

10TH SUMMIT
COMMUNICATION & SPORT



March 30th-April 2nd, 2017

EMBASSY SUITES
PHOENIX-SCOTTSDALE



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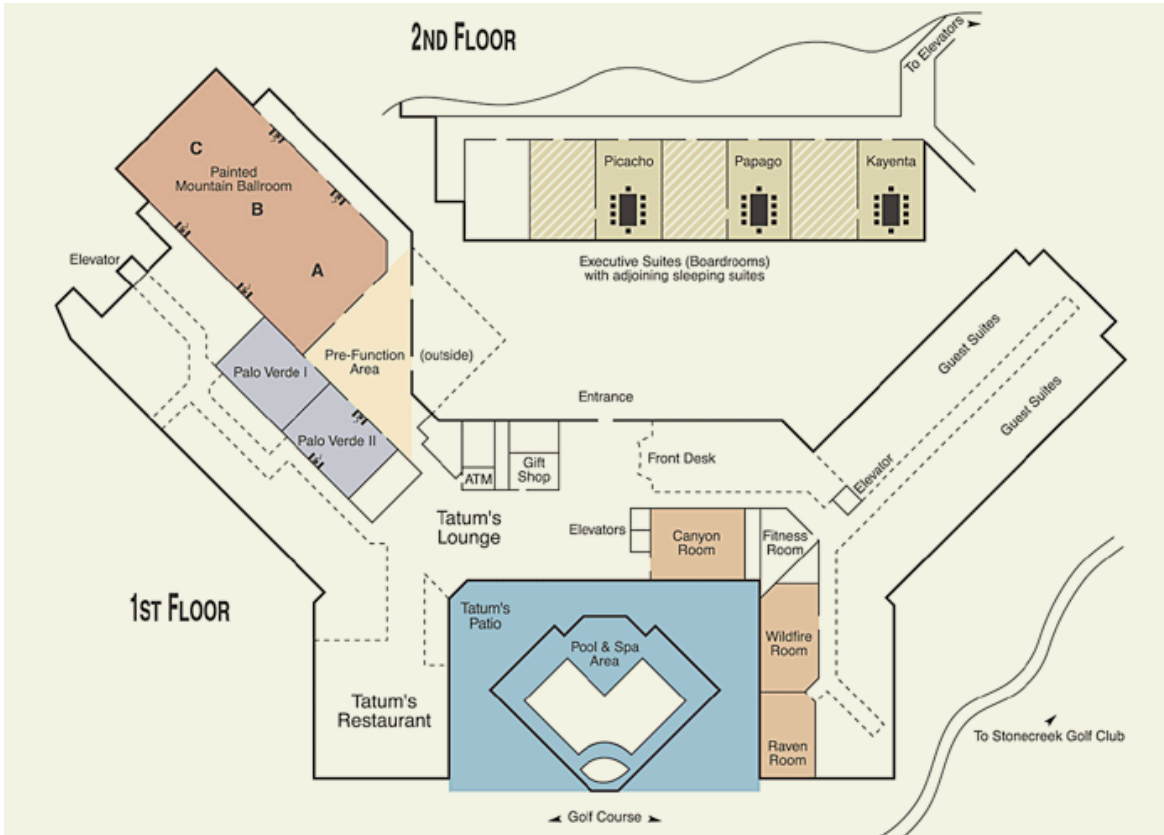
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Embassy Suites Floorplan



Event Locations

No Host Reception

Panels

Banquet Lunches

Keynote Address

IACS Business Meeting

IACS Board Meeting(s)

Communication & Sport Editorial Board Meeting

Final Four Practice Session

Spring Training Game

Canyon Room

Raven, Wildflower, and Palo Verde Rooms

Painted Mountain Ballroom

Painted Mountain Ballroom

Painted Mountain Ballroom

Picacho Board Room

Palo Verde I

Parking Lot (Via Coach)

Parking Lot (Via Coach)

10th Summit on Communication and Sport

Schedule at a Glance

Registration

Thursday, March 30 th	3:00	pm	5:00	pm	Main Lobby
Friday, March 31 st	8:00	am	5:00	pm	Pre-Function Area
Saturday, April 1 st	8:00	am	12:00	pm	Pre-Function Area

Thursday, March 30th

Early Bird Reception	5:00	pm	7:00	pm	Canyon
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Friday, March 31st

Session A	9:00	am	10:15	am	Raven, Wildfire, Palo Verde
Session B	10:30	am	11:45	pm	Raven, Wildfire, Palo Verde
Lunch/Keynote Address	12:00	pm	1:00	pm	Painted Mountain Ballroom
Final Four Practice Session	1:15	pm	4:00	pm	Parking Lot (via Coach)
IACS Board Meeting	4:15	pm	5:30	pm	Picacho Board Room
Spring Training Game	6:00	pm	10:00	pm	Parking Lot (via Coach)

Saturday, April 1st

C&S Editorial Board Meeting	8:00	am	9:00	am	Raven, Wildfire, Palo Verde
Session C	9:00	am	10:15	am	Raven, Wildfire, Palo Verde
Session D	10:30	am	11:45	pm	Raven, Wildfire, Palo Verde
Lunch/IACS Business Meeting	12:00	pm	1:15	pm	Painted Mountain Ballroom
Session E	1:30	pm	2:45	pm	Raven, Wildfire, Palo Verde
Session F	3:00	pm	4:15	pm	Raven, Wildfire, Palo Verde

Sunday, April 2nd

Session G	9:00	am	10:15	am	Raven, Wildfire, Palo Verde
Session H	10:30	am	11:45	pm	Raven, Wildfire, Palo Verde
IACS Board Meeting	12:00	pm	1:00	pm	Picacho Board Room

Full Program

Session A

Friday, March 31st

9:00 am — 10:15 am

Session 1A

Raven

Athletes Use of Social Media

It's an ARMageddon: The Snapchat Life of Former NFL Punter and Current Fitness Guru Steve Weatherford

Matt Blaszk, Indiana State University

Alexandria Pantaleoni, Indiana University

Keep it up, Warrior! How Athletes' Instagram Posts Affect Perceived Social Support, Self-Efficacy, and Exercise Behaviors

Jan Boehmer, Pennsylvania State University

Joe Cruz, Pennsylvania State University

I See You Play: How Athletes' Health Messages on Social Media Affect Exercise Attitudes and Behaviors

Jan Boehmer, Pennsylvania State University

Galen Clavio, Indiana University

Athlete Self-Presentation on Instagram: An Exploration of Gendered and Cultural Norms

Ashleigh Thompson, Massey University

Ann Pegoraro, Laurentian University

Session 2A

Wildfire

Politics and Athlete Activism

A Divided NFL: A Rhetorical and Intersectional Analysis of NFL Player Activism During the 2016 Election

Teri Del Rosso, Bridgewater State University

Patrick Jones, University of Oregon

Jason Edwards, Bridgewater State University

Athlete Political Involvement, Colin Kaepernick, and Burke's Guilt, Purification, & Redemption Cycle: How Sport Provides a Unique Path to Redemption

Karen Hartman, Idaho State University

Athletes as Political Leaders: Examining the Place of Mediated Sports Stars as Role Models of Political Engagement

Keith Strudler, Marist College

"Muscular Rhetoric" and the Protest of the National Anthem

Robert Brown, Mount Ida College

Session 3A

Palo Verde I

Student, Athlete, Recruit: Communication and College Athletics I

Media, Myth, and Perception: An Examination of Football Recruiting through the Critical Lens of Interest Convergence

Travis R Bell, University of South Florida

Gridiron Graphics: College Football Programs' Use of Persuasive "Edits" to Recruit Players and Extend their Brands

Van Kornegay, University of South Carolina

Kevin Hull, University of South Carolina

In-Your-Pocket Persuasion: Deregulation of Text Messaging in NCAA Recruiting

Karlee Postheher, Arizona State University

The Compliance Quandary: Exploring the Impossibility of "Student First" Identity in Collegiate Athletes

Marissa Floyd, University of New Mexico

Session 4A

Palo Verde II

Nation, Gender and Sport:

Inter/National Teams and Domestic Spaces in "The Beautiful Game"

Lindsey J. Meân, Arizona State University

Beth Fielding-Lloyd, Sheffield Hallam University

Lauren Burch, Indiana University

Roxane Coche, University of Memphis

Matthew Zimmerman, Mississippi State University

Session B1

Raven

The Influence of Social Media I: Fans, Sports Organizations, and Athletes

Socially Awkward, or Socially Relevant? Professional Soccer Teams' Use of Social Media Platforms

Lauren Burch, Indiana University Purdue University-Columbus

Matthew Zimmerman, Mississippi State University

Measuring Facebook Post Success through Communication Accommodation Theory in Minor League Baseball

Mike Stocz, University of New Mexico

Evan Frederick, University of Louisville

Ann Pegoraro, Laurentian University

The Digital Stadium: Social Media and the Influence of Fandom on Athlete Performance

Sandy Alspach, Ferris State University

Paul Zube, Ferris State University

Scott Vander Sloot, Ferris State University

Alex Freeman, Ferris State University

Session B2

Wildfire

The Challenges and Dynamics of Athlete Activism

Athlete as Advocate: Examining the Effectiveness of Athletes Involved in Social Advocacy Behaviors

Brittani Sahn, University of Florida

Divided and United: Perceptions of Athlete Activism at the ESPYS

Jimmy Sanderson, Arizona State University

Evan Frederick, University of Louisville

Ann Pegoraro, Laurentian University

Out of Bounds: The Black Feminist Political Tradition in the WNBA

Courtney Cox, University of Southern California

Kick These Kids Off the Team and Take Away their Scholarships: Facebook and Perceptions of Athlete Activism at the University of Missouri

Evan Frederick, University of Louisville

Jimmy Sanderson, Arizona State University

Nicholas Schlereth, University of New Mexico

Challenges Confronting College Athletics: Communication and College Athletics II

Athletic Departments as Media Producers: Social Media Use and Regulation in Modern Athletic Departments

Benjamin Burroughs, University of Nevada, Las Vegas

Margo Malik, University of Nevada, Las Vegas

Exploring Organizational Culture and Concussion Reporting in NCAA Division 1 Collegiate Sports

Jiun-Yi Tsai, Northern Arizona University

Yanqin Liu, Arizona State University

Jessica Kamrath, Arizona State University

Karlee Posteher, Arizona State University

Lisa Van Raalte, Arizona State University

Steve Corman, Arizona State University

NCAA Mind Matters Challenge: Cultural Narratives and Their Role in the Student-Athlete Concussion Injury Reporting

Scott Ruston, Arizona State University

Jessica Kamrath, Arizona State University

Yanqin Liu, Arizona State University

Karlee Posteher, Arizona State University

Lisa Van Raalte, Arizona State University

Rikki Tremblay, Arizona State University

Josh Beaumont, Arizona State University

Steve Corman, Arizona State University

Vestedness in Concussion Reporting Attitudes and Behaviors in Division 1 Collegiate Athletes

Bradley J Adame, Arizona State University

Lisa Van Raalte, Arizona State University

Yanqin Liu, Arizona State University

Karlee Posteher, Arizona State University

Jessica Kamrath, Arizona State University

Rikki Tremblay, Arizona State University

Josh Beaumont, Arizona State University

Steve Corman, Arizona State University

The Politics of Progress in Sport at the 40th Anniversary of Title IX

Beth Fielding-Lloyd, Sheffield Hallam University
 Lindsey J. Meân, Arizona State University
 Sarah Wolter, Gustavus Aldophus College
 Korryn D. Mozisek, Carnegie Mellon University

Lunch/Keynote Address Friday, March 31st 12:00 pm — 1:00 pm
 Painted Mountain Ballroom

Anniversaries, Trajectories, and the Challenges for the Communication of Sport

Lawrence Wenner, Loyola Marymount University

Lawrence Wenner holds the Von der Ahe Chair in Communication and Ethics at Loyola Marymount University in Los Angeles. He presently serves as Editor-in-Chief of two scholarly journals, *Communication & Sport* and the *International Review for the Sociology of Sport*, and previously served as Editor of the *Journal of Sport & Social Issues*. He has published over 130 journal articles and book chapters, many of which focus on mediated sport. His books on the communication of sport include *Media, Sports & Society*, *MediaSport*, *Sport, Beer & Gender* (with Steve Jackson), *Fallen Sport Heroes*, *Media & Celebrity Culture*, and the soon to be released *Sport, Media & Mega-Events* (with Andy Billings).

Final Four Practice Session Friday, March 31st 1:15 pm — 4:00 pm
 Meet in the hotel parking lot to board the coaches
 to the practice session at the University of Phoenix Stadium.

IACS Board Meeting Friday, March 31st 4:15 pm — 5:30 pm
 Picacho Board Room

Spring Training Game Friday, March 31st 6:00 pm — 10:00 pm
 Meet in the hotel parking lot to board the coaches
 to the game at the Peoria Sports Complex.

Communication and Sport/Editorial Board Meeting Saturday, April 1st 8:00 am — 9:00 am
 Lawrence Wenner, Loyola Marymount University
 Palo Verde I

Session C1

Raven

The Influence of Social Media II: Fans, Sports Organizations, and Athletes

Twitter as a Cultural Site for Relationship Building in Sports: A Case Study of International Tennis Players-Fans Communication

Ivana Cvetkovic, University of New Mexico

Evan Frederick, University of Louisville

Tweet, Retweet, Favorite: The Impact of Twitter Use on Enjoyment While Watching Sports

Lauren Smith, Indiana University

Ann Pegoraro, Laurentian University

Sally Ann Cruikshank, Auburn University

Campaigning on Twitter: The Effect of Verified Tweets on 2015 MLB All-Star Game Voting

Allison Levin, Webster University

An Examination of Motives for Following Sports on Snapchat

John Spinda, Clemson University

Stephanie Puckette, Clemson University

Session C2

Wildfire

Athlete Activism and Institutional Resistance

Shut Up and Play: Domesticating Dissent and Establishing Hegemonic Labor Relations in American Sports through the Player's League of 1890

Marissa Floyd, University of New Mexico

Taking the Loss: The RDA and Media Coverage during the 2011 NBA Labor Dispute

Matthew Eicher, University of Oregon

Activist Athletes' Rhetorical Resistance to the NCAA Hegemon: A Critical Review of The All Players United Campaign Rhetoric

Rebecca Alt, University of Maryland

Session C3

Palo Verde I

Meaning and Persuasion in Iconic Sports Venues

Danielle Johannesen, University of Minnesota Crookston
Robert Bellamy, Duquesne University
Zachary Greenberg, University of Minnesota Crookston
Rickie-Ann Legleitner, University of Wisconsin-Stout

Session C4

Palo Verde II

Constructing Female Athletes

Competitive Behaviors of Female Athletes
Sarah Wolter, Gustavus Adolphus College

“One Up From Jackie”: The Concordance of Pitch's Representation of the First Female MLB Player as Groundbreaking
Korryn D. Mozisek, Carnegie Mellon University

The Case of Caster: Exploring News Media Representations Through Critical Discourse Analysis
Alanna Harman, St. John's University
Katie Lebel, Ryerson University
Patti Millar, Niagara University

Maintaining Devaluation of Females in Sport: Femininity and Gender Tests
Robin Holloway, Wake Forest University

Session D

Saturday, April 1st

10:30 am — 11:45 am

Session D1

Raven

Social and Sports Media Convergence: Industry Practices and Fan Reactions

Live Tweeting Sporting Events: A Quantitative Measure of User Engagement
Jeremy Shermak, University of Texas at Austin

My Story, Their Story: A Comparison of Athlete and Media Instagram Feeds
Lauren Smith, Indiana University

The Influence of Visual Attention to Exemplar versus Base-Rate Indicators of Athlete Performance on Viewer Perception and Evaluation of Athletes
Glen Cummins, Texas Tech University
Dustin Hahn, Texas Christian University
Alexander Moe, Texas Tech University

Session D2

Wildfire

Activist Athletes, Fuming Fans: A Critical Analysis of Black Lives Matter Protests' Charge to Improve Race Relations

Kate L Lavelle, University of Wisconsin-La Crosse
Korryn D. Mozisek, Carnegie Mellon University
Abraham Kahn, Pennsylvania State University
Shawn Smith, Ohio University
Michael Butterworth, Ohio University

Session D3

Palo Verde I

Perspectives on Fans and Fandom

Creating a Typology of Sportsfans
Irene van Driel, Indiana University
Nicky Lewis, University of Miami
Walter Gantz, Indiana University
Rachelle Pavelko, Indiana University

Points of Attachment on Social Media: Exploring Differences between Chinese and Western Sport Fans

Bo Li, St. Ambrose University
Steve Dittmore, University of Arkansas
Olan Scott, University of Canberra
Jongyeol Yoo, University of Arkansas

Sports In-Fan-tuation: Casual and Avid Sports Fans' Recognition of Sponsors

Allysa Michaelsen, Marquette University
James Pokrywczynski, Marquette University

“One Goal”: Marketing Shifts Towards Fan-Centric Altruism

Emily J Langan, Wheaton College

Sexualization, Sexual Harassment, and Sexual Assault in Sport

'20 Minutes of action', Many Weeks of Dialogue: How the Brock Turner Case Changed the Way

We Discuss Sexual Assault Allegations Against Athletes

Shannon McCarthy, University of Central Missouri

Matthew Zimmerman, Mississippi State University

Lauren Burch, Indiana University Purdue University-Columbus

“Strong is Beautiful”: A Visual Textual Analysis of Hyper-Sexualization Present in the WTA's
Global Ad Campaign

Travis R Bell, University of South Florida

Janelle Applequist, University of South Florida

Obstacles, Stereotypes and Discrimination Female Sport Professionals Have Faced in Their
Profession

Tess Hyre, Shepherd University

Monica Larson, Shepherd University

Steve Chen, Morehead State University

“Win and All is Forgiven”: Media Coverage of the Alleged Affair between John Farrell and
Jessica Moran

Kevin Hull, University of South Carolina

Guy Harrison, Arizona State University

Lunch/IACS Business Meeting Saturday, April 1st 12:00 pm — 1:15 pm
Painted Mountain Ballroom

Session E1

Raven

Perspectives on Sports Media Coverage: Media Framing

On the Clock: A Framing Analysis of Televised NFL Draft Coverage

Greg G Armfield, New Mexico State University

John McGuire, Oklahoma State University

Ray Murray, Oklahoma State University

Jared L Johnson, Oklahoma State University

Dope and Deny: A Comparative Study of News Frames in American and Russian Coverage of American and Russian Athlete

Jennifer L. Harker, University of North Carolina at Chapel Hill

Sada Reed, Arizona State University

“They Flubbed Their Lines”: Soccer Broadcast Commentary During Major Tournaments in 2015 and 2016

Matthew Zimmerman, Mississippi State University

Lauren Burch, Indiana University Purdue University-Columbus

Shannon McCarthy, University of Central Missouri

Session E2

Wildfire

If I Could Kneel Like Kaepernick: The Modern Professional Athlete as a Role Model for Youth

Mario A. Dozal, University of New Mexico

Ivana Cvetkovic, University of New Mexico

Joseph Flores, University of New Mexico

Matthew Higgins, University of New Mexico

Scott Jensen, Webster University

Gabriela I. Morales, University of New Mexico

Session E3

Palo Verde I

Perspectives on Fantasy Sports

In Their Own Words: A Narrative Analysis of Fantasy Baseball Leagues Annuals

John L Williams, California State University, Sacramento

Chris Maben, California State University, Sacramento

Fantasy Breakdown: Examining Organizational Crisis Communication and Stakeholder Reaction During Product Failure on the Most Anticipated Day in Fantasy Football

Brody James Ruihley, Miami University (OH)

Jason Simmons, University of Cincinnati

Andrew C. Billings, University of Alabama

Rich Calabrese, Fizziology

Fantasy Sport & the Non-Participant: Perception from Women Sport Fans

Brody James Ruihley, Miami University (OH)

Heidi Grappendorf, University of Cincinnati

The Legality of Fantasy Sports Gambling in the State of Arizona

Mary Cozzi, Arizona State University

Session E4

Palo Verde II

Gendering Violence and Aggression in Sport

Still a Quest of Excitement? A Study of the YouTube Discussions on Female Mixed Martial Artists

Joerg-Uwe Nieland, University of Siegen

Thomas Horky, Macromedia University of Applied Sciences

Response to Female Athlete Transgressions: Does Gender Matter?

Ann Pegoraro, Laurentian University

Ashleigh Thompson, Massey University

Evan Frederick, University of Louisville

Not Women Too? Examining Framing of American Newspaper Coverage in Female Athletes as the Aggressor

Matthew Stilwell, University of South Carolina

“It’s Not Really a Grown Man’s Game Anymore”: Contested Masculinity in the Twenty-First Century NBA

Steve Booth Marston, Franklin & Marshall College

Session F1

Raven

Perspectives on Sports Media Coverage: Ethics and Accountability

The Representation of Environmental Sustainability in the Framing of Formula E: A Comparative Analysis of UK and Flemish Newspapers

Timothy Robeers, University of Antwerp

Hilde Van den Bulck, University of Antwerp

Sports Journalism and Media Accountability: Exploring Ethical Codes, Stylebooks, Ombudsmen and Beyond

Xavier Ramon, Pompeu Fabra University

Getting into Position: Ethical Discourse as Boundary Work for In-House Sports Reporters

Michael Mirer, University of Wisconsin

Inside the Octagon: Perceptions of Violence in Mixed Martial Arts as a Result of Commentary Style

Alexander Moe, Texas Tech University

Derrick Holland, Texas Tech University

Glen Cummins, Texas Tech University

On the Field, but in the Classroom? An Analysis of American Sports Journalism Students' Understanding of Hegemonic Masculinity

Sada Reed, Arizona State University

Session F2

Wildfire

Sport Communication Pedagogy, Program Assessment, and Disciplinary Status

Sport Communication in Academia: Real Programs or Dog and Pony Shows?

Edward M. Kian, Oklahoma State University

An Assessment of the Development of Sport Public Relations: A Content Analysis to Understand and Champion a Discipline Struggling to Find its Academic Niche

Mark Dottori, University of Ottawa

Alex Sevigny, McMaster University

Benoit Seguin, University of Ottawa

Stephany Brizay, University of Ottawa

Game-Changer: Exploring Experiential Learning Experiences for Students in Sports Media and Communication

Rick Alloway, University of Nebraska-Lincoln

Frauke Hachtmann, University of Nebraska-Lincoln

Jerry Renaud, University of Nebraska-Lincoln

Session F3

Palo Verde I

Technology and Sport: Video Games, Virtual Reality, and eSports

Speed Kills? Accelerated Time and the Sports Video Game

Andrew Baerg, University of Houston-Victoria

Embodying Hybridity: eSports Gamers/Fans/Producers

Noah Henry Hilliker, Arizona State University

Are You Rooting For The Mage, Or The Fighter? Uses and Gratifications of eSports Spectators

Matthew Zimmerman, Mississippi State University

Galen Clavio, Indiana University

Examining Factors Affecting the Adoption of Virtual Reality to the Spectator Sport Industry

Kwangho Park, Florida State University

Stephen McDowell, Florida State University

Session F4

Palo Verde II

Race and Sport

With Malice Towards All: Race, Authority, and the Discipline of Basketball (Bodies)

Jeffrey Kurtz, Denison University

The Tale of the Big Black Athlete: Perceptions of Natural Ability and the Power of Sports Media

Patrick Ferrucci, University of Colorado Boulder

Jan Boehmer, Pennsylvania State University

Of Sport, Nostalgia and Race: A Critical Examination of ESPN Films' Ghosts of Ole Miss

Mia Long Anderson, University of South Alabama

Deconstructing the Native American Mascot: A Survey of Native American Names, Images, and Rituals

Jason Edward Black, University of North Carolina at Chapel Hill

Andrew C. Billings, University of Alabama

Fei Qiao, University of Alabama

Session G1

Raven

A New Horizon for Social Media Research in Sport Communication: A Roundtable Discussion

Galen Clavio, Indiana University
Lauren Smith, Indiana University
Ryan Vooris, State University of New York-Cortland
Jan Boehmer, Pennsylvania State University
Evan Frederick, University of Louisville

Session G2

Wildfire

Promotion and Production of Mega Sporting Events

Double Trouble: Co-Branding Failure of the Qatar 2022 World Cup
Susan Dun, Northwestern University in Qatar
Vibhav Gautam, Northwestern University in Qatar
Urooj Azmi, Northwestern University in Qatar

The Evolution of Hashtags at Sport Mega-Events: A Longitudinal Examination of Uses and Users

Chad Witkemper, Indiana State University
Ann Pegoraro, Laurentian University
Matt Blaszkka, Indiana State University

Sports Journalism on TV at Football EURO 2016 – a Comparison of Live Commentary in Four Different Countries

Thomas Horky, Macromedia University of Applied Sciences
Honorata Jakubowska, Adam Mickiewicz University
Barbara Stelzner, Macromedia University of Applied Sciences
Marianna Baranovskaa, Macromedia University of Applied Sciences

Making Sense of the Larger Framework of the Olympics: The Run-Up to Rio 2016 in The New York Times, The Guardian, Le Monde and El País

Xavier Ramon, Pompeu Fabra University

Promoting, Producing, and Covering the Olympic Games

Nationalism, Race, and Gender on Instagram: An Examination of the Official Instagram

Accounts of American and Canadian Olympic Broadcasters

Miles Romney, University of South Carolina

Kevin Hull, University of South Carolina

Ann Pegoraro, Laurentian University

Matthew Stilwell, University of South Carolina

Say What? An Analysis of Fan Discourse on the Official 2016 Olympic Facebook Pages of NBC and the CBC

Ann Pegoraro, Laurentian University

Miles Romney, University of South Carolina

Matthew Stilwell, University of South Carolina

Kevin Hull, University of South Carolina

#SelfPromote: A Visual Analysis of Promotion and Advertisement on NBC's Official 2016 Olympic Instagram Account

Kevin Hull, University of South Carolina

Miles Romney, University of South Carolina

Ann Pegoraro, Laurentian University

Matthew Stilwell, University of South Carolina

Envisioning Slovenia, Telecast from Brazil: Relationships Between National Identity and Slovenian Viewership of the 2016 Rio Summer Olympic Games

Simon Ličen, Washington State University

Kenon A. Brown, University of Alabama

Andrew C. Billings, University of Alabama

Michael B. Devlin, Texas State University

Session G4

Palo Verde II

Crisis Communication, Reputation, and Image Repair in Sport

The Mediated Landscape of Sport Crisis Communication: A 25-Year Investigation

Jennifer L. Harker, University of North Carolina at Chapel Hill

The Man in the Gas Mask: Crisis Communication at the 2016 National Football League Draft

John McGuire, Oklahoma State University

Ray Murray, Oklahoma State University

Jared L. Johnson, Oklahoma State University

Greg G. Armfield, New Mexico State University

Playing Defense with Integrity: Ryan Braun's Apologia

Mary Denise Jackson, Merritt College

Image Repair, Image Prepare, and High School Football: The Camden Hills Case

Josh Compton, Dartmouth College

Jordan Compton, Southwest Baptist University

Notoriety vs. Reputation: How Does Reputation Effect Elite Soccer Coaches? A Contemporary Methodological Proposal to Evaluate this Renaissance Concept

Mario García, International University of La Rioja

Yuri Morejón, Communication Consultant

Session H

Sunday, April 2nd

10:30 am — 11:45 pm

Session H1

Raven

Sport as Pulpit

Terry Shoemaker, Arizona State University

Eric Bain-Selbo, Western Kentucky University

Shawn Klein, Arizona State University

Matthew Sheffield, Western Kentucky University

Session H2

Wildfire

Sporting Myths, Tropes, and Traditions

Losing Dos a Cero: The End of an American Soccer Tradition in Columbus, Ohio
Stephen Andon, Nova Southeastern University

Rebranding Bush: Baseball, Public Memory, and the Rhetorical Redemption of a President
Michael Butterworth, Ohio University

Cue the Drama: An Analysis of Last Chance U and the Portrayal of Sport Myths
Evan Frederick, University of Louisville
Marion Hambrick, University of Louisville
Samuel Schmidt, University of Louisville
Megan Shreffler, University of Louisville

Pitching Big Data: The Rhetoric of Data Analytics in the Beautiful Game
Ron Von Burg, Wake Forest University

Session H3

Palo Verde I

Covering the Rio Olympics

Daniel Sipocz, Berry College
Roxane Coche, University of Memphis
Andrew C. Billings, University of Alabama
Simon Ličen, Washington State University
Lauren Smith, Indiana University

Session H4

Palo Verde II

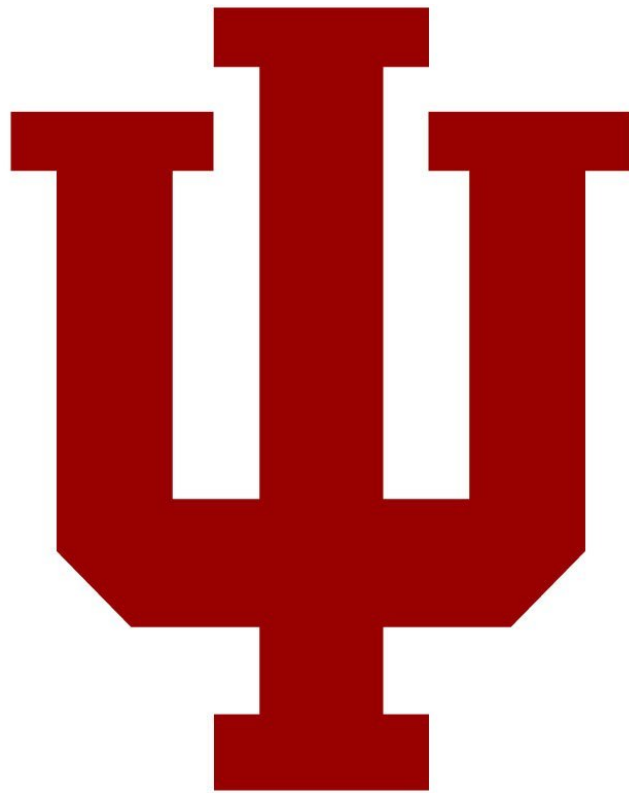
Parenting and Coaching

Youth Baseball and Analytics: Quantifying and Managing Risk Through the Gamechanger App
Andrew Baerg, University of Houston-Victoria
Jimmy Sanderson, Arizona State University

Design of a Quantitative Instrument to Examine the Reversed-Dependency Phenomenon
Katherine Schenck, Ball State University
John Spinda, Clemson University

Practices of Athlete-to-Athlete Technique Feedback in the Sport of Powerlifting: Implications for Coaching
Edward Reynolds, University of New Hampshire

11TH SUMMIT
COMMUNICATION & SPORT



April 26th - April 29th, 2018

INDIANA UNIVERSITY
BLOOMINGTON, INDIANA
