

# IACS NEWSLETTER

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## IACS Executive Board

Ann Pegoraro	Chair
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Karen Hartman	Exec Director



## Pushing Forward, Step by Step

It's hard to believe we're in July. These past few months have been filled with unimaginable stress, uncertainty, and upheaval. I hope all of you have managed to stay healthy and do as well as possible during a really tough time. The racial justice uprisings around the world have brought hope for change, while COVID-19 has presented numerous challenges. As we all know academia is not immune to the obstacles COVID-19 presents, and the worldwide protests offer important considerations about racism in sport.

As I write this, I'm aware of faculty lines drying up, international conferences on hold, and graduate students uncertain about the job market. It's truly a sobering time. While it's unclear where things will end up over the next year, I want you to know that IACS is here to support you in whatever way we can.

Please keep any job postings, research and grant opportunities, calls for papers, and even announcements about book releases, promotions, or good news coming our way. I want IACS to serve as an informative place you can come to find scholarly opportunities and as a place where we can celebrate our members and supporters. It is also an appropriate time to consider how

## Member Spotlight

This month we spotlight one of our international members.

### Meistra Budiasa



Meistra Budiasa is a Lecturer of Communication at Bung Karno University in Jakarta, Indonesia.

He teaches Philosophy of Communication and Sociology of Communication and his research interests include media sport, sporting events, and cultural studies.

Meistra has been a member of IACS since 2019 and was active during the summit in Boise, Idaho, USA. Along with being a lecturer, he is also a doctoral candidate in Media and Cultural Studies from Gadjah Mada University in Yogyakarta, Indonesia.

Meistra earned an M.A. from Gadjah Mada University in the same program he's completing his doctoral work in. He also earned a B.A. in Communication Studies at Moestopo University in Jakarta, Indonesia.

communication and sport research can focus on racial injustice and how the sporting realm can be a powerful site for social issues, politics, race, and inequity, among others.

In this edition of the seasonal newsletter, we have several informational items and we'll get to celebrate two of our members. Please take a look through to catch up on important updates and we'll highlight one of our members that won this year's Top Student Paper Award. We also have important information on future Summits and getting our organization to live up to its mission and host more international Summits and research opportunities. We're excited to announce a consistent date for the Summit and future international opportunities. Please keep reading!

Karen L. Hartman  
Executive Director

## Top Student Paper Award

### Profits Over Protest: Marxist Critique of Nike's Ad Campaign Featuring Colin Kaepernick



### Vincent Peña, Ph.D student at University of Texas at Austin

Vincent Peña is a second-year Ph.D. student in Journalism and Media at the University of Texas at Austin. His research focuses on the intersection between sports media, politics, culture and identity, especially regarding portrayals and discourse of race and gender in sports media. He is also interested in athlete activism and social movements in sports.

His paper is a critical analysis of the way Nike co-opted Colin Kaepernick, and the protest movement he started, in its "Dream Crazy" commercial. He conducted both a textual analysis of the commercial as well as critical discourse analysis of media coverage

about the commercial, focusing on the way journalists perpetuate the notion that Nike's commercial is beneficial to the social justice causes for which Kaepernick was protesting.

Congratulations to the 2020 Top Student Paper Award Winner! We look forward to celebrating Vincent in St. Petersburg next year.

## Future Summit Locations

### IACS announces locations through 2023 and international opportunities - Congratulations to our 2022 host Rowan University

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One of the things the board has been thinking hard about is how we can truly live up to our mission as an international association. Many of our members are from North America and all of our Summits have been located in the United States. We understand that we can't be an international association if we don't strategically and effectively move past borders and become accessible to more scholars and academics!

Based off of member feedback, and taking the logistics of hosting a conference at international locations into consideration, we have come up with a path forward to host a Summit outside of the United States and present more international opportunities for our members. For the next few years we will conduct a hybrid approach that focuses on larger cities, partnerships with other international conferences, university-hosted summits, and IACS-hosted summits. It's our hope that this model will allow us to take steps internationally, without putting the association into too much financial risk or compromising the large U.S. membership we've accumulated.

Historically, we have also struggled with a consistent date to host our Summits. The differing dates usually had sound reasoning behind them, but we've found that the uncertainty lead to participants' inability to plan. We even overlapped with other conferences, forcing our members and supporters to have to choose one conference over another. This was never our intent. While we can never guarantee that our Summit won't interfere with other events, we are announcing that we will host the Summit consistently during a two week time span -- either during the last weekend in February or the first weekend in March. Our research shows that this will largely avoid overlap with other conferences. Also, the two weekend option offers some flexibility to move things around, if needed.

Taking all of these things into consideration, we are thrilled to announce three future Summits and two additional "add-on" opportunities. We are also extremely thankful for Rowan University to host in 2022!

- St. Petersburg, Florida, USA, Hosted by IACS, March 4-7, 2021
- Philadelphia, Pennsylvania, USA, Hosted by Rowan University, 2022
- Toronto, Canada -- 2023, Details pending

In addition to our usual annual Summits, we are working toward partnership opportunities with Play the Game (<https://www.playthegame.org>) to have a presence at their next conference (location TBD) and with

the International Communication Association (<https://www.icaheadq.org>) to have a pre-conference with their sport communication interest group at the 2022 conference in Paris, France.

- 2021 - Location TBD - Potential Play the Game Opportunity - We've been in touch with representatives from Play the Game to host at least one IACS panel. Details still pending
- May 2022 - Paris, France -- International Communication Association (ICA) and IACS Pre-Conference,

We know that the next few years will bring a lot of work, but we're excited to expand our association, live up to our mission, and grow. It is our sincere hope that you will consider how you can join us in the future at these exciting locations!

## Bylaw Vote Results

### Membership Vote Related to Future Board Composition and Turn-Over

We recently emailed two items related to board composition and both of them were approved. Here are the votes and the results:

1. Due to the logistical issues that COVID-19 and the cancelation of the 2020 Summit present, do you support extending the current board membership terms for one year? This item **passed** with 97.5% approval.
2. Do you support a bylaw change to have elections for two (2) board members and a new vice chair every two years? This item **passed** with 100% approval.

Thank you to the members who participated and helped with these important administrative items!

## Thank you to Chuka Onwumechili!

### Dr. Onwumechili served as an invaluable board member

I want to take a moment to sincerely thank Chuka Onwumechili for his dedication to the IACS board. He recently announced that he will step away and will end his position as a board member. This lines up with the original length of his board commitment and we are extremely thankful for his time and energy dedicated to making IACS a great organization! We will miss him on the board!

Stay tuned for an update from the board for how this one-year position will be filled.

## Graduate Student Connection Network

### Looking for research opportunities and to connect with others?

As a reminder, if you are looking for a way to connect with other graduate students studying and researching communication and sport, an online document has been created for everyone to share his/her

information with other graduate student members. The document will be useful to identify future research collaborations and to identify graduate student members to build a community with one another. If you have already signed up but your status has changed, please update your bio entry. You can access the form here: <https://tinyurl.com/iacsgradconnect>.

If you are looking to meet other graduate students and simply connect, please consider joining GroupMe. You can sign up by clicking on the following link: <https://tinyurl.com/iacsgradgroupme>.

If you have any questions about this, or how you can participate more in IACS as a graduate student, please contact Kevin McCarty, IACS Graduate Student Representative at [kevin.mccarty@siu.edu](mailto:kevin.mccarty@siu.edu).

## IACS Virtual Exchange Network

### Link your class to another anywhere in the world

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Virtual exchange is an emergent but promising trend in course internationalization. In a gist, it consists of using technology to interact, communicate and work with another class located in another city, region, country or continent to develop digital skills and intercultural competence.

An online sheet has been created for those interested in developing partnerships so students can work together across borders on a common project. If you would like to join the community, click here: <https://tinyurl.com/iacsvirtualexchange>.

If you have any questions about this, please contact Roxane Coche, IACS Secretary, at [rcoche@ufl.edu](mailto:rcoche@ufl.edu).

## Additional Announcements

### Newest issue of Communication and Sport is now available!

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[Volume 8, Issue 3, June 2020](#)

[Sport for Development and Peace: Framing the Global Conversation](#)

Virginia S. Harrison & Jan Boehmer

[PDF](#) [Link](#)

[Twitter-Based BIRGing: Big Data Analysis of English National Team Fans During the 2018 FIFA World Cup](#)

Minghui Fan, Andrew Billings, Xiangyu Zhu, & Panfeng Yu

[PDF](#) [Link](#)

[The Impact of Hedonic and Meaningful Messages on Sport Consumers' Responses to Athlete Foundations: A Focus on Fan Identification Level](#)

Wonseok (Eric) Jang, Daehwan Kim, Joon Sung Lee, & Daniel L. Wann

[PDF](#) [Link](#)

[Winning With Personality: Underscoring Antecedents for College Students' Motives for Team Identification](#)

Natalie Brown-Devlin & Michael B. Devlin

[PDF Link](#)

[Transcontextual Effects of Racialized Sports Media Framing: Students' Off the Field Perceptions of Student-Athletes](#)

Erin Ash & Gregory A. Cranmer

[PDF Link](#)

["Our Ginny": Virginia Wade, the 1977 Wimbledon Championships and the Gendering of National Identity](#)

Robert J. Lake

[PDF Link](#)

You can [follow the journal on Twitter](#) --- We post links to our OnlineFirst articles there, as well as attempt to link directly to author Twitter accounts.

## **Call for Papers for the First Argetsinger Volume for the *Journal of Motorsport Culture & History***

Theme- The Evolution of Racing: Historical and Cultural Events Shaping Tomorrow

Editors- Duke Argetsinger, Mark Howell, Timothy Robeers, Alonzo Maestas, Mike Stocz

Description: The *Journal of Motorsport Culture & History* is excited to announce a special collaboration issue with the International Motor Racing Research Center, based in Watkins Glen, New York! The theme for the issue is 'The Evolution of Racing: Historical and Cultural Events Shaping Tomorrow.' With racing being the primary focus of this call for papers, specific areas of inquiry may be broad. The major focus may be within history, communications studies, media studies, psychological studies, socio-cultural studies, political studies, or management based papers. Papers on motorsport's response to Coronavirus are also encouraged.

All papers are subject to peer review by the editorial team, as well as assigned reviewers. Papers are due to JMCH by October 7, 2020, with the anticipated full-review, with revisions, being completed by November 5, 2020. The issue will then be published online on November 9, 2020.

To submit a manuscript for consideration, please visit <https://ir.una.edu/jmotorsportculturehistory/> and click on 'Submit Article.' If you have any questions, please contact Dr. Mike Stocz, Editor-in-Chief of JMCH at [mstocz@una.edu](mailto:mstocz@una.edu).

## **Palgrave Series of Sport in Asia - Book Proposal**

Book proposals both in forms of monographs and edited volumes are sought for publication in a new book series from Palgrave. The Palgrave Series of Sport in Asia aims to answer the need of publishing works of leading scholars who critically engage with the complexity of Asian sport from global and comparative perspectives. The study of sport in Asia is a new and burgeoning field of scholarship both

regionally and globally. While the expansion of sport studies over recent decades has been remarkable, a comprehensive book series focussing on sports across Asia has yet to be initiated. Titles in this new series on Sport in Asia are not limited to case studies of the past but initiates contemporary theoretical interrogations from various scholarly perspectives and theoretical backgrounds. By interrogating historical and contemporary Asian sports, this series will provide fresh theoretical and empirical understandings of physical culture and Asian societies.

While in principal covering all Asia, the proposed series will focus geographically on East Asia—including China, Japan, and South Korea, the political, economic, and cultural hub of the region—and the increasingly important regions of South and Southeast Asia, where sport is closely tied to national and regional processes of political and economic transformation. Given burgeoning interest in regional and global sports mega-events in Asia, the series will also prioritize transnational and intra-regional topics that challenge and potentially reconfigure the understanding of “Asia” as a region. As the first of its kind, the series aspires to provide critical assessments and indications of the practical implications of Sport in Asia for the international community of English-speaking scholars, academics and institutes in order to foster more constructive and dialogical collaboration.

Proposals may include, but are certainly not restricted to, such topics as body practices (exercise, training), cultural industries (leagues, publicity, sponsorship), diplomacy (transnational institutes, government and NGOs), fandom (celebrity, sports stars, cultural identity), media (broadcasting, journalism, representation), sports mega-events (the Olympics, Football World Cup, Asian Games), and Asian traditional sports.

Because of its cross-disciplinary nature, welcome are cutting edge works in a wide range of disciplines, including anthropology, history, cultural studies, gender studies, urban studies, performance studies, media studies and sociology. We also place a premium on books written in a readable style with minimum academic jargon, making them highly accessible and interesting to sports fans, administrators, practitioners and collectors as well as students and scholars.

Please send inquiries, or submit your prospectus along with supporting material, usually an abstract, one or two sample chapter(s), and your curriculum vitae to:

Book Series Editors: Younghan Cho (Hankuk University of Foreign Studies) [choy@hufs.ac.kr](mailto:choy@hufs.ac.kr) and William W. Kelly (Yale University) [william.kelly@yale.edu](mailto:william.kelly@yale.edu).

Book publishing prospectus forms are available at: <https://www.palgrave.com/gp/book-authors/publishing-guidelines/submit-a-proposal>.

### ***Sport Management Education Journal - Call for Associate Editor***

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Nominations and applications are now being accepted for the role of associate editor for Sport Management Education Journal (SMEJ). The journal promotes advancement of the body of knowledge in pedagogy as it relates to sport management education and disseminates knowledge about sport

management courses, curricula, and teaching. This established semiannual journal addresses a range of issues concerning graduate and undergraduate education in sport management as well as faculty issues.

Appointment to the role of associate editor will take effect at the conclusion of the NASSM conference in June 2021. Responsibilities of the associate editor include assisting the editor with all aspects of the journal's production and ensuring consistent implementation of editorial policies and procedures. The associate editor will be chosen by the NASSM Executive Council to serve a 3-year term prior to moving into the editor position in accordance with the NASSM Operating Codes.

#### Qualifications:

1. Significant scholarly contributions to the field of sport management.
2. Extensive experience reviewing manuscripts for publication and service as an editorial board member of sport management-related journals.
3. Demonstrated administrative skills, capacity to handle a demanding workload and meet deadlines, serve as chair of committee(s), and ability to work constructively with authors, reviewers, and the editor as well as the book review editor, Teaching & Learning Fair Extended Abstract editor, and Pedagogical Innovations editor.
4. A professional member of NASSM.
5. Familiarity with online submission and review systems.

Nominees may self-select and should send application materials to the current SMEJ editor, Dr. Robin Hardin at [robh@utk.edu](mailto:robh@utk.edu) by October 1, 2020. Applicants should provide a current copy of their CV and a cover letter that (a) expresses why you are interested in the position of associate editor, (b) highlights your qualifications, and (c) provides a vision for furthering the mission and goals of the journal. Please contact Dr. Robin Hardin ([robh@utk.edu](mailto:robh@utk.edu)) with any questions.

### ***Sport Management Education Journal - Diversity and Inclusion in Sport Management Education - Deadline Extended***

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The late Dr. Joy DeSensi asserted that “the education of future sport management leaders regarding multiculturalism is critical (DeSensi, 1994, p. 69). She highlighted the need for future sport managers to have intercultural competence and sensitivity, to value diversity, and to gain an understanding of interpersonal relations. The Commission on Sport Management Accreditation (COSMA) similarly includes diversity as part of the Common Professional Component expectations of sport management curricula. COSMA (2016) specifically notes that the “sport management program, through its co-curricular and operational activities, should ensure that students possess the knowledge, skills and experiences to understand and operate effectively in a diverse sport environment” (p. 54). Accordingly, this special issue of the Sport Management Education Journal seeks theoretical and empirical articles advancing the body of knowledge related to multicultural education, inclusive pedagogical practices, and social justice education in sport management courses and curricula.



**Multicultural Education:** Multicultural education focuses on celebrating diversity (Hammond, 2017). Multicultural education strives to create positive interactions among diverse groups by including varied literature, multiple theoretical perspectives, and the inclusion of traditionally underrepresented persons in the curriculum. As noted by DeSensi (1994), a multicultural approach to teaching includes more than just surface-level diversity such as sex, race, age, disability, and religion. It additionally includes factors that may not be visible, such as sexual orientation, marital status, personality traits, and parental status. Given the size of the sport industry, it necessarily includes people from varied backgrounds and with a number of unique personal identities. These individuals participate in multiple activities, work in various positions, and even root for different teams. Thus, an appreciation and understanding of human difference, and the skills to navigate diversity in the workplace, are essential skills for sport management students as they enter the industry (Vianden & Gregg, 2015).

**Inclusive Pedagogical Practices:** Inclusive learning and teaching refer to the ways in which “pedagogy, curricula, and assessment are designed to engage students in learning that is meaningful, relevant, and accessible to all” (Hockings, 2010, p. 1). Similar to a multicultural approach, inclusive pedagogy focuses on deep-level (e.g. learning styles and abilities) and surface-level diversity (e.g. race, sex); but it goes beyond by exploring the effect of these differences on students’ learning. As noted by Hockings, a broad view of student diversity, equity, and fairness are key concepts underpinning inclusive teaching. Instructors, therefore, need to take account of and value students’ differences, “within mainstream curriculum, pedagogy and assessment” (p. 3). Educational research has noted the importance of inclusive teaching practices in student success (Ladson-Billings, 1995; Thomas, 2016). This is particularly true for students with one or more underrepresented identities (e.g., racial minorities, women, LGBTQ+, those with intellectual or physical disabilities), and to accommodate the diverse learning styles encountered in the classroom. Therefore, strategies for creating a more inclusive sport management classroom are needed.

**Social Justice Education:** Sport scholars have consistently advocated for more diverse and inclusive sport organizations, but identity-related inequities and injustices continue to prevail in sport organizations (Katz, Walker, & Hindman, 2018; McDowell & Carter-Francique, 2017) and sport management classrooms as well (Sauder, Mudrick, & DeLuca, 2018; Taylor, Smith, Rode, & Hardin, 2017). Hence, in addition to calls for more diversity, it is important to advocate for inclusion and social justice efforts (Lee & Cunningham, 2019). Cunningham (2014) argued that all sport management academicians have “a stake in ensuring sport is inclusive and socially just” (p. 1). A social justice education in sport management focuses on increasing students’ consciousness about inequities in the field (Hammond, 2015). However, the goal of such education goes beyond recognition of injustice through a focus on empowering students to create positive social change. Some examples of how instructors can teach social justice advocacy in the classroom are by having students critically analyze social justice case studies (e.g. Tryce & Smith, 2015), examine governmental and institutional policies that disadvantage certain groups, participate in class exercises that highlight diversity and social justice issues, or have students work on projects for social change or restorative justice.

**Conclusion:** Understanding various dynamics of diversity and inclusion are important considerations for developing a holistic (effective) sport management curriculum. Therefore, this special issue encourages scholarship related to various aspects of diversity, equity, and inclusion. Possible topics may include (but

are not limited to): Strategies for inclusive teaching; Inclusive practices of the experiences of religious minorities in curriculum and pedagogy; Accommodating students with physical and intellectual disabilities; Issues related to sexual orientation and gender identity; Experiential learning activities or teaching approaches for social change or restorative justice; Effects of political diversity on sport management education practices; Culturally responsive teaching strategies; Research exploring pedagogical techniques for increasing students' diversity-related competencies; Ways to foster awareness and acceptance of individual differences; Strategies to manage diversity in the classroom; Pedagogical approaches to including multicultural issues related to sport; Other issues related to diversity and inclusion in sport management pedagogy; Understanding cultural differences.

**Submission Guidelines:** Authors should submit their manuscript through Manuscript Central, the online submission system for SMEJ at [https://mc.manuscriptcentral.com/hk\\_smej](https://mc.manuscriptcentral.com/hk_smej), with the special issue chosen as the article type. Please clearly indicate in the cover letter that the submission is intended for this special issue related to Diversity and Inclusion in Sport Management Education. Submission Deadline: October 1, 2020

## Want to be in the next newsletter?

If you have any items you'd like to include in an upcoming newsletter, please send them to Karen Hartman at [hartkar2@isu.edu](mailto:hartkar2@isu.edu). If you have any items for the list-serve, please send them to [brody.ruihley@miamioh.edu](mailto:brody.ruihley@miamioh.edu).