The Seventh Summit on Communication and Sport
March 14-16, 2014
New York City

INTERNATIONAL ASSOCIATION FOR COMMUNICATION
IACS
AND SPORT

Hosted by
Marist College Center for Sports Communication

#IACS2014 @IACSacademic @SportsComMarist

MARIST Center for Sports Communication
Welcome to New York City and to the IACS Summit. Throughout the course of your time here, there will be countless opportunities for dialogue with academics and practitioners from across the globe. You will also have the chance to experience one of the greatest cities in the world, a global capital of the sports media industry.

It is an exciting time to be involved in sports communication, both in the academic landscape as well as the professional world in which many of our students aspire to enter. This year's summit will certainly address this rich terrain, with academic presentations covering diverse regions of the discipline, while industry based panels bridge the gap between study and practice. With a record number of presentations and participants, and a vast international presence, this summit both affirms the growing vitality of sports communication as an academic discipline and serves as springboard for future summits and academic pursuits.

Beyond these presentations, many of you have come to New York to share ideas about pedagogy, teaching, and means of building courses and curricula at your respective home universities. At Marist, we understand this venture. Having launched our degree track in sports communication in 2002 and later our Center for Sports Communication in 2011, we've been fortunate to work with engaged students seeking foundational training in the field. Many of you have been helpful and supportive of our work, perhaps as a guest on the Center's radio program, "The Classroom." Through presentations, informal dialogue, and keynote sessions, I hope you all can engage in that kind of collaborative process here in New York, a process that can carry on long after this event's final session.

Obviously, hosting an event like this is only possible through the hard work of countless people, both inside and outside of Marist. To that end, a big thanks goes to all the board members of IACS for their vision, including executive director Michael Butterworth, and to the conference advisory committee, led by John Spinda, for their time and effort. Thanks to my colleagues at Marist for voluntarily jumping in to lend a hand at anything from proofreading to filling folders, all driven by our ground-game manager Kathleen Boyle, who put her past experiences as a project manager to good use. Thanks to Marist President Dennis J. Murray and many other Marist administrators for their consistent support of this and countless other important ventures. And thanks to the many talented Marist undergraduate student interns, several of whom you'll meet throughout the course of the summit. Without them, this just wasn't possible.

And of course, thanks to all of you for coming to New York City to share your time and your knowledge. I hope you get as much out of this summit as I have. And I hope you allow yourself some time to get out and see at least some of what this great city has to offer. If I can be of any help throughout the summit, please do let me know.

Enjoy, and see you next year in Charlotte!

Sincerely,

Keith Strudler
Director of the Marist College Center for Sports Communication
KEYNOTE SPEAKERS

Saturday Lunch Panel - Sports PR/Marketing

John Liporace

Liporace is a managing partner at Taylor, a leading brand counselor, and public relations partner to a select portfolio of the world’s leading consumer brands. Taylor has been featured in a Harvard Case Study and named the Consumer Agency of the Decade by the Holmes Report. He has developed and executed marketing communications campaigns at more than 20 Super Bowls, five Olympic Games, three FIFA World Cups, and several other major sports events. His work has taken him on-site to more than 25 countries. In 2005, he founded the JLS Foundation (www.thejlsfoundation.org), a non-profit corporation providing networking opportunities and college scholarships to high school students from his hometown of Hoosick Falls, NY.

Jackson Jeyanayagam

Jeyanayagam leads digital and social media integration across Taylor, supporting a number of top consumer brands including P&G, Jordan Brand, NASCAR, Diageo, and Taco Bell. He has helped create and implement a number of innovative digital campaigns that have leveraged a wide variety of sports and entertainment sponsorships including NCAA March Madness, the BCS, NBA, NFL, NASCAR, and CONCACAF. Prior to joining Taylor, Jeyanayagam worked with brands such as Old Spice, Dentyne, T-Mobile, and Microsoft. He has also participated in various speaking engagements on panels and at conferences, including Internet Week, WOMMA, Sports Business Journal Motorsports Marketing Forum, Advertising Week, PRWeek Digital Roundtable series, Inbound Marketing Summit, as well as guest speaking roles at NYU and UNC's Kenan-Flagler Business School.

Matt Arnhols

Arnhols is a digital marketing professional with experience strategically leading multiple Fortune 200 brands in the development and execution of their marketing communication initiatives through various channels. Before joining Taylor, Arnhols was responsible for leading cross-channel campaigns for high-profile brands such as Capital One, Verizon Wireless, and Coca-Cola. With a focus on paid media, specifically SEM, SEO and display, Arnhols has learned that consumer behavior continues to evolve, brands need to become smarter in how they position their content. He is now applying this knowledge and is helping blend owned, earned, and paid media efforts throughout his campaigns.

KEYNOTE SPEAKERS

Sunday Lunch Panel - The Sports Reporters

Harvey Araton

Araton, a graduate of City University in New York, is a sports reporter and columnist for The New York Times. He has been with The Times since 1991 and has covered 10 Olympics, Wimbledon, the French Open, and the Davis Cup in Spain and Zimbabwe. He has also covered many NBA finals, World Series, Super Bowls, and men's and women's Final Fours in college basketball. Araton is also the author of "Driving Mr. Yogi: Yogi Berra, Ron Guidry and Baseball's Greatest Gift," a New York Times best-seller and is currently an adjunct professor of journalism studies at Montclair State University.

Ian O'Connor

O'Connor, a 1986 graduate of Marist College, is the author of The New York Times bestsellers "The Captain: The Journey of Derek Jeter" and "Arnie & Jack: Palmer, Nicklaus, and Golf's Greatest Rivalry." He is an award-winning sports columnist for ESPNNewYork.com and hosts a national Sunday morning program on ESPN Radio. He has been a columnist for many publications, including The New York Daily News, The Record (NJ), The Journal News, and USA Today. O'Connor was recently named one of the top ten columnists in the country by the Associated Press Sports Editors and has been named the No. 1 columnist in America in his circulation category by the APSE three times. He has won countless awards for his work, including the Society of Professional Journalists' prestigious Sigma Delta Chi Award.

Selena Roberts

Roberts, a graduate of Auburn University, spent 25 years in corporate media covering the most important sports stories and athletes of our time. She is the founder and CEO of Roopstigo, a digital network presenting original sports content. In four years at Sports Illustrated, she wrote commentaries that were cited by the American Society of Magazine Editors and appeared in The Best American Sports Writing. She was also recognized for her news-breaking investigations, including Alex Rodriguez’s steroid use in 2009. From 1996 to 2007, Roberts was a sports reporter for The New York Times and was honored by the APSE and Arthur Ashe Foundation for her work as a beat writer and columnist.
**KEYNOTE SPEAKERS**

**Industry Panel: Future of Sports Media**

**Frank Golding**
Golding is Head of Sport for North America at Google, overseeing North America sports deals for YouTube. He builds sports partnerships for leagues, teams and athletes - across professional, college and high school entities -- helping them connect more deeply to YouTube's one billion monthly users. Prior to YouTube, he spent nearly nine years at ESPN working on digital deals across all of ESPN's domestic content platforms. Frank holds a JD from UVA and an MBA from MIT.

**John Lasker**
Lasker is the Vice President of Programming and Acquisitions for ESPN Digital Media. There he is responsible for overseeing content strategy and acquisition for WatchESPN, ESPN3, ESPN On Demand, and ESPN Mobile TV. Lasker joined the ESPN team in 1999 as a supervisor of sales planning. In just three years he advanced to account sales executive and manager of program planning just one year later. In 2006 he began assuming programming and acquisitions responsibility for digital media. Prior to coming to ESPN he worked at Zenith Media in New York as a media buyer. He is a native of Brooklyn, N.Y.

**Nick Dolin**
Dolin is the senior coordinating producer of HBO's Real Sports with Bryant Gumbel. He's been with HBO since 1995, the show's first season. During his time at HBO, Nick was also the coordinating producer of CostasNOW and Joe Buck Live. Before his time at HBO, Nick was a producer at Charlie Rose. Nick spent the first part of his career in print journalism, as a fact checker and reporter for New York magazine and The National Sports Daily.

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**SCHEDULE OVERVIEW**

**Saturday, March 15th**
- 8:00 - 5:00pm Conference Sign-In
- 8:00 - 10:00pm Breakfast at Cornell Club
- **Session 1** 8:30 - 9:30am
  - Social Media, Users, and Uses
  - College Sports, Perceptions, and Reform
  - Fantasy Sports, Gambling, and Gaming
  - Stadiums and other Sporting Communities
- **Session 2** 9:45 - 10:45am
  - Social Media: From College to the Pros
  - Looking Globally at Sports Media and Communication
  - Religion in the Rhetoric of Sport
  - Communicating Meaning of Masculinity, Sexuality, and Sport
- **Lunch at Cornell Club** 12:00 - 1:45pm
- **Session 3** 11:00 - 12:00pm
  - Drugs, Sports, and Public Opinion
  - Race and Identity in the Script of Sport
  - Gender and the Frame of Sport
  - Kids and Sports
- **Session 4** 2:00 - 3:15pm
  - College Sport, Ethics, and Power
  - Covering the Scandal
  - Academic Panel, the Evolution of the Discipline
- **Lunch at Cornell Club** 12:00 - 1:45pm
- **Session 5** 3:30 - 4:45pm
  - Social Media and Image in Sport
  - Image and Sports PR
  - Academic Panel, Representations of Women in Sport
- **Session 6** 5 - 6:30pm IACS Business Meeting (Beebe Lake)

**Sunday, March 16th**
- 8:00 - 5:00pm Conference Sign-In
- 8:00 - 10:00am Breakfast at Cornell Club
- **Session 6** 8:15 - 9:15am
  - Social Media, Sports Journalism, and Sport Consumers
  - Coverage of Women in Sport
  - Looking at Scholarship and Methodologies in Sports Communication
- **Session 7** 9:30 - 10:45am
  - Communication, Publicity, and PR in Sport
  - Fighting and Cheating
  - Academic Panel, Social Media Debate
- **Lunch at Cornell Club** 12:15 - 1:45pm
- **Session 8** 11:00 - 12:15pm
  - Sports Journalism, Journalists, and Practitioners
  - The NFL
  - Industry Session
- **Session 9** 2:00 - 3:15pm
  - Heroes and Villains
  - Media, Culture, Politics, and Sport
  - Academic Panel, Media Coverage of Head Injuries
- **Session 10** 3:30 - 4:45pm
  - Advertising, Brand Building, and Popularity
  - Framing a Sports Narrative through Social Media
  - Sports Fandom
### SATURDAY, MARCH 15

#### SESSION #1: 8:30 AM - 9:30 AM

**Social Media, Users, and Uses**  
Fall Creek Room 1

- A Whole New Meaning to "Coming Out": Discussing Sports and Sexuality Online, **Jimmy Sanderson**, Katie Barnes
- High School Football Recruiting and Twitter: An Unstable Mix, **Edward M. Kian**
- These Guys Are Good, But Do They Have an Agenda? An Investigation of the Use of Instagram in Professional Golf, **Katie Lobel**, Alanna Harman, Patti Millar
- Undergraduate Research in Sports Communication: Engaging Students through Twitter Analysis, a Pilot Study, **Sandra L. Alspach**, Paul Zube, Steven Balkema, Carl Mauer

**College Sports, Perceptions, and Reform**  
Fall Creek Room 2

- A Public Outcry for Reform: The Framing of College Athletics in Popular Magazines, 1896-1916, **Ashley D. Furrow**
- College Sport and Militarized Spectacle: A Rhetorical Analysis of Sport's Influence on US War Culture, **James D. Maxson**
- Framing O'Bannon v. NCAA, **Scott D. Lambert**
- Use of Multiple Message Elements in Collegiate Sport Sponsorship, **Glenda Alvarado**

**Fantasy Sports, Gambling, and Gaming**  
Cascadilla Room

- Bonding and Betting in Las Vegas, **Alan Zaremba**
- Mediatization of Sports: Reflections on the Role of Digital Media, **Kirsten Frandsen**
- Self-Disclosure on Fantasy Sport League Message Boards: Motivations, Perceived Appropriateness, and Satisfaction, **Christopher C. Gearhart**, Brody J. Ruhley, Shaugnan A. Keaton
- The Past, Punches, and Putts: Mediating the History of Professional Wrestling and the Sports Video Game, **Andrew Baerg**

**Stadiums and Other Sporting Communities**  
Beebee Lake Room

- Boston Strong: The Rhetorical Creation of a Strengthened Community, **Amanda M. Turk Schapiro**
- Deconstructing Minneapolis and Target Center as Spaces of Cultural Production and Consumption, **Thomas C. Johnson**
- Major League Spectacles: The New Red Wings Arena, Bankruptcy, and the Urban In-Crowd, **Cory A. Hillman**
- Screening the Stadium: The Jumbotron and the Emergence of the Stadium Spectacle, **Adam Rugg**

### SESSION #2: 9:45 AM - 10:45 AM

**Social Media: From College to the Pros**  
Fall Creek Room 1

- #Fight4UNCSwimandDive: How College Athletes Used Social Media to Help Save Their Team, **Kevin Hull**
- Club Magazine or Facebook? An Analysis of Media Usage Patterns in Professional Soccer, **Christopher G. Grimmer**, Verena Burk, Tim Pawlowski
- Education on the Digital Terrain: Exploring College Athletes' Perceptions of Social Media Training, **Blair Browning**, Jimmy Sanderson
- Welcome to the #League, @rookie: A Sentiment Analysis of Veterans, Free Agents, and Rookies During the 2013 NFL and NBA Drafts, **Theo Plothe**

**Looking at Sports Media and Communication**  
Fall Creek Room 2

- Format Development on German Sport TV, Lothar Mikos, Hans-Jorg Stehler
- Sports Broadcasts on Portuguese Radio, **Rogério A. Santos**
- What Happens If We Don't Have a Brand Projection like Real Madrid's Soccer Team? An Analysis of the Institutional Communication Model from the BBVA Spanish Soccer League, **Jonathan G. Rabadajn**, Mario G. Gurriñeró

**Communicating Meaning of Masculinity, Sexuality, and Sport**  
Beebee Lake Room

- A Hero or A Sissy: Exploring Media Framing of NFL Quarterbacks Injury Decisions, **Jimmy Sanderson**, Melinda Weathers, Alexa Grevious, Maggie Tahan, Samantha Warren
- Battle of the Sexes: Gender Analysis of Professional Athlete Tweets, **Lauren M. Burch**, Evan L. Frederick, Matthew Blaszka
- Examining Message-Board Comments on the Coming Out of Gay NBA Player, **Edward M. Kian**
- Putting on the Game Face: Sport and Masculinity in the Defense of Alex Rodriguez, **Lauren Anderson**

### SESSION #3: 11:00 AM - 12:00 PM

**Drugs, Sports, and Public Opinion**  
Fall Creek Room 1

- 50 Shades of Drug Use: Recreational v. Performance Enhancing Drug Use by Elite Athletes, **Grace Lager**
- A Response to End et al. (2009): The Effects of Personal Involvement with a Sport Team and the Intensity and Types of Sport Team Identification on Alcohol Consumption, **Christopher C. Gearhart**, Shaughan A. Keaton
- Does Public Opinion of Performance Enhancing Drug Use Mirror Media Coverage? How Perceptions of PED Use Vary by Sport, **Ryan P. Rogers**, Timothy Mirabitó, Keith Strudler, Kevin Bruckner, Christopher Callegari, Joshua Kallen, Peter Kirsch, Stephen Sciacca
- Performance Enhancing Drugs in Major League Baseball: Making Sense of Organizational Messages on Social Media, **Allison Levin**

**Race and Identity in the Script of Sport**  
Fall Creek Room 2

- Samoan Dropped: Tangling with Samoan Identity in Professional Wrestling, **Theo Plothe**, Nicholas Watanabe, Grace Yan
- Punishment for Freedom: The Before and After Reaction to "The Decision" Through Media Scripting and Racial Identity, **Sean Fourney**
- Sports Talk: Quarterbacks, Positioning, and Colorblind Racism in the Post-Race Era, **Catasha R. Davis**, Michael C. Thornton
- The Plight of the Running QB: Racial Descriptors Identifying White and Black NFL Quarterbacks, **Timothy Mirabitó**, Ryan P. Rogers, Harrison Baker, Michael Hines, Matthew Terwilliger, Kyle Zwiazek, Keith Strudler

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• It’s Not a Gender Thing; It’s the Nature of the Sport: Constructions of Female Water Polo Players in the 2012 Olympics, Kelly Poniatowski
• They’re Always Surprised when I Know My Stuff: Women NFL Fans, Expertise, and Proving Legitimacy, Danielle S. Coombs, Anne C. Osborne
• Finding Equality Within the Sport Nexus: Do Binary Gender Lines Exist in Olympic Equestrian Events?, Kelly Poniatowski
• Form or Function? A Five-Year Examination of ESPN The Magazine’s “Body Issue”, Lauren Smith, Kevin Hull, Annelie Schmitte

Kids and Sports

• Conceptualizing and Enacting Mental Toughness in Youth Sport: Coach Perspectives on Training Youth Athletes for Mental Toughness, Jessica K. Kamrath, Lindsay J. Mean
• The Kid vs. Mr. and Mrs. Sideline Parent: A Rhetorical Cluster Analysis of Youth Sport Participation Disempowerment, Pierre Rodgers, Jason Carlson
• To Play or Not? Law’s Impact on the Perceived Value and Values of Youth Sport in the UK, Steve Greenfield, Guy Osborn
• Understanding Year One: Youth Sport Fandom and Fantasy Sport Participation, Brody J. Ruihley, Andrew C. Billings, Coral Marshall

LUNCH (Cornell Club): 12:00 PM - 1:45 PM

Sports Marketing and PR in the Digital Age

Introduction by Dr. Dennis J. Murray, President of Marist College
Moderator: Keith Strudler
• John Liporace, Managing Partner, Taylor PR
• Jackson Jeyanayagam, VP of Digital Strategy, Taylor PR
• Matt Arnols, Digital Strategist, Taylor PR

SESSION #4 2:00 PM - 3:15 PM

College Sport, Ethics, and Power

• Bringing Evil to Light: How Popular Magazines Framed the Evils of College Athletics, 1896-1916, Ashley D. Furrow
• Examining Athletic Directors’ Perceptions of Public Relations in College Athletics: A Replication, Brody J. Ruihley, Angela Pratt
• Playing for Power: A Thematic Analysis of College Football Coverage in Seattle, Molly Yanity
• The Money Line: How Media Exposure Creates True NCAA Tournament Underdogs, Scott D. Lambertt
• To Pay or Not to Pay College Athletes: A Question Posed to Those on the Inside, Scott D. Lambertt, Scott D. Lambertt

Covering the Scandal

• A Shocking Display: The Media, Mike Rice, and The Trials of College Athletics, Justin Hudson
• Final Resting Place: ESPN and Big Ten Network Narrative-Mythmaking Tension Around Joe Paterno’s Statue, David A. Schwartz
• Examining the Objectivity Routine and Use of Sources: Sports Scandals in National and Local Sports Media, Claudia Kozman
• I Wish I Were Invisible: A Case Study of Manti Te’o’s Image-Repair Strategies During the Katie Couric Interview, Evan L. Fredrick, Justin Hudson, Jimmy Sanderson, Marion E. Hambrick
• Where’s JoePa? A Rhetorical Unpacking of the Former Joe Paterno Memorial Site, Jordan L. Compton

Academic Panel, the Evolution of the Discipline


SESSION #5 3:30 PM - 4:45 PM

Social Media and Image in Sport

• Can You Picture It? Exploring Self-Presentation and Digital Curation of Sporting Events Within Social Media, Marion E. Hambrick
• Credibility on Twitter: Where the Audience Looks for Cues, and How it Can Boost Your Brand, Ben Wright, Galen Clavio
• The Role of Social Media in Enhancing Participation in Sport: The Case of Community Sport Organizations, Ashley D. Furrow

Image and Sports PR

• “Image Repair”: An Analysis of the Image Restoration Discourse of Chad “OchoCinco” Johnson, Annelie Schmitte
• “It’s Handled”: The Impact of Crisis Communication Strategy Following a Spokesperson Gaffe, Shannon T. McCarthy, Matthew Zimmerman
• Infidelity, Apology, and Athletes: A Study of the Tiger Woods Scandal, Kristen Grimmer, Chris Bacon, Hallie Frazee, Porscha Weddington
• Saving Face: Using Public Relations Based Crisis Management to Mitigate the Damages of Work Stoppages in Professional Sports, Allison Levin
• You Win Some, You Lose Some: An Image Repair Analysis of NFL Post-Game Press Conferences, Jordan L. Compton

Academic Panel, Representations of Women in Sport

Let Me Play Sports...Documentaries: Nine for IX and Representation of Women in Sport, Katherine L. Lavell (moderator), Dawn Corwin, Korryn Mozisek, Lindsey Mean, An Pegoraro, Lauren R. Smith
SUNDAY, MARCH 16

SESSION #6: 8:15 AM - 9:15 AM

Social Media, Sports Journalism, and Sport Consumers Fall Creek Room

- Estimating Social Media Use by Sports Fans: A Demand for Sport Approach, Nicholas M. Watanabe, Grace Yan
- Social Media Agenda Setting in Sports Journalism, Thomas Horky
- Sports Journalism and Social Media. Framework and Case Studies, Daniel Noelleke, Thomas Birkner
- TV and Online Viewing and Social Media Usage Among Sport Consumers, James P. Santomier Jr., Patricia I. Hogan, Richard A. Lipsey

Coverage of Women in Sport Cascadilla Room

- An Analysis of the Visual Production of Gender on the Web During the 2012 Olympic Games, Lauren Smith
- Challenging Traditions: The Social (Media) Construction of a Gendered Athlete, Deirdre Hynes, Alina Bernstein
- Managing British Governmental Pressure for Inclusive Media Coverage: Commentator, Pundit, and Audience Responses to Increased Coverage of Women's Sport on the BBC, Lindsey J. Mean, Beth Fielding-Lloyd
- Women's Sports Coverage on the Web: Content Analysis of International Sports New Websites, Roxane Coche

Looking at Scholarship and Methodologies in Sports Communication Beebee Lake Room

- A Meta Analysis of Theory and Methodology in Sport Communication Research (1924 - 2012), Claudia Kozman, Ryan Vooris, Galen E. Clavio, Lesa H. Major
- Major Developments in the Field of Sport Communication: A Multi-Dimensional Assessment, Gashaw Abeza, Norm O'Reilly
- Measuring Self-Reported Perceptions of Sport Fandom: Evaluating, Developing, and Refining Existing Scales in Sport Psychology, Shaughn A. Keaton, Christopher C. Gearhart
- Using Social Network Analysis to Explore the Growth of Sport Communication as a Research Field, Marion E. Hambrick

SESSION #7: 9:30 AM - 10:45 AM

Communication, Publicity, and PR in Sport Cascadilla Room

- Development of a Protocol for Communication Planning: Applications of Systems and Image Restoration Theory to Communication in University Athletic Departments, Alan Zaremba
- Full Speed Ahead: How Indy Eleven Grew a Fanbase Before it had a Team, Matthew H. Zimmerman, Galen E. Clavio
- Multimedia Rights Holders and Athletic Sponsorship: A System Theory Case Study of the University of Alabama, Lance Kinney
- Reflections of German Football Journalists on Their Relationships with Bundesliga Club Public Relations Practitioners, Christoph G. Grimmer
- The Development of an Instrument for the Measurement of Coaches' Communicative Style, Michael D. Hazen, John Llewellyn

Fighting and Cheating Beebee Lake Room

- Cheating in a Sports Media Context: Childhood Sports Experience and Moral Foundations, Andy Boyan
- Come with Some Knuckles: An Examination of the Mediated Spectacle of Football Coaches' Aggression on TV Across Competitive Levels, Molly Yanty
- Fight Time: Assessing the Growing Popularity of Mixed Martial Arts, Jennifer K. Lehr
- Fighting Fandom: How Fan Identity Influences Self-Reported and Physiological Arousal During Exposure to Violent Sports, Michael B. Devlin
- Reality Television, Off-Field Deviance, Public Perception, and the Athlete: An Analysis of TLC's "Hits and Mrs.", Coral Marshall

Academic Panel: Social Media Debate Fall Creek Room

Use of Social Media Platforms in Sports Communication Studies: A Debate, Adam C. Earnhardt (moderator), Lawrence Wenner, Andrew Billings, James Sanderson, Lauren Reichart Smith, John Spinda, Keith Strudler

SESSION #8: 11:00 AM - 12:15 PM

Sports Journalism, Journalists, and Practitioners Cascadilla Room

- Life After Death: Journalists’ Perspective of Sport in the Aftermath of 9/11, Timothy Mirabito, Robin Hardin
- Major Events Yield Major Promotion? International Newspaper Coverage of the 2013 EuroBasket for Men, Simon Licen, Mateja Loncar, Nicolas Delorme, Marko Begovic, Thomas Horky
- Stealing Signs: How Writers for Team-Operated Sites View Their Profession, Michael L. Mirer
- The Gatekeeping Practices of The Best American Sports Writing Series, Brian Moritz
- Valuing the Media: Access as a Function of Legitimacy for Journalists, David W. Suggs

The NFL Beebee Lake Room

- Better and Safer: Image Repair Strategies in Open Letters to Fans of the National Football League about Concussion Prevention, Josh Compton, Jordan Compton
- Clash of the Titans: Head Injuries, Health, and the NFL, Kristen Okamoto
- For the Love of the Team, the Game, or the Player?: Self-enhancement and Self-categorization Behaviors Related to Concussions in the NFL, John Spinda
- The Washington _____ : Understanding the Media’s Influence Through the Pressure of Sanctions and Spiral of Silence, Sean Fournier
- Truth or Consequences: ESPN, the NFL, and the Sport/Media Complex, Thomas P. Oates

Industry Panel: The Present and Future of Sports Media: Content, Delivery, and Audience Fall Creek Room

Moderator: Keith Strudler
- John Lasker, ESPN
- Frank Golding, Google/YouTube
- Nick Dolin, HBO Real Sports

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Heroes and Villains
Cascadilla Room
My Friend for Life: A Framing Analysis of Dennis Rodman in North Korea, Katherine L. Lavelle
Elevating All-Stars to Superstars: An Examination of the Framing Practices of ESPN, Christopher A. Volker
NFL Fans and Parasocial Breakups: The Case of Aaron Hernandez and Off-Field Deviance Amongst Online Fans, Coral Marshall, Youngju Kim, Eunyoung Kim
Understanding Sports Heroes: A Three-dimensional Framework for Cross-cultural Comparisons, Karsten Senkbeil

Advertising, Brand Building, and Popularity
Cascadilla Room
Follow-up Communication: A New "Popularity Indicator" in Media and Sports Markets, Pascal Barro, Gabriele Siegert
How Sport is Helping to Construct, Renovate and Communicate Jamaica's National Brand, Hume N. Johnson
Identifying Cultural American Values in the "Basketball Never Stops" Advertising Campaign Through the Lens of Semiotics, Susannah K. McMonagle
It's Halftime in America: Reading Chrysler's 2012 Super Bowl Ad, Michael H. Koch
The Global Gridiron: The NFL, American Identity, and the Problem of International Television Distribution, Adam Rugg

Media, Culture, Politics, and Sport
Beebee Lake Room
Both Sides Win: Why More Mediation Would Improve Pro Sports, Mark B. Grabowski
Developing More Sophisticated Methods for Measuring Olympic Success, Roxane Coche, C.A. Tuggle
Power and Translation in Media Representations of Elite Migrant Football (Soccer) Players in the English Premier League Control or Censorship?, Roger W. Baines
Sports Politics in Speech: Analysis of South African Sport Political Speeches, Grace Yan, Nicholas M. Watanabe

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The Global Gridiron: The NFL, American Identity, and the Problem of International Television Distribution, Adam Rugg

Academic Panel: Media Coverage of Head Injuries
Fall Creek Room
Ringing the Bell: How Media Coverage has Spotlighted Sport-related Head Injuries, Matthew H. Zimmerman (moderator), Lauren Burch, Edward (Ted) Kian, AJ Perez

Framing a Sports Narrative through Social Media
Beebee Lake Room
Gabby Douglas: How Social Media Tried to Devalue Her Olympic Gold Medal Moment, Mary D. Jackson
Kissing in the Carnage: An Examination of Framing on Twitter During the Vancouver Riots, Lauren M. Burch, Evan L. Frederick, Ann Pegoraro
On The Grid: Perceptions of the Relative Importance of Traditional and Social Media by Racing Fans, Galen Clavio, Ryan Vooris, Patrick Walsh
Talking about Trayvon in 140 Characters: Exploring NFL Player’s Tweets about the George Zimmerman Verdict, Annelie Schmittel, Jimmy Sanderson

Ringing the Bell: How Media Coverage has Spotlighted Sport-related Head Injuries, Matthew H. Zimmerman (moderator), Lauren Burch, Edward (Ted) Kian, AJ Perez

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Marist College Center for Sports Communication Presents
Saturday, March 15
10am-12pm
Ivy Room

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Grace Lager
Thomas Horkey
Marist College
Harrison Baker
Kevin Buckner
Christopher Callegari
Avery Decker
Michael Hines
Joshua Kallen
Peter Kersch
Michael H. Koch
Timothy Mirabito
Elizabeth Nalfeh
Ryan Rogers
Stephen Sciaca
Keith Strudler
Matthew Terwilliger
Kyle Zwizack
Michigan State University
Jan Boehmer
Millikin University
Scott D. Lambert
MMU
Deirdre Hynes
Montenegro
Marko Begovic
Northeastern University
Alan Zaremba
Northern Michigan University
Patricia I. Hogan
Ohio University
Michael L. Butterworth
Jordan L. Compton
Oklahoma Baptist University
Jordan T. Bowles
Oklahoma State University
Edward (Ted) Kian
Quinnipiac University
Molly Tanty
Purdue University Columbus
Lauren M. Burch
Regent University
Mary D. Jackson
Roger Williams University
Hume N. Johnson
Sacred Heart University
James P. Santorini
SBNet
Richard A. Lipsy
Sheffield Hallam University
Beth Fielding-Lloyd
Southern Illinois University Edwardsville
Allison Levin
Saint John's University
Katie Label
SUNY Cortland
Tara Q. Mahoney
Syracuse University
Anne C. Osborne
Tarleton State University
Christopher C. Gearhart
Tecnológico de Monterrey, Campus Guadalajara
Roxane Coche
Temple University
Thomas C. Johnson
UNC-CH
C.A. Tuggle
UNIR/Villanueva de Madrid
Mario G. Gurriñero
University Of Alabama
Natalie A. Brown
Andrew C. Billings
Eunyoung Kim
Youngji Kim
Coral Marshall
University of Arkansas
Shannon T. McCarthy
University of Bordeaux
NicholasDelorme
University of Cincinnati
Brody J. Ruihley
University of Delaware
Christopher A. Volker
University of East Anglia, UK
Roger W. Baines
University of Florida
Kevin Hull
Annelie Schmittel
University of Hildesheim
Karsten Senkbeil
University of Iowa
David A. Schwartz
University of Kansas
Chris Bacon
Hallie Frazee
Kristen Gimmer
Porscha Weddington
University of Leipzig
Hans-Jörg Stiehler
University of Louisville
T. Christopher Greenwell
Marion E. Hambrick
University of Maryland-College Park
Justin Hudson
University of Memphis
Ashley D. Furrrow
University of Missouri
Nicholas M. Watanabe
University of Münster
Thomas Birkner
University of New Mexico
Evan L. Frederick
University of Oklahoma
Sara Straub
University of Ottawa
Gashaw Abeza
Mark Dottori
Michael Naraine
Norm O'Reilly
University of Potsdam
Lotfar Mikos
University of South Carolina
Glenda Alvarado
University of Tennessee
Robin Hardin
University of Tübingen
Verna Birk
Christoph G. Grimmer
Tim Pawlowski
University of Westminster
Steve Greenfield
Guy Osborn
University of Wisconsin-La Crosse
Katherine L. Lavelle
University of Wisconsin-Madison
Catasha R. Davis
Michael C. Thornton
University of Zurich
Pascal Barro
Gabriele Gangertz
Virginia Tech
Dawn Corwin
Wake Forest University
John Llewellyn
Washington State University
Mateja Loncar
West Chester University of Pennsylvania
Sean Fourney
Western University
Patti Millar
York College of Pennsylvania
Matthew Blaszka
Young Harris College
Shaughan A. Keaton
University Of Virginia
Edward T. Jones
University of Wisconsin-La Crosse
Katherine L. Lavelle
University of Wisconsin-Madison
Catasha R. Davis
Michael C. Thornton
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Sean Fourney
Western University
Patti Millar
York College of Pennsylvania
Matthew Blaszka
Young Harris College
Shaughan A. Keaton
THINGS TO DO IN THE AREA

RESTAURANTS

Bryant Park Grill
25th West 40th Street
(212) 840-6500

Southwest Porch
40th and 6th Avenue
(212) 780-0577

Shake Shack at Grand Central Terminal
89 East 42nd Street
(646) 517 5804

Koi Sushi Restaurant at Bryant Park Hotel
40 West 40th Street
(212) 921-3330

Serendipity 3
225 East 60th Street
(212) 838-3531

Magnolia Bakery
1240 Avenue of the Americas at 49th street
(212)767-1123

Carnegie Deli
854 7th Avenue
(212) 757-2245

Butter Restaurant
170 West 45th Street
(212) 253-2828

American Museum of Natural History
Central Park West and 79th Street
(212) 769-5100

Top of the Rock Observatory
30 Rockefeller Plaza
(212) 698-2000

Metropolitan Museum of Art
1000 5th Avenue
(212) 535-7710

Shops of Rockefeller Center
45 Rockefeller Plaza
(877) 692-7625

Central Park
Starts at 59th and 5th Avenue

ATTRACTIONS

Bryant Park
Between 5th and 6th Avenue and 42nd Street

Times Square
42nd Street and West 47th Street

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