FOURTH ANNUAL
SPORTS SYMPOSIUM

FRIDAY, FEBRUARY 5, 2016
ALL SESSIONS IN GORGAS LIBRARY 205 UNLESS OTHERWISE NOTED
9AM | PAPER SESSION

Perennial Performance and Fan Identification: Beyond BIRGing and CORFing
STAN DIEK, 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

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
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]

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
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:

THE UNIVERSITY OF ALABAMA

College of Communication & Information Sciences

For more information on Alabama Program in Sports Communication visit

sportscom.ua.edu