



Hosted by Rowan University

2022 IACS Summit on Communication and Sport

March 3-6, 2022
Glassboro, NJ



Rowan University

EDELMAN COLLEGE OF
COMMUNICATION & CREATIVE ARTS



IACS 2022 Program

Thursday | March 3, 2022

- 6:00 to 8:00 p.m. Registration (Welcome Center on Rowan Boulevard)
- 4:30 to 5:45 p.m. IACS Board Meeting (301 High St. W, Art Gallery, Room 326)
- 6:00 to 8:00 p.m. Opening Reception (Welcome Center on Rowan Boulevard)

Friday | March 4, 2022

- 7:45 a.m. Shuttle Boards to Lincoln Financial Field
- 8:00 a.m. Shuttle Departs to Lincoln Financial Field
- 8:30 a.m. to 5:00 p.m. Registration
- 8:30 to 9:30 a.m. Breakfast (Eagles Stadium)
- 9:30 a.m. to 10:45 a.m. *Concurrent Sessions A*

A1 – Eagles Stadium, IACS Room 1	Examinations of Race in Communication and Sport
Ariel Newell (California State University San Bernardino)	Serena Williams Responds to the Catsuit Controversy: An Intersectional and Cyberfeminist Interpretation
Barry Regan (Purdue University Global)	“Let The Kids Play...By Our Rules:” Tim Anderson, “Cool Pose,” and The Vilification of Black Masculinity in Major League Baseball
Stephen Andon (Montclair State University)	Making Baseball Great Again: Searching for White Nostalgia at the MLB Field of Dreams Game

A2 – Eagles Stadium, IACS Room 2	From Sport Figures to Mascots: Analyzing the Meaning(s) of Sport Artifacts
Julia Richmond (Rowan University) and Alexander Jenkins (Drexel University)	The Other Orange Monster: Mapping the Resignification of Gritty through Semiotic Analysis
Perry Johnson (University of Pennsylvania) and Courtney M. Cox (University of Oregon)	“Let’s Get Loud”: Gender, Identity, and “Economies of Visibility” in the Super Bowl Halftime Show
Kevin Thompson (University of Alabama)	Where Legends Are Made: A Critical Rhetorical Analysis of The University of Alabama’s The Paul W. Bryant Museum
Stephanie Thomson (Ferris State University)	Running for women: Switzer impacts gender and sports
A3 – Eagles Stadium, IACS Room 3	Panel: Advancing the Game, Advancing Women: Media, Fandom & Women's Football
Moderators: Molly Yanity (Quinnipiac University) and Danielle Coombs (Kent State University)	
Panelists: Meredith Bagley (The University of Alabama), Katherine Harman (Rowan University), Kapriatta Jenkins (Howard University) and Mary Anne Taylor (Emerson College)	

10:45 a.m. Shuttle Boards to Lincoln Financial Field

11:00 a.m Shuttle Departs to Lincoln Financial Field

11:00 a.m. to 12:15 p.m. **Concurrent Sessions B**

B1 – Eagles Stadium, IACS Room 1	Race, Athlete Activism and Social Justice
Katherine Lavelle (University of Wisconsin-La Crosse)	A voice for the voiceless: enactment of citizenship in ESPN’s 144
Travis Bell (University of South Florida), James Bingaman (University of Delaware) and Yannick Kluch (Virginia Commonwealth University)	Framing Peter Norman: The Mediated (In)Visibility of Racial Justice Allyship
Roger Caruth (Howard University) and Tracy Lynne Jackson (Virginia State University)	Position, power social justice and the Black professional athlete.

Bumsoo Park (University of South Florida) and Sanghyun Park (Korea National Open University)	Personal Bias or Media Bias?: Hostile Media Effects and Sports Activism
B2 – Eagles Stadium, IACS Room 2	Fandom & Fan Reactions
Stephanie Pendrys (University of South Carolina)	Littles and the Angry Orange Man: A Study of Fans of the Tony Kornheiser Show Podcast
Virginia Harrison (Clemson University), Joseph Bober (Clemson University), Christen Buckley (Penn State University) and Victoria Vallos (Clemson University)	“Save Our Spikes”: Social Media Advocacy and Fan Reaction to the End of Minor League Baseball (MiLB)
Jason Stamm (University of Nebraska-Lincoln) and Alex Carter (The University of Tennessee-Knoxville)	It Just Means More During a Pandemic: Fan Response to the SEC’s 2020-21 and 2021-22 College Football Seasons
Kelsey Slater (North Dakota State University) and Matthew Zimmerman (Mississippi State University)	INTERnational Hockey League: Online Commentary on the NHL’s Olympic Return
B3 – Eagles Stadium, IACS Room 3	Perspectives on Sports Journalism
Roxane Coche (University of Florida), Robert E. Gutsche Jr. (Lancaster University), Patrick Ferrucci (University of Colorado Boulder) and Kristy Hess (Deakin University)	“Part of the gig:” Intersecting Metajournalistic Discourse on the Role (and Toll) of Sports Press Conferences
Olivia Moyer (Elizabethtown College)	The Olympics and Gender: How Gender Biases Present in Sports Commentary and Social Media of the Tokyo 2020 Olympics
Michelle Pulaski Behling (Pace University), Kate Fink (Pace University) and Paul Ziek (Pace University)	Sports Podcasting: Best Practices Among the Top Programs
Brody Rauhley (Miami University, OH)	The Life of the FSTA: Exploring the history and evolution of a sport communication-based industry through documentary-style research

12:30 p.m. to 1:30 p.m.

Lunch

Tour of Eagles Stadium (*optional*)

1:30 p.m. to 2:45 p.m.

Keynote Session – Driving Global Change through the Power of Sport: A Conversation with Gwen Berry, Activist Athlete & Team USA Olympian

Moderator: Dr. Yannick Kluch, Center for Sport Leadership, Virginia Commonwealth University

Virtual Attendees: [Join the Password-Protected Livestream of this Session Here](#). The password will be shared in the morning of the keynote.

Gwen Berry is a world class athlete who started her hammer throw career in 2008 at the University of Southern Illinois Carbondale. She gained notoriety in 2016 when she made her first Olympic team and broke the indoor world record in Hammer Throw. She is a human rights activist who was named the 2020 Toyota Humanitarian Award recipient for her continued activism bringing awareness and educating others on issues of social justice. Since raising her fist on the podium during the 2019 Pan American Games, Berry has become one of the most outspoken leaders in sport fighting to bring awareness to issues of social injustice. Berry has used her voice to speak powerfully on her social media platforms and in dozens of interviews with the media and on podcasts to educate others on the issues facing Black Americans, Black and female athletes.

3:00 p.m. to 4:00 p.m.

Featured Panel: Philadelphia Sport

Panelists:

Larry Needle, Executive Director, PHL Sports, Philadelphia Convention & Visitors Bureau
Amy Fadool, Anchor/Reporter, NBC Sports Philadelphia
Rob Brooks, Manager, Broadcasting, Philadelphia Phillies

Moderator: Dr. Julia C. Richmond, Rowan University

4:15 p.m. to 5:30 p.m.

Concurrent Sessions C

C1 – Eagles Stadium, IACS Room 1	Mental Health in Sport
Michael Delayo (Pennsylvania State University)	The Epistolary Activism and Capitalism of Naomi Osaka
Maria Tsyruleva (Syracuse University)	Insanely Good: A Comparative Content Analysis of U.S. News Coverage of Mental Health Issues During the Olympic Games in London, Rio-de-Janeiro, and Tokyo
Raymond Schuck (Bowling Green State University Firelands)	Naomi Osaka’s Withdrawal from French Open Press Conferences as Reconfiguration of the Public and the Private for Sports Figures’ Mental Health

C2 – Eagles Stadium, IACS Room 2	Social and Digital Media in Sport
Brendan O'Hallarn (Old Dominion University), Betsy Emmons (Samford University) and Mark Slavich (Grand View University)	“I used to love Scheifele:” Dominant narratives on Reddit about the Canadian Division of the Stanley Cup Playoffs
Brandon Nutting (MVPIndex) and Frauke Hachtmann (University of Nebraska-Lincoln)	The Impact of Top College Football Teams’ Social Media Value on Institutions’ Admissions and Retention Rates
Cory Hillman (Ashland University)	The Medium is the Issue: Marshall McLuhan, Social Media, and Baseball's Modern Culture War
Ryan Vooris (SUNY Cortland) and Tara Mahoney (SUNY Cortland)	Know Your TikTok Trends and Adobe Creative Suite: A Content Analysis of Sport Social Media Job Postings
C3 – Eagles Stadium, IACS Room 3	Sports Communication in/and the Olympic Context
Lauren Smith (Indiana University) and Paul MacArthur (Utica College)	Nationalism in NBC’s Primetime Television Broadcast of the 2021 Tokyo Summer Olympic Games
Edwin Lee (University of Alabama)	Memories of Nationalism and Social Activism in Berlin’s Olympic Stadium
Kelsey Slater (North Dakota State University), Matthew Zimmerman (Mississippi State University) and Lauren Burch (Loughborough University London)	Olympics in three minutes or less: National Olympic Committees use of TikTok
Bo Li (Miami University, OH), Brody Rauhley (Miami University, OH) and Sarah Redett (Miami University, OH)	Watching TV or online? Exploring how American audiences followed the 2020 Tokyo Olympic Games

5:30 p.m. to 7:00 p.m. IACS Social & Happy Hour (Xfinity Live! Philadelphia)

5:45 p.m Shuttle Departs to Rowan University

7:00 p.m Shuttle Departs to Rowan University

Saturday | March 5, 2022

8:00 a.m. to 5:00 p.m. Registration (Business Hall Hub)

7:45 a.m. to 9:00 a.m. IACS Board Meeting (Business Hall, Room 329)

Breakfast *(on your own due to virtual panels this morning)*

**** To accommodate international presenters unable to travel to the United States due to the ongoing COVID-19 pandemic, Concurrent Sessions D and E are scheduled as virtual sessions. In-person programming will resume with lunch, followed by the keynote session with Chris Mosier. ****

9:15 a.m. to 10:30 a.m. **Concurrent Sessions D ([Virtual Sessions](#))**

D1 – Virtual Session (Join Link: Take me to Session D1)	Social Media in the Global Sport Community
Robert Zullo (Westminster College, PA)	NCAA Division III Sports Information: Strategic Innovators or Paradigm Prototypes
Dongdong Yang (University of Connecticut)	Media, Sports, and Nationalism in China
Aaron Gallagher (Dublin City University)	Analysing the effects of social media on the identity of sports journalism in Ireland
D2 – Virtual Session (Join Link: Take me to Session D2)	Gender, Nationalism, and Identity in Global Contexts
Paloma Sanz-Marcos (University of Cádiz)	The male influence in the practice of surfing. A study of female surfers in southern Spain
Amanda Hill (St. Mary's University)	Climb On: Labor and Leisure in the Identity Performances of Olympic Rock Climbers

Liang Xiao (University of Technology, Sydney)	Chinese Taipei or Taiwan? Exploring How Taiwanese Media Incorporate Nationalism in their Olympic Coverage
Meistra Budiasa (Bung Karno University)	Ethnic Chinese Struggle in Indonesia (Sports, Race, and Politics in Movie "Susi Susanti: Love All")
D3 – Virtual Session (Join Link: Take me to Session D3)	Panel: The Different Worlds of Sports Reporting
<p><i>A comparative Analysis of Print Media Sports Reporting on five Continents. National results of the International Sports Press Survey 2021: A comparative analysis of sports coverage on five continents.</i></p> <p>Panelists: Thomas Horkey (Macromedia University), Jörg-Uwe Nieland (Zeppelin University), Christof Seeger (Stuttgart Media University), Luleiya Huang (Beijing Sport University), Tendai Chari (Venda University), Peter English (Sunshine Coast University), Simon Licen (Washington State University) and Matheus Mello (University Santa Catarina)</p>	

10:45 a.m. to 12:00 p.m. **Concurrent Sessions E (Virtual Sessions)**

E1 – Virtual Session (Join Link: Take me to Session E1)	Global Perspectives on Representation, Visibility, and Identity
Lillian Feder (Purdue University) and Caitlyn Jarvis (Northeastern University)	Social justice activism and the NBA: A comparative analysis of the organization's response to racial activism versus player vaccination
Nahuel Ivan Faedo (University of Vic - Central University of Catalonia), Xavier Ginesta (University of Vic - Central University of Catalonia) and Montse Corrius (University of Vic - Central University of Catalonia)	Professional situation of women journalists working within the Spanish sports press: The cases of Mundo Deportivo and Marca
Marie-Stéphanie Abouna (CY Ileps Cergy Paris Université), Magdalena Zmuda Palka (Akademia Wychowania Fizycznego im. B. Czecha w Krakowie), Alexander Blackett (Staffordshire University) and Alejandro	Practices regarding media coverage, promotion and visibility for women in football in Europe

Leiva Arcas (UCAM Universidad Católica San Antonio de Murcia)	
Leann Brazeal (Missouri State University)	Changing the Game on Athlete Mental Health: Naomi Osaka’s Use of Transcendence as an Image Repair Strategy
E2 – Virtual Session (Join Link: Take me to Session E2)	Innovative Approaches to Communication and Sport
Dongdong Yang (University of Connecticut)	Voicism in Sports Podcasts: A New Lookism?
João Canavilhas (Universidade da Beira Interior)	Artificial Intelligence in sports journalism: a case study in Portugal
Mark Dottori (McMaster University) and Alex Sevigney (McMaster University)	Accelerated use of information subsidies in sports communications during the pandemic -- long-term asset or liability?
Ralph Frimpong (University of Education, Winneba), Victoria Sarfo Konadu (University of Education, Winneba) and Ernest Yeboah Acheampong (University of Education, Winneba)	Visually Impaired and Sports Betting: Analysis of student-teachers in the universities

12:15 p.m. to 1:15 p.m. Lunch (Business Hall)
IACS Business Meeting (open to all; held during lunch)

12:15 p.m. to 1:15 p.m **Table - Concussion Legacy Foundation**

The CLF Media Project trains sports journalists and sports journalism students how to cover concussions accurately and responsibly. Since launching in 2018, the Media Project’s Concussion Reporting Workshop U has been taught in sports journalism and sports media classes at 23 schools in the United States and the United Kingdom.

1:15 p.m. to 2:30 p.m. **Keynote Session – Sport, Media and the Battle for Visibility & Inclusion: Elevating the Voices of Trans Athletes**
A Conversation with Chris Mosier, First Openly Trans Athlete on Team USA
Moderator: Prof. Katherine R. Harman, Rowan University

Virtual Attendees: [Join the Password-Protected Livestream of this Session Here](#). The Password will be shared the morning of the keynote.

Chris Mosier is an athlete, coach, and educator, and the founder of TransAthlete.com. In 2020, he became the first known transgender athlete to compete in the Olympic Trials in the gender they identify. Chris is a two-time National Champion race walker after picking up the sport in early 2019. In 2015, Chris was a catalyst for change in the International Olympic Committee policy on transgender athletes, and in 2016 he became the first trans man to compete against men in a World Championship race. Chris is a thought-leader around the inclusion of transgender and LGBTQ+ people in sport and travels the country giving speeches, presentations, and workshops about his story and how to create more inclusive environments on and off the field. Chris works to create policies, advocate for LGBTQ folks, and provide resources for colleges and universities regarding better practices for trans inclusion. He is a consultant for various professional sports leagues and national governing bodies, reviewing policies and procedures to help make them more trans-inclusive.

2:45 p.m. to 4:00 p.m.

Concurrent Sessions F

F1 – Business Hall, Room 103	New Directions in Communication and Sport Scholarship
Sandra Alspach (Ferris State University), Austin Arquette (Ferris State University), Travis Hicks (Ferris State University) and Nathan Ostaszewski (Ferris State University)	The NCAA Transfer Portal: "Beam me up, Scotty"?
Paul Zube (Ferris State University)	"Tom, you're talking too much": Context collapse and masspersonal communication in motorsport coverage.
Aurélien Daudi (Malmö University)	Nietzscheanism in our Brave New World: Social Media, Fitness and Hedonism
Sarah Wolter (Gustavus Adolphus College)	"Sticking to tradition: A critical analysis of seven sports media websites"

F2 – Business Hall, Room 131	Issues in College and University Sport
Miranda Tonkins (Davidson-Davie Community College) and Chang Wan Woo (James Madison University)	Life preparedness of student-athletes after graduation
Jason Genovese (Bloomsburg University of PA)	Trevor Lawrence and the Curious Case of an NFL Prospect Secure in His Identity
Angela Pratt (Bishop’s University), Mélina Poulin (Bishop’s University) and Emma Trumble (Bishop’s University)	“Family” Matters: U Sports Members, Social Media, and Branding Terminology
F3 – Business Hall, Room 225	Media Coverage of Social Issues: From Activism to Mental Health
Joshua Jackson (University of Alabama) and Andrew Billings (University of Alabama)	“A Walking Protest”: How Women’s Basketball Uses Social Media to Promote Gender Equity and Racial Justice
Yannick Kluch (Virginia Commonwealth University), Evan Frederick (University of Louisville) and Nina Siegfried (University of Louisville)	Sending a Signal to the World? A Qualitative Media Framing Analysis of Activism in German Sport
Ron Bishop (Drexel University)	Giving Everyone Permission? Sports Journalists Cover the Miami Marlins’ Hiring of Kim Ng as Major League Baseball’s First Female General Manager

4:15 p.m. to 5:30 p.m.

Concurrent Sessions G

G1 – Business Hall, Room 103	Gender(ed) Dynamics in Sports Communication
Roxane Coche (University of Florida)	Soccer, gender, politics and social media: International politicians’ posts about the FIFA World Cups
Brittani Sahn (Rollins College)	Analyzing Tone and Content of Professional Women’s Sports Headlines Across News Sources

Katie Sveinson (Temple University) and Rachel Allison (Mississippi State University)	A critical discourse analysis of consumers' Twitter responses to U.S. Soccer's girls' apparel promotion
Brandon Victor (University of California, Santa Barbara)	Next Man Up: How Coaching Communication Perpetuates Hegemonic Masculine Beliefs in Athletes
G2 – Business Hall, Room 131	The Ugly Side: Bias, Exclusion, Extremism & Other Social Ills in Sport
Johnathan Anderson (Indiana University - Bloomington) and Xan Smith (Indiana University - Bloomington)	Is it in the game? Reflections of race-based stereotypes in EA SPORTS FIFA 22
Andrew Billings (University of Alabama), Nathan Towery (Jackson State University), Sean Sadri (University of Alabama) and Elisabetta Zengaro (University of Alabama)	How Sports Tribes Compare to Political and Religious Identification: Predicting Violent Extremism and Radicalization
Muhammad Fahad Humayun (University of Colorado Boulder)	Sport-Washing Gone Wrong: The Case of FIFA World Cup 2022 in Qatar
G3 – Business Hall, Room 225	Exploring Brands and Branding in Sport
Virginia Harrison (Clemson University) and Jan Boehmer (The & Partnership)	Drive to Thrive: How Netflix delivers the “kind of promotional coverage that's hard to buy”
Lauren Johnson (New Jersey City University) & Sevincgul Ulu (New Jersey City University)	Examining the Marketing and Branding of Celebrity Professional Sport Ownership
Alexander Jenkins (Drexel University) and Julia Richmond (Rowan University)	Pragmatic or Predatory: A Framing Analysis of U.S. Military Recruiting Practices on Twitch

Sunday | March 6, 2022

8:30 a.m. to 9:30 a.m. Breakfast (Business Hall)

9:30 a.m. to 10:45 a.m. *Concurrent Sessions H*

H1 – Business Hall, Room 103	Nations, National Identity and Nationalism in Sport
Johnathan Anderson (Indiana University - Bloomington)	"Hardly Home but Always Reppin'": Celebrity Transnational Athletes and Representations of National Identity
Chuka Onwumechili (Howard University)	Nigeria: Repairing Image Within a Cultural Dictation
Bo Li (Miami University, OH), Olan Scott (Brock University), Jiaying Wang (Florida State University) and Liang Xiao (University of Technology Sydney)	Unfair, innocent, flamed: Examining how the Chinese public perceived Sun Yang's 8-year doping ban
H2 – Business Hall, Room 131	Ethics, Health, and Sport
Travis Bell (University of South Florida), Meghna Tallapragada (Temple University), Michael Burke (Concussion Legacy Foundation) and Gregory Cranmer (Clemson University)	Analyzing Messaging and Reception of the Concussion Legacy Foundation's "Team Up Speak Up" Initiative
Christian Schaaf (Elizabethtown College)	Instagram Engagement: Comparing Mainstream Sports Brands to Running Brands
Mike Milford (Auburn University)	Gotta Be the Shoes: Nike's Vaporfly, Distance Running, and Athlete Agency
Beth Fielding-Lloyd (Sheffield Hallam University), Katherine Lavelle (University of Wisconsin-La Crosse) and Korryn Mozisek (Carnegie Mellon University)	'Burn It All Down': NWSL Players' Engagement in Critical Rhetoric to Challenge Systemic Abuse and Interest Ideology

H3 – Business Hall, Room 225	The New Frontier? Esports and Fantasy Sports
Benjamin Brojakowski (Angelo State University)	“WE’VE BEEN FRIENDS FOR SEVEN YEARS AND I’VE NEVER HEARD YOU SAY THAT!”: A Qualitative Analysis of the Fantasy Focus Football Podcast
Emil Steiner (Rowan University), Samantha Kennedy (Rowan University), Jake Fernandez (Rowan University) and Jacob Petrosch (Rowan University)	Esports Research Canon: A Multi-Method Database and Analysis Tracking the First 10 Years of Esports Scholarship
Tyler Ratts (Indiana University - Bloomington), Ramir Williams (Indiana University - Bloomington), Kevin K. Byon (Indiana University - Bloomington), Antonio Williams (Indiana University - Bloomington) and Paul M. Pedersen (Indiana University - Bloomington)	Evaluating the Motivations Driving Fantasy Football Participants to Select Individual Analysts for Information Consumption

11:00 a.m. to 12:15 p.m. **Concurrent Sessions I**

I1 – Business Hall, Room 103	Power at Play: Gender and Bodies in Sport
Lauren Smith (Indiana University)	“Let Them Play” vs. “It’s an Outrage”: Female Athletes Attitudes and Perceptions About Transgender Participation in Sports
Lauren Glassbrenner (University of Wisconsin-Madison)	Symbolic Gender Testing in Women’s Athletics: Barstool Sports and NWHL Team Ownership Controversy
Robin Holloway (North Carolina State University)	Running Too Fast: The (Im)mobility of Elite Track Athlete Annet Negesa
I2 – Business Hall, Room 131	The Impact of COVID-19 on Communication and Sport
Samuel Clevenger (Towson University), Jacob Bustad (Towson University) and David Andrews (University of Maryland, College Park)	Capitalist Realism and Sports Media During the COVID-19 Pandemic

Michael Mirer (University of Wisconsin - Milwaukee) and Brian Moritz (St. Bonaventure University)	Bottled up by the source: Changes to NFL story sourcing under COVID-19 access restrictions
Brandon Boatwright (Clemson University) and Jason Stamm (University of Nebraska - Lincoln)	Still Symbiotic? Examining the Pandemic's Effect on the Relationship Between Sports Media and Public Relations Professionals
Brian Petrotta (University of Nebraska - Lincoln) and Lindsey Meeks (University of Oklahoma)	(Dis)Placing Space: COVID-19 and Its Altering Effect on Play-by-Play Announcers' Professional Uniqueness
I3 – Business Hall, Room 225	Panel: When Worlds Collide: The Stories and Lessons From Intern TV
Panelists: Julie Lanzillo (Neumann University) and Sean McDonald (Neumann University)	

— *Conference Concludes* —