Atlanta, 20 Years Later:
Lessons in Sports Media from the Last American Summer Olympic Games

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)

Presented by:

SPORTS MEDIA CONSORTIUM

ALABAMA • GEORGIA • INDIANA • MONTCLAIR STATE • PENN STATE

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


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

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