

Fifth Summit on Communication & Sport

Schedule of Sessions

THURSDAY MARCH 29

5:30 pm - 7:00 pm Manager's Reception (for hotel guests only) **Hotel Atrium**

7:00 pm - 8:00 pm Welcome: *Joanne K. Glasser, President, Bradley University*
Keynote: *Charley Steiner, Radio Play-by-Play, Los Angeles Dodgers*
River Room A-D

FRIDAY MARCH 30

6:00 am - 8:00 am Complimentary Breakfast (for hotel guests only) **Hotel Atrium**

8:00 am – 9:00am Plenary Address: *Taylor Branch, Pulitzer Prize-Winning Author*
River Room F

9:00 am - 9:15 am Break (refreshments for paid attendees)

9:15 am - 10:30 am Research Session I

River Room G

A Content Analysis of espnW, ESPN's First Dedicated Content to Serve, Inform and Inspire Female Athletes and Fans
Sarah Wolter, University of Minnesota-Twin Cities

Are You (Fe)Male Enough?: Classification, Power, and Sex in the Olympics
Amanda Schwertner, Texas Tech University

Contrasting Male and Female Sports Announcers during Women's NCAA Tournament Games
Katrina Overby, Indiana University, Wayne Wanta, University of Florida, and John McGuire, Oklahoma State University

Girls Ruin Everything: An Analysis of the Framing of the Removal of Baseball and Softball from Olympic Competition
Lauren Smith, Auburn University, and Shannon Pierce, Auburn University

Chair: *Angela Pratt, Bradley University*

River Room H

“I Am Who I Am”: The Media’s Construction of Masculinity and Sexuality in Men’s Olympic Figure Skating

Karen Hartman, California State University-Stanislaus

Go USA...Go World: Nationalist and Internationalist Priming Effects through Olympic Telecasts

Rebekah Watson, Grace College and Seminary

Athletes that Sparkle: An Analysis of Gender Stereotypes in the Televised Coverage of the 2010 Men’s and Women’s Olympic Figure Skating Events

Amy Jones, University of West Alabama

Sports, Race and Politics: Controversy at the 1968 Olympics

Brian Schrader, University of Denver

Chair: *Paul Pedersen, Indiana University*

River Room I/J

Connecting with Fans in Under 140 characters: Interaction and Participation Frameworks in the NHL’s Use of Twitter

Fawn Draucker, University of Pittsburgh

Social Channels: Sports Fan Communities and YouTube

Matthew Zimmerman, Indiana University, Lauren M. Burch, Indiana University, Evan L. Frederick, Indiana University, Sang Keon Yoo, Indiana University, and Galen E. Clavio, Indiana University

Using Online Social Networks to Promote Sporting Events and Cause Related Marketing Campaigns: A Case Study of a Professional Golf Tournament

Marion Hambrick, University of Louisville

Is Social Media in Sport really a Two-Way Street? An Examination of Creative Usage Patterns of College Football Fans

Galen Clavio, Indiana University

Chair: *John Spinda, Murray State University*

10:30 am - 10:45 am Break (refreshments for paid attendees)

10:45 am - 11:45 am Research Session II

River Room G

“Nobody’s Perfect”: Armando Galarraga, Jim Joyce, and an almost Perfect Game
Donovan Bisbee, Wabash College, and Todd McDorman, Wabash College

Framing a Hero: The New York Times’ Projections of “Hero” in Response to 9/11
Timothy Mirabito, University of Tennessee

Framing the Octagon: A Media Analysis of Mixed Martial Arts and the Ultimate Fighting Championship

Carla Santos, University of Illinois, Scott Tainsky, University of Illinois, K. Alexander Schmidt, University of Illinois, and Changsup Shim, University of Illinois

Chair: *Matthew Foy, Southern Illinois University*

River Room H

Interim Leadership in College Athletics

Blair Browning, Baylor University, and Jeffrey Kassing, Arizona State University

Reaching the Audience: New Communication Technology Practices in College Sports Public Relations

Joseph H. Moore, University of Central Missouri, and Anne Carlson, University of Central Missouri

Y Now: The Changing Face of Millennial Athletes

Dariela Rodriquez, University of Oklahoma

Chair: *John Spinda, Murray State University*

River Room I/J

Cultural Citizenship, Consumption, and Television Sport in the United States: The Case of the National Football League

Lawrence Wenner, Loyola Marymount University, Robert Bellamy, Duquesne University and James R. Walker, St. Xavier University

Physical Activity and Athletic Apparel Purchasing Patterns among Young Individuals: Implications for Advertising

Ania Rynarzewska, Florida State University, and Jeremy Lee, Florida State University

Audible!: A Theoretical Reexamination of the Discourses within College Football Labor Practices

Anthony Cavaiani, Wayne State University, and Dale Anderson, Wayne State University

Chair: *Meredith Bagley, University of Alabama*

11:45 am - 12:30 pm Complimentary Lunch (for paid attendees) **Hotel Atrium**

12:30 pm - 1:00 pm Luncheon Keynote Speech: *Molly Knight* **River Room**

1:15 pm - 1:30 pm Break (refreshments for paid attendees)

1:30 pm - 2:30 pm Summit Business Plenary Session **River Room F**

2:30 pm - 2:45 pm Break (refreshments for paid attendees)
(Guest speakers available to media 3pm-4pm in **River Room F**)

2:45 pm - 4:00 pm Research Session III

River Room G

‘Without Access, Favor or Discretion:’ The Gatekeeping Practices of Deadspin
Brian Moritz, Syracuse University

Sports Journalist as Sports Fan
Adam Earnhardt, Youngstown State University, and Mary Beth Earnhardt, Youngstown State University

Hurry Up and Write: How Social Media is Effecting Speed and Sourcing in the Sports Newsroom
Keith Strudler, Marist College

High School Athletes: How Are They Covered?
Brett Sherrick, The Pennsylvania State University, Steve Bien-Aime, The Pennsylvania State University, and Marie Hardin, The Pennsylvania State University

Chair: *Robert S. Brown, Daniel Webster College*

River Room H

The Fantasy Sport Trade Association: An Inside Look into a Billion Dollar Industry
Andrew Billings, University of Alabama, Brody Rauhley, University of Cincinnati, and Natalie Brown, University of Alabama

How Does Emotional Bonding Influence Performance of Fantasy Sports Players? Pilot Study of Five Fantasy Sports Leagues
Gui Han Ko, Temple University, Chang Wan Woo, University of Wisconsin-Stevens Point, and Steve Hill, University of Wisconsin-Stevens Point

Fantasy Sport Ownership Motivation and Media Dependency
Greg Armfield, New Mexico State University, and John McGuire, Oklahoma State University

The Impact a Person's Level of Fantasy Football Participation Has on Team Identification, Team Loyalty, and NFL Fandom
Jeremy Lee, Florida State University

Chair: *Lauren Smith, Auburn University*

River Room I/J

Athletics Online: A Content Analysis of Athletic Department Websites
Brody Rauhley, University of Cincinnati, Rob Hardin, University of Tennessee, and Joshua Pate, University of Tennessee

Predictors of Strategic Influence Among College Sports Public Relations Directors in College Athletic Departments: The Impact of Managerial Orientation and Leadership Personality Trait, Skill, and Style
Joe Moore, University of Central Missouri

Friends or Foes: Assessing the Relationship Between College Athletic Media Relations Personnel and Members of the Media
Nels Popp, Illinois State University, and Dustin Hall, Illinois State University

An Examination of the Influence of Sport Communication on Football Student-Athletes' College Selection at a Southeastern University in the Football Bowl Subdivision
Landon Huffman, University of Tennessee, and Coyte G. Cooper, University of North Carolina

Chair: *Joshua Dickhaus, Bradley University*

4:00 pm - 5:15 pm Faculty-Industry Dialogue **Ballroom F**

Panelists: *Molly Knight, Sportswriter/Reporter, ESPN, The Magazine*
Dave Kindred, Sportswriter and Author
Katrina Hancock, Sports Anchor/Reporter, WDIV-TV Detroit
Charley Steiner, Radio Play-by-Play Los Angeles Dodgers
Moderator: *Ron Koperski, Department of Communication, Bradley University*

(Dave Kindred available to sign books following this session)

5:15 pm - 5:30 pm Break

5:30 pm - 6:30 pm Research Session IV

River Room G

Rooting for Clothes: The Materialization of Memory in Baseball's Throwback Uniforms
Stephen Andon, Florida State College-Jacksonville

Elite Quarterbacks Don't Laugh When They are Losing: Exploring Fan Responses to Athletes' Emotional Expressions
Jimmy Sanderson, Arizona State University

Aristotle, Morality, and Major League Baseball: Building a Bridge Between Rhetorical and Scientific Research on Emotions
Karen Hartman, California State University-Stanislaus

Chair: *Adam Earnhardt, Youngstown State University*

River Room H

Reputation Differences between Mortification-Only and Mortification/Corrective Action Strategies following a Transgression by a Professional Athlete
John Twork, Illinois State University, and Joseph Blaney, Illinois State University

Rhetoric of Fair Play: Tensions and Possibilities for Sport and Social Change
Meredith Bagley, University of Alabama

"I'm Alright": Rory McIlroy, Danny Noonan, and Whiteness
Raymond I. Schuck, Bowling Green State University

Chair: *Natalie Brown, University of Alabama*

River Room I/J

The Legends Suite: A Case Study on the Socio-Economic Class Divide in Baseball Stadium Publics

Sara Straub, University of Oklahoma

Where Are Our Activist Athletes?: The Genre of “Demise” and the Problem of Class Struggle

Abraham Khan, University of South Florida

Race and the Press

Joe Marren, Buffalo State College

Chair: *Joe Moore, University of Central Missouri*

SATURDAY MARCH 31

7:00 am - 9:00 am Complimentary Breakfast (for hotel guests only) **Hotel Atrium**

9:00 am - 10:15 am Research Session V

River Room G

Cheering for “Our” Champs By Watching “Sexy” Female Throwers: Representation of Nationality and Gender in Slovenian 2008 Summer Olympic Television Coverage

Simon Licen, University of Ljubljana, Slovenia, and Andrew Billings, University of Alabama

Evolution of Television Broadcast Commentary; the Case of China

Nicholas Watanabe, University of Missouri, and Tie Nie, University of Missouri

Up Against the Boards: An Analysis of the Visual Production of the 2010 Olympic Ice Hockey Games

Lauren Smith, Auburn University

The World's Good but the US is Better: Developing and Using the International Sport Viewing Motivation Scale (ISVM) to Determine Motivations for Watching the Olympics

Rebekah Watson, Grace College and Seminary

Chair: *Nicholas Watanabe, University of Missouri*

River Room H

Stepping into the (Social Media) Game: Building Athlete Identity via Twitter
Jimmy Sanderson, Arizona State University

New Media and Fandom: An Examination of National Football League Fans' Use of Social Media
Scott Martin, University of Illinois

However you "Like": Athlete Facebook Pages and Fan Interactions
Andrea Eagleman, Indiana University/Purdue University-Indianapolis, and Galen Clavio, Indiana University

Tweeting from the Endzone: Examining How Athletic Organizations Utilize Social Media
Natalie Brown, University of Alabama, Brandi Watkins, University of Alabama, and Lindsey McCracken, University of Alabama

Chair: *Joshua Dickhaus, Bradley University*

River Room I/J

Airbrushing Away Our Origins?: A Case Study of Professional Athlete Tattoo Representation by the Media
Betsy Emmons, University of Alabama

BABIPped, FIPped and WHIPped: Engaging the Number as Medium and its Relation to Advanced Metrics in Contemporary Sport
Andrew Baerg, University of Houston-Victoria

Points of Attachment and BIRGing/CORFing Behaviors Among Professional, Collegiate, and High School Football Fans
John S. W. Spinda, Murray State University, Daniel L. Wann, Murray State University, and Robin L. Hardin, University of Tennessee

For all our Fans who Dig this Game: Communication Strategies during the NFL Lockout
Melanie Formentin, The Pennsylvania State University

Chair: *Katherine Lavelle, University of Northern Iowa*

10:15 am - 10:30 am Break (refreshments for paid attendees)

10:30 am - 11:45 am Research Session VI

River Room G

Femininity as a Negative Trait as Depicted in Beer Advertisements

Robert S. Brown, Daniel Webster College, and Christopher Voukides, University of New Hampshire School of Law

Wrestler v. Girl: A Discourse Analysis of Coverage of Female Wrestling in Iowa

Katherine Lavelle, University of Northern Iowa

Governmentality and Neoliberalism as “Pretty Tough”

Sarah Wolter, University of Minnesota-Twin Cities

“You Don’t Own Me”: Gender Identity in the 2010 Touch by Alyssa Milano NFL Commercial

Caroline E. Sawyer, University of Memphis

Chair: *Angela Pratt, Bradley University*

River Room H

Building Blog Credibility: How Sports Fan Bloggers Communicate Authentic Fanhood

Matthew Gill, Eastern Illinois University

American Tifos: Seizing Fan Agency Through Material Performances in Professional Soccer Stadiums

Stephen Andon, Florida State College-Jacksonville

What Do Sports Fans Want from Tweets? An Exploratory Study.

Ric Jensen, Ashland University

When Fan Identity Goes Extreme: Exploring Fan Identification Among UFC Fans

Mike Devlin, University of Alabama, and Natalie Brown, University of Alabama

Chair: *Jimmy Sanderson, Arizona State University*

River Room I/J

The Neoliberal Disciplining of LeBron James: Sports Media Discourse as Ideological Critique of Generation Y

Matthew Foy, Southern Illinois University

The Rise and Fall of Tiger Woods: Sports Illustrated's Construction of the Genre of the Fallen Athlete

Mike Valvano, Western Illinois University

From Hero to Zero: Analyzing the Narrative Effects of LeBron James and Chris Bosh Taking Their Talents to South Beach

Andy C. Kwon, University of Alabama

Strategic Ambiguity in NFL Press Conferences

Eric Mishler, Indiana University/Purdue University-Fort Wayne

Chair: *Todd McDorman, Wabash College*

End of Conference

See you in Austin next year!