

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
Emily Plec, Western Oregon University

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

“Fostering Organizational Learning Across the Canadian Sport System Through Leadership and Mentorship Development”

Jennifer Walinga, Royal Roads 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

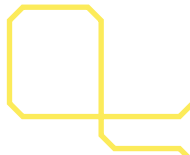
CHAIR

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

“Artificial Intelligence and Sports Journalism: Comparative Analysis in the Ibero-American Scenario”

Francisco Buitrago, Fundación Universitaria Los Libertadores

“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”

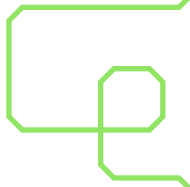
Claire Wanzer, University of Delaware
James Bingaman, California Polytechnic State University, San Luis Obispo

“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