

March 14-16, 2024

2024 SUMMIT ON COMMUNICATION & SPORT

Hosted by The University of Texas at Los Angeles | 100 E. TUJUNGA AVE., #200, BURBANK, CA 91502



The University of Texas at Austin
Center for Sports Communication & Media
Moody College of Communication

THURSDAY, MARCH 14

2:00-4:00

Registration (Hilton Garden Inn)

2:30-4:00

IACS Executive Board Meeting
Hilton Garden Inn (Verdugo Library)

5:00

Buses depart for Los Angeles
(Gather in UTLA parking lot by 4:45)

6:00-8:30

Keynote presentations and opening
reception (Dodgers Stadium
(Stadium Club), 1000 Vin Scully Ave.,
Los Angeles, CA 90012)

8:30

Buses depart for Burbank

FRIDAY, MARCH 15 (ALL ROOMS AT UTLA)

7:30-8:45

• **Communication and Sport Editorial Board Meeting**
Room: UTLA CONFERENCE ROOM

8:30-4:00: REGISTRATION

• Room: UTLA ENTRANCE

9:00-10:15 CONCURRENT SESSIONS 1

- **Panel A:** How Identities Shape Roles in Sports Journalism
Room: BLAKE NEELY LOUNGE
- **Panel B:** Approaches to Crisis Communication in Sports
Room: RIGHT CLASSROOM
- **Panel C:** "Catching Up" and "Falling Behind": Lessons Learned from the FIFA 2023 Women's World Cup (Panel)
Room: LEFT CLASSROOM

10:30-11:45 CONCURRENT SESSIONS 2

- **Panel A:** Teams and Organizational Communication in Sports
Room: RIGHT CLASSROOM
- **Panel B:** Racialized Norms in Sports Discourse
Room: LEFT CLASSROOM
- **Panel C:** Representations in Global Sports Media
Room: BLAKE NEELY LOUNGE

12:00-1:15 CONCURRENT SESSIONS 3

- **Panel A:** College Athlete Name, Image & Likeness (NIL): Taking the Marketing/Sponsor Perspective (Panel)
Room: RIGHT CLASSROOM
- **Panel B:** Pedagogy and Research in Sport Communication
Room: BLAKE NEELY LOUNGE
- **Panel C:** Communicating Womens' Experiences in Sports
Room: LEFT CLASSROOM

1:30-2:45

• **IACS Luncheon and Business Meeting**
Location: BJ's Restaurant and Brewhouse
107 S. 1st St. (One block from conference)

3:00-4:15 CONCURRENT SESSIONS 4

- **Panel A:** Activism and Resistance in Sports
Room: RIGHT CLASSROOM
- **Panel B:** New Research Pathways and Perspectives from the Court: A Conversation about the Past and Future of Women's Basketball (Panel)
Room: LEFT CLASSROOM
- **Panel C:** Fan Identity and Experience in Sports
Room: BLAKE NEELY LOUNGE

4:30-5:45 CONCURRENT SESSIONS 5

- **Panel A:** NIL and the Future of College Sports (Panel)
Room: RIGHT CLASSROOM
- **Panel B:** Identity and Ideology in the Beautiful Game
Room: BLAKE NEELY LOUNGE
- **Panel C:** Narratives and Controversies in Global Women's Sports
Room: LEFT CLASSROOM

SATURDAY, MARCH 16 (ALL ROOMS AT UTLA)

7:30-8:45

• **IACS Executive Board Meeting**
Room: UTLA CONFERENCE ROOM

8:30-12:00: REGISTRATION

• Location: UTLA ENTRANCE

9:00-10:15 CONCURRENT SESSIONS 6

- **Panel A:** Sports as a Challenge to Gender Norms
Room: RIGHT CLASSROOM
- **Panel B:** The Olympics of the Past and Present: Anticipating Paris 2024 & Los Angeles
Room: LEFT CLASSROOM
- **Panel C:** Intercultural and International Communication in Sports
Room: BLAKE NEELY LOUNGE

10:30-11:45 CONCURRENT SESSIONS 7

- **Panel A:** Evolving Practices in Sports Journalism
Room: RIGHT CLASSROOM
- **Panel B:** Trigger Events, Hate, and Safeguarding: Confronting Online Abuse in Sport (Panel)
Room: BLAKE NEELY LOUNGE
- **Panel C:** Nations and Nationalism in Sports
Room: LEFT CLASSROOM

11:45-1:30

Lunch Break: on your own

1:30-2:45 CONCURRENT SESSIONS 8

- **Panel A:** Athlete and Sports Media Narratives
Room: RIGHT CLASSROOM
- **Panel B:** Fostering Experiential Learning Opportunities in the Sports Communication Curriculum (Panel)
Room: BLAKE NEELY LOUNGE
- **Panel C:** Communicating with Sports Audiences and Consumers
Room: LEFT CLASSROOM

3:00-4:15 CONCURRENT SESSIONS 9

- **Panel A:** Reflections on the Women's World Cup
Room: RIGHT CLASSROOM
- **Panel B:** The Dark Side of Interpersonal and Organizational Communication in Sports (Panel)
Room: LEFT CLASSROOM
- **Panel C:** Frames and Themes in Sports Media
Room: BLAKE NEELY LOUNGE

4:30-5:45 CONCURRENT SESSIONS 10

- **Panel A:** Critical Discourses in Communication and Sport
Room: BLAKE NEELY LOUNGE
- **Panel B:** Generating Community in and through Sports
Room: LEFT CLASSROOM
- **Panel C:** Issues in Intercollegiate Athletics
Room: RIGHT CLASSROOM

THURSDAY, MARCH 14

- 2:00-4:00** Registration (Hilton Garden Inn)
- 2:30-4:00** IACS Executive Board Meeting Hilton Garden Inn (Verdugo Library)
- 5:00** Buses depart for Los Angeles (Gather in UTLA parking lot by 4:45)
- 6:00-8:30** Keynote presentations and opening reception (Dodgers Stadium (Stadium Club), 1000 Vin Scully Ave., Los Angeles, CA 90012)
- 8:30** Buses depart for Burbank

FRIDAY, MARCH 15

- 8:30-4:00** Registration (UTLA Entrance)

7:30-8:45

ROOM
UTLA CONFERENCE ROOM

Communication & Sport Editorial Board Meeting

9:00-10:15 | CONCURRENT SESSIONS 1

PANEL A
How Identities Shape Roles in Sports Journalism

CHAIR
AARON GALLAGHER
(Dublin City University)

ROOM
BLAKE NEELY LOUNGE

“The Smell of Cabbage in the Hallway: Stanley Woodward, Jack Man, and the Creation of Modern Sports Journalism”
Brian Moritz (St. Bonaventure University)

“Generational Opportunity: How a Young Corps of Broadcasters Can Change American Soccer”
John Shrader (University of Nebraska)

“Phase II: An Examination into What Female Journalists Do Upon Leaving Legacy Media”
Timothy Mirabito (Ithaca College), John Collett (Gonzaga University)
Jack Talbott (Gonzaga University)

“Women Sports Journalists Persevere: How Role Expectations Shape Workplace Experiences”
Guilherma Quintela (Kent State University), Samuel Noi (Kent State University), Madison Van Wallegghen (Kent State University), Adrienne Grubic (Independent Scholar), Gretchen Hoak (Kent State University), Cheryl Ann Lambert (Kent State University)

“Covering the Games: How Irish Sports Journalists View Their Role When Reporting on the Olympics”
Aaron Gallagher (Dublin City University)

FRIDAY, MARCH 15

PANEL B

Approaches to Crisis
Communication in Sports

CHAIR

EVAN FREDERICK
(University of Louisville)

ROOM

RIGHT CLASSROOM



“Why Did We Lose? An Analysis of Paracrisis Management in Collegiate Football Post-Game Press Conferences”

Elizabeth Cox (University of Oklahoma)

“Shelby Houlihan, a Positive Steroid Test, and Image Restoration Theory”

Thomas Boyle (Millersville University)

“This is Not the MSU of Old’: Michigan State University, Mel Tucker, and Crisis Communication”

Evan Frederick (University of Louisville), Ann Pegoraro (University of Guelph)

“The Effects of Corrective Action Response Strategy on College Sports Scandals”

Geumchan Hwang (Western Michigan University)

“Sports Identification in Situational Problem-Solving: A Framework for Understanding Fans’ Communicative Behaviors in the NFL Concussion Controversy”

Mu He (Drake University)

PANEL C

“Catching Up” and “Falling Behind”
Lessons Learned from the FIFA 2023
Women’s World Cup

ROOM

LEFT CLASSROOM



Panelists:

Beth Fielding-Lloyd (Sheffield Hallam University)

Lindsey Meân (Arizona State University)

Roxane Coche (University of Florida)

Megan Lambertz-Berndt (California Polytechnic State University)

10:30-11:45 | CONCURRENT SESSIONS 2

PANEL A

Teams and Organizational
Communication in Sports

CHAIR

NICOLE BUTTERBAUGH
(The University of Texas at Austin)

ROOM

RIGHT CLASSROOM

“On the Same Page? How Fee-Based Youth Sport Coaches Communicate and Regulate Expectations with Athletes and Parents”

Mike Milford (Auburn University), Joseph McGlynn (University of North Texas),
Travis Bell (University of South Florida)

“Make It or Break It: Exploring Athletes’ Experiences of Turning Points Amidst ASMBs”

Nicole Butterbaugh (The University of Texas at Austin)

“Message (In)Consistency: Exploring Differences Among Media and Organizational Framing of Changes in Youth Sport”

Ryan Snelgrove (University of Waterloo), Daniel Wigfield (University of Guelph), Joseph Villanueva (University of Waterloo), Laura Wood (University of Waterloo)

“Guilt by Association: Judging Athletes by the Company (Team) They Keep”

Scott Parrott (University of Alabama)

“Who’s Winning Off the Court? A Case Study Analysis of CSR in the NBA”

Brandon Bruce (Marist College), Daniel Capuano (Iona University),
Zachary Arth (Marist College),

PANEL B

Racialized Norms
in Sports Discourse

CHAIR

VINCENT PEÑA
(DePaul University)

ROOM

LEFT CLASSROOM

“‘He’s a Beast’: A Content Analysis of Race in Written NFL Draft Prospect Profiles”

Guy Harrison (University of Tennessee), Ariel Newell (University of Tennessee), Charli Kerns (Knox County Schools), Helene Burch (University of Tennessee), Brandon Goggins (University of Tennessee)

“(Dana) White Privilege: Sports Media Coverage of UFC Domestic Violence”

Vincent Peña (DePaul University) and Ever Figueroa (University of Colorado)

“Not So Neon: Deion Sanders and the White Racial Frame”

Evan Frederick (University of Louisville), Ajhanai Keaton (University of Louisville), Sayvon Foster (University of Kansas), Marion Hambrick (University of Louisville)

“Race in Racing: The Circulation of Racialized NASCAR Fan Rhetoric about Bubba Wallace”

Jason Black (University of North Carolina-Charlotte)

“Accidentally Telling the Truth: Black Athletes, the NCAA, and the Rhetoric of Slavery in College Sports”

Abe Khan (University of Arkansas)

PANEL C

Representations in
Global Sports Media

CHAIR

XIATONG LIU
(The University of Texas at Austin)

ROOM

(BLAKE NEELY LOUNGE)



“Football Fan Culture: Between Identity and Media Representation”

Meistra Budiasa (Bung Karno University)

“Representations of Asian and Asian Diaspora Contexts in Media: A Critical Review of Scholarship and Knowledge Production in Communication and Sport”

Dunja Antunovic (University of Minnesota), Kelsey Slater (North Dakota State University), Sitong Guo (Bradley University), Hokeun Choi (University of Minnesota)

“From Bollywood Celebrity to Bad Luck Charm: Representation of Anushka Sharma”

Muhammad Fahad Humayun (University of Evansville), Umer Hussain (Wilkes University), Steve Bien-Aime (University of Kansas)

“Feminist Appeals in Sportswomen’s Media Representation in Olympic Sports from 2012 to 2020: A Mix-Method Analysis”

Xiatong Liu (The University of Texas at Austin)

“‘I Didn’t Know this Many Girls Played Ball’: Female Athlete Identity on Television”

Katherine Harman (Rowan University)

12:00-1:15 | CONCURRENT SESSIONS 3

PANEL A

College Athlete Name, Image &
Likeness (NIL) Taking the Marketing/
Sponsor Perspective

ROOM

RIGHT CLASSROOM



Panelists:

Jim Pokrywczynski (Marquette University)

Kayla Bradham (Executive VP, Sports Philanthropy Network)

Lyndsey Lopes (Account Executive, Altius Sports Partners)

PANEL B

Pedagogy and Research
in Sport Communication

CHAIR

KATHERINE LAVELLE
(University of Wisconsin-La Crosse)

ROOM

Blake Neely Lounge

“Learning the Ropes: Gender Education in Sports Communication Majors”

Megan Duncan (Virginia Tech University), Rory Ailor (Virginia Tech University), Nicole Verdin (Virginia Tech University)

“10 Years of Communication & Sport: A Bibliographic Review of Theory, Method, and Authorship”

Glenn Cummins (Texas Tech University), Dustin Hahn (Texas Christian University)

“An Analysis of the Treatment of Communication in Major Bodies of Research that Examine the Behavior of Coaches with Players”

Michael Hazen (Wake Forest University), Steven Giles (Wake Forest University), John Llewellyn (Wake Forest University)

“A Systematic Review of Sport Communication”

Johnny Capra (Point Loma Nazarene University)

“Examining Athlete Advocacy in a First-Year Seminar Course from a Communication and Sport Perspective”

Katherine Lavelle (University of Wisconsin-La Crosse)

PANEL C

Communicating Womens’
Experiences in Sports

CHAIR

CHRIS IMBROGNO
(The University of Texas at Austin)

ROOM

LEFT CLASSROOM

“Evaluation of Workshops to Improve Communication and Menstrual Cycle Literacy among European Footballers”

Jacky J. Forsyth (Staffordshire University), Marie Stéphanie Abouna (CY ILEPS Paris Université)

“92,003: BIRGing of Record-Breaking Women’s Sporting Events”

Frauke Hachtmann (University of Nebraska), Brian Petrotta (University of Nebraska), Jason Stamm (University of Nebraska)

“Are Women’s Sporting Abilities Systematically Underestimated?”

Katie Lebel (University of Guelph), Sandeep Mishra (University of Guelph), Jing Wan (University of Guelph)

“Advocacy in Women’s Sport: Business Opportunity and/or Political Action?”

Dunja Antunovic (University of Minnesota), Ann Pegoraro (University of Guelph), Ceyda Mumcu (University of New Haven), Katie Lebel (University of Guelph), Nancy Lough (University of Nevada, Las Vegas), Kim Soltis (University of Minnesota), Nicole M. LaVoi (University of Minnesota)

“Femme Forte: The Squared Circle of Gender Equity”

Chris Imbrogno (The University of Texas at Austin)

1:30-2:45

LOCATION

107 S. 1st St.
(one block from conference)



IACS Luncheon and Business Meeting

BJ's Restaurant and Brewhouse

3:00-4:15 | CONCURRENT SESSIONS 4

PANEL A

Activism and
Resistance in Sports

CHAIR

MEISTRA BUDIASA
(Bung Karno University)

ROOM

RIGHT CLASSROOM



**“Why She Was There in the First Place: Media Coverage of
Brittney Griner and Pay Inequity in Women’s Sports”**

Carolina Velloso (University of Minnesota), Shannon Scovel (University of Tennessee)

“The Politic or Politicization of Sports Event”

Meistra Budiassa (Bung Karno University)

“Captain Climate: The Media Framing of Pat Cummins’ Climate Change Activism”

James Bingaman (California Polytechnic State University), Moses Mike (California Polytechnic State University)

**“New Conditions, Shifting Functions: Retheorizing the Cultural Politics
of Sport After a Decade of Activism, Populism, and Polarization”**

Doug Hartmann (University of Minnesota)

**“Hurdle to Huddle: U.S. High School Athletes’ Experiences
Navigating Barriers to Sport Activism”**

Lillian Feder (Purdue University), Yannick Kluch (University of Illinois), Travis Scheadler (Ohio State University), Tarkington Newman (University of Kentucky), Eric Martin (Boise State University), Andrew MacIntosh (RISE)

PANEL B

New Research Pathways and
Perspectives from the Court:
A Conversation about the Past and
Future of Women’s Basketball

ROOM

LEFT CLASSROOM



Panelists:

Katherine Lavelle (University of Wisconsin-La Crosse)

Molly Yanity (Quinnipiac University)

Ann Pegoraro (Guelph University)

Brett Ball (University of South Carolina)

Megan Gorecki (Senior Social Media Director—Los Angeles Sparks)

PANEL C

Fan Identity and Experience in Sports

CHAIR

YARA ACAF
(The University of Texas at Austin)

ROOM

BLAKE NEELY LOUNGE

“I Can’t Wear My Team’s Hat to the Grocery Store Anymore’: Maintaining Fan Identity Amidst Disagreements with Team’s Political Statements”

Maria Grover (Syracuse University)

“Formula 1: Drive to Survive as Public Relations Tactic and Manufactured American Fan Identity Incubator”

Betsy Emmons (Samford University)

“Sport Fans’ New Media Practices and the Commodification of Audiences”

Estee Fresco (York University)

“Sport Mediatization, Connected Fans, and Playfulness: An Introduction to Parasocial Pretend Play”

Jeff Kassing (Arizona State University)

“Ridley Me This: Understanding Fan Responses to Calvin Ridley’s and Ivan Toney’s Suspensions for Sports Betting”

Brian Petrotta (University of Nebraska), Matthew Taylor (Middle Tennessee State University)

4:30-5:45 | CONCURRENT SESSIONS 5

PANEL A

NIL and the Future of College Sports

ROOM

RIGHT CLASSROOM

Jason Genovese (Bloomsburg University)
Jason Stamm (University of Nebraska)
Daniel Durbin (University of Southern California)
Brett Ball (University of South Carolina)
Adam Gorney (Rivals National Recruiting Director)

PANEL B

Identity and Ideology in the Beautiful Game

CHAIR

BETH FIELDING-LLOYD
(Sheffield Hallam University)

ROOM

BLAKE NEELY LOUNGE

“Social Media at the Grassroots of Soccer. A Multi-Level Study on Communication Repertoires and Motives of Usage in One of Germany’s Top Amateur Leagues”

Philip Sinner (University of Bremen), Mirko Vopalensky (University of Bremen)

“From the Parks to the 404: Analyzing MLS and NWSL Kits”

James Bingaman (California Polytechnic State University),
Claire Wanzer (University of Delaware)

“Socio-Economic Beliefs and Impact on African Perceptions of Chinese Football”

Chukwuka Onwumechili (Howard University), Unwana Akpan (University of Lagos), and Kalema Meggs (Howard University)

“Soccer, Incarceration, and the Ideological Politics of Achievement”

John Sloop (Vanderbilt University)

PANEL C

Narratives and Controversies
in Global Women's Sports

CHAIR

MOLLY YANITY
(Quinnipiac University)

ROOM

LEFT CLASSROOM

“Integration of Women’s Clubs into Men’s Clubs or Independence: Good Practices in Media Coverage, Marketing and Visibility and Their Limits”

Marie Stéphanie Abouna (CY ILEPS Paris Université),
Jacky J. Forsyth (Staffordshire University)

“Tweeting Triumphs and Tribulations: The Experiences of Women Football Fans on Social Media”

Steph Doehler (The Open University)

“The Kiss and Media: Spain’s National Women’s Soccer Team’s Social Justice Movement”

Raul Candelaria (Howard University)

“The Platformization of State Feminism: An Examination of Weibo’s Discussion on China Women’s National Soccer Team’s Asia Cup Victory”

Zehua Li (University of Macau), Tongtong Hou (Texas A&M University)

“From #MeToo to #SeAcabó: The Patriarchal Malice in the Iconic Image Event of the Spanish World Cup Kissing Scandal & The Cross-Cultural Fight Against Sexual Harassment in Women’s Athletics”

Ashley Garcia (Santa Rosa Junior College)

SATURDAY, MARCH 16

8:30-12:00 Registration (UTLA Entrance)

7:30-8:45

ROOM
UTLA Conference Room

IACS Executive Board Meeting

9:00-10:15 | CONCURRENT SESSIONS 6

PANEL A
Sports as a Challenge
to Gender Norms

“Get Outside & Get Online: A Gendered Analysis of How
Female Adventure Athletes Utilize Social Media”
Cassidy Hettesheimer (University of Georgia)

CHAIR
TRISTAN HANSON
(The University of Texas at Austin)

“Trans and Banned: Media Framing of U.S. Legislation Affecting Athletes”
Lauren Reichart Smtih (Rowan University)

ROOM
RIGHT CLASSROOM

“Resurfacing Rhetorical-Material Orientations:
A Renovated Ball Field and Title IX”
Tristan Hanson (The University of Texas at Austin)

PANEL B
The Olympics of the Past
and Present: Anticipating
Paris 2024 and Los Angeles 2028

Julianna Kirschner (University of Southern California)
Daniel Durbin (University of Southern California)
Andrew Billings (University of Alabama)
Yann Descamps (Université de Franche-Comté)
Daniel Kilvington (Leeds Beckett University)
Nicolas Voisin (Université de Franche-Comté)

ROOM
LEFT CLASSROOM

PANEL C

Intercultural and International Communication in Sports

CHAIR

STEPHEN ANDON (Montclair State University)

ROOM

BLAKE NEELY LOUNGE

● **“Navigating Social Norms, How Algerian Women Athletes Used Instagram for Self-Branding during the 2022 Mediterranean Games”**

Rim Chaif (University of Kansas), Ali Ibrahim (Florida Atlantic University)

“‘Siempre el Mexicano está presente y se hace notar’ [‘The Mexican [fans] are always present and noted’]: Rhetoric, Identity, and the Border during the Leagues Cup,”

Stephen Andon (Montclair State University)

“‘Baseball is Its Own Language:’ A Qualitative Analysis of Baseball’s Language Barrier”

Patrick Gentile (Hope College), Luke Skuratowicz (Hope College)

“Profiling Rugby, Cricket and Soccer on Selected Community Radio Stations in South Africa”

Oluoyinka Osunkunle (University of Fort Hare) and Lungisani Moyo (University of Fort Hare)

“Olajuwon in Ramadan: Media Coverage of Religious Displays in Sports”

Mike Milford (Auburn University)

10:30-11:45 | CONCURRENT SESSIONS 7

PANEL A

Evolving Practices in Sports Journalism

MODERATOR

BRODY RUIHLEY (Miami University)

ROOM

RIGHT CLASSROOM

● **“Challenges, Credentials, and Change in Digital Sport Journalism”**

Bo Li (Miami University), Brody Ruihley (Miami University), Jacob Orona (Miami University)

“The Death of the Local Sports Anchor: Why are They Leaving Local TV?”

John Collett (Gonzaga University), Timothy Mirabito (Ithaca College), Jack Talbott (Gonzaga University)

“Agenda Setting and Front Office Sports: Examining the Editorial Choices of a Leading Sport Newsletter”

Galen Clavio (Indiana University), Kristin Wells (Indiana University)

“Hot Take Origin Story: Journalists’ Role in Shaping the Identity of Sports Talk Radio as Deplorable Infotainment”

Emil Steiner (Rowan University), Mason Crance (Rowan University)

“Postcolonial Tensions and World Baseball Classic: A Critical Discourse Analysis of Baseball Sports Journalists Discussions of Player Inju”

Ever Figueroa (University of Colorado), Patrick Ferrucci (University of Colorado)

PANEL B

Trigger Events, Hate,
and Safeguarding Confronting
Online Abuse in Sport

ROOM

BLAKE NEELY LOUNGE

Lauren Burch (Loughborough University)
Daniel Kilvington (Leeds Beckett University)
Beth Fielding-Lloyd (Sheffield Hallam University)
Emily Hayday (Loughborough University)
Andrea Guerin (Loughborough University)

PANEL C

Nations and
Nationalism in Sports

CHAIR

MACKENZIE PIKE
(The University of Texas at Austin)

ROOM

LEFT CLASSROOM

“Soft Power Play: Analyzing U.S. and South Korean Media Coverage of Esports Diplomacy and Its Implications for Nation Branding”

Kenneth Kim (Idaho State University)

“How Commentators Make Use of Referee National Identity in Real-Time Commentary of Elite European Professional Football”

Alan Hansen (Carroll College), Trudy Milburn (Purchase College, SUNY)

“‘Golf is Good for the World’ Sportswashing Discourses from Golf Influencers”

Julia Richmond (Rowan University)

“Competing Together, Nations Apart: Identity in the 2023 World Baseball Classic”

Zachary Arth (Marist College), Mackenzie Pike (University of Texas at Austin), Patrick Gentile (Hope College), Brandon Bruce (Marist College), Daniel Capuano (Iona University)

“When the PGA Tour and LIV Golf Became One: Framing an Oil and Water Relationship on Twitter and Reddit”

Andrew Billings (University of Alabama), Joshua Jackson (University of Alabama), Jessica Payne (University of Alabama)

11:45-1:30

Lunch Break (on your own)

1:30-2:45 | CONCURRENT SESSIONS 8

PANEL A

Athlete and Sports
Media Narratives

CHAIR

ANGELA PRATT
(University of North Carolina)

ROOM

RIGHT CLASSROOM

“Media Narratives of the Damar Hamlin Injury and the Absolving of Audience Complicity,”

Adam Rugg (Fairfield University)

“Bonds v. Rodriguez: Don’t Hate the Player, Hate the Steroid-Manufactured Game”

Brock Adams (Weber State University)

“Changes Among Athletes in Terms of Self-Presentation and Fan Communication – OnlyFans as a Challenge for Sports Communication Research”

Daniela Schaaf (German Sport University, Cologne)

“Seasonal Apprentices: News Coverage Devoted to Minor League Baseball Conditions Compared to Players’ Experiences”

Sada Reed (Arizona State University), Rich Johnson (Arizona State University), Tyler Bednar (Arizona State University), Sean Brennan (Arizona State University), Justin De Haas (Arizona State University), Willem Krick (Arizona State University), Samuel Nute (Arizona State University)

“Damar Hamlin’s Second Chance: An Analysis of Sports Media Trauma & Its Effect on Viewers”

Raul Candelaria (Howard University), Kalema Meggs (Howard University), Avery Allen (Howard University), Bukky Babalola (Howard University), Monica Ponder (Howard University)

PANEL B

Fostering Experiential Learning
Opportunities in the Sports
Communication Curriculum

ROOM

BLAKE NEELY LOUNGE

Stephen Andon (Montclair State University)

Kelly Whiteside (Monclair State University)

Galen Clavio (Indiana University)

John Shrader (University of Nebraska)

PANEL C

Communicating with Sports
Audiences and Consumers

CHAIR

YARA ACAF
(The University of Texas at Austin)

ROOM

LEFT CLASSROOM

Consumers' Responses to New Influencers 'College Athletes': Implications for Endorsed Brands"

Bumsoo Park (University of Nevada, Las Vegas), Linda Dam (University of Nevada, Las Vegas), Benjamin Burroughs (University of Nevada, Las Vegas)

"Sponsoring eSport to Facilitate Positive and Prevent Negative Image Transfer: The Moderating Effects of Event-Sponsorship Fit"

Minkyo Lee (University of Nevada, Las Vegas), Alex Ko (University of Nevada, Las Vegas), Bumsoo Park (University of Nevada, Las Vegas), Michelle Coyner (University of Nevada, Las Vegas), Nancy Lough (University of Nevada, Las Vegas), Choonghoon Lim (Seoul National University)

"Effects of Instagram Sports Posts on the Sport Motivation of College Student-Athletes with the Mediation of Hope"

Hyunjung Kim (Korea National Sport University)

"The Influence of Fitness Influencers and Consumer Attitudes Towards Dietary Health Supplement Products"

Ben Alfonsin (Texas Tech University)

"Survive and Advance: An Exploration of Netflix's 'Drive to Survive' on Formula 1 Adoption and Engagement"

Emily Dirks (University of Alabama), Jessica Payne (University of Alabama), Joshua Jackson (University of Alabama), Jade Larson (University of Alabama)

3:00-4:15 | CONCURRENT SESSIONS 9

PANEL A

Reflections on the
Women's World Cup

CHAIR

TAYLOR HENRY
(Seton Hall University)

ROOM

RIGHT CLASSROOM

"TikToking during the FIFA Women's World Cup 2023"

Matthew Zimmerman (Mississippi State University), Lauren Burch (Loughborough University), Shannon McCarthy (University of Central Missouri)

"Colombia Women's Soccer Team in the 2023 World Cup: Make History on the Pitch, Cover without the Right Quality in the Country's Digital Mass Media"

Francisco Buitrago Castillo (Fundación Universitaria Los Libertadores)

"The New Woke Queen[s]': Sexism, Homophobia, and Conservative Backlash to the USWNT Entering the 2023 World Cup"

Taylor Henry (Seton Hall University)

"Examining Athlete Branding Strategies of Elite Women's Football Players during the 2023 Women's World Cup"

David Pulgarin Mesa (Brock University), Olan Scott (Brock University), Bo Li (Miami University)

"The Rise of the Women's International? Comparing the Global Impact of FIFA World Cups from 1991 to 2023,"

Alexis von Mirbach (Ludwig-Maximilians Universität in Munich), Zehua Li (University of Macau), Tongton Hou (Texas A&M University), Joerg-Uwe Nieland (University of Klagenfurt)

SATURDAY, MARCH 16

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PANEL B

The Dark Side of Interpersonal
and Organizational
Communication in Sports

ROOM

LEFT CLASSROOM



Panelists:

Mackenzie Pike (University of Texas at Austin)
Nicole Butterbaugh (The University of Texas at Austin)
Joseph McGlynn (University of North Texas)
Erin Wilson (University of Toronto)

PANEL C

Frames and Themes
in Sports Media

CHAIR

FRAUKE HACHTMANN
(University of Nebraska)

ROOM

BLAKE NEELY LOUNGE



**“Did You Finish your ‘Homework’? Racial Framing in News
Coverage of Kyler Murray’s Contract Extension”**

Kimberly Holst (Arizona State University), Rich Johnson (Arizona State University)

**“How the Chinese Public Perceives E-Sports under the Background of ‘Entering the
Asian Games’: Sentiment and Thematic Analysis Based on Social Media Content”**

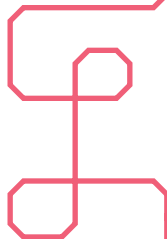
Yukang Chen (Zhejiang University)

“Differences in Ethnicity Framing of NFL Draftees”

Greg Armfield (New Mexico State University), John McGuire (Oklahoma State University), Ray
Murray (Oklahoma State University), Jared Johnson (Oklahoma State University)

“‘The Clock is Ticking:’ A Framing Analysis of NFL Draft Coverage”

Greg Armfield (New Mexico State University), John McGuire (Oklahoma State University), Ray
Murray (Oklahoma State University), Jared Johnson (Oklahoma State University)



4:30-5:45 | Concurrent Sessions 10

PANEL A

Critical Discourses
in Communication and Sport

CHAIR

TRAVIS BELL
(University of South Florida)

ROOM

BLAKE NEELY LOUNGE

“‘Becoming a ‘Sports and Entertainment Center’: The Discursive Construction of Stadium-Driven ‘Transformation’ in Inglewood, California”

Cerianne Robertson (University of Southern California)

“Rhetoric, Public Memory, and Skate Spots: Rhetorical Constitution of Public Space through Skateboarding”

Joseph Faina (Los Angeles Valley College)

“Data in Professional Sport as Disciplinary Force”

Michael Delayo (Penn State University)

“ESPN’s Playmakers: A fictional foreshadowing of provocative storylines and predictive challenges for the NFL”

Travis Bell (University of South Florida)

“More than Mere Mascots: Understanding Animals in Athletics”

Emily Plec (Western Oregon University)

PANEL B

Generating Community
In and Through Sports

CHAIR

ROXANE COCHE
(University of Florida)

ROOM

LEFT CLASSROOM

“Unlocking the Game: The Use of Second Screen by Deaf and Hard of Hearing Sports Fans”

Ari Kim (California State University, Bernardino), Moonhoon Choi (California State University, Bernardino), Haakon Brown (California State University, Bernardino)

“Humanizing Public Relations: An Analysis of College Athletic Departments’ Statements Following Athlete Suicides in the Era of Mental Health Awareness”

Kayla Martinez (University of Louisville), Jacob Owsley (University of Louisville)

“Throwing in With the Community: Sense of Competition and Community within the Emerging Sport of Ax Throwing,”

Theo Plothe (Savannah State University)

“Paris 1924: The Birth of the Olympic Media Spectacle,”

Roxane Coche (University of Florida)

“Did Deadpool Save a City? The Social and Economic Impact of Celebrity Investment at Wrexham AFC”

Jan Boehmer (University of Michigan)

PANEL C
Issues in
Intercollegiate Athletics

CHAIR
KAREN HARTMAN
(Idaho State University)

ROOM
RIGHT CLASSROOM

● **“Title IX and NCAA Division I Scholarship Allocation: Are Women Maintaining Equity?”**
Karen Hartman (Idaho State University), Lauren Reichart Smith (Rowan University)

“Players, Coaches, & Athletic Departments: A Critical Discourse Analysis of Name, Image, and Likeness in College Athletics”
Benjamin Burroughs (University of Nevada, Las Vegas), Bumsoo Park (University of Nevada, Las Vegas), Linda Dam (University of Nevada, Las Vegas)

“The Pros of Compensation Justice, The Cons of Amateurism: Analyzing Post-NIL ‘Student-Athlete’ Media Discourse”
Michael Serazio (Boston College)

“Examining Diversity Messaging Practices of Division I Athletic Departments”
David Cassilo (University of Detroit Mercy)

“Gameday Vibes #FYP: College Athletic Departments Setting the Agenda on TikTok”
Kelsey Slater (North Dakota State University), Savannah Green (North Dakota State University), Matthew Zimmerman (Mississippi State University)

SPECIAL THANKS TO OUR ORGANIZATIONAL MEMBERS

