

Fourth Summit on Communication and Sport
Embassy Suites, Cleveland, OH
March 18-20, 2010

-- Program --

Updated March 11, 2010

(Note: 75 minute sessions include 3 or 4 papers per panel; 60 minute sessions include 3 papers per panel)

Thursday, 7:00-9:00

Opening Reception

Friday

Breakfast (free for hotel guests)

Morning Research Sessions (2 sessions; 9:00am-10:15am & 10:30am-11:30am)

Session One

9:00am-10:15am

Room A

Carlos Tevez and Alternative (Re)Presentations of Argentina: Contested Identities in Postmodern English Soccer

Nicholas Wise, Kent State University and John Harris, Kent State University

Going the Distance: A Qualitative Study of the Narratives and Identity Construction of Ultramarathon Runners

Carrie West, University of Denver and J. Kyle Busing, Western State College

What Sport Exhibits: An Archeology of the Use of Sport in "Bodies... The Exhibition"

Raymond I. Schuck, Bowling Green State University

Genetic Metaphors, the Body and Digital Basketball: Dynamic DNA in NBA Live '09

Andrew Baerg, University of Houston-Victoria

Chair – *John S. W. Spinda, Murray State University*

Room B

The Passion of the Tebow: Sports Media and the Heroic Language in the Tragic Frame

Michael Butterworth, Bowling Green State University

White Men Can Jump...and run and lead: Media Coverage of Great White Hopes -Tim Tebow and Tyler Hansbrough

Todd Fraley, Eastern Carolina University

The Role of New Media in Sports Coverage

Nick Linardopoulous, Drexel University

Sport Media and the Building of Community Identity

Robert Brown, Daniel Webster College

Chair - *Jeff Tyus, Youngstown State University*

Room C

Handoff: The Move from Print to Online Media of College Sports Reporters and Fans

*Vincent L. Benigni, College of Charleston, Lance Porter, Louisiana State University and J. Christopher Wood, JWA Public Communication ***

Taking Online Relationships Offline: Sports Fans, Website Communities, and In-Person Meet-Ups

Danielle Coombs, Kent State University and Anne Osborne, Kent State University

The Making of a Sports Reporter: Key Knowledge and Skill Sets

*Joseph H. Moore, University of Central Missouri ***

Who are these people and where do they come from?" A Phenomenology of Top Internet Sport Bloggers

*Edward Kian, University of Central Florida and Joe Burden, University of Central Florida ***

Chair – *TBD*

Session Two

10:30am-11:30am

Room A

'Three Lions on My Chest': Race, English Football and the Representation of John Barnes

*Kate Ranachan, University of Minnesota ***

Anti-Siphoning Laws and Cricket

Muhammad Abrar, University of Glasgow

Chake de India: Transcending Cultural Barriers through Sport

Pravin Rodrigues, Ashland University and Daniel O'Rourke Jr., Ashland University

Chair – *Amy Crawford, Youngstown State University*

Room B

The Objective/Subjective Sports Discourse Contrast: Gendered Attributions of Athletic Performance in the 2008 Beijing Summer Olympics

Andy Billings, Clemson University and James R. Angelini, Clemson University

Postcards from the Protest Zone: A Textual Analysis of Dissent and Protest Before and During the 2008 Summer Olympics in Beijing

Ron Bishop, Drexel University

Olympic Globalization: The Rhetorical "Age" of Athletes in Sport and Media Social Construction

Erin Paun Osborne, Bowling Green State University

Chair – *Theodore A. Avtgis, West Virginia University*

Room C

Sport, Speech, and Liberalism: The Limits of Symbolic Representation and the Demise of the Activist Athlete

Abraham Iqbal Khan, Villanova University

Social Change through Agonistic Agency in Sport

*Meredith M. Bagley, University of Texas – Austin ***

They're "Out" of this World: The Protest of the San Diego Padres "Gay Pride Night"

*Cory Hillman, Bowling Green State University ***

Chair – *Bob Batchelor, Kent State University*

Opening Luncheon (free with registration)

11:45am-1:30pm

Welcome

Timothy Chandler, Sr. Associate Provost, Kent State University

Brian DePoy, Dean, Fine and Performing Arts, Youngstown State University

Introduction

Lawrence Wenner, Loyola Marymount University

Keynote Address

Robert Bellamy, Duquesne University

Robert Bellamy has been writing about media and sports for over twenty years in such publications and books as the *Journal of Broadcasting & Electronic Media* (JOBEM), *Journal of Sport and Social Issues* (JSSI); *NINE: A Journal of Baseball History and Culture*; *Media, Sports, and Society*; *MediaSport*; and *The Handbook of Sports and Media*. His most recent book (co-authored with James Walker) is *Center Field Shot: A History of Baseball on Television* (2008).

He is Professor in the Department of Journalism and Multimedia Arts at Duquesne University in Pittsburgh where he teaches courses in Media and Sports, Media Sports Relations, Media Law & Regulation, Research Methods, and Media & Society. He is a member of the editorial board of *NINE* and previously of *JSSI*. He received his Ph.D. from the University of Iowa, his M.A. from the University of Kentucky, and his B.A. from Morehead State University in his home state of Kentucky.

He lives in the South Hills of Pittsburgh with his wife Cathy, daughter Kate, a dog, three cats, and two fish. Pittsburgh, of course, is the “City of Champions,” except in his favorite sport of baseball, where the Pirates have set some more dubious records of their own.

Afternoon Research Sessions (3 sessions; 1:45pm-3:00pm, 3:15pm-4:15pm & 4:30pm-5:45pm)

Session Three

1:45-3:00

Room A

An Exploratory Study of How Twitter is Impacting Sports Journalism

Brad Schultz, University of Mississippi and Mary Lou Sheffer, University of Southern Mississippi

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Tweeting on the Sidelines: Measuring Attitudes and Policies toward New Media by Division I Collegiate Athletes

Keith Strudler, Marist College

Homogenization or Repudiation: An Analysis of Korean Newspapers’ Coverage of Women’s Professional Golf Tournaments Held in South Korea and the United States

Sang Keon Yoo, Indiana University and Paul M. Pedersen, Indiana University-Bloomington

Reading between the Lies: A Comparison of 2002-2007 News Magazine and Sports Magazine Coverage of Drug Use in Major League Baseball

Mia Long, University of Alabama and Kenon A. Brown, University of Alabama

Chair – *Heather McIntosh, Northern Illinois University*

Room B

Middle America, Middle of Our Lives: Friday Night Lights and the Centrality of Sport to American Life

Michael Butterworth, Bowling Green State University and Raymond I. Schuck, Bowling Green State University

Under the Helmet: Doonesbury's B.D., Football and Social Satire

Stephen Swain, University of Western Ontario

From Football Widow to Emergent Fan: User-Generated Narratives of Women and Sports Spectatorship

Lawrence Wenner, Loyola Marymount University

Analyzing the Moving Image: NFL Films' *They Call it Pro Football* (1965)

*Thomas Johnson, University of Minnesota ***

Chair – *Marissa M. Yandall, University of Denver*

Room C

A Franchise Relocated: The Quebec Nordiques' Move to Colorado

Johnathan R. Bynum, George Mason University and R. Pierre Rogers, George Mason University

Case Study of the Failure of NFL Europe: Publics and Power Relations of Sports Organizations in an International Setting

*Chang Wan Woo, University of Wisconsin, Stevens Point and Jung Kyu Kim, The University of Alabama ***

When Your Franchise Player "Unretires": Strategic Conflict Management by the Green Bay Packers in the Brett Favre Retirement Controversy

*Joseph H. Moore, University of Central Missouri and Rebekah Watson, University of Missouri ***

Marketing Strategies of NCAA, Football Bowl Subdivision Sports Websites: Does the BCS Money Trickle Down?

*Steve McClung, Mercer University and Britney Wright, Florida State University ***

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

Session Four

3:15-4:30

Room A

Logology, Discontinuity and Eternal Mythic Present in Sport

Dan Grano, University of North Carolina, Charlotte

Rednecks, White Balls, and Blue Grass: A Fantasy Theme Analysis of the 2008 Ryder Cup

*Karen Hartman, Ashland University, Dan O'Rourke, Ashland University ***

Cubs Saturday, 1984

*Arnold Wolfe, Illinois State University ***

Chair – *Pierre Rodgers, George Mason University*

Room B

Red Sox Nation: The Rhetorical Creation of Community, Identity and Fandom
Jeffery VanCleave, University of Kentucky

The Rhetorical Impact of a Localized Sporting Discourse on Detroit's Identity
Anthony Cavaiani, Wayne State University

ESPN Local: The Commodification of Local Sports Audiences and Consumer Identities
Thomas Corrigan, Penn State University and Aaron Heresco, Penn State University

Effects of Exposure to Advertising While Watching Sports: A Cultivation Perspective
Steve Petrinjak, Youngstown State University

Chair – *Chang Wan Woo, University of Wisconsin, Stevens Point*

Room C

Women and Men, Sports and Teams: Exploring Links among Gender and Sports Fandom
Adam Earnhardt, Youngstown State University and John Spinda, Murray State University

Making Virtue of Necessity: Bourdieu and the "Purity" of Women's Sport
Meredith M. Bagley, University of Texas - Austin

Masculinity and Mascots: Decoding Chief Illiniwek
*Thomas Johnson, University of Minnesota ***

Bringing the Blue and Gold: Football and School Spirit at a Mid-Major Program
Danielle Coombs, Kent State University

Chair – *Bob Batchelor, Kent State University*

Session Five

4:45-6:00

Room A

Corporate Colonization and the National Basketball Association: An Exploration of Management Activities
Michael Pfahl, Ohio University

Does the Public Support Ads on Professional Sports Uniforms in the USA? Preliminary Results of a Web-based Pilot Study
Ric Jensen, University of South Dakota, Nick Bowman, Young Harris College, Jason Sosa, Rice University, Yawei Wang, Montclair State University and Brian Larson, Widener University

An Analysis of Sport Franchises in the Context of Brand Identity
Eric Langstedt, University of Connecticut

Property Rights in the Age of Digital Media: Exploring the Legal and Practical Impacts of Restricting Content Usage
Stephen Dittmore, University of Arkansas, Craig M. Crow, West Liberty University and Tiffany E. Fields, University of Arkansas

Chair – *Paul Haridakis, Kent State University*

Room B

Media Use in the Fantasy Sport Experience
Brody James Ruihley, University of Tennessee, Stephanie Hill, University of Tennessee and Robin Hardin, University of Tennessee

No Limits: Sensation Seeking and Fandom in the Sport Culture of the X Games
Sarah Porri, Georgia State University, Andy Billings, Clemson University

The Development and Construct Validation of Basking in Reflected Glory and Cutting off Reflected Failure Measures
John Spinda, Murray State University

Aggressive Communication as Competitive Edge: Analysis of Trash Talk among College Athletes
*Theodore Avtgis, West Virginia University, Keith D. Weber, West Virginia University, Madeline Hummer, West Virginia University and Megan Jacobi, West Virginia University ***

Chair – *Amanda Morgan, Youngstown State University*

Room C

Women, Sport and Documentary
Heather McIntosh, Northern Illinois University

An Elephant on the Wall: A Personal Narrative of Being a Woman on the Gridiron
Erin Paun Osborne, Bowling Green State University

Crisis in Intercollegiate Athletics: Shared Meanings among Senior Woman Administrators
Angela Pratt, Bradley University and Michael J. Palenchar, University of Tennessee

Champions Diverge: Analysis of Representations of Kim Clijsters and Serena Williams in the 2009 U.S. Open
Katherine LaVelle, University of Northern Iowa

Chair – *Jared Reichard, Youngstown State University*

Friday Evening

Dinner (free with registration)

6:30pm-???

Saturday

Breakfast (free for hotel guests)

Morning Research Session (1 session; 9:00am-10:15am)**Session Six****9:00am-10:15am****Room A**

Taking the “Sport” Out of Sports Parenting: Toward A Theory of Sport Related Parent-Child Communication Competency
Marissa M. Yandall, University of Denver

High School Dropouts: Examining Mediated Messages about Sport, Activity and Leisure Directed toward Adolescent Girls
Sarah Wolter, University of Minnesota

“I Just Want to Play”: Female Ballplayers Negotiating Masculinity
Kevin Khristian Cosgriff-Hernández, Texas A&M University

“Separate but Equal”?: Constituting Political Citizenship for Girls Through Baseball’s Narrative
Korryn Mozisek, Indiana University

Chair – *Sandra L. Alspach, Ferris State University*

Room B

Favoritism, Ingroup/Outgroup Identification, and Athlete Satisfaction: The Impact of Youth Athlete-Coach Interpersonal Relationships on Adult Sport Attrition Rates
Stephanie Schmidt, Minnesota State University, Mankato

Impacts of the High School Coach-Athlete Relationship on the College-Bound Athlete, *Stephanie Schmidt, Minnesota State University, Mankato ***

Presence of Immediacy in Professional Coach-Athlete Relationships
Dariela Rodriguez, University of Oklahoma and Lieneke Mous, University of Oklahoma

Investigating the Use of Sports Metaphors on Task Clarity
Andrew Ishak, University of Texas – Austin and Andy Tollison, University of Texas – Austin

Chair – *Nancy Barker, Youngstown State University*

Room C

Playing a Different Type of Defense: Apologetic Rhetoric and Image Repair in the Pacers/Pistons Brawl

Rebekah Watson, University of Missouri

“It’s a Hell of a Mountain”: The Narrative of Kobe Bryant in 2008

Katherine LaVelle, University of Northern Iowa

The Prison Blogs: The Mind of Maurice Clarett and Self-Presentation on the Internet

Michael Pfahl, Ohio University

Image (Dis)Repair in Pete Rose’s My Prison Without Bars

*Todd McDorman, Wabash College***

Chair – *Angela Shuntich, Youngstown State University*

Keynote Panel Event

10:30am-11:45am

Sports Scholars meet Sports Journalists

“Questions, Quotes and Queries”

Introductions – *Paul Haridakis, Kent State University*

Moderator – *Andrew Billings, Clemson University*

Panelists

David Campbell, Cleveland Plain Dealer

Karen Crouse, New York Times

David Lee Morgan, Akron Beacon Journal

Joe Scalzo, Youngstown Vindicator

Journalist Bios



Karen Crouse, New York Times

Karen Crouse has been a sports columnist for *The New York Times* since June 2005, covering the New York Jets. Most recently, Karen covered the 2010 Olympics in Vancouver where she covered hockey, speed skating and cross country skiing for her *Times* column.

Prior to joining *The Times*, she worked as a sports columnist for four years at the *Palm Beach Post*. Karen is a graduate of the University of Southern California, where she was a journalism major and member of the Trojan

women's swim team.

She grew up in Santa Clara, Calif., and started her newspaper career in Savannah, Ga., at the *Savannah News-Press*. Karen is married to Roderic Millie, a news copy editor at the *Palm Beach Post*.



David Campbell, Cleveland Plain Dealer

David Campbell is Associate Sports Editor at *The Plain Dealer* in Cleveland. In that role, he serves as coordinator of college sports as well as outdoors, horse racing, enterprise features and cleveland.com's *Starting Blocks* blog.

Before joining The Plain Dealer in 1998, Campbell was sports editor at *The Times* of Northwest Indiana, outside Chicago. During his five years there, *The Times* was named a Triple Crown winner (daily, Sunday, special section) by the AP Sports Editors as one of the nation's top 10 mid-sized sports sections.

Campbell, a 1987 graduate of the University of Illinois (B.S., journalism), also worked previously as a sports writer at the Champaign (Ill.) *News-Gazette* and Streator (Ill.) *Times-Press*. He will finish his master's degree in Communications Management at John Carroll University this spring, unless those plans are derailed by a Chicago Blackhawks run to the Stanley Cup.



David Lee Morgan, Akron Beacon Journal

Morgan joined the Akron Beacon Journal in 1995 and has covered the Cleveland Cavaliers, the University of Akron, the Akron Aeros and high school sports. He was the beat writer for the Aeros, the Indians' Double-A affiliate, from 1997 to 2003. He also was part of the Beacon Journal's coverage during the Indians' 1997 playoff run, which included a World Series appearance against eventual champions the Florida Marlins.

Morgan covered NBA MVP and All-Star LeBron James when James played at St. Vincent-St. Mary High School in Akron, Ohio.

Morgan has written the following books "LeBron James: The Rise of A Star" (2003), "Kelly 'The Ghost' Pavlik: The Pride of Youngstown" (2009), "More Than A Coach: What It Means To Play For Coach, Mentor and Friend Jim Tressel" (2009), "High School Heroes: Athlete's Stories of Inspiration, Dedication and Hope" (2009) and "A Ring For The King: King James, Shaq and the Quest for an NBA Championship" (2009).

Morgan was named the Ohio Prep Sportswriters Association Writer of the Year three times (2004, 2007 and 2009). He is a former basketball and baseball player from Warren G. Harding High School in Warren, Ohio, the same high school that produced Pro Football Hall of Fame wide receiver Paul Warfield, former Ohio State All-American and NFL All-Pro offensive lineman and the late Korey Stringer, former Ohio State running back Maurice Clarett and former University of Michigan star and current New York Giants wide receiver Mario Manningham.

Morgan also played baseball for a year at Youngstown State University, where he received a bachelor's degree in Professional Writing & Editing with a minor in journalism.



Joe Scalzo, Youngstown Vindicator

Joe Scalzo joined the *Youngstown Vindicator* in 2001 and is the beat writer for middleweight champion Kelly Pavlik. For the past five years, he has led the paper's coverage of high school sports, particularly football, and recently became the beat writer for Youngstown State football. He has also covered a variety of other sports, including the three Cleveland professional sports teams and Ohio State football.

He has twice been named both Sports Writer of the Year by the Ohio Associated Press and Ohio Prep Sportswriters Association Writer of the Year. He has won numerous other awards because, let's face it, journalists like to give each other awards.

Scalzo graduated from Malone University in 2001 with a degree in Communication Arts with a journalism concentration.

Unlike David Lee Morgan, he has not written any books. But he has written articles about Morgan's books. He was initially rejected as a member of this panel on the basis of not owning a sports jacket with elbow patches but was granted an exception after revealing he donated to NPR last year.

Closing Luncheon (free with registration)

Business Meeting

12:00pm-2:00pm

** - competitive paper

Please join us for the 5th Summit of Communication and Sport

Host: Bradley University, Department of Communication