

THE UNIVERSITY OF ALABAMA®

**APSC**

ALABAMA PROGRAM IN  
SPORTS COMMUNICATION

FOURTH ANNUAL

# SPORTS SYMPOSIUM

FRIDAY, FEBRUARY 5, 2016

ALL SESSIONS IN GORGAS LIBRARY 205  
UNLESS OTHERWISE NOTED



College of  
Communication &  
Information Sciences

## 9AM | PAPER SESSION

### **Perennial Performance and Fan Identification: Beyond BIRGing and CORFing**

STAN DIEL, THE UNIVERSITY OF ALABAMA

### **Media Criticism of Revered Sports Figures in Alabama:**

#### **Case Studies of Paul “Bear” Bryant and Gene Stallings**

TOM ARENBERG, THE UNIVERSITY OF ALABAMA

### **Examining Gender Stereotypes in Ads Broadcast During the 2014 Sochi Winter Olympic Games**

LANCE KINNEY, PH.D., BRITTANY J. GALLOWAY, SARA LAVENDER AND SENA LIM, THE UNIVERSITY OF ALABAMA

### **The Isles of Wonder: “First Gold Medal of the Olympic Games?”**

#### **British Newspaper Narratives about the 2012 London Olympic Games Opening Ceremony.**

JOHN VINCENT, PH.D., THE UNIVERSITY OF ALABAMA

## 10AM | PAPER SESSION (GORGAS 205)

### **Dumbing the Jocks: Exploring Opportunities for Nonverbal Athlete Protest Rhetoric**

MEREDITH BAGLEY, PH.D., THE UNIVERSITY OF ALABAMA

### **Team Identification in Fantasy Football: An Alteration of Traditional NFL Team Identification**

YIYI YANG, THE UNIVERSITY OF ALABAMA

### **Athletes as the New Investment Vehicle:**

#### **Advancing the Meaning of Brand Personas in Sports Media**

BRANDON CHICOTSKY, THE UNIVERSITY OF ALABAMA

### **Image Repair Across the Racial Spectrum:**

#### **Experimentally Exploring Athlete Transgression Responses**

KENON A. BROWN, PH.D. AND ANDREW C. BILLINGS, PH.D., THE UNIVERSITY OF ALABAMA;

MICHAEL DEVLIN, PH.D., DEPAUL UNIVERSITY

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## **CLOSED SESSION – BY INVITATION ONLY**

### **Women in Sports Media Workshop**

DIGITAL MEDIA CENTER, ROOM TBD

JENNIFER HALE, NFL SIDELINE REPORTER, FOX SPORTS, AND FOUNDER, SIDELINE PASS

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## 11AM | RESEARCH-IN-PROGRESS RAPIDFIRE SESSION

### **Slugging Percentage on Balls in Play**

MATTHEW HALL AND JAMES J. COCHRAN, PH.D., THE UNIVERSITY OF ALABAMA

### **SOLD!! A Rhetorical Analysis of Authenticity of Space and Bodies Associated with the 2015 NFL Draft and New Orleans Slave Auctions**

JOSIE A. BURKS, THE UNIVERSITY OF ALABAMA

### **Separation of Sport and State: Burke's Priesthood and the Olympic Committee's Framing of the 1980 Boycott**

REBECCA SEUNG-BICKLEY, AUBURN UNIVERSITY

### **Deaf ≠ Disabled: Examining Sign Language Vlogs about Sports**

DARRIN J. GRIFFIN, PH.D., THE UNIVERSITY OF ALABAMA

### **Likes, Posts and Tweets, Oh My!! Social Media's Impact on the Public Relations Function in Professional Sports Organizations**

TRAYCE LEAK, GEORGIA STATE UNIVERSITY

### **Enjoyment in 140 Characters: Examining the Impact of Twitter on Enjoyment**

LAUREN REICHART SMITH, PH.D., AUBURN UNIVERSITY

### **Not Women Too? Examining Framing of American Newspaper Coverage in Female Athletes as the Aggressor**

MATT STILWELL, AUBURN UNIVERSITY

### **Masculine Disability? An Analysis of Hegemonic Masculinity and Media Framing of Disabled Athletes**

KATY JONES CRIDER, AUBURN UNIVERSITY

### **To Defer or Not to Defer – That is the Question**

BRANDON COLEMAN AND JAMES COCHRAN, PH.D., THE UNIVERSITY OF ALABAMA

## NOON | LUNCH BREAK [come back at 1:00pm for keynote]

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**CLOSED SESSIONS – FOR APSC FELLOWS AND SYMPOSIUM PANELISTS  
LUNCH WILL BE SERVED**

**GIFTS (Great Ideas for Teaching Sports)** featuring a TCF Student Creative Showcase

**An Important Leap: Taking Sports Marketing from Classroom Concept to Industry Practice**

MELVIN LEWIS, PH.D., REGINA LEWIS, PH.D. AND SUSAN FANT, M.LITT, THE UNIVERSITY OF ALABAMA

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## 1PM | KEYNOTE LECTURE

### **The World Series, American Exceptionalism and Media Ritual**

MICHAEL BUTTERWORTH, DIRECTOR OF THE SCHOOL OF COMMUNICATION STUDIES, OHIO UNIVERSITY

## 2PM | PANEL DISCUSSION

### **Sports, Bodies, Power, Rhetoric: Contemporary Cases and Core Theory**

MEREDITH BAGLEY, PH.D., THE UNIVERSITY OF ALABAMA, MODERATOR

#### **PANEL PARTICIPANTS**

BRINK AMBLER, THE UNIVERSITY OF ALABAMA

BING CHENG, THE UNIVERSITY OF ALABAMA

REAGAN COLLINS, THE UNIVERSITY OF ALABAMA

PATRICK GENTILE, THE UNIVERSITY OF ALABAMA

ELAINE HANBY, THE UNIVERSITY OF ALABAMA

## 3PM | SPECIAL GUEST PRESENTATION

Jennifer Hale, NFL Sideline Reporter, FOX Sports, and founder, Sideline Pass

**Thank you for attending.  
We'd like to thank this year's host:**



For more information on Alabama Program in Sports Communication visit  
**[sportscom.ua.edu](https://sportscom.ua.edu)**