The 2013 AEJMC convention is right around the corner, and the Sports Communication Interest Group (SPORT) is looking forward to showcasing the outstanding lineup of sports research that will be presented in Washington, DC. This work includes the top paper, “Diversifying the Sports Department and Covering Women’s Sports: A Survey of Sports Editors” by Marie Hardin, Pamela Laucella, Steve Bien-Aime and Dunja Antunovic and the top student paper by Sara Reed, “What Sports Journalism Scholars Need to Know: Four Areas of Student-Athlete Privacy Invasion.” Special thanks goes to our Research Head, Paul Husselbee of Southern Utah.

Paul did an excellent job with the submissions this year. He reports that our group had 34 faculty submissions and 14 accepted papers (41%); there were 21 student submissions and eight accepted papers (38%). In both cases we fell a little short of the 50% goal suggested by AEJMC, but we did receive some additional slots. Thanks to the Council of Divisions Head (and group member) Bob Trumpbour for helping with that. Sports scholarship continues to increase for both faculty and students, so it is getting a little harder to get a paper accepted.

Additionally, Ken Fischer reports that, based on mid-June 2013 numbers, SPORT membership has grown from 79 to 90 in the last year. The modest growth is good, but we need to continue reaching out to faculty and students in sports communication.

This edition of the newsletter features a full schedule of this year’s SPORT panels and sessions as well as news and notes from partner sports research groups and SPORT members.

I look forward to seeing everyone in Washington,

- SPORTS Head Brad Schultz
D.C. Research Schedule

Several refereed SPORT sessions will be held at AEJMC this year. We encourage you to attend as many of these sessions as you can and look forward to seeing you.

Constructing an Image: Sports Content in Social Media and Branding
Thursday, August 8, 11:45 a.m. to 1:15 p.m.

- Moderator/Chair: Welch Suggs, Georgia
- Discussant: Scott Reinardy, Kansas
- The Essence of Social Media Strategy in Big 10 Athletic Departments: A Phenomenological Approach (Makayla Hipke and Frauke Hachtmann, Nebraska-Lincoln)
- Welcome to the Big Leagues: An Examination of the Sports Homepage Content Architecture of Large-Market News Organizations (K. Tim Wulfemeyer and Amy Schmitz Weiss, San Diego State)
- Brand New Game: An Exploratory Study of How Sports Reporters are Using Social Media to Create a Personal Brand (Brad Schultz, Mississippi, and Mary Lou Sheffer, Southern Mississippi)
- “Talent Wins Games, But Teamwork Wins Championships”: The Effects of Cross-Border Strategic Brand Alliance on Sports Brand Evaluation (Jin Kyun Lee, Wisconsin-Oshkosh; Taesoo Ahn, Merrimack; and Wei-Na Lee, Texas-Austin)

Making the Sausage: How Journalists Cover Sports and Athletes
Thursday, August 8, 5 to 6:30 p.m.

- Moderator/Chair: Debashis “Deb” Aikat, North Carolina at Chapel Hill
- Discussant: Randy Miller, Georgia State
- Diversifying the Sports Department and Covering Women’s Sports: A Survey of Sports Editors* (Marie Hardin, Penn State; Pamela Laucella, Indiana; Steve Bien-Aime and Dunja Antunovic, Penn State)
- Intermediate Agenda-Setting in the Newspaper of Record: Horse-Racing Coverage in 2012 (Bryan Denham, Clemson)
- Shut Out By Coaches: Diminishing Access Forces Newspaper Journalists to Get Creative in College Football Coverage (Scott Winter, Nebraska-Lincoln)
- How the Cleveland Call & Post Framed LeBron James Before and After “The Decision” (L. Paul Husselbee and Ray Jones Jr., Southern Utah)

The Tweet Life: Sports, Social Media and Self-Presentation
Saturday, August 10, 3:30 to 5 p.m.

- Moderator/Chair: Mary Lou Sheffer, Southern Mississippi
- Discussant: Brad Schultz, Mississippi
- From Yellow to Blue: Exploring Lance Armstrong’s Self-Presentation on Twitter (Marion Hambrick, Louisville; Evan Frederick, Southern Indiana; and Jimmy Sanderson, Clemson)
- Practicing Promotion: A Case Study of a Professional Athlete’s Twitter Use (Jason Genovese, Bloomsburg)
- Post, Post, Post for the Home Team: Incentives for Beginning and Continuing Discussion in Baseball Blogs (Aaron Veenstra, Southern Illinois)
Scholar to Scholar Session
Saturday, August 10, 12:15 to 1:30 p.m.

**Discussant:** Erin Whiteside, Tennessee
- The Legend That Fell from His Bicycle: The Effects of Fanship on Athlete Support and Non-Profit Giving (Greg Armfield, New Mexico State; Kristina Drumheller, R. Nicholas Gerlich; Enyonam Osei-Hwere, and Emily Kinsky, West Texas A & M)
- From Pride to Smugness and Nationalism Between: Olympic Media Consumption Effects on Nationalism Across the Globe (Andrew Billings, Natalie Brown, and Kenon Brown, Alabama; Qing Gui, Chengdu Sport; Mark Leeman, Northern Kentucky; Simon Licen, Washington State; David Novak, Erasmus; and David Rowe, Western Sydney)
- God’s (White) Quarterback: Tim Tebow, Religion and Enduring News Values (Michael Mirer, Wisconsin)
- When Crises Change the Game: Establishing a Theory of Sports Crisis Management (Natalie Brown and Kenon Brown, Alabama)

**Discussant:** L. Paul Husselbee, Southern Utah
- From Bad Luck to White Hope: Mediating Sonny Liston, 1958-1965 (Phillip Hutchinson, Kentucky)
- What Sports Journalism Scholars Need to Know: Four Areas of Student-Athlete Privacy Invasion** (Sada Reed, North Carolina-Chapel Hill)
- Was Jackie Robinson Signed to Right a 40-Year Wrong? (Chris Lamb, Indiana-Indianapolis)
- Sports and Gangs: The Color-Blind Construction of Deviant Blackness in Sports Illustrated and CBS News (Justin Hudson, Maryland)

**Discussant:** Bob Trumpbour, Penn State-Altoona
- More of a Numbers Game Than Ever? A Longitudinal Examination of the Change in Frequency, Type and Presentation Form of Statistics Used in NFL Broadcasts (Dustin Hahn and Matthew VanDyke, Texas Tech)
- Sports Spectatorship and Mood — Analyzing the Impact of Televised Sports on Viewers’ Mood and Judgments (Johannes Knoll, Christiana Schallhorn and Holger Schramm, Wurzburg)
- Running with Social Media: Social Media Use, Athletic Identity, and Perceived Competence (Joanne Romero and Thomas Kelleher, Hawaii)
- Does Culture Matter in Sport? The Moderating Role of Cultural Identity in Self-Expressive Identification and Sport Engagement (Kuan-Ju Chen and Joe Phua, Georgia)

* Top Faculty Paper
** Top Student Paper
SPORT Sessions in Washington

In addition to the research being presented, numerous SPORT sessions are being sponsored by our group. We hope to see you at as many as possible!

Thursday, August 8, 1:30 to 3:30 p.m.
Sponsoring Group: Sports Co-sponsor: Scholastic Journalism Division
Contacts: David W. Bulla, Zayed University. Email: david.bulla@zu.ac.ae

This panel will look at major trends in sports design at the high school and collegiate level. Panelists will discuss how students are trying to make their publications extremely attractive at a time when so much information is transmitted so rapidly and so often. Panelists will talk about both print and online design issues.

Research Panel: Mediating the Athletic-Educational Complex: Discursive Approaches to the Penn State Scandal
Thursday, August 8, 3:15 to 4:45 p.m.
Sponsoring Group: Cultural and Critical Studies (CCS)
Co-sponsors: Sports

The tragedy of the Penn State football child abuse scandal and the ensuing media coverage have raised a number of issues related to the power of authority, celebrity, and the mythic nature of a university football town. This panel examines the tension between the university’s desire to control the narrative surrounding the scandal and the community’s desire to have its voice heard, both in the local sphere and on the national media stage. Underlying this debate is the larger issue of the neoliberalization of higher education, through a bureaucratic and community obsession with commodifiable aspects of the university at the expense of both educational and moral principles.

PF&R Panel: Public Relations and Sports: The Good, the Bad, and the Very, Very Ugly
Friday, August 9, 11:45 a.m. to 1:15 p.m.
Sponsor: Sports, Public Relations Division
Co-Sponsor: Mass Comm & Society

With massive financial and social impact, sports teams often find themselves requiring the services of public relations professionals. PR strategies are often implemented to promote professional athletes’ and clubs’ good work, including philanthropy and community outreach efforts. Unfortunately, at other times the requests are more akin to crisis communication, such as when players, coaches, or teams find themselves in very public hot water. Without public relations professionals on their sides, teams would find it much more difficult to manage and maintain their highly lucrative brands and navigate the complex world of mediated communication. This panel will explore some of the circumstances around which public relations professionals in the sports industry ply their trade, including both the good (England’s Aston Villa Football Club donating their sponsorship to a local children’s hospice, estimated to be worth approximately $6 million), the bad (Tyrann “Honey Badger” Mathieu suspended from the LSU Tigers football team for rules violations), and the very, very ugly (Penn State and the Jerry Sandusky sexual abuse case).

PF&R Panel: The Sports Magazine in the Digital Age
Saturday, August 10, 1:45 to 3:15 p.m.
Sponsor: Sports
Co-Sponsor: Magazine

The challenges and trends related to sports magazines in the 21st century, particularly the role of digital technology.
SPORT Business Meeting
Proposed Officers Slate, 2013-2014

One of the items on the agenda at our business meeting in Washington will be the election of new group officers. As current Vice Head, Erin Whiteside of Tennessee will move up to become Head of the group. The remaining offices will be voted upon at the convention, and at present this is the slate we have to offer. If you are interested in serving as an officer and would like to get your name on the slate, please contact Brad Schultz at bschultz@olemiss.edu.

The probationary period for our interest group ended this summer and we have officially applied for permanent group status. That decision will be made by AEJMC leaders during this year’s convention. To continue the success of the SPORTS group it is essential to find committed leaders, and I would ask those interested to consider becoming the group’s Vice Head. The Vice Head is primarily responsible for programming the 2014 convention and will eventually become the Head of the group in 2014-2015. The Vice Head will need to stay until the last day of this year’s convention to attend meetings conducted by AEJMC that will help in the transition period.

Please note, the annual business meeting will take place from

1:30 - 3 p.m. on Friday, August 9.

Officer Slate:
Head: Erin Whiteside, Tennessee (ewhites2@utk.edu)
Vice Head: OPEN
PF&R Committee Head: Mary Lou Sheffer, Univ. of Southern Mississippi (sheffer6@yahoo.com)
Newsletter Editor: Melanie Formentin Penn State (mwf5207@psu.edu)
Research Committee Head: Danielle Coombs, Kent State (dcoombs@kent.edu)
Teaching Committee Head: Welch Suggs, Georgia (wsuggs@uga.edu)
Paper Competition Head: OPEN
Grad Student Liaisons:
  Brian Moritz, Syracuse
Membership/Recruitment: Ken Fischer, Oklahoma (kfsicher@ou.edu)
  Joseph Marren, Buffalo State (marrenjj@buffalostate.edu)

Knight Chair in Sports at Penn State

Applications are still being accepted for the Knight Chair in Sports Journalism and Society at Penn State. Former Director Malcolm Moran left the position this year to take over the National Sports Journalism Center at Indiana University’s campus in Indianapolis.

If you or someone you know is interested in the Knight Chair, there is more information on the position and its responsibilities available at:

http://comm.psu.edu/research/centers/john-curley-center-for-sports-journalism/knight-chair

Knight Foundation
The sports world tries to keep pace with the ever-changing media landscape. The Sports Video Group (SVG) was formed in 2006 to support professionals producing and distributing sports content through video, audio, and broadband technologies. The focus of SVG is college and professional sports. Members include league representatives, owners, teams, players, broadcasters, webcasters, media staff and consumer technology providers. SVG is developing relationships with academics as the crossover between college departments teaching sports media and the media departments of university athletic departments become more common.

SVG holds an annual event in late May or early June called the College Sports Video Summit. The 2013 version was held in Atlanta May 30-31. This year’s conference was entitled “More Than a Game.” The college sports business is now an 11-billion dollar industry. The focus of panels was on how to tap more revenue from the primary consumer of the industry: the avid sports fan. The keynote speaker was Notre Dame Athletic Director Jack Swarbrick. He discussed how his university was late in getting into the digital world but is catching up. He is overseeing the building of a state-of-the-art broadcast center that will connect athletics and also the entire university. He outlined how their plans should enable the Fighting Irish to distribute media on a level that will rival major networks.

Jack Swarbrick and others at the conference emphasized the “Second Screen.” The tablet and smart phone is changing how fans are experiencing live sports programming. This applies whether they’re watching at home, at the venue or anywhere else. A recent Nielsen survey estimated that 70% of tablet users watch sports on TV while using their device as a second screen. The tablet is typically used to follow social media or check statistics. Panels discussed best practices in making the optimal connection with the fan utilizing a second device with primary goal to keep them tuned to the television or “First Screen.”

SVG holds a video competition as part of the College Sports Video Summit. Four separate divisions (National Networks/Professional, Regional /Local Networks, Collegiate Athletics and Collegiate Student) give awards in the categories of Live Game & Event Production, Program Series, Promotion and Special Feature. The Collegiate Athletics division is for staff of athletic media departments. The Collegiate Student division is for student-produced work. SVG features the 2013 winners at vimeo.com/channels/533004. Faculty and their students entering the competition can attend the conference at a reduced rate. Membership in SVG is not required. The membership dues are pricey and geared towards the working professional.

The Broadcast Education Association (BEA) is heading up the effort to build bridges between academics and the professionals represented in the Sports Video Group. SVG has a presence at the BEA annual conference held in Las Vegas every April. BEA and SVG have also co-sponsored faculty development workshops. The groups plan to expand these opportunities. SVG is working with BEA Executive Director Heather Birks and Mike Bruce from the University of Alabama. This relationship could lead to more research possibilities for sports communication faculty and students. Such research will be crucial as the line between sports journalism and sports publicity narrows. For more about SVG link to www.sportsvideogroup.org.
Broadcast Education Association Sports Division

A membership pitch was made again at this year’s Broadcast Education Association annual conference held every April in Las Vegas. The BEA Sports Division was founded in 2008. The division produces several panel sessions and usually hosts an off-site trip to places such as Las Vegas Speedway or a Las Vegas 51s baseball game.

Examples of this year’s panels included:
- “Use of Student Producers in University Production; The Benefits for You and Your Students”
- “The Motivation of Sports Fans: How Video Boards Have Impacted the Game-Day”
- “The Feminine Mystique: Integrating and Encouraging Female Production Students in Live Student Sports Broadcasts”
- “Taking London by Storm: Stories from the Olympics”

The BEA Sports Division also hosts a video and audio competition as part of BEA’s larger Festival. The present Chair of the BEA Sports Division is Don Moore of Ohio University Southern (moored@ohio.edu). For more information about the BEA Sports Division link to: http://www.beaweb.org/id-spo.htm.

- Ken Fischer

SPORTS Website Update

The SPORT website, previously hosted on Penn State’s College of Communication server, is currently undergoing a move and renovation. Because of website updates that took place at Penn State, the old SPORT site no longer exists. As such, the site is being moved to Wordpress this summer. With this move, there will be the potential for more updated news and information from the group. Although the site will not be fully operational until closer to this year’s conference, members are welcome to check for updates. Additionally, Melanie Formentin hopes to get ideas from members about building and maintaining a social media presence on Facebook that can be tied to the new site. For anyone interested in seeing the site as it is built, feel free to visit us at:

http://aejmcspark.wordpress.com