona State University  
Miles Romney, Brigham Young University  
Milexa Cardona, Arizona State University

***Revealing the Dark Side of Social Media in Women's Sport***

Megan Piche, University of Guelph  
Michael Naraine, Brock University

**PANEL D**  
Miscellaneous III

**ROOM**  
E206

**CHAIR**  
Neil O'Boyle  
Dublin City University

◆ ***Analysis of Professional Roles in Team Media***

Inga Oelrichs, German Sport University Cologne

***Club as content studio: Probing the mediatization of the sports organization***

Michael Mirer, University of Wisconsin-Milwaukee

***"It's Just a Little Extra Weight on the Bar": The Lived Experiences of Division I Student-Athletes Performing with a Chronic Illness or Autoimmune Disease***

Rikishi Smith-Rey, Clemson University  
Brandon Boatwright, Clemson University  
Claire Wanzer, University of Delaware  
Marissa Bennett, US Olympic and Paralympic Committee  
Ava Quallen, Clemson University  
Bronwen Smith, Independent

***"What can you do?" Comparing media portrayals of two older athletes' real stories***

◆ Jaye Atkinson, Georgia State University

**Saturday, March 14**

**12:00-14:00**

IACS Luncheon and Business Meeting  
(Location TBA)

**14:00-15:15**

**PANEL A**  
Interrogating  
Communication in  
Football

**ROOM**  
E203

**CHAIR**  
Joshua Jackson  
Louisiana State  
University

***Video Assistant Referee, Human Judgment, and the Datafication of the Beautiful Game***

Ron Von Burg, Wake Forest University  
Steven Giles, Wake Forest University  
KJ Smith Wake Forest University

***Nation, Team or Player? – An Analysis of the Personalization of EURO 2024 Coverage in German and English Daily Newspapers***

Jörg-Uwe Nieland, University Klagenfurt  
Christof Seeger, Hochschule der Medien Stuttgart

***The goalkeepers versus media. How to face the pressure in such a stressed position***

Ondrej Trunecka, Charles University  
Anna Hrbackova, Charles University

***Constituting Fandom: Rhetorical Attempts to Hail Local and Global Fans in FX's Welcome to Necaxa***

Stephen Andon, Montclair State University

**Saturday, March 14**

**PANEL B**  
Framing I

**ROOM**  
E201

**CHAIR**  
Cory Armstrong  
University of  
Nebraska-Lincoln

***Framing a Salience Spike: How the Associated Press covered Gender-based sports controversies 2022-24***

Michael Mirer, University of Wisconsin-Milwaukee  
Mark Mederson, Texas State University

***Skating, Loss, and Solidarity: Examining Media Framing of Post-Tragedy Figure Skating News Coverage***

Sean Sadri, University of Alabama  
Amanda Sams, University of Mississippi  
Jason Cain, University of Mississippi  
Feiyun Deng, University of Alabama

***LA2028: Gold Medals, Travel Bans, and Violated Expectations***

Brian Petrotta, University of Nebraska-Lincoln  
Sharon Baldinelli, University of Nebraska-Lincoln  
Cory Armstrong, University of Nebraska-Lincoln

***From Baden-Baden to WAGlash: A framing analysis of England's WAGs in the 2006 FIFA World Cup***

Luísa Almeida de Paula, Kent State University

**PANEL C**

Women's Sports  
Reporting and  
Autoethnography:  
Challenging the status  
quo of journalism and  
journalism research

**ROOM**  
E223

**Panelists:**

Rafaelle Nicholson, Bournemouth University  
Hannah Thompson-Radford, Swansea University  
Júlia Belas Trindade, Swansea University  
Alex Harris, University College Birmingham

**PANEL D**  
Transnational  
Explorations II

**ROOM**  
E206

**CHAIR**  
Olan Scott  
Brock University

***Setting Public Agenda on Social Media: Exploring How Nationalism Shape Trending Topics on Chinese Weibo During the 2024 Paris Olympics***

Bo Li, Southern Methodist University  
Olan Scott, Brock University  
Kevin Byon, Southern Methodist University  
Ryan Chen, Miami University

***“He said about me getting onto my knees for all the boys”: Experiences of Women Coaching Men’s Field Hockey in the United Kingdom***

Rory Phibbs, University of Brighton

***“We’re including, but they don’t want to come”: Sports associations, gender inclusion and postfeminist rhetoric in Kerala, India***

Amritha Mohan, Monash University

***Propaganda peloton: Sportswashing in professional cycling***

Kenny Smith, Rowan University  
Julie Richmond, Rowan University

**15:30-16:45**

**PANEL A**  
Globalizing  
MediaSport

**ROOM**  
E223

**Panelists:**

Lawrence Wenner, Loyola Marymount University  
Andrew Billings, University of Alabama  
Dunja Antunovic, University of Minnesota  
Jacco van Sterkenberg, Erasmus University  
Arne van Lienden, Erasmus University  
Xavier Ramon, Pompeu Fabra University  
Alice Němcová Tejkalová, Charles University  
Raymond Boyle, University of Glasgow  
Mark Falcoux, Otago University  
Ann Pegoraro, University of Guelph  
Simon Licen, Pennsylvania State University

**Saturday, March 14**

**PANEL B**  
Gender, Social Media,  
and Sport II

**ROOM**  
E201

**CHAIR**  
Steve Collins  
Oklahoma State  
University

***The visibility paradox: recognition and vulnerability in the digital exposure of French female athletes***

Marie-Stéphanie Abouna, CY Ileps Cetgy Paris Université

***Scroll, stop, stare: Social media users' fixation on athletes' bodies***

Rich Johnson, Arizona State University  
Othello Richards, Brigham Young University  
Miles Romney, Brigham Young University

***The Effects of Social Media Posts on Sport Motivation: Focusing on the Role of Athletic Identity***

Hyunjung Kim, Korea National Sport University

**PANEL C**  
What About the Kids?

**ROOM**  
E203

**CHAIR**  
Mike Milford  
Auburn University

***The Construction of Fatherhood in Sports-themed Parenting Books***

Adam Rugg, Fairfield University

***From the Big Leagues to Little League: Identity Tensions of Former Pro Athlete Parent-Coaches***

Jake Manning, Marshall University

***Coach Communication of Authority Roles in Ambiguous Youth Sport Environments***

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

**Saturday, March 14**

**PANEL D**  
Image Repair in Sport

**ROOM**  
E206

**CHAIR**  
Vincent Peña  
DePaul University

***Forgiveness in the Digital Age: Examining the Role of Social Media in Brand Redemption for F1 Drivers***

Andrea Lim, University of Texas at Austin

***An Empirical Examination of the Impact Of Gender and Identity on the Sports Image Repair Process***

Stephen Rush, Belmont University

***Sportswashing without Image Restoration? A Shifting Paradigm***

Dylan McLemore, Oklahoma State University

***When the Bottom Drops Out: Relegation and Resilience at Leicester FC and Burnley FC***

Steven Giles, Wake Forest University  
Ron Von Burg, Wake Forest University

**17:00-18:15**

**PANEL A**  
Para/Olympics

**ROOM**  
E223

**CHAIR**  
Dunja Antunovic  
University of Minnesota

***Triangulating a hierarchy of gender influence through Olympic portrayal guidelines, journalistic practice, and the International Olympic Committee***

Travis Bell, University of South Florida  
Aaron Gallagher, Dublin City University

***“Thanks for the example you serve”: The media production of disability sport in Brazil***

Dunja Antunovic, University of Minnesota  
Tatiana Paranhos Cerqueira De Macau, University of Minnesota  
Carolina Velloso, University of Minnesota

***Social Media as a Means of Empowerment for Paralympic Athletes and the Visibility of Their Achievements***

Alice Němcová Tejkalová, Charles University  
Veronika Macková, Charles University  
Kateřina Turková, Charles University

***Mega-Event Media Consumption in a Changing Landscape: A Meta-Analysis of the Summer Olympics, 2008-2024***

Tang Tang, Kent State University  
Roger Cooper, Ohio University

**Saturday, March 14**

**PANEL B**  
Miscellaneous IV

**ROOM**  
E203

**CHAIR**  
Kim Bissell  
Louisiana State  
University

***‘We got two words for ya’: How provocative language fuels professional wrestling’s spectacle***

Joshua Jackson, Louisiana State University

***“I can’t believe we paid for this”:* Live spectatorship, economic exploitation, and the 2025 Wimbledon Championships**

Logan Gibbs, University of South Florida

***“Good Work Not Plummeting to Your Death”:* Communicating Mortality in Adventure Sports Documentaries**

Brett Siegel, University of Colorado Colorado Springs

**PANEL C**  
Name, Image and  
Likeness II

**ROOM**  
E201

**CHAIR**  
Anneliese Bolland  
University of Alabama

***Institutional Control: Analyzing the Role of Image Management in College Athletics***

Aaron Heyman, California Polytechnic State University, San Luis Obispo

***From Sidelines to Timelines: Student-Athletes, Influence, and Perceived Interconnectedness***

Anneliese Bolland, University of Alabama  
Shaheen Kanthawala, University of Alabama  
Jessica Payne, University of Alabama

***‘We’re not an ATM’: Collegiate football organizational identity and NIL***

Kaylee Sugimoto, University of Colorado Boulder

***NIL and Professionalization: Proposing a Theoretical Perspective of NIL’s Storytelling Influence through Analysis of College Football Pregame Shows***

Elizabeth Cox, University of Kansas  
Nicole Butterbaugh, University of Texas at Austin

**PANEL D**  
(Geo)politics and  
Sports Journalism

**ROOM**  
E206

**CHAIR**  
Soyon Choi  
University of Texas at  
Austin

***“The Doctor and The King”:* A framing analysis of football, politics, and media coverage of Reinaldo and Sócrates in Placar magazine during Brazil’s Military Regime**

Luísa Almeida de Paula, Kent State University

***Weakening the Fourth Estate: Parallel Pressures in Sport and Politics***

Neil O’Boyle, Dublin City University  
Aaron Gallagher, Dublin City University

***In the Shadow of Trump: Stephen A. Smith’s Transition from Sports Media Celebrity to Political Figure?***

Greg Armfield, New Mexico State University  
John McGuire, Oklahoma State University

***Fourth Quarter or Estate? When Sport Buzzes Government - An Inquiry into their Increasingly Mutual Dialectic***

Alex Volonte, University of Florida  
Roxane Coche, University of Florida