

3:30 Coffee Break

3:45 Third Competitive Papers Session

Moderator: **Lance Kinney**, University of Alabama

"Olympic-Sized Effects: Exploring Nationalized Qualities and Olympic Media Consumption", **Kenon A. Brown** & **Andrew C. Billings**, University of Alabama

"The Influence of Visual versus Aural Cues within Olympic Soccer Broadcasts on Mediated Intra-Audience Effects", **R. Glenn Cummins**, **Collin Berke**, & **Alex Moe**, Texas Tech University

"Atlanta, 20 Years On: Rethinking the Mega-Event in a New Media Age", **Katerina Girginova**, University of Pennsylvania

"Gatetweeting the Social Olympics: Considering Audience Gatekeeping in the 2012 and 2014 Olympics", **Daniel Sipocz**, Berry College

"The Necessity to Include International Issues in Sports Communication Programs", **Joshua Dickhaus**, Bradley University

4:45 Closing Remarks

5-7:00 Reception, Sponsored by Dick Yarbrough

STATS Sports Bar, 300 W. Marietta Street NW (five minute walk)

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Atlanta, 20 Years Later:

Lessons in Sports Media from the Last American Summer Olympic Games



Briana Scurry, 1996 Olympic gold medalist, keynote speaker

February 19, 2016

8:30 a.m. - 5 p.m.

Metro Atlanta Chamber of Commerce
235 Andrew Young International Blvd. NW

8:30 Late Registration; Breakfast for all Attendees

8:45 Welcome and First Competitive Papers Session

Theme: Revisiting Atlanta

Moderator: **John Affleck**, Penn State University

"A Patchwork of History and Hospitality at 1996 Atlanta: The Georgia Quilt Project", **Linda K. Fuller**, Worcester State University

"How and Why (forgotten) Olympic Heroes Are Remembered: A Case Study of Josia Thugwane", **Travis Bell**, University of South Florida, & **Roxane Coche**, University of Memphis

"The Most Poignant, Unforgettable Moment of 1996 Atlanta: Muhammad Ali and the Olympic Torch", **Linda K. Fuller**, Worcester State University

9:30 Coffee Break

9:45 In-depth Focus: Crisis Communications and Coverage of the Centennial Park Bombing

Part I: A Q&A with **Dick Yarbrough**, managing director of communications & government relations, Atlanta Committee for the Olympic Games
Interviewer: **Bryan Reber**, University of Georgia

Part II: A retrospective of the Richard Jewell coverage with **Bert Roughton**, managing editor/senior editorial director, The Atlanta Journal-Constitution
Interviewer: **Pamela Laucella**, Indiana University-Purdue University, Indianapolis

10:45 Coffee Break

11:00 Second Competitive Papers Session

Theme: Beyond Atlanta

Moderator: **Jennifer Greer**, University of Alabama

"From the 1996 'Olympics of the Woman' to the 2012 'Women's Olympics': A Gendered Evolution of NBC's Primetime Olympic Coverage", **Roxane Coche**, University of Memphis, & **C.A. Tuggle**, University of North Carolina

"From Mia to Abby: Constructions of Gender & Sexuality from Atlanta 1996 to the 2015 Women's World Cup", **Meredith M. Bagley**, University of Alabama & **Mary Anne Taylor**, University of Texas

"Disabling Prejudice: Using Images of Paralympic Athletes to Challenge Societal Attitudes Toward People with Disabilities", **David Welch Suggs** & **Jason Lee Guthrie**, University of Georgia

"Tracing the IOC's Increasingly Restrictive News Access Rules to the 1996 Atlanta Games", **Stephen W. Dittmore**, University of Arkansas

"That was GREAT Britain': British newspapers narratives of Britishness during the London 2012 Olympic Games", **John Vincent**, University of Alabama

Noon Lunch (On Your Own)

1:30 Keynote

Briana Scurry, starting goalkeeper, 1996 Olympic U.S. Women's Soccer Team
Introduction: **Kelly Whiteside**, Montclair State University

2:15 Coffee Break

2:30 Industry Spotlight Panel

Theme: A Woman's Place in the Sports Headlines: The Atlanta Effect on Women's Sports Coverage

Moderator: **Vicki Michaelis**, University of Georgia

Panelists:

Christine Brennan, columnist, USA TODAY

Phil Hersh, Olympic specialist,
www.globetrottingbyphilphersh.com.

Kevin Blackistone, columnist, The Washington Post and visiting professor, University of Maryland