



Department of
COMMUNICATION
Clemson® University

*The Department of Communication
at Clemson University is proud
to serve as host of the 2021
Summit on Communication and Sport.*



2021 SUMMIT ON COMMUNICATION AND SPORT
MARCH 3-7, 2021

Virtual format |
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*Department of Communication | clemson.edu/communication
Clemson University College of Behavioral, Social and Health Sciences*



Wednesday 3/3

9:30-10:45 AM (EST)

(Pre-recorded Paper Panel) – Covid-19, Fantasy Sports, and Sports Gambling: A Modern Sporting Landscape	
Timothy Robeers, Antwerp University, Kobe Nuyens, Antwerp University, Sara Neyens, Antwerp University, Kato Van Dijck, Antwerp University, Arthur Van Echelpoel, Antwerp University, Dietsen Aernouts, Antwerp University, Giti Friedman, Antwerp University, Nanou Van Dyck, Antwerp University, Alexander Christiaensen, Antwerp University, Raphaella Jansen, Antwerp University, Charlotte Van Berckelaere, Antwerp University, Louis Beaujean, Antwerp University, Michiel Roose, Antwerp University, Antwerp University).	Media Vortextuality and Representations of Sport during Covid-19.
Brody Ruihley (Miami University (Oxford)), Andrew Billings (University of Alabama) and Nicholas Buzzelli (University of Alabama).	A Swiftly Changing Tide: Fantasy Sport, Gambling, and Alternative Forms of Participation.
Dustin Hahn (Texas Christian University).	The Effect of Base-rate Information on Credibility and Enjoyment by Sports Fans.
Marie-Stéphanie Abouna (Ileps) and Magdalena Zmuda (AWF - University School of Physical Education in Kraków).	The use of social media in professional women's football: are they new perspectives for changes?
Brody Ruihley (Miami University (Oxford)), Andreas Hebbel-Seeger (Macromedia University), Lasse Brunswig (MHMK, Macromedia Hochschule für Medien und Kommunikation), Lukas Schölzel, & Jan Marlon Stechemesser	How does fantasy sport impact soccer fandom? Recipient behavior and user experience examined through German-based fantasy sport.

(Live Paper Panel) – What’s in the News: Framing and Agenda Setting within Sports Media	
Sandra Alspach (Ferris State University), Brody Keiser (Ferris State University) and Brendan Sanders (Ferris State University).	Sports: Moving Out of the "Toy Department" Onto the Front Page of Local and College Newspapers.
Sarah Wolter (Gustavus Adolphus College).	Moving forward: A framing analysis of article titles on seven sports news websites.
Zachary Arth (Marist College) and Andrew Billings (The University of Alabama).	Agenda Setting and Framing of Modern Statistics within Local Major League Baseball Broadcasts.
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.

11:00 AM – 12:00 PM (EST) - Keynote Speaker

Keynote Speaker	
 <p>• @kellygramlich</p> 	<p>Kelly Gramlich, a native of Austin, Texas, is a sport media personality who contributes to sporting discourse in many roles, including as an ACC Network Basketball Analyst on “All ACC” and “Nothing But Net”, the Co-Host of “Out of Bounds” on <i>WCCP 105.5 The Roar</i>, a columnist for <i>The Greenville News</i>, co-host of the “Tiger Pregame Show”, and the host of the new podcast “Gramlich and Mac Lain” – available on Apple Podcasts.</p> <p>Prior to launching her media career, Gramlich was a standout member of Clemson University women’s basketball team, including setting the school’s single game 3-point record. She was also a three-time member of the ACC All-Academic team and two-time graduate from Clemson’s Department of Communication, with a B.A. in Communication (Class of 2014) and an M.A. in Communication, Technology and Society (Class of 2016). She has co-authored numerous scholarly articles published within <i>Communication & Sport</i>, <i>Sociology of Sport Journal</i>, <i>Journal of Issues in Intercollegiate Athletics</i>, <i>Qualitative Research Reports in Communication</i>, and <i>Journal of Sports Media</i>.</p>

12:15-12:45 PM (EST) Welcome Address – Business Update

Welcome Address - Business Update

Ann Pegoraro (University of Guelph) - IACS Board of Directors – Chair; Gregory A. Cranmer (Clemson University) - Clemson 2021 Planner; Katherine Lavelle (University of Wisconsin, La Crosse) - IACS Board of Directors – Treasurer; Travis Bell (University of South Florida) – IACS Board of Directors; Yannick Kluch (Rowan University) -Rowan 2022 Planner

3:30-4:45 PM (EST)

(Live Panel) - Consumer Attitudes Towards Augmented Reality Enhanced Sport Broadcasts.

Chad Goebert, Virginia Commonwealth University; Gregory Greenhalgh, Virginia Commonwealth University; Brendan Dwyer, Virginia Commonwealth University; Jodie Ferguson, Virginia Commonwealth University; Michael Broda, Virginia Commonwealth University; Carrie LeCrom, Virginia Commonwealth University

(Live Paper Panel) – Media and Sporting Institutions’ Responses to Covid-19

Timothy Mirabito (Ithaca College), Robin Hardin (University of Tennessee) and Joshua Pate (James Madison University).	COVID-19’s Continued Disruption: The NCAA’s Disoriented Response.
Michael Mirer (University of Wisconsin - Milwaukee) and Mark Mederson (Loras College).	Stick to the virus: How sports reporters used COVID-19 to assert journalistic authority.
Kevin Hull (University of South Carolina).	Lenny in a Raincoat: The Self-Presentation of ESPN Personalities during COVID-19.
John Collett (Gonzaga University), Tim Mirabito (Ithaca College) and Danielle Pluchinsky (Ithaca College).	TV Sports, Social Media and a Global Pandemic.

Thursday 3/4

9:30-10:45 AM (EST)

(Pre-recorded Paper Panel) – Gender & Sport: Coverage, Athlete Generated Content, and Public Interest	
Alice Nemcova Tejkalova (Faculty of Social Sciences, Charles University).	The Danger of Being Different.
Bo Li (Miami University), Liang Xiao (University of Technology of Sydney), Olan Scott (Brock University) and Jiaying Wang (Miami University).	More than just pictures: Exploring elite women athletes' self-presentation via an analysis of Instagram stories.
Ben Lynn, Katie Lindstrom and Roxane Coche (University of Florida).	If you take away gender, what are you left with? Examining the relationship between athlete skill and viewer intention to watch sports.
Roxane Coche (University of Florida) and 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.

(Live Paper Panel) – Future Frontiers of Sport and Social Media	
Aneta Grabmüllerová (Kristiania University College) and Hans Erik Næss (Kristiania University College).	Gender equality and the Olympics: The impact of new media.
Oliver Neuper (Ostfalia University of Applied Sciences) and Jörg Dr. Hagenah (Ostfalia University of Applied Sciences).	Social media and sport – but without sport in the corona time?
Jordan Bakhsh (University of Ottawa), Heather Kennedy (University of Guelph), Marijke Taks (University of Ottawa) and Ann Pegoraro (University of Guelph).	Construct Validity of Social Media Impact Experience Scales for Sport Events.
Yiyi Yang (The University of North Carolina Wilmington).	Dialogical relationships on social media: How NFL manages dialogues in the context of fantasy sports and social media.

(Live Paper Panel) – Who is Telling the Story: Identity and Sports Broadcasting	
Lori Beckstead (Ryerson University).	<i>Pass the Mic: Women in Sports Talk Radio.</i>
Annika Prigge (Macromedia University) and Thomas Horky (Macromedia University).	<i>Gender inequality of sports journalism in local newspapers: an analysis of content and decision-making by sports editors in Germany.</i>
Kevin Hull (University of South Carolina), Miles Romney (Brigham Young University), Denetra Walker (University of South Carolina) and Kirstin Pellizzaro (University of South Carolina).	<i>“Their Stories Matter, Too”: Female Local Sports Broadcasters and the Coverage of Women’s Sports.</i>
Hyunjung Kim (Korea National Sport University).	The hostile media perception of sports broadcasting and dual identity.

(Live Paper Panel) – Sport Curriculum and Jobs: Reflections on Our Discipline	
Emil Steiner (Rowan University) and 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) and Tara Mahoney (SUNY Cortland).	A Content Analysis of Faculty Job Postings on the IACS Listserv.
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.
Emil Steiner (Rowan University) and Kathrine Harman (Rowan University).	Building and Launching a Multi-Disciplinary, Sports Media and Communication Program: An Autoethnography of the Planning, Pitfalls, and Execution.

2:00-3:15 PM (EST)

(Live Paper Panel) – Fan and Media Perceptions of Athletes Activism	
Lauren Smith (Indiana University Bloomington).	“Spoiled, ignorant snowflake” or “Disrespectful, disgraceful, and dishonorable”? An analysis of social identity threat reactions to athlete activism.
Lillian B. Feder (UC San Diego) and Brian G. Smith (Brigham Young University).	Athlete activism online: An examination of subsequent fan engagement.
James Bingaman (University of Delaware) and Wyatt Dawson (University of Delaware).	More than a vote, more than an athlete: The framing of LeBron James’ activism.
Vincent Pena (The University of Texas at Austin).	Answering the Call: Maya Moore, Religion, and the Framing of Athlete Activism.

3:30-4:45 PM (EST)

(Live Paper Panel) – Intersections between Sport and Organizational Experiences and Functionality	
Dafna Kaufman (University of North Carolina, Chapel Hill).	Spotted: Technology, Student-Athletes, and the Routinization of Surveillance.
Brandon Nutting (University of Nebraska-Lincoln) and Frauke Hachtmann (University of Nebraska-Lincoln).	The Influence of Successful Athletic Performance on Institutions’ Admissions and Persistence Rates.
Angela N. Pratt (Bishop’s University) and Chad E. Smith (Clemson University).	Leading the “family”: A qualitative case study of theme-based organizational culture within an NCAA Division I football program.
Paisley M Benaza (Arizona State University).	My Untold Story: Autoethnography as an intersectional approach in sport management.

Friday 3/5

9:30-10:45 AM (EST)

(Live Paper Panel) – Fan Responses to Crisis, Change, and Competition	
Xavier Ginesta (University of Vic-Central University of Catalonia) and Jordi de San Eugenio-Vela (University of Vic-Central University of Catalonia).	Place and soccer team identification in Spanish La Liga: analysing fan engagement in Girona FC after City Football Group purchase.
Maike Grotz (SRH university Heidelberg), Ashish Chouhan (SRH university Heidelberg) and Ajinkya Prabhune (SRH university Heidelberg).	Identifying fan motives during international sport event using social media A case study of 2016 UEFA European Championship.
Jason Stamm (University of Tennessee) and Brandon Boatwright (University of Tennessee).	We Love You, We Hate You: Fan Twitter Response to Top College Football Recruits' Decisions.
Jennifer Harker (West Virginia University).	A Comparison of Fan Behavior Exchanges in Response to Sports Game Outcomes and Sport Crises.

(Live Paper Panel) – The Intersections of Sport with Politics & Globalization	
Meistra Budiasa (Bung Karno University, Jakarta).	Sports, Media, and Politics in Indonesia.
Steve Marston (Trinity College).	Globalizing “The Right Way”: Social-Media Construction of the National Basketball Association Academy program.
Hayley Gallagher (Arizona State University), Caroline Wright (Arizona State University) and Jeff Kassing (Arizona State University).	“Not Going to the F***ing White House”: Fan Framing of Megan Rapinoe During the 2019 FIFA Women’s World Cup.
Christie Kleinmann (Belmont University).	An Unlikely Alliance: Baseball’s Advocacy for Women’s Suffrage.
Michael Butterworth (The University of Texas at Austin) and Katie Lever (The University of Texas at Austin).	Coronavirus, College Football, and the Collapse of American Exceptionalism.

(Pre-recorded Panel) - The future of the game: Elevating conversations about sport communication pedagogy.

Katherine Lavelle, University of Wisconsin, La Crosse
 Sandy Alspach, Ferris State University
 Zachary Arth, Marist College
 Ryan Vooris, SUNY Cortland
 Linsay Cramer, Coastal Carolina University
 Karen L. Hartman, Idaho State University

(Live Paper Panel) – Teammates, Parents, and Spouses, Oh My: Interpersonal and Group Communication within Sport

Karen McDermott (University of Connecticut) and Kenneth Lachlan (University of Connecticut).	Gender Differences in the Experience of Verbally Aggressive Trash Talk on Motivation and Performance.
Scott Jensen (Webster University), Anthony Cavaiani (William Woods University) and Gina Jensen (Webster University).	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.
Michael Malone (Robert Gordon University), Rhiannon Lord (Abertay University) and Ross Lorimer (Abertay University).	Contributing Factors to the Development of Shared Understanding within Football Teams.
Andrew Dix (Middle Tennessee State University).	Evidence that the In-Game Communication of HBCU Softball Players are Disproportionately Penalized.
Chuka Onwumechili (Howard University) and Unwana Samuel Akpan (Howard University).	The Voice of Home-Alone Spouses: Footballer Migration and Communication Patterns.

12:30-1:45 PM (EST)

(Live Panel) - #GenderGap - Voices of Women Faculty in Sport Communication.

Jennifer Harker, West Virginia University; Angela Pratt, Bishop's University; Lauren Smith, Indiana University, Bloomington; Ann Pegoraro, University of Guelph.

(Live Paper Panel) – Multifaceted Approaches to Issues of Masculinity and Sport

Jennifer Walinga (Royal Roads University).	Dickheads Allowed: Deconstructing the Myth of Machismo in Sport.
Bonnie Sierlecki (Penn State University).	“Dearest Mother:” Capt. Andrew Luck, Hypermilitarism, and Masculinity in “Field General” Twitter.
Patrick Crowe (University of Tennessee-Knoxville).	"Am I getting any better coach? Well... You sure as cuss aren't getting any worse": A Foucauldian Understanding of Sporting Gender Relations in Two Wes Anderson Films.
Theo Plothe (Savannah State University) and Travis Bell (University of South Florida).	Eyes on the Prize: ESPN's use of Priming in Determining Heisman Trophy Winners.

2:00-3:15 PM (EST)

(Live Paper Panel) – Athletes and Fans Unite: Sport as a Context of Social Activism

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.
Lillian B. Feder (UC San Diego), Sean Eddington (Kansas State), Diane Jackson (Purdue University), Tyler Burns (Kansas State University) and Connor Davis (Kansas State University).	Recognizing their power: Collegiate athletes organizing for social change.
Stephen Andon (Montclair State University).	A United Front: Fan Protests and Antifascist Imagery in American Soccer.

Anthony Cavaiani (William Woods University).	The Stadium as a Space of Protest, Resistance, and Struggle.
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(Live Panel) - Pay for Play Bills and the Future of College Athletics.	
William A. Sutton, University of South Florida; David Welch Suggs Jr., University of Georgia, & Jason Genovese, Bloomsburg University of Pennsylvania (Moderator)	

3:30-4:45 PM (EST)

(Live Paper Panel) – The Good, the Bad, and the Ugly of Sports Fandom	
Michael Mirer (University of Wisconsin-Milwaukee).	Rooting for the boss: Vicarious management expressed in fan discourse.
Michael Albrecht (University of South Florida).	A Cult in Happy Valley: College Football Fandom, Scandal, and Survivor's Guilt.
Benjamin Brojakowski (Angelo State University).	“They Are Some of the Most Negative Fans Anywhere:” Exploratory Research of Negative NFL Team Previews.
Tanner Cooke (Portland State University).	Supporting the Side: Global Football Fandom and the Branding of the Self in the Urban Spectacle.

(Pre-recorded Paper Panel) – The Intersections of Sport and Mediated Contexts	
Jason Genovese (Bloomsburg University of PA).	In Pursuit of Quality Sports Reporting: Searching Twitter for Teaching Moments
Oluyinka Osynkunle (University of Fort Hare).	Community radio’s contribution to Sports’ awareness in South Africa: Lessons from Forte fm and Radio Grahamstown.
Chad Goebert (Virginia Commonwealth University) and Gregory Greenhalgh (Virginia Commonwealth University).	Consumer Attitudes Towards Augmented Reality Enhanced Sport Broadcasts.
Evan Frederick (University of Louisville) and Ann Pegoraro (University of Guelph).	“I’m not going to the f***ing White House:” Twitter reacts to Donald Trump and Megan Rapinoe.

<p>Liang Xiao (University of Technology Sydney), Yapeng Liu (Beijing Foreign Studies University), Tom Morton (University of Technology Sydney) and Bo Li (Miami University).</p>	<p>From Apprentice to Master: An analysis of interaction between CCTV NBA commentary and China's social transformation from 1995 to 2020.</p>
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Saturday 3/6

9:30 - 10:45 AM (EST)

(Live Paper Panel) – The Impact of Covid-19 on the International Sporting Landscape	
Xi Yang (Wuhan Business University/ Chengdu Sport University) and Qing Guo (Chengdu Sport University).	Rhetorical Event and Foreign Affairs: CGTN's Coverage of the Restart of Chinese Professional Sports' from the Covid-19 Pandemic.
Christof Seeger (Stuttgart Media University), Thomas Horky (Macromedia University), Joerg-Uwe Nieland (Zeppelin Universität Friedrichshafen), Daniel Nölleke (University of Vienna), Christiana Schallhorn (University of Mainz), and Philip Sinner (University of Salzburg).	Relationship Marketing of Sports Clubs during the COVID-19 Pandemic.
Joerg-Uwe Nieland (Zeppelin Universität Friedrichshafen) and Felix Krell (Zeppelin Universität Friedrichshafen).	Virtual Racing as 'Real Racing'. Receptions of Formula 1 E-Racing Events during 2020's first Pandemic Lockdown.

(Live Panel) - Democratizing Motorsport? Understanding the Role and Impact of iRacing on Participation in Motorsport.
Timothy Robeers, Antwerp University; Mark Howell, Northwestern Michigan College; Paul Zube, Ferris State University

11:00 AM - 12:15 PM (EST)

(Live Paper Panel) – How Sports Organizations Represent Themselves and Engage with Social Issues	
Matthew Stilwell (Midlands Technical College).	The Forgotten Athletic Division: An Analysis of Community College Websites in applying 'principles of dialogic communication'.
Inga Oelrichs (German Sport University).	Club Owned Media Content in Sport Journalism: Boon and Bane.

Samuel Schmidt (University of Wisconsin - La Crosse) and Evan Frederick (University of Louisville).	An Examination of NBA, NFL, NHL, MLB, and WNBA team statements in response to George Floyd's death via Critical Race Theory.
Angela N. Pratt (Bishop's University), J. Sky Williams (Clemson University) and Jonathan D. Sutherland (Clemson University).	Organizational identity, stakeholder communication, and "family" terminology on social media: A case study of a university athletic department.
Kelsey Slater (Mississippi State University), Matthew Zimmerman (Mississippi State University) and Lauren Burch (Loughborough University, London).	Social Media Engagement by Sport for Development and Peace Organizations based in Sub-Saharan Africa.

(Live Paper Panel) – The Future of Sports Gaming

Thomas Horky (Macromedia University) and Marco Hintermüller (Macromedia University).	The phenomenon esports - a new trend for mass media? Analysis of the coverage of ESL One in selected German media.
Matthew Zimmerman (Mississippi State University), Galen Clavio (Indiana University Bloomington) and Ted Kian (Oklahoma State University).	Virtual Siblings: Comparing the NBA 2K League broadcasts to NBA broadcasts.
Brian Petrotta (University of Oklahoma).	Shifting the Line: A Narrative Policy Framework Analysis of Sports Betting Legalization.

12:30-1:45 PM (EST)

(Live Paper Panel) –The Perspectives of Consumers and Producers on Sports Media.

Maha Waseem (Ryerson University) and Katie Lebel (Ryerson University).	"Who still watches the Olympics anyway?" An exploratory study of Generation Z and the digital Olympic brand experience.
Jessica Kunert (University of Hamburg) and Peer Kuni (Eurosport).	The role of entertainment in live soccer TV commentary: The Commentator's Perspective.

Xavier Ramon (Pompeu Fabra University) and José Luis Rojas Torrijos (University of Seville).	Public Service Media and sport in the digital age: enhancing cultural citizenship? A comparative analysis of BBC Sport and CBC Sports agenda diversity on Twitter.
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(Live Panel) - Diverging Approaches to Equal Pay: A Comparative International Conversation of Women's Advocacy in Sport.

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

2:00-3:15 PM (EST)

(Live Paper Panel) – Identity, Culture, and Media Representation

William P. Cassidy (Northern Illinois University).	When Billie Jean King and Martina Navratilova Were Outed: A Comparison of Sports Journalism Coverage.
Robert Brown (Asnuntuck Community College).	Female Athletes, Transgendered Athletes, and Defining Women's Sports in the Case of Connecticut High School Athletics.
David Staton (University of Northern Colorado).	A False Start in Doha; the Seiko Block Camera and Image Ethics.
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.

3:30-4:45 PM (EST)

(Live Paper Panel) – Expressions and Understandings of Ethnicity within Sports Media

Taylor Henry (University of Iowa).	“Black and White and Bald All Over”: Pardon the Interruption and a Postracial, Neoliberal, Multicultural Consensus.
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.
Raymond Schuck (Bowling Green State University Firelands).	Stitching Complicity and Regret: Ron Darling's 2019 Apologia.
Eileen Narcotta-Welp (University of Wisconsin-LaCrosse) and Dain Tepoel (Lock Haven University).	Good White Moderates in the NBA's Racial Reckoning: From Donald Sterling and Don't Bring "Them" to my Games to Adam Silver and Social Justice in the COVID Bubble.

Sunday 3/7

9:30-10:45 AM (EST)

(Live Paper Panel) – The Consumption, Commodification, & Capitalism of Sport	
Meistra Budiasa (Bung Karno University).	Commodification and Consumption of Marathon Event.
Vincent Peña (The University of Texas at Austin).	Profits over Protest: A Marxist critique of Nike’s “Just Do It” ad campaign.
Abraham Khan (The Pennsylvania State University).	From Persuasion to Leverage: Rethinking Intercollegiate Athletics Under Racial Capitalism.
Jan Boehmer (The & Partnership).	Data needs story: How sports clubs use data in content marketing.

11:00 AM - 12:15 PM (EST)

(Live Paper Panel) - Organizing Sport: Structures, Agents, Public Relations, and Innovations	
Kyle Clayton (Ferris State University) and Paul Zube (Ferris State University).	Structure Matters: Comparison of USSF and JFA.
Ernest Yeboah Acheampong (University of Education, Winneba) and Prince Yeboah Acheampong (Stanbic Bank Gh. Limited).	Rethinking innovation and creating value for football development: The role of professional footballers.
Adriana Sekulovic (California Lutheran University).	The Role of Sports agent in the field of Sport Communication.
Julia Richmond (Rowan University).	Sports as Public Relations: Paradigm Cases of Sport as Strategic Communication.

(Live Paper Panel) –Athletes’ Self-Presentations and Fans’ Perceptions of Sport	
Shannon Scovel (University of Maryland).	It's a marathon, not a sprint: Self-representation and branding of elite endurance athletes on social media.

Erin Pearson (Western University) and Laura Misener (Western University).	A New Media Approach for the Paralympic Games: From the Perspective of Paralympic Athletes.
Mary Hums (University of Louisville), Evan Frederick (University of Louisville), Ann Pegoraro (University of Guelph), Nina Siegfried (University of Louisville) and Eli Wolff (Brown University).	What's in a Name? Examining Reactions to Major League Baseball's Change From the Disabled List to the Injured List via Twitter.
Youngjik Lee (University of Louisville), Addison Pond (University of Louisville) and Achyut Kulkarni (University of Louisville).	Exploring social media commentary pertaining to the culture of South Korean ice-skating.

12:30-1:45 PM (EST)

(Live Paper Panel) –Racial Activism and Barrier Breaking in the Past and Present	
Kapriatta Jenkins (Howard University).	A Framing Analysis of Black Athlete Activists Across Two Periods.
Sarah Fields (University of Colorado Denver).	Apologies: When the Black 14 Returned to Wyoming 50 Years Later.
Anthony Moretti (Robert Morris University).	One Knee Does Not Equal Two Gloves: The Flaws in Equating Colin Kaepernick to Tommie Smith and John Carlos.
Kendra Gilbertson (University of Central Florida).	#SayHerName: Athlete Activism in the WNBA.

(Live Panel) - Social Media and Global Sports: Defining Communication Patterns and Advancing Fan Engagement.
Julianna Kirschner, University of Southern California; Daniel Durbin, University of Southern California; Yann Descamps, University of Franche-Comté; Emilio Fernandez Peña, Universitat Autònoma de Barcelona; and Andrew Billings, University of Alabama.

2:00-3:15 PM (EST)

(Live Paper Panel) – Portrayals and Enactment of Gender within Sport	
Beth Fielding-Lloyd (Sheffield Hallam University), Lindsey Mean (Arizona State University) and 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.
Anne Barjolin-Smith (University Paul Valery Montpellier 3, EMMA).	Negotiating representation: Women pro-surfers and bikinis in the #metoo era.
Katie Lebel (Ryerson University), Ann Pegoraro (University of Guelph) and Alanna Harman (Wilfrid Laurier University).	We Don't Know What We Don't Know: An Assessment of the Awareness of Women in Sport.
Andrew Dix (Middle Tennessee State University), Benjamin Brojakowski (Angelo State University) and Mary Beth Asbury (Middle Tennessee State University).	She Got Game: Perceptions of Female Athletes who Wear Makeup.

3:30-4:45 PM (EST)

(Live Paper Panel) – Managing and Leveraging Social Media toward Understandings of Social Issues and Sport	
Merryn Sherwood (La Trobe University).	A new gatekeeping function to watch: Sports journalists as comment moderators.
Tunisha Singleton (Fielding Graduate University).	Making Meaning in Mixed Martial Arts: Social Media's Influence on Combat Sports Equivocal Culture.
Brett Ball (University of Florida) and Roxane Coche (University of Florida).	Suicide and Media: Newspaper Coverage and Framing of ex-NFL player Aaron Hernandez.
Nina Siegfried (University of Louisville).	Leveraging Artifacts of a Paralympic Sport Organization to Increase Sport Partnerships: An Instagram Content Analysis.