

A background image showing a large audience of people seated in a conference room, looking towards a stage. The image is partially obscured by a dark blue diagonal overlay on the left side.

International Association for Communication and Sport

Quarterly Newsletter

January 2022

Issue 8

www.communicationandsport.com

Executive Director's Message

As we get into the final days of January, I wanted to update everyone on important items as we get closer to the 2022 Summit. This year's Summit will bring us back to an in-person conference. While we will provide some opportunities for virtual presentations for international folks who are unable to travel, the majority of us will be in-person for the first time since the 2020 Summit in Boise, ID USA. I'm looking forward to seeing many folks that I've missed over the past couple of years. Two of the things that are so special about our conference are the relationships and the ability to discuss our shared research interests. If you're willing and able to travel, I hope to see you there. This year we've had 90 accepted papers and 3 accepted panels! This continues an upward number of submissions and accepted research, along with a continued rise in the number of international scholars and institutions that are represented. I want to thank Rowan University for hosting and for their excellent work so far.

In this newsletter we highlight a new IACS board member, have reminders about important items for the 2022 Summit, and have several announcements. Don't forget there are opportunities for the Top Student Paper Award and International Travel Grants -- these deadlines are coming up quickly.

I wish you all well and am thankful for your support of IACS.

Best,
Karen

Karen L. Hartman
IACS Executive Director
Idaho State University, USA
Associate Professor

IACS Board Members

Evan Frederick	Chair
Angela Pratt	Vice Chair
Kate Lavelle	Treasurer
Brody Ruihley	Communications
Travis Bell	Secretary
Beth Fielding-Lloyd	Board Member
Guy Harrison	Board Member
Xavier Ginesta	Board Member
Kevin McCarty	Graduate Student Representative
Ann Pegoraro	Past Chair

Member Spotlight

Let's highlight a new board member who has been involved in IACS for several years! Dr. Angela N. Pratt. joined the board in 2021 and was elected as the Vice-Chair. She will rotate to Chair in 2023.



Angela is an Assistant Professor in the Sports Studies Department at Bishop's University and teaches in the Business and Society concentration. Her research interests are largely industry-oriented and span four major categories: Sport Administration, Strategic Communication, Gender and Sport Communication, and Qualitative Research Methods. Thanks for your commitment to IACS Angela!

IACS 2022
Summit on Communication and Sport
March 3-6, 2022 Hosted by Rowan University
Philadelphia/New Jersey

Hotel reservations and registration are now open for the 2022 Summit hosted by Rowan University! The conference hotel details are listed below. Please note that staying at the conference hotel will not only give you excellent and easy access to the conference activities, it will also make it extremely easy to get to Philadelphia on Friday for the conference presentations at Lincoln Financial Field. The folks at Rowan will include transportation from a campus location (included with your registration), and the hotel is right next to the campus.

Please be assured that every effort was made to find quality hotel accommodations that were affordable and accessible. Of course there are Airbnb rentals and a few additional hotels in the area - especially as you get closer to Philadelphia. But I encourage you to book at the conference hotel as that will make your experience the easiest. Also, please book as soon as you're able! That will provide more flexibility if the room block fills up as it's easier to add more rooms to the block earlier rather than later.

The room block is available for check-in on Wednesday March 2 and check-out on Sunday March 6. Summit programming starts on Thursday March 3. The discounted price for members is available until 2/4/22. Registration rates are as follows:

Early bird registration: \$195 for regular members, \$95 for students

Late registration: \$325 for regular members, \$150 for students

These rates do not include the membership fees but registration includes most meals and transportation for Friday's Summit events in Philadelphia.

To book your room, view the conference program, and/or register, please

visit: <https://www.communicationandsport.com/2022rowan>

Other Important Summit Items:

- IACS membership (which includes a *Communication & Sport* journal membership and a lower registration fee) can be purchased through the following link: <https://www.communicationandsport.com/registration>
- Transportation: Rowan is approximately 25 miles from the airport. Uber and Lyft are great options for getting to campus. There are other options as well that you can

- read about here: <https://sites.rowan.edu/glassboro/transportation.html>
- COVID-19: IACS wants everyone to have a safe and healthy trip. Currently, masks are required on Rowan's campus. Here is a link to Rowan's COVID-19 policies: <https://www.rowan.edu/returntorowan/planning-resources/student-guide.html>
 - For attendees from outside the United States, please note that many international airlines require proof of vaccination to travel internationally. Make sure to check with your airline's vaccination requirements for transportation well in advance of your departure.
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Top Student Paper

Top Student Paper: IACS will recognize the Top Student Paper submitted to the Summit. For award consideration, you must have an accepted abstract for the 2022 Summit, and a full-length manuscript must be submitted to the review committee by Friday, January 28, 2022. Recognition of Top Student Paper will be determined by anonymous peer review of the submission. Papers for consideration must be solely authored by the student(s). If you have questions, please direct them to Travis Bell at trbell@usf.edu. The guidelines to submit your paper for consideration include:



- *All papers must be authored by student(s) only. A faculty member cannot be listed as an author on a paper that is in consideration for the Top Student Paper award. A paper may have multiple authors, but they must all be students.
- *Student(s) can be either master's or Ph.D. level
- *Manuscripts must be full-length, completed manuscripts. MLA, APA, or Chicago Style citation styles are acceptable. There is no required paper length, but it should be a traditional conference manuscript length (approximately 18-30 pages).
- *All submissions must be prepared for anonymous review (i.e., all identifying information from the author(s) must be removed). A non-anonymous submission will be automatically disqualified from consideration.

Submissions are due by 11:59 p.m. Eastern Standard Time, Friday January 28, 2022. Please submit submissions prepared for anonymous review to Travis Bell at trbell@usf.edu.

International Travel Grant Award

Resources are available to assist in travel for international scholars and international students to attend the 2022 Summit who fulfill the two following requirements:

*People who are not originally from the US or Canada

*People who live/work outside of the US and Canada



Funding will be based on the number of applicants and will not exceed \$500 USD per person. Submissions are due by 11:59 p.m. Eastern Standard Time, Friday January 28, 2022. In order to apply, please visit:

www.communicationandsport.org/travelgrant



**International
Communication
Association**



IACS/ICA Sports Communication Interest Group Call for Papers

The ICA Sports Communication Interest Group (SCIG) and the International Association for Communication and Sport (IACS) are proud to partner for a one-day pre-conference. “One World, Many Voices: The Future of Sports Communication” will be held on site at one of the ICA hotels in Paris on Thursday, May 26, 2022. Thanks to sponsorship from the Center for Sports Communication & Media at The University of Texas at Austin, there is no cost to attend to the pre-conference.

The growth of sports communication research has been rapid and productive. However

The growth of sports communication research has been rapid and productive. However, the field remains over-represented by scholars in western, English-speaking countries and by a topical interest in the most visible and influential sports (e.g., association football, basketball, the Olympics, etc.). “One World, Many Voices” endeavors to expand the geographical and topical scope of sports communication scholarship, with particular attention to work featuring the Global South and less familiar sporting activities. We welcome proposals that attend to sport in Africa, Asia, and South America, especially from scholars native to or residing within these continents. Collaborations are encouraged, especially for scholars located in the Global North. We also seek proposals that feature sports outside of highly commercialized, mediated contexts. This may include lesser-known professional, youth, local, recreational, and/or indigenous sports. All methods and theories welcomed.

The pre-conference will be divided into two halves. During the morning sessions, accepted proposals will be scheduled for two panels: one featuring new geographical orientations and one featuring new topical orientations. During the afternoon sessions, participants (including those not presenting in the morning) will self-select into working groups to discuss possibilities for future research. Topics for organizing these groups will be determined by the work presented during the morning session.

In concert with our goal to expand the geographical and topical diversity of sports communication research, we hope to use the pre-conference as an opportunity to facilitate publication. If the depth and breadth of submissions warrants it, we will coordinate with Communication & Sport for a special issue.

To submit a proposal, please provide an extended abstract (no more than 1,000 words) describing the project. Part of your abstract should include an explicit statement explaining how your scholarship will contribute to diversifying the geographical and topical scope of the sports communication subfield. Submissions may be sent directly by email to the SCIG Vice-Chair, Michael Butterworth, at: michael.butterworth@austin.utexas.edu. Submissions must be received by February 25, 2022.

Please Update Your Contact Information

If you have changed institutions or moved recently, please take a moment to update your contact information. Having up to date contact information helps IACS keep our records updated and it helps SAGE get the *Communication & Sport* journal to you.



Please email our treasurer, Kate Lavelle, at klavelle@uwlax.edu in order to do so.



Announcement: Job Call - Asst. Professor of Instruction



The Department of Sport and Recreation Management at the School of Sport, Tourism and Hospitality Management (STHM) invites applications for a non-tenure track Assistant Professor of Instruction faculty position. The start date for the

position is July 1, 2022, and the successful candidate will have earned a PhD in Sport Management or related field or foreign equivalent by September 1, 2022 is preferred. There are no requirements for research activities for this position but having publications and current research projects are considered desirable and those who have a degree and equivalent industry experience may be considered. The successful candidate will contribute to the department primarily through teaching, with the possibility of teaching courses in Sport Finance and Budgeting, Sport Economics, Sport Marketing, Esports, and Sport Analytics. Candidates are not expected to teach in all these areas but should have expertise to teach at least several of these courses. This position carries an expectation of excellent teaching, and the successful candidate will be expected to contribute to the department through service, which will include developing curricula, serving on committees and/or advising student organizations. The position supports critical initiatives of STHM's 2025 Strategic Plan related to Transformational Education and Inclusive Culture. Salary will be commensurate with qualifications and experience.

At the Department of Sport and Recreation, we know that real-world experience paired with sport-industry business skills give our alumni a competitive advantage. As the leading provider of sport management talent in the Philadelphia area, we are dedicated to evolving our programs to provide innovative coursework that prepares our students to lead the industry and experiential learning opportunities that prepare them to hit the ground running after graduation. Our undergraduate and graduate programs offer an innovative curriculum taught by faculty at the forefront of sport industry research and experience so you can start immediately making an impact in the exciting sport industry.

Beyond the classroom, our school provides students with the resources and path to succeed through our industry-specific Center for Industry Engagement and school-specific Center for Student Services. For more information about the department, college and

university, please visit <https://sthm.temple.edu/sport-and-recreation-management/>.

Applicants should submit the following:

- a cover letter indicating interest and relevant professional and academic background,
- a statement of teaching interests and philosophy,
- a statement which includes your values related to diversity, your experiences working with diverse populations, and your future plans related to inclusivity,
- curriculum vitae,
- a list of courses you are qualified to teach, and student evaluations of recent courses taught, and
- names and contact information for three references.

Temple University is an Affirmative Action/Equal Opportunity employer. Women and minorities are encouraged to apply.

A review of applications will begin on March 1, 2022, and will continue until the position is filled. Candidates should submit their application materials as a single PDF document to (srmjobs@temple.edu). Any questions concerning this faculty search should be directed to: Dr Elizabeth Taylor, Search Committee Chair (elizabeth.taylor@temple.edu).



Announcement: Job Call - Asst. Professor

The College of Communication and the Arts at Seton Hall University invites applications for a tenure-track position at the rank of Assistant Professor, anticipated to commence as a 9 month appointment with the Fall 2022 semester (August 2022). We seek a scholar who will contribute to curricular innovation related to media studies and sports media, while serving as a leader across the areas of research, teaching, and service.

Review of applications begins immediately. All candidates who submit completed applications by the end of Monday, January 31, 2022, will be given full consideration.

For further information on the position, required application materials, and how to apply, please visit: <https://jobs.shu.edu/cw/en-us/job/494960/assistant-professor-of-media-studies-tenure-track>

Branden Buehler, Ph.D.
Assistant Professor, Visual and Sound Media
College of Communication and the Arts

Announcements: Iowa Colloquium on Sport and Culture



This forum brings together a global and interdisciplinary community of humanistic scholars whose work explores sport and culture.

Scholars will present work in progress for 30-40 minutes followed by a discussion.

The presentations and discussions will be hosted via Zoom and are free and open to all.

We would love to see you there to share ideas. *Event registration links forthcoming.*

Spring 2022 Schedule

February 18, 4:00pm CST:

Inaugural Birrell/Parratt Lecture

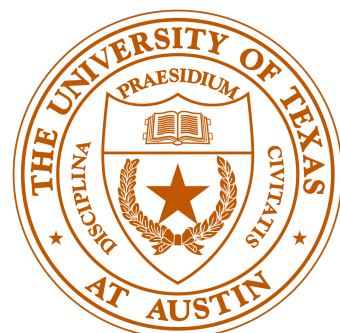
Mary G. McDonald (Georgia Tech), "Complaints and Complainers: The WNBA and the Intersecting Affective Politics of Labor"

April 29, 4:00pm CST:

David Andrews (University of Maryland), "Articulating Trump's America: Sport, Politics, and the Culture Wars"

Announcement: New Report on Sports and Politics from UT Austin

Michael Butterworth is delighted to announce that the first "Politics in Sports Media" report has been published by the Center for Sports Communication & Media at The University of Texas at Austin. This comprehensive study of sports media content in the United States captures a range of audience perceptions, details critical issues in sports media, and aims to provide an annual assessment of political coverage in mainstream sports media. "Politics in Sports Media" contains survey data that show how sports media



consumers define and react to political content in sports. survey data that show how sports

consumers define and react to political content in sports, survey data that show how sports media consumers perceive leading sports media brands and their mix of sports and political content, and case study commentaries that provide critical evaluations of six stories featuring politics and sports.

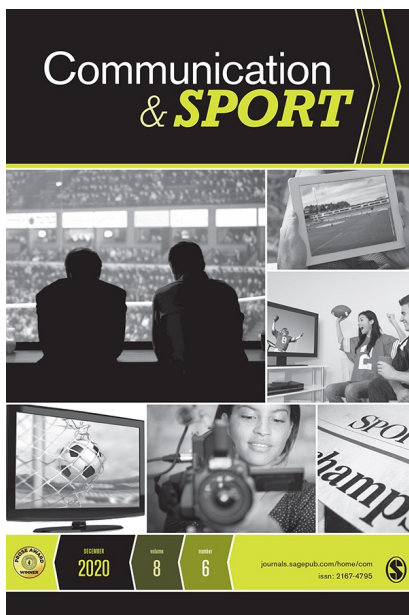
Learn more: <https://moody.utexas.edu/centers/sports-communication-media/politics-sports-media>,

or download the report directly:

<https://utexas.app.box.com/s/wfdx2a3rm5plpeuivr14dk36wmv428af>.

Michael L. Butterworth, Director
Center for Sports Communication & Media
Governor Ann W. Richards Chair for the Texas Program in Sports and Media
Department of Communication Studies | Moody College of Communication
The University of Texas at Austin

Announcement: Latest C&S Journal Publications (December 2021 and February 2022)



Volume 9 Issue 6 (December 2021) of Communication and Sport is now published and available, with three articles currently in open access. Please see below.

[At the Buzzer: Parting Shots on Communication and Sport](#) (open access)

Lawrence Wenner

[Five Rings, Five Screens? A Global Examination of Social TV Influence on Social Presence and Social Identification During the 2018 Winter Olympic Games](#)

Natalie Brown-Devlin, Michael B. Devlin, Andrew C. Billings, Kenon A. Brown

[Media Framing of the Unified Korean Olympic Women's Ice Hockey Team](#) Taeyeon Oh, Seungmo Kim, Adam

Love, Won Jae So

[Cyber Racism Toward Black Athletes: A Critical Race Analysis of TexAgs.com Online Brand Community](#)

Kristi F. Oshiro, Anthony J. Weems, John N. Singer

[Low Hanging Fruit: How Sports Talk Radio Hosts Discuss Racism](#)

[Low hanging Fruit: How Sports Talk Radio Hosts Discuss Racism](#)

Lequez Spearman

[The Face of Mental Health: Kevin Love and Hegemonic Masculinity in the NBA](#)

Katherine L. Lavelle

[Their Hands Communicate and Their Eyes Listen: Perceptions of Small Group Messages Amongst Deaf College Basketball Players](#)

Andrew Dix

[“Yay, Another Lady Starting a Log!”: Women’s Fitness Doping and the Gendered Space of an Online Doping Forum \(open access\)](#)

April Henning, Jesper Andreasson

[“Are Fans in the Stands an Afterthought?”: Sports Events, Decision-Aid Technologies, and the Television Match Official in Rugby Union \(open access\)](#)

Emma Stoney, Thomas Fletcher

Volume 10, Issue 1, February 2022 has just been released as well!

[Celebrating a Decade of Intellectual Development—and a Vision for the Future of Communication and Sport](#)

Andrew Billings, Marie Hardin

[Shared Space: How North American Olympic Broadcasters Framed Gender on Instagram](#)

Rich G. Johnson, Miles Romney, Kevin Hull, Ann Pegoraro

[Media Representations as a Form of Stacking: Male and Female Athletes Featured on Men’s Magazine Covers, 1980–2019](#)

Bryan E. Denham

[A Summer Country’s Coverage of a Winter Event: Australian Nationalistic Broadcast Focus of the 2018 Winter Olympic Games](#)

Olan Scott, Bo (Norman) Li, Stephen Mighton

[Fair Go? Indigenous Rugby League Players and the Racial Exclusion of the Australian National Anthem](#)

Jamie Cleland, Daryl Adair, Keith Parry

Royce White, DeMar DeRozan and Media Framing of Mental Health in the NBA

David Cassilo

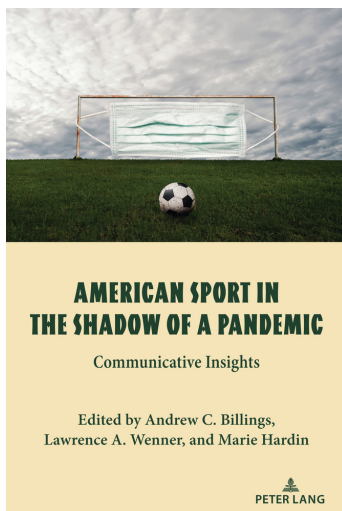
Determinants of Image and Image Fit: A Study of Four Sports and Their Domestic and International Governing Organizations

Kirstin Hallmann, Geoff Dickson, Nadja Giesen

News Routines in the TV Sports Department: Shifting Expectations and Technology in an Increasingly Digital Landscape

Timothy Mirabito, John Collett, Danielle Pluchinsky

Announcement: New Book



A new edited book, *American Sport in the Shadow of a Pandemic: Communicative Approaches*, has just been released by Peter Lang Publishing.

You can find additional information on the project [here](#); if you can help share this news with others who you believe could be interested, that would be much appreciated.

Sincerely,
Andrew C. Billings, Lawrence A. Wenner, and Marie Hardin,
Co-Editors

Announcement: Beijing Games Coverage

During the PyeongChang Games and Tokyo Games, we posted regular updates about NBC's primetime coverage of male and female athletes on our website: <https://fiveringtv.com/>.

I'm happy to report we will be regularly posting daily updates on FiveRingTV.com throughout the Beijing Games.

We will also post shorter updates and interesting background information on our @FiveRingTV Twitter feed <https://twitter.com/fiveringtv>.

Women athletes received more primetime clock-time than men during NBC's primetime London, Rio, PyeongChang and Tokyo broadcasts. It's possible this trend may be repeated with the Beijing Games.

You can read more here:

<https://fiveringtv.com/2022/01/24/will-women-dominate-nbcs-primetime-broadcast-coverage-of-the-2022-beijing-winter-olympic-games/>

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