

**The Seventh Summit  
on Communication and Sport  
March 14-16, 2014  
New York City**



**Hosted by  
Marist College Center for  
Sports Communication**

**#IACS2014**

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**@SportsComMarist**



**LIGHTING UP BRANDS  
ON & OFF THE FIELD FOR 30 YEARS**

**TAYLOR** THE PUBLIC RELATIONS LEADER IN CONNECTING BRANDS TO SPORTS FANS AROUND THE WORLD

Today, it is becoming increasingly challenging to engage with digitally savvy consumers and fans. That's why brands need a strategic partner who can help them navigate the shifting sports marketing landscape. Since 1984, Taylor has had a presence at major sporting events around the world and has established itself as an industry leader and partner to iconic consumer brands across the globe.

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Welcome to New York City and to the IACS Summit. Throughout the course of your time here, there will be countless opportunities for dialogue with academics and practitioners from across the globe. You will also have the chance to experience one of the greatest cities in the world, a global capital of the sports media industry.

It is an exciting time to be involved in sports communication, both in the academic landscape as well as the professional world in which many of our students aspire to enter. This year's summit will certainly address this rich terrain, with academic presentations covering diverse regions of the discipline, while industry based panels bridge the gap between study and practice. With a record number of presentations and participants, and a vast international presence, this summit both affirms the growing vitality of sports communication as an academic discipline and serves as springboard for future summits and academic pursuits.

Beyond these presentations, many of you have come to New York to share ideas about pedagogy, teaching, and means of building courses and curricula at your respective home universities. At Marist, we understand this venture. Having launched our degree track in sports communication in 2002 and later our Center for Sports Communication in 2011, we've been fortunate to work with engaged students seeking foundational training in the field. Many of you have been helpful and supportive of our work, perhaps as a guest on the Center's radio program, "The Classroom." Through presentations, informal dialogue, and keynote sessions, I hope you all can engage in that kind of collaborative process here in New York, a process that can carry on long after this event's final session.

Obviously, hosting an event like this is only possible through the hard work of countless people, both inside and outside of Marist. To that end, a big thanks goes to all the board members of IACS for their vision, including executive director Michael Butterworth, and to the conference advisory committee, led by John Spinda, for their time and effort. Thanks to my colleagues at Marist for voluntarily jumping in to lend a hand at anything from proofreading to filling folders, all driven by our ground-game manager Kathleen Boyle, who put her past experiences as a project manager to good use. Thanks to Marist President Dennis J. Murray and many other Marist administrators for their consistent support of this and countless other important ventures. And thanks to the many talented Marist undergraduate student interns, several of whom you'll meet throughout the course of the summit. Without them, this just wasn't possible.

And of course, thanks to all of you for coming to New York City to share your time and your knowledge. I hope you get as much out of this summit as I have. And I hope you allow yourself some time to get out and see at least some of what this great city has to offer. If I can be of any help throughout the summit, please do let me know.

Enjoy, and see you next year in Charlotte!

Sincerely,

Keith Strudler  
Director of the Marist College Center for Sports Communication

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## KEYNOTE SPEAKERS

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### Saturday Lunch Panel -Sports PR/Marketing

#### John Liporace

Liporace is a managing partner at Taylor, a leading brand counselor, and public relations partner to a select portfolio of the world's leading consumer brands. Taylor has been featured in a Harvard Case Study and named the Consumer Agency of the Decade by the Holmes Report. He has developed and executed marketing communications campaigns at more than 20 Super Bowls, five Olympic Games, three FIFA World Cups, and several other major sports events. His work has taken him on-site to more than 25 countries. In 2005, he founded the JLS Foundation ([www.thejlsfoundation.org](http://www.thejlsfoundation.org)), a non-profit corporation providing networking opportunities and college scholarships to high school students from his hometown of Hoosick Falls, NY.



#### Jackson Jeyanayagam

Jeyanayagam leads digital and social media integration across Taylor, supporting a number of top consumer brands including P&G, Jordan Brand, NASCAR, Diageo, and Taco Bell. He has helped create and implement a number of innovative digital campaigns that have leveraged a wide variety of sports and entertainment sponsorships including NCAA March Madness, the BCS, NBA, NFL, NASCAR, and CONCACAF. Prior to joining Taylor, Jeyanayagam worked with brands such as Old Spice, Dentyne, T-Mobile, and Microsoft. He has also participated in various speaking engagements on panels and at conferences, including Internet Week, WOMMA, *Sports Business Journal Motorsports Marketing Forum*, *Advertising Week*, *PRWeek Digital Roundtable* series, Inbound Marketing Summit, as well as guest speaking roles at NYU and UNC's Kenan-Flagler Business School.



#### Matt Arnholz

Arnholz is a digital marketing professional with experience strategically leading multiple Fortune 200 brands in the development and execution of their marketing communication initiatives through various channels. Before joining Taylor, Arnholz was responsible for leading cross-channel campaigns for high-profile brands such as Capital One, Verizon Wireless, and Coca-Cola. With a focus on paid media, specifically SEM, SEO and display, Arnholz has learned that consumer behavior continues to evolve, brands need to become smarter in how they position their content. He is now applying this knowledge and is helping blend owned, earned, and paid media efforts throughout his campaigns.



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## KEYNOTE SPEAKERS

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### Sunday Lunch Panel - The Sports Reporters

#### Harvey Araton

Araton, a graduate of City University in New York, is a sports reporter and columnist for *The New York Times*. He has been with *The Times* since 1991 and has covered 10 Olympics, Wimbledon, the French Open, and the Davis Cup in Spain and Zimbabwe. He has also covered many NBA finals, World Series, Super Bowls, and men's and women's Final Fours in college basketball. Araton is also the author of "Driving Mr. Yogi: Yogi Berra, Ron Guidry and Baseball's Greatest Gift," a *New York Times* best-seller and is currently an adjunct professor of journalism studies at Montclair State University.



#### Ian O'Connor

O'Connor, a 1986 graduate of Marist College, is the author of *The New York Times* bestsellers "The Captain: The Journey of Derek Jeter" and "Arnie & Jack: Palmer, Nicklaus, and Golf's Greatest Rivalry." He is an award-winning sports columnist for ESPNNewYork.com and hosts a national Sunday morning program on ESPN Radio. He has been a columnist for many publications, including *The New York Daily News*, *The Record (NJ)*, *The Journal News*, and *USA Today*. O'Connor was recently named one of the top ten columnists in the country by the Associated Press Sports Editors and has been named the No. 1 columnist in America in his circulation category by the APSE three times. He has won countless awards for his work, including the Society of Professional Journalists' prestigious Sigma Delta Chi Award.



#### Selena Roberts

Roberts, a graduate of Auburn University, spent 25 years in corporate media covering the most important sports stories and athletes of our time. She is the founder and CEO of Roonstigo, a digital network presenting original sports content. In four years at *Sports Illustrated*, she wrote commentaries that were cited by the American Society of Magazine Editors and appeared in *The Best American Sports Writing*. She was also recognized for her news-breaking investigations, including Alex Rodriguez's steroid use in 2009. From 1996 to 2007, Roberts was a sports reporter for *The New York Times* and was honored by the APSE and Arthur Ashe Foundation for her work as a beat writer and columnist.



## KEYNOTE SPEAKERS

### Industry Panel: Future of Sports Media

#### Frank Golding

Golding is Head of Sport for North America at Google, overseeing North America sports deals for YouTube. He builds sports partnerships for leagues, teams and athletes - across professional, college and high school entities -- helping them connect more deeply to YouTube's one billion monthly users. Prior to YouTube, he spent nearly nine years at ESPN working on digital deals across all of ESPN's domestic content platforms. Frank holds a JD from UVA and an MBA from MIT.



#### John Lasker

John Lasker is the Vice President of Programming and Acquisitions for ESPN Digital Media. There he is responsible for overseeing content strategy and acquisition for WatchESPN, ESPN3, ESPN On Demand, and ESPN Mobile TV. Lasker joined the ESPN team in 1999 as a supervisor of sales planning. In just three years he advanced to account sales executive and manager of program planning just one year later. In 2006 he began assuming programming and acquisitions responsibility for digital media. Prior to coming to ESPN he worked at Zenith Media in New York as a media buyer. He is a native of Brooklyn, N.Y.



#### Nick Dolin

Nick Dolin is the senior coordinating producer of HBO's Real Sports with Bryant Gumbel. He's been with HBO since 1995, the show's first season. During his time at HBO, Nick was also the coordinating producer of CostasNOW and Joe Buck Live. Before his time at HBO, Nick was a producer at Charlie Rose. Nick spent the first part of his career in print journalism, as a fact checker and reporter for New York magazine and The National Sports Daily



## SCHEDULE OVERVIEW

### Saturday, March 15th

Conference Sign-In 8:00 - 5:00pm  
Breakfast at Cornell Club 8:00 - 10:00pm

**Session 1** 8:30 - 9:30am  
Social Media, Users, and Uses  
College Sports, Perceptions, and Reform  
Fantasy Sports, Gambling, and Gaming  
Stadiums and other Sporting Communities

**Session 2** 9:45 - 10:45am  
Social Media: From College to the Pro  
Looking Globally at Sports Media and  
Communication  
Religion in the Rhetoric of Sport  
Communicating Meaning of Masculinity,  
Sexuality, and Sport

**Session 3** 11:00 - 12:00pm  
Drugs, Sports, and Public Opinion  
Race and Identity in the Script of Sport  
Gender and the Frame of Sport  
Kids and Sports

**Lunch at Cornell Club** 12:00 - 1:45pm  
Sports PR/Marketing Panel  
Introduction by Dr. Dennis J. Murray

**Session 4** 2:00 - 3:15pm  
College Sport, Ethics, and Power  
Covering the Scandal  
Academic Panel, the Evolution of the  
Discipline

**Session 5** 3:30 - 4:45pm  
Social Media and Image in Sport  
Image and Sports PR  
Academic Panel, Representations of  
Women in Sport

### Sunday, March 16th

Conference Sign-In 8:00 - 5:00pm  
Breakfast at Cornell Club 8:00 - 10:00am

**Communication and Sport Editorial Meeting** 7 - 8:15 am  
Beebe Lake Room

**Session 6** 8:15 - 9:15am  
Social Media, Sports Journalism, and  
Sport Consumers  
Coverage of Women in Sport  
Looking at Scholarship and Methodologies in  
Sports Communication

**Session 7** 9:30 - 10:45am  
Communication, Publicity, and PR in Sport  
Fighting and Cheating  
Academic Panel, Social Media Debate

**Session 8** 11:00 - 12:15pm  
Sports Journalism, Journalists, and  
Practitioners  
The NFL  
Industry Session

**Lunch at Cornell Club** 12:15 - 1:45pm  
Sports Reporters Panel

**Session 9** 2:00 - 3:15pm  
Heroes and Villains  
Media, Culture, Politics, and Sport  
Academic Panel, Media Coverage of  
Head Injuries

**Session 10** 3:30 - 4:45pm  
Advertising, Brand Building, and Popularity  
Framing a Sports Narrative through  
Social Media  
Sports Fandom

**IACS Business Meeting (Beebe Lake) 5 - 6:30pm**



# SATURDAY, MARCH 15

## SESSION #1: 8:30 AM - 9:30 AM

### Social Media, Users, and Uses

Fall Creek Room 1

- A Whole New Meaning to "Coming Out": Discussing Sports and Sexuality Online, **Jimmy Sanderson, Katie Barnes**
- High School Football Recruiting and Twitter: An Unstable Mix, **Edward M. Kian**
- These Guys Are Good, But Do They Have an Agenda? An Investigation of the Use of Instagram in Professional Golf, **Katie Label, Alanna Harman, Patti Millar**
- Undergraduate Research in Sports Communication: Engaging Students through Twitter Analysis, a Pilot Study, **Sandra L. Alspach, Paul Zube, Steven Balkema, Carl Mauer**

### College Sports, Perceptions, and Reform

Fall Creek Room 2

- A Public Outcry for Reform: The Framing of College Athletics in Popular Magazines, 1896-1916, **Ashley D. Furrow**
- College Sport and Militarized Spectacle: A Rhetorical Analysis of Sport's Influence on US War Culture, **James D. Maxson**
- Framing O'Bannon v. NCAA, **Scott D. Lambert**
- Use of Multiple Message Elements in Collegiate Sport Sponsorship, **Glenda Alvarado**

### Fantasy Sports, Gambling, and Gaming

Cascadilla Room

- Bonding and Betting in Las Vegas, **Alan Zarembo**
- Mediatization of Sports: Reflections on the Role of Digital Media, **Kirsten Frandsen**
- Self-Disclosure on Fantasy Sport League Message Boards: Motivations, Perceived Appropriateness, and Satisfaction, **Christopher C. Gearhart, Brody J. Ruihley, Shaughan A. Keaton**
- The Past, Punches, and Putts: Mediating the History of Professional Wrestling and Golf in the Sports Video Game, **Andrew Baerg**

### Stadiums and Other Sporting Communities

Beebee Lake Room

- Boston Strong: The Rhetorical Creation of a Strengthened Community, **Amanda M. Turk Schapiro**
- Deconstructing Minneapolis and Target Center as Spaces of Cultural Production and Consumption, **Thomas C. Johnson**
- Major League Statuscapes: The New Red Wings Arena, Bankruptcy, and the Urban In-Crowd, **Cory A. Hillman**
- Screening the Stadium: The Jumbotron and the Emergence of the Stadium Spectacle, **Adam Rugg**

## SESSION #2: 9:45 AM - 10:45 AM

### Social Media: From College to the Pros

Fall Creek Room 1

- #Fight4UNCWSwimandDive: How College Athletes Used Social Media to Help Save Their Team, **Kevin Hull**
- Club Magazine or Facebook? An Analysis of Media Usage Patterns in Professional Soccer, **Christopher G. Grimmer, Verena Burk, Tim Pawlowski**
- Education on the Digital Terrain: Exploring College Athletes' Perceptions of Social Media Training, **Blair Browning, Jimmy Sanderson**
- Welcome to the #League, @rookie: A Sentiment Analysis of Veterans, Free Agents, and Rookies During the 2013 NFL and NBA Drafts, **Theo Plothe**

### Looking Globally at Sports Media and Communication

Fall Creek Room 2

- Australian Sports Communication Practitioners: "A Profile of the Occupation", **Merryn Sherwood, Matthew Nicholson**
- Format Development on German Sport TV, **Lothar Mikos, Hans-Jorg Stiehler**
- Sports Broadcasts on Portuguese Radio, **Rogério A. Santos**
- What Happens if We Don't Have a Brand Projection like Real Madrid's Soccer Team? An Analysis of the Institutional Communication Model from the BBVA Spanish Soccer League, **Jonatan G. Rabadaj, Mario G. Gurrionero**

### Communicating Meaning of Masculinity, Sexuality, and Sport

Beebee Lake Room

- A Hero or A Sissy: Exploring Media Framing of NFL Quarterbacks Injury Decisions, **Jimmy Sanderson, Melinda Weathers, Alexia Grevious, Maggie Tehan, Samantha Warren**
- Battle of the Sexes: Gender Analysis of Professional Athlete Tweets, **Lauren M. Burch, Evan L. Frederick, Matthew Blaszk**
- Examining Message-Board Comments on the Coming Out of Gay NBA Player, **Edward M. Kian**
- Putting on the Game Face: Sport and Masculinity in the Defense of Alex Rodriguez, **Lauren Anderson**

### Religion in the Rhetoric of Sport

Cascadilla Room

- Boo's from the Blessed: An Analysis of Christian Collegiate Sports Fan Behavior, **Jordan T. Bowles**
- Cross-Cultural Comparisons of Religion as "Character": Football in the United States and Germany, **Michael L. Butterworth, Karsten Senkbeil**
- The Savior Athlete: In the Huddle with Jesus, The Media, and Tim Tebow, **Sara Straub**
- Theodore Roosevelt and Sport as Civil Religion, **Karen L. Hartman**

## SESSION #3: 11:00 AM - 12:00 PM

### Drugs, Sports, and Public Opinion

Fall Creek Room 1

- 50 Shades of Drug Use: Recreational v. Performance Enhancing Drug Use by Elite Athletes, **Grace Lager**
- A Response to End et al. (2009): The Effects of Personal Involvement with a Sport Team and the Intensity and Types of Sport Team Identification on Alcohol Consumption, **Christopher C. Gearhart, Shaughan A. Keaton**
- Does Public Opinion of Performance Enhancing Drug Use Mirror Media Coverage? How Perceptions of PED Use Vary by Sport, **Ryan P. Rogers, Timothy Mirabito, Keith Strudler, Kevin Bruckner, Christopher Callegari, Joshua Kallen, Peter Kersich, Stephen Sciacca**
- Performance Enhancing Drugs in Major League Baseball: Making Sense of Organizational Messages on Social Media, **Allison Levin**

### Race and Identity in the Script of Sport

Fall Creek Room 2

- Samoan Dropped: Tangling with Samoan Identity in Professional Wrestling, **Theo Plothe, Nicholas Watanabe, Grace Yan**
- Punishment for Freedom: The Before and After Reaction to "The Decision" Through Media Scripting and Racial Identity, **Sean Fourney**
- Sports Talk: Quarterbacks, Positioning, and Colorblind Racism in the Post-Race Era, **Catasha R. Davis, Michael C. Thornton**
- The Plight of the Running QB: Racial Descriptors Identifying White and Black NFL Quarterbacks, **Timothy Mirabito, Ryan P. Rogers, Harrison Baker, Michael Hines, Matthew Terwilliger, Kyle Zwiazek, Keith Strudler**

#### Gender and the Frame of Sport

Cascadilla Room

- It's Not a Gender Thing; It's the Nature of the Sport: Constructions of Female Water Polo Players in the 2012 Olympics, **Kelly Poniatowski**
- They're Always Surprised when I Know My Stuff: Women NFL Fans, Expertise, and Proving Legitimacy, **Danielle S. Coombs, Anne C. Osborne**
- Finding Equality Within the Sport Nexus: Do Binary Gender Lines Exist in Olympic Equestrian Events?, **Kelly Poniatowski**
- Form or Function? A Five-Year Examination of *ESPN The Magazine's* "Body Issue", **Lauren Smith, Kevin Hull, Annelie Schmittell**

#### Kids and Sports

Beebee Lake Room

- Conceptualizing and Enacting Mental Toughness in Youth Sport: Coach Perspectives on Training Youth Athletes for Mental Toughness, **Jessica K. Kamrath, Lindsay J. Mean**
- The Kid vs. Mr. and Mrs. Sideline Parent: A Rhetorical Cluster Analysis of Youth Sport Participation Discourse, **Pierre Rodgers, Jason Carlson**
- To Play or Not? Law's Impact on the Perceived Value and Values of Youth Sport in the UK., **Steve Greenfield, Guy Osborn**
- Understanding Year One: Youth Sport Fandom and Fantasy Sport Participation, **Brody J. Ruihley, Andrew C. Billings, Coral Marshall**

### LUNCH (Cornell Club): 12:00 PM - 1:45 PM

#### Sports Marketing and PR in the Digital Age

Introduction by **Dr. Dennis J. Murray, President of Marist College**

Ivy Room

Moderator: *Keith Strudler*

- John Liporace, Managing Partner, Taylor PR
- Jackson Jeyanayagam, VP of Digital Strategy, Taylor PR
- Matt Arnolds, Digital Strategist, Taylor PR

### SESSION #4 2:00 PM - 3:15 PM

#### College Sport, Ethics, and Power

Cascadilla Room

- Bringing Evil to Light: How Popular Magazines Framed the Evils of College Athletics, 1896-1916, **Ashley D. Furrow**
- Examining Athletic Directors' Perceptions of Public Relations in College Athletics: A Replication, **Brody J. Ruihley, Angela Pratt**
- Playing for Power: A Thematic Analysis of College Football Coverage in Seattle, **Molly Yanity**
- The Money Line: How Media Exposure Creates True NCAA Tournament Underdogs, **Scott D. Lambertt**
- To Pay or Not to Pay College Athletes: A Question Posed to Those on the Inside, **Keith Strudler, Avery Decker, Elizabeth Naifeh, Ryan P. Rogers, Timothy Mirabito**

#### Covering the Scandal

Beebee Lake Room

- A Shocking Display: The Media, Mike Rice, and The Trials of College Athletics, **Justin Hudson**
- Final Resting Place: ESPN and Big Ten Network Narrative-Mythmaking Tension Around Joe Paterno's Statue, **David A. Schwartz**
- Examining the Objectivity Routine and Use of Sources: Sports Scandals in National and Local Sports Media, **Claudia Kozman**
- I Wish I Were Invisible: A Case Study of Manti Te'o's Image-Repair Strategies During the Katie Couric Interview, **Evan L. Fredrick, Lauren Burch, Jimmy Sanderson, Marion Hambrick**
- Where's JoePa? A Rhetorical Unpacking of the Former Joe Paterno Memorial Site, **Jordan L. Compton**

#### Academic Panel, the Evolution of the Discipline

Fall Creek Room

Celebrating the Silver Anniversary of Media, Sports, and Society: Reflections on a Foundational Work and its Impact on the Evolution of Communication and Sport Scholarship, **John Spinda (moderator), Lawrence Wenner, Robert Bellamy, Andy Billings, Adam Earnhardt, Walter Gantz, Marie Hardin, Paul Haridakis, Robert Krizek, Lindsey Mean**

### SESSION #5 3:30 PM - 4:45 PM

#### Social Media and Image in Sport

Cascadilla Room

- Can You Picture It? Exploring Self-Presentation and Digital Curation of Sporting Events Within Social Media, **Marion E. Hambric**
- Credibility on Twitter: Where the Audience Looks for Cues, and How it Can Boost Your Brand, **Jan Boehmer**
- Exploring the Influence of Social Media on the Future Intentions of Charity Sport Participants, **Tara Q. Mahoney, T. Christopher Greenwell**
- Face-off: Examining the Effects of Face-ism and Self-presentation in Sport and Twitter, **Ju Young Lee, Ben Wright, Galen Clavio**,
- The Role of Social Media in Enhancing Participation in Sport: The Case of Community Sport Organizations, **Gashaw Abeza, Norm O'Reilly, Michael Naraine, Mark Dottori**

#### Image and Sports PR

Beebee Lake Room

- "Image Repair": An Analysis of the Image Restoration Discourse of Chad "OchoCinco" Johnson, **Annelie Schmittell**
- "It's Handled": The Impact of Crisis Communication Strategy Following a Spokesperson Gaffe, **Shannon T. McCarthy, Matthew Zimmerman**
- Infidelity, Apology, and Athletes: A Study of the Tiger Woods Scandal, **Kristen Grimmer, Chris Bacon, Hallie Frazee, Porscha Weddington**
- Saving Face: Using Public Relations Based Crisis Management to Mitigate the Damages of Work Stoppages in Professional Sports, **Allison Levin**
- You Win Some, You Lose Some: An Image Repair Analysis of NFL Post-Game Press Conferences, **Jordan L. Compton**

#### Academic Panel, Representations of Women in Sport

Fall Creek Room

Let Me Play Sports...Documentaries: Nine for IX and Representation of Women in Sport, **Katherine L. Lavell (moderator), Dawn Corwin, Korryn Mozisek, Lindsey Mean, Ann Pegoraro, Lauren R. Smith**

# SUNDAY, MARCH 16

## SESSION #6: 8:15 AM - 9:15 AM

### Social Media, Sports Journalism, and Sport Consumers

Fall Creek Room

- Estimating Social Media Use by Sports Fans: A Demand for Sport Approach, **Nicholas M. Watanabe, Grace Yan**
- Social Media Agenda Setting in Sports Journalism, **Thomas Horky**
- Sports Journalism and Social Media. Framework and Case Studies, **Daniel Noelleke, Thomas Birkner**
- TV and Online Viewing and Social Media Usage Among Sport Consumers, **James P. Santomier Jr., Patricia I. Hogan, Richard A. Lipsey**

### Coverage of Women in Sport

Cascadilla Room

- An Analysis of the Visual Production of Gender on the Web During the 2012 Olympic Games, **Lauren Smith**
- Challenging Traditions: The Social (Media) Construction of a Gendered Athlete, **Deirdre Hynes, Alina Bernstein**
- Managing British Governmental Pressure for Inclusive Media Coverage: Commentator, Pundit, and Audience Responses to Increased Coverage of Women's Sport on the BBC, **Lindsey J. Mean, Beth Fielding-Lloyd**
- Women's Sports Coverage on the Web: Content Analysis of International Sports New Websites, **Roxane Coche**

### Looking at Scholarship and Methodologies in Sports Communication

Beebee Lake Room

- A Meta Analysis of Theory and Methodology in Sport Communication Research (1924 - 2012), **Claudia Kozman, Ryan Vooris, Galen E. Clavio, Lesa H. Major**
- Major Developments in the Field of Sport Communication: A Multi-Dimensional Assessment, **Gashaw Abeza, Norm O'Reilly**
- Measuring Self-Reported Perceptions of Sport Fandom: Evaluating, Developing, and Refining Existing Scales in Sport Psychology, **Shaughn A. Keaton, Christopher C. Gearhart**
- Using Social Network Analysis to Explore the Growth of Sport Communication as a Research Field, **Marion E. Hambrick**

## SESSION #7: 9:30 AM - 10:45 AM

### Communication, Publicity, and PR in Sport

Cascadilla Room

- Development of a Protocol for Communication Planning: Applications of Systems and Image Restoration Theory to Communication in University Athletic Departments, **Alan Zaremba**
- Full Speed Ahead: How Indy Eleven Grew a Fanbase Before it had a Team, **Matthew H. Zimmerman, Galen E. Clavio**
- Multimedia Rights Holders and Athletic Sponsorship: A System Theory Case Study of the University of Alabama, **Lance Kinney**
- Reflections of German Football Journalists on Their Relationships with Bundesliga Club Public Relations Practitioners, **Christoph G. Grimmer**
- The Development of an Instrument for the Measurement of Coaches' Communicative Style, **Michael D. Hazen, John Llewellyn**

### Fighting and Cheating

Beebee Lake Room

- Cheating in a Sports Media Context: Childhood Sports Experience and Moral Foundations, **Andy Boyan**
- Come with Some Knuckles: An Examination of the Mediated Spectacle of Football Coaches' Aggression on TV Across Competitive Levels, **Molly Yanity**
- Fight Time: Assessing the Growing Popularity of Mixed Martial Arts, **Jennifer K. Lehr**
- Fighting Fandom: How Fan Identity Influences Self-Reported and Physiological Arousal During Exposure to Violent Sports, **Michael B. Devlin**
- Reality Television, Off-Field Deviance, Public Perception, and the Athlete: An Analysis of TLC's "Hits and Mrs.," **Coral Marshall**

### Academic Panel: Social Media Debate

Fall Creek Room

Use of Social Media Platforms in Sports Communication Studies: A Debate, **Adam C. Earnhardt (moderator), Lawrence Wenner, Andrew Billings, James Sanderson, Lauren Reichart Smith, John Spinda, Keith Strudler**

## SESSION #8: 11:00 AM - 12:15 PM

### Sports Journalism, Journalists, and Practitioners

Cascadilla Room

- Life After Death: Journalists' Perspective of Sport in the Aftermath of 9/11, **Timothy Mirabito, Robin Hardin**
- Major Events Yield Major Promotion? International Newspaper Coverage of the 2013 EuroBasket for Men, **Simon Licen, Mateja Loncar, Nicolas Delorme, Marko Begovic, Thomas Horky**
- Stealing Signs: How Writers for Team-Operated Sites View Their Profession, **Michael L. Mirer**
- The Gatekeeping Practices of The Best American Sports Writing Series, **Brian Moritz**
- Valuing the Media: Access as a Function of Legitimacy for Journalists, **David W. Suggs**

### The NFL

Beebee Lake Room

- Better and Safer: Image Repair Strategies in Open Letters to Fans of the National Football League about Concussion Prevention, **Josh Compton, Jordan Compton**
- Clash of the Titans: Head Injuries, Health, and the NFL, **Kristen Okamoto**
- For the Love of the Team, the Game, or the Player?: Self-enhancement and Self-categorization Behaviors Related to Concussions in the NFL, **John Spinda**
- The Washington \_\_\_\_\_. Understanding the Media's Influence Through the Pressure of Sanctions and Spiral of Silence, **Sean Fournay**
- Truth or Consequences: ESPN, the NFL, and the Sport/Media Complex, **Thomas P. Oates**

### Industry Panel: The Present and Future of Sports Media: Content, Delivery, and Audience

Fall Creek Room

- Moderator: **Keith Strudler**
- John Lasker, ESPN
  - Frank Golding, Google/YouTube
  - Nick Dolin, HBO Real Sports

## LUNCH (Cornell Club): 12:15 PM - 1:45 PM

### The Sports Reporters

Moderator: *Keith Strudler*

- Harvey Araton, *The New York Times*
- Ian O'Connor, ESPN
- Selena Roberts, CEO of Roopstigo

Ivy Room

## SESSION #9: 2:00 PM - 3:15 PM

### Heroes and Villains

Cascadilla Room

- My Friend for Life: A Framing Analysis of Dennis Rodman in North Korea, **Katherine L. Lavelle**
- Elevating All-Stars to Superstars: An Examination of the Framing Practices of ESPN, **Christopher A. Volker**
- NFL Fans and Parasocial Breakups: The Case of Aaron Hernandez and Off-Field Deviance Amongst Online Fans, **Coral Marshall, Youngju Kim, Eunyoung Kim**
- Understanding Sports Heroes: A Three-dimensional Framework for Cross-cultural Comparisons, **Karsten Senkbeil**
- WAR: What Is It Good For? Trout, Cabrera, and the Fight Over American (Baseball) Value?, **Jason Genovese**

### Media, Culture, Politics, and Sport

Beebee Lake Room

- Both Sides Win: Why More Mediation Would Improve Pro Sports, **Mark B. Grabowski**
- Developing More Sophisticated Methods for Measuring Olympic Success, **Roxane Coche, C.A. Tuggle**
- Power and Translation in Media Representations of Elite Migrant Football (Soccer) Players in the English Premier League Control or Censorship?, **Roger W. Baines**
- Sports Politics in Speech: Analysis of South African Sport Political Speeches, **Grace Yan, Nicholas M. Watanabe**
- The Sports Culture Industry: The Frankfurt School and 21st Century American Professional Sports, **Thomas Gallagher**

### Academic Panel: Media Coverage of Head Injuries

Fall Creek Room

Ring the Bell: How Media Coverage has Spotlighted Sport-related Head Injuries,

**Matthew H. Zimmerman** (moderator), **Lauren Burch**, **Edward (Ted) Kian**, **A.J Perez**

## SESSION #10: 3:30 PM - 4:45 PM

### Framing a Sports Narrative through Social Media

Beebee Lake Room

- Gabby Douglas: How Social Media Tried to Devalue Her Olympic Gold Medal Moment, **Mary D. Jackson**
- Kissing in the Carnage: An Examination of Framing on Twitter During the Vancouver Riots, **Lauren M. Burch, Evan L. Frederick, Ann Pegoraro**
- On The Grid: Perceptions of the Relative Importance of Traditional and Social Media by Racing Fans, **Galen Clavio, Ryan Vooris, Patrick Walsh**
- Talking about Trayvon in 140 Characters: Exploring NFL Player's Tweets about the George Zimmerman Verdict, **Annelie Schmittl, Jimmy Sanderson**

### Advertising, Brand Building, and Popularity

Cascadilla Room

- Follow-up Communication: A New "Popularity Indicator" in Media and Sports Markets, **Pascal Barro, Gabriele Siegert**
- How Sport is Helping to Construct, Renovate and Communicate Jamaica's National Brand, **Hume N. Johnson**
- Identifying Cultural American Values in the "Basketball Never Stops" Advertising Campaign Through the Lens of Semiotics, **Susannah K. McMonagle**
- It's Halftime in America: Reading Chrysler's 2012 Super Bowl Ad, **Michael H. Koch**
- The Global Gridiron: The NFL, American Identity, and the Problem of International Television Distribution, **Adam Rugg**

### Sports Fandom

Fall Creek Room

- A Cross-Cultural Examination of Sport Fandom: Japanese and US Team Identity Formation, Spectatorship Motives, and Psychological Effects, **Nicholas M. Watanabe, Shaughan A. Keaton, Koza Tomiyama**
- Comparing College Football and Auto Racing Fan Profiles: Identity Formation and Spectatorship Motivation, **Shaughn A. Keaton, Nicholas M. Watanabe, Christopher C. Gearhart**
- Highly Identified Sports Fans' Personality Profile: A New Addition to Fan Identification Theory, **Michael B. Devlin, Natalie A. Brown, Andrew C. Billings**
- Noisemaker or Cultural Symbol: The Vuvuzela Controversy and Expressions of Football Fandom, **Jeffrey Kassing**

## Marist College Center for Sports Communication Presents



Saturday, March 15  
10am-12pm  
Ivy Room



## COLLEGIATE AFFILIATION

### Aarhuus University

Kirsten Frandsen

### Adelphi University

Mark Grabowski

### American University

Theo Plothe

### Arizona State University

Jessica K. Kamrath

Jeffrey Kassing

Jane Mean

Lindsey J. Mean

### Auburn University

Lauren R. Smith

### Ball State University

Matthew H. Zimmerman

### Baylor University

Blair Browning

### Bradley University

Angela Pratt

### Bloomsburg University of PA

Jason Genovese

### California State University-

### Stanislaus

Karen L. Hartman

### Catholic University of Portugal

Rogério A. Santos

### Central Michigan University

Cory A. Hillman

### Clemson University

Katie Barnes

Alexia Grevious

Jimmy Sanderson

John Spinda

Maggie Tehan

Samantha Warren

Melinda Weathers

### COMAS

Alina Bernstein

### DePaul University

Michael B. Devlin

### Eastern University

Susannah K. McMonagle

### Eckerd University

Grace Lager

### EHU

Jonathan Garcia

### Elizabethtown College

Kelly Pontiatowski

### Ferris State University

Sandra L. Alspach

Steven Balkema

Carl Mauer

Paul Zube

### Florida State University

Lauren Anderson

### George Mason University

Jason Carlson

Pierre Rodgers

### Indiana University

Galen E. Clavio

Claudia Kozman

Ju Young Lee

Lesa H. Major

James D. Maxson

Ryan Vooris

Ben Wright

### Kent State University

Danielle S. Coombs

### La Roche College

Korryn Mozisek

### La Trobe University

Matthew Nicholson

Merryn Sherwood

### Laurentian University

Ann Pegoraro

### Lock Haven University

Alanna Harman

### Luther College

Thomas C. Johnson

### Macromedia University of

### Applied Science

Thomas Horky

### Marist College

Harrison Baker

Kevin Buckner

Christopher Callegari

Avery Decker

Michael Hines

Joshua Kallen

Peter Kersich

Michael H. Koch

Timothy Mirabito

Elizabeth Naifeh

Ryan Rogers

Stephen Sciacca

Keith Strudler

Matthew Terwilliger

Kyle Zwiazek

### Michigan State University

Jan Boehmer

### Millikin University

Scott D. Lambert

### MMU

Deirdre Hynes

### Montenegro

Marko Begovic

### Northeastern University

Alan Zaremba

### Northern Michigan University

Patricia I. Hogan

### Ohio University

Michael L. Butterworth

Jordan L. Compton

### Oklahoma Baptist University

Jordan T. Bowles

### Oklahoma State University

Edward (Ted) Kian

### Quinnipiac University

Molly Yanity

### Purdue University Columbus

Lauren M. Burch

### Regent University

Mary D. Jackson

### Roger Williams University

Hume N. Johnson

### Sacred Heart University

James P. Santomier

### SBRnet

Richard A. Lipsey

### Sheffield Hallam University

Beth Fielding-Lloyd

### Southern Illinois University

### Edwardsville

Allison Levin

### Saint John's University

Katie Label

### SUNY Cortland

Tara Q. Mahoney

### Syracuse University

Anne C. Osborne

### Tarleton State University

Christopher C. Gearhart

### Tecnologico de Monterrey, Cam-

### pus Guadalajara

Roxane Coche

### Temple University

Thomas C. Johnson

### UNC-CH

C.A. Tuggle

### UNIR/Villanueva de Madrid

Mario G. Gurrienero

### University Of Alabama

Natalie A. Brown

Andrew C. Billings

Eunyoung Kim

Youngji Kim

Coral Marshall

### University of Arkansas

Shannon T. McCarthy

### University of Bordeaux

Nicholas Delorme

### University of Cincinnati

Brody J. Ruihley

### University of Delaware

Christopher A. Volker

### University of East Anglia, UK

Roger W. Baines

### University of Florida

Kevin Hull

Annelie Schmittle

### University of Hildesheim

Karsten Senkbeil

### University of Iowa

David A. Schwartz

### University of Kansas

Chris Bacon

Hallie Frazee

Kristen Grimmer

Porscha Weddington

### University of Leipzig

Hans-Jorg Stiehler

### University of Louisville

T. Christopher Greenwell

Marion E. Hambrick

### University of Maryland-College

### Park

Justin Hudson

### University of Memphis

Ashley D. Furrow

### University of Missouri

Nicholas M. Watanabe

Grace Yan

### University of Muenster

Thomas Birkner

Daniel Noelleke

### University of New Mexico

Evan L. Frederick

### University of Oklahoma

Sara Straub

### University of Ottawa

Gashaw Abeza

Mark Dottori

Michael Naraine

Norm O'Reilly

### University of Potsdam

Lothar Mikos

### University of South Carolina

Glenda Alvarado

### University of Tennessee

Robin Hardin

### University of Tuebingen

Verna Burk

Christoph G. Grimmer

Tim Pawlowski

### University of Westminster

Steve Greenfield

Guy Osborn

### University of Wisconsin-La

### Crosse

Katherine L. Lavelle

### University of Wisconsin-Mad-

### ison

Catasha R. Davis

Michael C. Thornton

### University of Zurich

Pascal Barro

Gabriele Siegert

### Virginia Tech

Dawn Corwin

### Wake Forest University

John Llewellyn

### Washington State University

Mateja Loncar

### West Chester University of

### Pennsylvania

Sean Fourney

### Western University

Patti Millar

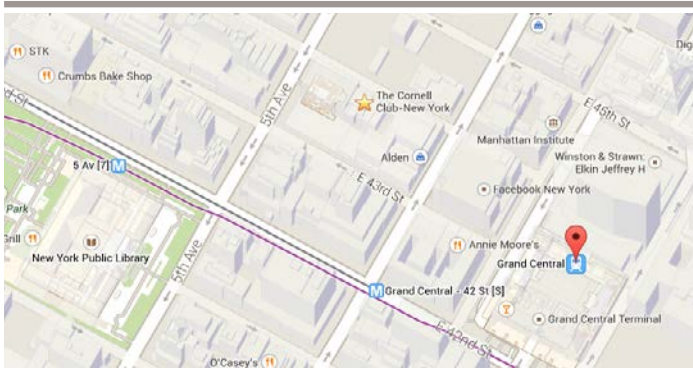
### York College of Pennsylvania

Matthew Blaszk

### Young Harris College

Shaughan A. Keaton

## THINGS TO DO IN THE AREA



### RESTAURANTS

**Bryant Park Grill**  
25th West 40th Street  
(212) 840-6500

**Southwest Porch**  
40th and 6th Avenue  
(212) 780-0577

**Shake Shack at Grand Central Terminal**  
89 East 42nd Street  
(646) 517 5804

**Koi Sushi Restaurant at Bryant Park Hotel**  
40 West 40th Street  
(212) 921-3330

**Serendipity 3**  
225 East 60th Street  
(212) 838-3531

**Magnolia Bakery**  
1240 Avenue of the Americas at 49th street  
(212)767-1123

**Carnegie Deli**  
854 7th Avenue  
(212) 757-2245

**Butter Restaurant**  
170 West 45th Street  
(212) 253-2828

### ATTRACTIONS

**Bryant Park**  
Between 5th and 6th Avenue and 42nd Street

**Times Square**  
42nd Street and West 47th Street

**American Museum of Natural History**  
Central Park West and 79th Street  
(212) 769-5100

**Top of the Rock Observatory**  
30 Rockefeller Plaza  
(212) 698-2000

**Metropolitan Museum of Art**  
1000 5th Avenue  
(212) 535-7710

**Shops of Rockefeller Center**  
45 Rockefeller Plaza  
(877) 692-7625

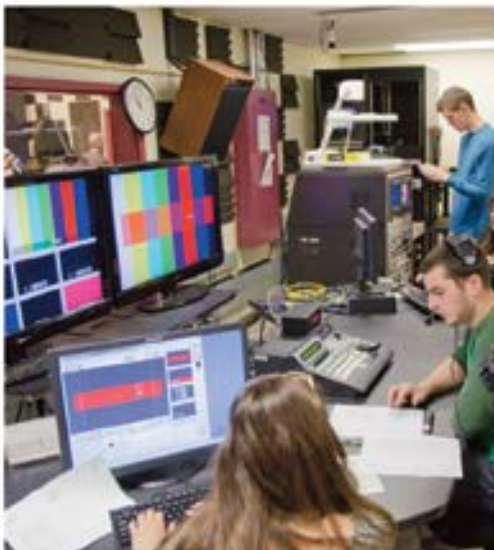
**Central Park**  
Starts at 59th and 5th Avenue



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