



Summit Program/Schedule

Preliminary Schedule – Subject to change

Thursday, April 2

3-7 p.m.	Registration	TBD
4:30-5:45 p.m.	IACS Board Meeting	TBD
6:00-8:00 p.m.	Opening Reception	Kenwood/Coquina

Friday, April 3

8 a.m.-5 p.m.	Registration	TBD
7:45-9:00 a.m.	Communication and Sport Editorial Meeting	Benoist Room

Panel Session A 9:15-10:30

A1 Benoist	Race, Intersectionality, and Activism
Kapriatta Jenkins, Howard University	A Framing Analysis of Black Athlete Activists Across Two Periods
Nicole Forrester, Ryerson University Katie Lebel, Ryerson University	From participation to podium: Bridging elite athlete development with the intersectionality of race and gender in black female athletes

Anthony Peavy, University of New Mexico Christopher Brown, Minnesota State University - Mankato	Moving Toward a New Decade of Sports Debate Shows: Critiquing the Re-Centering of Whiteness on First Take, Undisputed, and The Jump
Abraham Khan, Pennsylvania State University	From Persuasion to Leverage: Rethinking Intercollegiate Athletics Under Racial Capitalism
A2 Chihuly	Fandom and Fan Spaces
Kevin McCarty, Southern Illinois University	Play Gloria!: An Unlikely Song, A Surprising Championship and the Social Cohesion of Sport and Music
Michael Mirer, University of Wisconsin-Milwaukee	Rooting for the boss: Vicarious management expressed in fan discourse
Dustin Hahn, Texas Christian University	The Effect of Base-rate Information on Credibility and Enjoyment by Sports Fans
A3 Kenwood/Coquina	Panel: #GenderGap - Voices of Women Faculty in Sport Communication
Panelists: Jennifer Harker, West Virginia University; Angela Pratt, Clemson University; Lauren Smith, Indiana University, Bloomington; Ann Pegoraro, Laurentian University	

10:45-11:45 Keynote Speaker - Hiroshi Yamamoto
Kenwood/Coquina

- Hiroshi Yamamoto is a professor at Hosei University in Tokyo, Japan. He is a former announcer and news commentator with Japan Broadcasting Corporation and teaches courses in sports journalism and sports media.

11:45-1:15 p.m. Lunch (Provided w/ Registration) & Business Meeting Kenwood/Coquina

1:15 – 2:30

Featured Panel on Olympics

Kenwood/Coquina

Participants:

- Hiroshi Yamamoto, Professor, Hosei University, Tokyo, Japan
- Toni Bruce, Professor, Auckland University, Auckland, New Zealand
- Andrew Billings, Professor, University of Alabama, Tuscaloosa, Alabama USA
- Simon Licen, Associate Professor, Washington State University, Pullman, Washington USA

Panel Session B 2:45-4:00

B1 Benoist	Tensions of Sport
Ben Brojakowski, Angelo State University	“They Are Some of the Most Negative Fans Anywhere:” Exploratory Research of Negative NFL Team Previews
Brett Ball, University of Florida Roxane Coche, University of Florida	Suicide and Media: Newspaper Coverage and Framing of ex-NFL player Aaron Hernandez
Kevin Hull, University of South Carolina Minhee Choi, University of South Carolina Matt Stilwell, University of South Carolina	“Bravo, Mr. Love”: A Case Study Analyzing Reader Comments Regarding Mental Health in Sports
John Fortunato, Fordham University	Creating and Communicating Suspense Dimensions on the PGA Tour
B2 Chihuly	Media and Identity
Jason Stamm, University of Tennessee Brandon Boatwright, University of Tennessee	We Love You, We Hate You: Fan Twitter Response to Top College Football Recruits’ Decisions
Yiyi Yang, University of North Carolina at Wilmington	Dialogical relationships on social media: How NFL manages dialogues in the context of fantasy sports and social media
Michael Albrecht, University of South Florida	A Cult in Happy Valley: College Football Fandom, Scandal, and Survivor's Guilt

Theo Plothe, Savannah State University Travis Bell, University of South Florida	Eyes on the Prize: ESPN's use of Priming in Determining Heisman Trophy Winners
B3 Kenwood/Coquina	Panel: Pay for Play Bills and the Future of College Athletics
Panelists: C. Keith Harrison, University of Central Florida William A. Sutton, University of South Florida David Welch Suggs Jr., University of Georgia Moderator: Jason Genovese, Bloomsburg University of Pennsylvania	

Panel Session C 4:15-5:30

C1 Benoist	Reshaping Consumer Behavior through Digital Media
Maha Waseem, Ryerson University Katie Lebel, Ryerson University	"Who still watches the Olympics anyway?" An exploratory study of Generation Z and the digital Olympic brand experience
Jan Boehmer, The&Partnership Germany	Data Needs Story: How Sports Clubs Use Data in Content Marketing
Chad Goebert, Virginia Commonwealth University Gregory Greenhalgh, Virginia Commonwealth University	Consumer Attitudes Towards Augmented Reality Enhanced Sport Broadcasts
Jennifer Harker, West Virginia University Michael Mirer, University of Wisconsin-Milwaukee	Can Sports-only Become Legacy Media's "Golden Ticket" to Digital Subscribers?

C2 Chihuly	Sport Academics and the Industry
Emil Steiner, Rowan University Yannick Kluch, Rowan University	Making the Sports Industry More Diverse and Inclusive? A Preliminary Examination of the Integration of Equity, Diversity, and Inclusion in Sports Communication Curricula
Ryan Vooris, SUNY Cortland Tara Mahoney, SUNY Cortland	A Content Analysis of Faculty Job Postings on the IACS Listserv
Brittani Sahm, Rollins College	The Pink-Collar Phenomenon: An Exploration of the Isolated Success of Women in Social Media Positions within the Professional Sport Industry
Brandon Nutting, University of Nebraska, Lincoln Frauke Hachtmann, University of Nebraska, Lincoln	The Influence of Successful Athletic Performance on Institutions' Admissions and Persistence Rates
C3 Kenwood/Coquina	Panel: Staying Woke: Preparing for the Socio-Political Future of Communication and Sport
Panelists: Lauren Anderson, Lasell University Dunja Antunovic, Bradley University Paisley Benaza, Arizona State University Guy Harrison, Youngstown State University	

Saturday, April 4

8 a.m.-5 p.m. Registration

TBD

Panel Session D 8-9:15

D1 Benoist	New Frontiers in Sport
Brian Petrotta, University of Oklahoma	Shifting the Line: A Narrative Policy Framework Analysis of Sports Betting Legalization
Brody Ruihley, Miami University Andrew Billings, University of Alabama Nicholas Buzzelli, University of Alabama	A Swiftly Changing Tide: Fantasy Sport, Gambling, and Alternative Forms of Participation
Thomas Horky, Macromedia University Marco Hintermüller, Macromedia University	The phenomenon esports - a new trend for mass media? Analysis of the coverage of ESL One in in selected German media
Kenneth Kim, Xavier University	Is eSports Olympic Material? How Elite Newspapers Frame eSports and eSports Players
D2 Chihuly	Teaching Sport in Higher Education
Yannick Kluch, Rowan University Terry Rentner, Bowling Green State University	Champions of Change: Equipping Students with Equity, Diversity and Inclusion Competencies in the Sports Communication Classroom
Scott Jensen, Webster University	But How Does That Get Me a Job? Justifying a Liberal Arts Approach to Program Design and Curriculum Mapping for a B.A. in Sports Communication
Miranda Tonkins, James Madison University Chang Wan Woo, James Madison University	Life preparedness of student-athletes after graduation

Jason Genovese, Bloomsburg University of Pennsylvania	In Pursuit of Quality Sports Reporting: Searching Twitter for Teaching Moments
D3 Kenwood/Coquina	Panel: Diverging Approaches to Equal Pay: A Comparative International Conversation of Women's Advocacy in Sport
Panelists: Alexandria L. Chase, University of Pittsburgh Beth Fielding-Lloyd, Sheffield Hallam University Katherine L. Lavelle, University of Wisconsin-La Crosse Korryn Mozisek, Carnegie Mellon University	

Panel Session E 9:30-10:45

E1 Benoist	Social Media: Motivation and Presentation
Evan Frederick, University of Louisville Ann Pegoraro, Laurentian University	"I'm not going to the f***ing White House." Twitter reacts to Donald Trump and Megan Rapinoe
Marie-Stéphanie Abouna, Ileps, France Magdalena Zmuda, University School of Physical Education in Kraków	The use of social media in professional women's football : are they new perspectives for changes ?
Maike Grotz, SRH University Heidelberg Ashish Chouhan, SRH University Heidelberg Ajinkya Prabhune, SRH University Heidelberg	Identifying fan motives during international sport event using social media A case study of 2016 UEFA European Championship
Bo Li, Miami University Liang Xiao, University of Technology of Sydney Olan Scott, Brock University Jiaying Wang, Miami University	More than just pictures: Exploring elite women athletes' self-presentation via an analysis of Instagram stories

E2 Chihuly	Watching and Making a Gender Movement
Beth Fielding-Lloyd, Sheffield Hallam University Lindsey Mean, Arizona State University Jeff Kassing, Arizona State University	Role models, community, passion, and love: Female empowerment in Manchester City FC and USWNT media campaigns for 2018 and 2019 International Women's Day
Karen McDermott, University of Connecticut Kenneth Lachlan, University of Connecticut	Gender Differences in the Experience of Verbally Aggressive Trash Talk on Motivation and Performance
Fatemeh Mosallaeipour, Drexel University	Soccer Stadium and the Rise of an Iranian Feminine Movement
Dunja Antunovic, Bradley University Cheryl Cooky, Purdue University	"Women Worth Watching": Articulations of feminism in the promotional culture of women's sports
E3 Kenwood/Coquina	Panel: The future of the game: Elevating conversations about sport communication pedagogy
Panelists: Katherine Lavelle, University of Wisconsin, La Crosse Sandy Alspach, Ferris State University Zachary Arth, Marist College Lindsay Cramer, Coastal Carolina University Karen L. Hartman, Idaho State University Ted Kian, Oklahoma State University Chyna Teresa Tribble, SUNY Geneseo Ryan Vooris, SUNY Cortland	

Panel Session F 11:00-12:15

F1 Benoist	Fan Behavior and Response to Change
<p>Brody Ruihley, Miami University Andreas Hebbel-Seeger, Hochschule Macromedia University of Applied Sciences Lasse Brunswick, Hochschule Macromedia University of Applied Sciences Lukas Schölzel, Hochschule Macromedia University of Applied Sciences Jan Marlon Stechmesser, Hochschule Macromedia University of Applied Sciences</p>	<p>How Does Fantasy Sport Impact Soccer Fandom? Recipient Behavior and User Experience examined Through German-Based Fantasy Sport</p>
<p>Jennifer Harker, West Virginia University</p>	<p>A Comparison of Fan Behavior Exchanges in Response to Sports Game Outcomes and Sport Crises</p>
<p>Mary Hums, University of Louisville Evan Frederick, University of Louisville Ann Pegoraro, Laurentian University Nina Siegfried, University of Louisville Eli Wolff, Brown University</p>	<p>What's in a Name? Examining Reactions to Major League Baseball's Change From the Disabled List to the Injured List via Twitter</p>
<p>Samuel Hakim, University of Alabama</p>	<p>A Tale of No Cities: Analysis of Fan Identification and Fanship in the Premier Lacrosse League</p>
F2 Chihuly	Racial Dimensions
<p>Taylor Henry, University of Iowa</p>	<p>"Black and White and Bald All Over": Pardon the Interruption and a Postracial, Neoliberal, Multicultural Consensus</p>
<p>Sarah Fields, University of Colorado Denver</p>	<p>Apologies: When the Black 14 Returned to Wyoming 50 Years Later</p>
<p>Emilee Shearer, Arizona State University Anthony Peavy, University of New Mexico</p>	<p>"I Won't Be Silent": A New Decade to Serena Williams' Tennis Career</p>

Jeff Kurtz, Denison University	What Did the Cross-Over Wrought? Allen Iverson and the Politics of Black Belonging
F3 James	Change and the Sports Media Industry
Kenneth Kim, Xavier University	Is ESPN Biased Against Me? An Experimental Investigation of Partisan Differences in the Hostile Media Effect
Dene Williamson, Saint Leo University Leon Mohan, Saint Leo University	Communication within the Front Office of Sport Properties; Do generational differences exist?
Sandra Alspach, Ferris State University Brody Keiser, Ferris State University Brendan Sanders, Ferris State University	Sports: Moving Out of the "Toy Department" Onto the Front Page of Local and College Newspapers
Kevin Hull, University of South Carolina Miles Romney, Brigham Young University	Sports: A Television Newsroom Afterthought?

12-1:00 p.m. Lunch (Provided with Conference Registration) Kenwood/Coquina

1:00 – 2:30 Featured Panel on Gender and Sport Kenwood/Coquina

Participants:

- Toni Bruce, Professor, University of Auckland, Auckland, New Zealand
- Danielle Fotopoulos, Head Women's Soccer Coach at Eckerd College (St. Petersburg, FL), member of the 1999 FIFA World Cup championship team, two-time all-star selection in the Women's United Soccer Association
- Megan Rose, United States Tennis Association
- C.A. Tuggle, Professor and Sr. Associate Dean for Undergraduate Studies, University of North Carolina, Chapel Hill
- Moderator: Dunja Antunovic, Assistant Professor, Bradley University

Panel Session G 2:45-4:00

G1 Benoist	Social Justice and Protest
<p>Liang Xiao, University of Technology, Sydney Yapeng Liu, Beijing Foreign Studies University Tom Mortonand, University of Technology, Sydney Bo Li, Miami University</p>	<p>Chinese NBA Commentary and Social Transformation in China</p>
<p>Vincent Peña, University of Texas at Austin</p>	<p>Profits over Protest: A Marxist critique of Nike’s “Just Do It” ad campaign</p>
<p>Timothy Robeers, Antwerp University, Belgium</p>	<p>Media Representations of Social (In)Justice in Olympic events</p>
<p>Meistra Budiasa, Bung Karno University, Jakarta</p>	<p>Sports, Media, and Politics in Indonesia</p>
G2 Chihuly	Comparative Sport: Media and Organizational Approaches
<p>Jack Karlis, University of Wisconsin - Eau Claire</p>	<p>The Greatest Crisis: Revisiting the Wayne Gretzky Trade through the Contingency Theory of Accommodation Thirty Years Later</p>
<p>William P. Cassidy, Northern Illinois University</p>	<p>When Billie Jean King and Martina Navratilova Were Outed: A Comparison of Sports Journalism Coverage</p>
<p>Scott Jensen, Webster University Anthony Cavaiani, William Wood University Gina Jensen, Webster University</p>	<p>Hey Coach—Why’s My Kid on the Bench?” A Comparative Analysis of Club Sports’ Management of Parent Communication Through the Application of Coordinated Management of Meaning</p>

Kyle Clayton, Ferris State University Paul Zube, Ferris State University	Structure Matters: Comparison of USSF and JFA
G3 James	Panel: #GenderEquity in Sport: A Sport Communication Research Agenda
Panelists: Ann Pegoraro, Laurentian University Katie Lebel, Ryerson University Nicole Forrester, Ryerson University Alanna Harman, Wilfred Lauier University Roxane Coche, University of Florida	

Panel Session H 4:15-5:30

H1Benoist	Framing Gender
Annika Prigge, Macromedia University Thomas Horky, Macromedia University	Gender inequality of sports journalism in local newspapers: an analysis of content and decision-making by sports editors in Germany
Anne Barjolin-Smith, University Paul Valery Montpellier	Negotiating representation: Women pro-surfers and bikinis in the #metoo era
Roxane Coche, University of Florida Travis Bell, University of South Florida	Is staying on top of the world enough to be on the front page? Analysis of American newspapers' front pages the day after the USWNT's second consecutive World Cup victory
Greg Armfield, New Mexico State University	Race and gender as depicted on the front cover: A framing analysis of ESPN the Magazine

H2 Chihuly	Creating Identity Through Non-Competitive Sporting Space
Angela N. Pratt, Clemson University J. Sky Williams, Clemson University Jonathan D. Sutherland, Clemson University	Organizational identity, stakeholder communication, and “family” terminology on social media: A case study of a university athletic department
Ernest Yeboah Acheampong, University of Education, Winneba, Ghana Prince Yeboah Acheampong, Stanbic Bank Gh. Limited, Ghana	Rethinking innovation and creating value for football development: The role of professional footballers
Mckenna Patton, California State University, Fullerton	A Preliminary Study on Nonverbal Behaviors in the Weight Room
Chuka Onwumechili, Howard University Unwana Samuel Akpan, Howard University	The Voice of Home-Along Spouses: Footballer Migration and Communication Patterns
H3 James	Constructing NBA Representation
Steve Marston, Trinity College	Globalizing “The Right Way”: Social-Media Construction of the National Basketball Association Academy program
Mu He, University of Miami	An “Ethnically Unique” Athlete: A Content Analysis of Media Representations of Jeremy Lin During the 2010-2011 and 2016-2017 NBA Seasons
Matthew Zimmerman, Mississippi State University Galen Clavio, Indiana University Bloomington Ted Kian, Oklahoma State University	Virtual Siblings: Comparing the NBA 2K League broadcasts to NBA broadcasts

Melvin Williams, Pace University	From Tunisia to the NBA: A Social Media Analysis of Salah Mejri and Online MENA Athlete Identity Formation in the NBA
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Sunday, April 5

8-9:15 a.m. IACS Board Meeting

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Panel Session I 9:30-10:45

I1 Benoist	Protest and Platform: Locating Activism
Anthony Cavaiani, William Woods University	The Stadium as a Space of Protest, Resistance, and Struggle
Yannick Kluch, Rowan University	“It’s Our Duty to Use Our Platform:” A Qualitative Examination of Motivations for and Enactments of “Approved Activism” Among NCAA Division I Collegiate Athletes
Lauren Smith, Indiana University Bloomington	“Spoiled, ignorant snowflake” or “Disrespectful, disgraceful, and dishonorable”? An analysis of social identity threat reactions to athlete activism.
Stephen Andon, Nova Southeastern University	A United Front: Fan Protests and Antifascist Imagery in American Soccer
I2 Chihuly	Framing International and Professional Sport
Zachary Arth, Marist College Andrew Billings, University of Alabama	Agenda Setting and Framing of Modern Statistics within Local Major League Baseball Broadcasts
Alice Nemcova Tejkalova, Charles University, Czechia	The Danger of Being Different

Travis Bell, University of South Florida Roxane Coche, University of Florida	“Victory on their own terms”: Framing the USWNT repeat World Cup championship on American front pages
Pengxiang Li, National University of Singapore	From collectivism to individualism: A content analysis of media narratives about Chinese Olympic champions in China’s and Singapore’s newspapers
I3 James	Panel: Democratizing Motorsport? Understanding the Role and Impact of iRacing on Participation in Motorsport
Panelists: Timothy Robeers, Antwerp University Mark Howell, Northwestern Michigan College Paul Zube, Ferris State University	

Panel Session J 11:00-12:15

J1 Benoist	(Re)framing Gender in Sport
Ben Lynn, University of Florida Katie Lindstrom, University of Florida Erik Gustafson, North Dakota State University	If you take away gender, what are you left with? Examining the relationship between athlete skill and viewer intention to watch sports
Sam Winemiller, University of Tennessee Knoxville	Warping the Wall? Representations of Gender in American Ninja Warrior
Andrew Dix, Middle Tennessee State University Benjamin Brojakowski, Angelo State University Mary Beth Asbury, Middle Tennessee State University	She Got Game: Perceptions of Female Athletes who Wear Makeup

Katie Lebel, Ryerson University Ann Pegoraro, Laurentian University Alanna Harman, Wilfrid Laurier University	We Don't Know What We Don't Know: An Assessment of the Awareness of Women in Sport
J2 Chihuly	Commodification, Ethics, and Values
Meistra Budiasa, Bung Karno University, Jakarta	Commodification and Consumption of Marathon Event
David Staton, University of Northern Colorado	A False Start in Doha; the Seiko Block Camera and Image Ethics
Yiyi Yang, University of North Carolina Wilmington M'Lynn Dease University of North Carolina Wilmington	Challenging the college sports culture: News coverage and public responses to the "Fair Pay to Play Bill" in the context of NCAA's amateurism
J3 James	Culture and Identity
Paisley M Benaza, Arizona State University	My Untold Story: Autoethnography as an intersectional approach in sport management
Roger Caruth, Howard University	Examining the Intersection of Cultural identities in NASCAR through critical autoethnography and digital storytelling: Through The Fences: RC13 A Racing Story
Angela N. Pratt, Clemson University Chad E. Smith, Clemson University	Leading the "family": A qualitative case study of theme-based organizational culture within an NCAA Division I football program

Conference Concludes