

1992

## Sub/Versions: Rethinking Resistance / Remaking Sport - NASSS Conference Program 1992

North American Society for the Sociology of Sport

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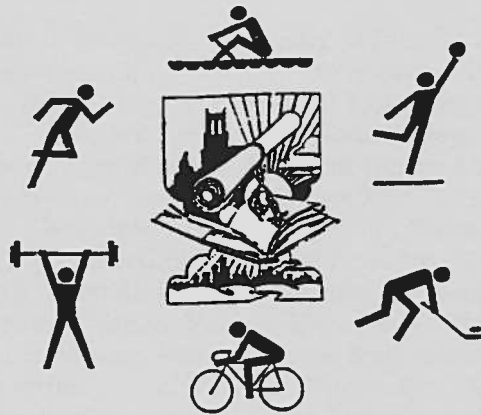
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# NASSS

## SUB/VERSIONS: RETHINKING RESISTANCE/REMAKING SPORT



Program for the  
North American Society for the Sociology of Sport  
1992 Conference

November 4-7, 1992  
Marriott Hotel - Portside  
Toledo, Ohio

# **SUB/VERSIONS: RETHINKING RESISTANCE/REMAKING SPORT**

Program for the  
North American Society for the Sociology of Sport  
1992 Conference

November 4-7, 1992  
Marriott Hotel - Portside  
Toledo, Ohio

## **NASSS BOARD OF DIRECTORS**

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## **1992 CONFERENCE PROGRAM COMMITTEE**

Committee Members  
Cheryl Cole, University of Colorado, Colorado Springs  
Mary Duquin, University of Pittsburgh, Chair  
Sharon Mathes, Iowa State University  
Jan Rintala, Northern Illinois University  
Don Sabo, D'Youville College  
Chris Stevenson, University of New Brunswick

## **Site Coordinators**

Dean Purdy, Bowling Green State University  
Eldon Snyder, Bowling Green State University  
Elmer Spreitzer, Bowling Green State University

## **SPECIAL ACKNOWLEDGEMENTS**

Rose Pompura for typing conference program material  
Patricia Kane for typing abstract material  
Alison Dewar for the Book Display

and

the following groups for their generous donations:

Human Kinetics Publishers, Inc.  
Department of Sociology, Bowling Green State University  
School of HPER, Bowling Green State University

## **RECIPIENT OF THE BARBARA BROWN STUDENT PAPER AWARD**

Samantha King, Queen's University

"The Politics of the Body and the Body Politic:  
Magic Johnson and the Ideology of AIDS"

To be presented in the "Research in Progress Session," Friday, 10:15, Session 2

## **STUDENT PAPER AWARD COMMITTEE**

Susan Greendorfer, Chair, University of Illinois, Urbana  
David Furst, San Jose State University  
Kevin Young, University of Calgary

## WEDNESDAY, NOVEMBER 4, 1992

- 6:00-9:00 p.m. Conference Registration *Foyer*
- 6:30-9:00 p.m. Board of Directors Meeting *Salon C & D*
- 8:00-11:00 p.m. Welcoming Reception *Ashley's*

## THURSDAY, NOVEMBER 5, 1992

- 8:00-4:00 p.m. Registration, Book Display *Foyer*
- 8:45-10:00 a.m. Welcome, Announcements *Salon A*

### KEYNOTE ADDRESS

*Salon A*

Presider: Don Sabo (D'Youville College)

Donna Lopiano (Women's Sports Foundation),  
"Quick Fix or Radical Surgery: Reform in College Athletics."

**Thursday 10:15 a.m.-12:00**

### CONCURRENT SESSIONS

**Session 1: The Potential of the Media for Resistance  
& Transformation (Workshop)** *Salon C*

Workshop Organizer: Mary Jo Kane (University of Minnesota)

Margaret Carlisle Duncan (University of Wisconsin, Milwaukee),  
"The Potential of the Media for Resistance and Transformation  
in Sport."

Linda C. Delano (Hamline University), "Strategies for Change:  
Perspectives from Media Personnel."

Leo Lewis (University of Minnesota), "Strategies for Change:  
The Do's and Don'ts of Being Interviewed."

**Thursday 10:15 a.m.-12:00**

**Session 2: Feminist Theory and Critical Theory: Parallel  
and Intersecting Roads to Resistance and Change** **Salon F**

**Presider:** Karin Volkwein (West Chester University)

Helen Jefferson Lenskyj (Ontario Institute for Studies in Education),  
"Feminism, Resistance and the Remaking of Sport: Theories,  
Methodologies and Practices."

David Whitson (University of Alberta), "Critical Theory, Social  
Critique and the Sociology of Culture."

**Session 3: Sport, Crime and Social Control** **Salon D**

**Presider:** Eldon Snyder (Bowling Green State University)

James Frey and Tim Delaney (University of Nevada, Las Vegas),  
"Leisure and Sport in Prison."

Eldon Snyder (Bowling Green State University), "Deviance and  
Sport: An Interpretive Approach to Motives and Explanations."

Albert Gardner (University of Maryland), "Midnight Basketball:  
Birth and Struggle for Survival in Prince George's County, Maryland."

**Session 4: Lifelong Leisure Sports** **Salon E**

**Organizer:** Elmer Spreitzer (Bowling Green State University)

Heather Gibson and Andrew Yiannakis (University of Connecticut),  
"Some Correlates of the Sport Lover: A Life Course Perspective."

Simon P. Attle and Andrew Yiannakis (University of Connecticut),  
"The Characteristics of Participants in Four leisure Pursuits: The  
Case of the Martial Arts."

David M. Furst (San Jose State University), "Attitudes of Competitive  
and Noncompetitive Runners Toward Recreational Running."

Barbara Edwards (Shawnee State University), "Negotiating It on the  
Court: Gender Subtext in an Ephemeral Volleyball Group."

**Thursday 10:15 a.m.-12:00**

**Session 5: A Road Less Travelled: Ethnographic Possibilities I**

**Ohio**

Organizers: Anne Bolin (Elon College) and Alan Klein (Northeastern University)

Lisa Richardson (San Jose State University), "I Need You to Look at Me: An Ethnographic Study of a Subculture of Serious Gym Members."

John Mitrano (Boston College), "The Use of Ethnography in the Study of Sport Spectatorship."

Robert Rinehart (University of Illinois, Urbana), "Sport as Epiphanic Markers: The Case of Super Bowl XXVI (26)."

**Thursday, 1:30-3:15 p.m.**

**CONCURRENT SESSIONS**

**Session 1: Teaching the Body (Workshop)**

**Salon C**

Organizer: John Loy (University of Illinois, Urbana)

Cheryl Cole (University of Colorado, Colorado Springs)

John Loy (University of Illinois, Urbana)

**Session 2: Remaking Sport Studies: Theory and Practice (Panel)**

**Salon D**

Panel Organizer: Chris Stevenson (University of New Brunswick)

Howard Nixon (Appalachian State University), "Social Network Analysis of Sport: Emphasizing Social Structure in Sport Sociology."

M. Ann Hall (University of Alberta), "Sport Studies, Cultural Studies, and Feminism: Which Remakes Whom?"

Alison Dewar (University of British Columbia), "Developing Inclusive Feminist Analyses of Sport: Forming Alliances and Coalitions Across Our Differences."

**Thursday, 1:30-3:15 p.m.**

**Session 3: The Political Economy of Professional Stadiums  
and Arenas**

**Ohio**

**Organizer:** George H. Sage (University of Northern Colorado)

George H. Sage (University of Northern Colorado), "Stealing Home: Political, Economic, and Media Power and a New Publicly Funded Baseball Stadium in Denver."

Bruce Kidd (University of Toronto), "Public Risk and Private Profit: The Dilemma of Public Stadium."

David Whitson (University of Alberta) and Donald Macintosh (Queens's University), "Becoming a 'World Class' City: Hallmark Events and Sport Franchises in the Growth Strategies of Western Canadian Cities."

**Session 4: Female Empowerment**

**Salon E**

**Organizer:** Yvonne Smith (Michigan State University)

Elaine Blinde, Diane Taub and Lingling Han (Southern Illinois University), "Beyond Psychological Empowerment: Group and Societal Empowerment of Women in Intercollegiate Athletics."

Yvonne R. Smith (Michigan State University), "From Silence to Empowerment of Women of Color in Society, Sport and Sport Research."

Leslie D. Haravon (University of Iowa), "Working Out the Contradictions: Feminism and Aerobics."

Jane Granskog (California State University, Bakersfield), "The Impact of Tri-ing Later in Life: Female Empowerment and the Masters Triathlete."



**Thursday, 1:30-3:15 p.m.**

**Session 5: Politics and the Olympics**

**Salon F**

Organizer: Dan C. Hilliard (Southwestern University)

Dan C. Hilliard (Southwestern University), "Seeing Ideology: An Analysis of Television Feature Stories from the Albertville Olympics."

Robert Van Wynsberghe (Bowling Green State University) and Klaus Meier (University of Western Ontario), "Tlatelolco: Gravesite of the XIXth Olympiad."

Ron Lappage and Jane Crossman (Lakehead University), "Canadian Coaches' Perceptions of the 1980 Olympic Boycott."

**Thursday, 3:30-5:15 p.m.**

**CONCURRENT SESSIONS**

**Session 1: Sport and Violence Against Women: A Feminist Critique (Panel)**

**Salon F**

Panel Organizer: Susan Birrell (University of Iowa)

Reactor: Susan Birrell (University of Iowa)

Mary Jo Kane and Lisa J. Disch (University of Minnesota), "Sexual Violence and the Reproduction of Male Power in the Lockerroom: A Case Study of the Lisa Olson Incident."

Carol Graybeal (Pennsylvania State University), "The Role of Certain Aggressive Male Sports in Socializing and Institutionalizing Violence Against Women."

Steve Schacht (Southwest Missouri State), "Sado-masochistic Rituals of Male Rugby Players."

**Thursday, 3:30-5:15 p.m.**

**Session 2: Applied Sport Sociology: A Tool for Resistance and Change? (Book Discussion)**

**Salon C**

**Text:** Applied Sociology of Sport, 1992,  
by A. Yiannakis and S.I. Greendorfer (Eds.)

**Discussion Organizer:** Don Sabo (D'Youville College)

Don Sabo (D'Youville College)

James Frey (University of Nevada, Las Vegas)

Gary Sailes (Indiana University)

Monika Zechetmayr (Pennsylvania State University)

Roger Rees (Adelphi University)

**Session 3: The Politics and Economics of Sport**

**Ohio**

**Organizer:** George H. Sage (University of Northern Colorado)

Kimberly S. Schimmel (Miami University), "From  
Indiana-No-Place to Sports Capital of the USA:  
Economic Structure Growth Policy in Indianapolis."

John C. Phillips and John G. Boelter (University of the Pacific),  
"Team Revenues, Player Salaries and Competitive Balance in  
the NFL."

Yanni D. Afthinos (New York University), "The Influence of  
Political Ideologies in the Organization and Development of  
Sports in Greece."

**Thursday, 3:30-5:15 p.m.**

**Session 4: Mediated Images in Written Texts:  
Sites of Struggle**

**Salon D**

**Organizer:** Margaret C. Duncan (University of Wisconsin, Milwaukee)

James Gillett and Phil White (McMaster University), "A Critical Feminist Reading of Body Building Magazine."

Laurel R. Davis (Springfield College), "A Stacked Struggle Over Meaning: The Case of Sports Illustrated's Swimsuit Issue."

Barbara L Endel (Sports Coordinator, Michigan Special Olympics), "Working Out: The Dialectic of Strength and Sexuality in Women's Sports & Fitness Magazine."

Dwight H. Zakus (University of Regina, Regina, SK, Canada), "Perceptions of Women in the Olympic Movement as Described in Official I.O.C. Publications."

**Session 5: Religion & Sport: Resistance and Reproduction**

**Salon E**

**Organizer:** Chris Stevenson (University of New Brunswick)

Tony Ladd (Wheaton College), "The Transformation of Sport: Muscular Christians as Change Agents in Sport Development."

Dennis Hiebert (Providence College), "Angry Athletes and the Almighty: Christian Moral Resistance in Sport."

Chris Stevenson (University of New Brunswick) "The Christian Athlete and the 'Sports Ethic': Reaffirmation or Resistance?"

**5:30-6:15 p.m. TAE KWON DO (Activity)**

**Indiana**

Margaret Duncan (University of Wisconsin, Milwaukee), "Chil Jun Palgi - Seven Times I Fail The Eighth Time I Succeed: Lessons I Have Learned from Tae Kwon Do."

**Thursday, 5:30-6:45 p.m.**

**5:30-6:45 p.m. Student Roundtable (Open to Undergraduate  
and Graduate Students)**

**Salon C**

Organizer: John Mitrano (Boston College)

Kathleen O'Dell and Jonathan White (Boston College), "New  
Directions in the Sociology of Sport: Sport and Militarism."

John Mitrano (Boston College), "Turning Soft: Qualitative  
Methods in the Study of Sport."

Sean Behen (Boston University), "The Demise of the Student-Athlete."

**7:00 p.m. RESTAURANT NIGHT IN TOLEDO**

## **FRIDAY, NOVEMBER 6, 1992**

**7:00-7:45 a.m. Yoga Stretch (Activity)**

**Indiana**

Jane Adair (Temple University)

**7:00-8:30 a.m. Sociology of Sport Journal Editorial Board  
Breakfast Meeting**

**Ashley's**

**8:00-4:00 p.m. Registration, Book Display**

**Foyer**

**8:45-10:00 a.m. Announcements**

**Salon A**

### **KEYNOTE ADDRESS**

**Salon A**

Presider: Cheryl Cole (University of Colorado, Colorado Springs)

Michael Bronski (Gay Community News, Boston), "Who's  
Braindead? The Changing Cultural Image of Men, Masculinity  
and Movies"

Michael Messner (University of Southern California),  
"White Men Misbehaving: Feminism, Afro-Centrism, and the  
Promise of Critical Standpoints."

**Friday 10:15 a.m.-12:00**

**CONCURRENT SESSIONS**

**Session 1: Postmodern Theory and Sport**

**Ohio**

**Organizer: Genevieve Rail (University of Ottawa)**

**David Andrews (University of Illinois, Urbana)**

**Genevieve Rail (University of Ottawa)**

**Synthia Slowikowski (University of Illinois, Urbana)**

**Session 2: Research in Progress**

**Salon C**

**Organizer: David Furst (San Jose State University)**

**Presider: Wib Leonard (Illinois State University)**

**Samantha King (Queen's University), "The Politics of the Body and the Body Politic: Magic Johnson and the Ideology of AIDS"**

**Wib Leonard (Illinois State University), "Race, Centrality and Educational Attainment: An NFL Perspective."**

**Yannis Evagelopoulos and Dennis Howard (Ohio State), "The Development of a Scale for Measuring Lifestyle and Situational Influences on Sport Spectator Behavior."**

**Minseok An (University of Northern Colorado), "The Political Economy of the Golf Boom in South Korea: Perceptions and Interpretations of Its Sociocultural Consequences."**

**Friday 10:15 a.m.-12:00**

**Session 3: Cultural Perspectives on the Meanings of Sport  
and the Body**

**Salon D**

**Organizer:** David Furst (San Jose State University)

Margaret Duncan (University of Wisconsin, Milwaukee), "The Politics of Women's Body Images and Practices."

Marie-Claude Asselin (University of Waterloo), "Former Top Athletes in Quebec: Gender Differences in Withdrawal Experience and Post-Athletic Life."

Mari-Kristin Sisjord (Norwegian University of Sport and Physical Education), "Rethinking Youth Sport with the Purpose of Maintaining Physical Activity During Adolescence Among Potential Dropouts."

Kari Fasting (Norwegian University of Sport and Physical Education), Sheila Scraton (Leeds Polytechnic), Gertrud Pfister (Institut für Sportwissenschaft) and Ana Bunuel, "The Experience and Meaning of Sport in the Lives of Women in Some European Countries."

**Session 4: Sport in the Global Marketplace**

**Salon E**

**Organizer:** March Krotee (University of Minnesota)

**Presider:** Leo Lewis (University of Minnesota)

Jean Harvey (University of Ottawa), Rob Beamish (Queens University) and Jacques Defrance (University of Paris - Sud), "Conflicting Political Cultures and the Transformations of Sport and Policies Within Four Welfare States: Canada, Germany, and France From the 1960's."

Joseph Maguire (Loughborough University), "'The Empire Strikes Back' or 'The Lizard of OZ': Cricket, Anglo-Australian Cultural Identity and the Keating Affair."

Eric Solberg and Alan Blum (DOC, Baylor College of Medicine) and March Krotee (University of Minnesota), "The Clouding Issues Concerning Sport in the Global Marketplace."

**Friday 10:15 a.m.-12:00**

**Session 5: Gender and Race in Ethnographic Research**

**Salon F**

**Presider:** Jane Granskog (California State University, Bakersfield)

Terese M. Stratta (Southern Illinois University), "Crossing Racial Lines: Gaining Entrance in Ethnographic Research."

David Johns (University of Manitoba), "Starving for Gold: An Ethnographic Analysis of Overcomformity."

Becky Beal (Northern Illinois University), "The Construction of Masculinity in the Subculture of Skateboarding."

Jane Granskog (California State University, Bakersfield), "The Tri-ing Life: Ethnographic Research on a Triathlon Community."

**Friday, 1:30-3:15 p.m.**

**CONCURRENT SESSIONS**

**Session 1: Working for Change Within Athletic Institutions  
(Workshop)**

**Salon C**

**Workshop Organizer:** Susan Natrass (St. Mary's University, Nova Scotia)

Susan Natrass (St. Mary's University, Nova Scotia), "The Thrill of Victory and the Agony of Defeat in Trying to Make Changes."

Dana Brooks (West Virginia University), Othello Harris (Miami University of Ohio), Doris Corbett (Howard University), Robert Sellers (University of Virginia) and Ronald Althouse (West Virginia University), "Racism in College Athletics: Problems and Solutions."

Gary Sailes (Indiana University), "An Investigation of Academic Accountability Among College Student Athletes."

Monika Zechetmayr (Pennsylvania State University), "Changing Athletics in Social Leisure and Competition Activity: Several Unproblematic Solutions."

**Friday, 1:30-3:15 p.m.**

**Session 2: Mystifying or Demystifying: The Use of Critical  
Texts in the Classroom (Book Discussion)**

**Ohio**

**Texts:** Power and Ideology in American Sport (Sage)  
Sports in Canadian Society (Hall, Slack, Smith and Whitson).

**Discussion Organizer:** Peter Donnelly (McMaster University)

Phil White (McMaster University)

Jan Rintala (Northern Illinois University)

Mary Duquin (University of Pittsburgh)

Margaret MacNeill (University of Toronto)

**Session 3: Sport and Culturally Marginalized Groups**

**Salon D**

**Organizer:** Brian Pronger (University of Toronto)

Cheryl Cole and Harry Denny (University of Colorado, Colorado Springs), "AIDS 'Demonstrations,' ACT UP, & Magic Johnson: How About 'A Day Without Sport'?"

Helen Jefferson Lenskyj (Ontario Institute for Studies in Education), "I Am But You Can't Tell: Homophobia and the Marginalization of Women in Sport."

Mary McDonald (University of Iowa), "Rethinking Resistance: The Olympic Games and Alternative Models."



**Friday, 1:30-3:15 p.m.**

**Session 4: Breaking Norms: Historical Context of Women  
and Sport**

**Salon F**

**Organizer:** Jane Adair (Temple University)

Jane Adair (Temple University), "Flow in Communities: A Study of Nisei Women's Basketball Leagues in Southern California Before World War II."

Gai I. Berlage (Iona College), "Women Baseball Umpires as Social Mirrors of Their Times: Amanda Clement, 1905 - 1911, and Pam Postema, 1977 - 1989."

Karen Weiller (University of North Texas), Jean Keller (University of North Texas) and Catriona Higgs (Slippery Rock University of Pennsylvania), "A Profile of the All American Girls Professional Baseball League."

Catriona Higgs (Slippery Rock University of Pennsylvania) and Karen Weiller (University of North Texas), "Gender Conflict in Sport: The All American Girl's Professional Baseball league, 1943-1954."

**Session 5: Sport and the Politics of Racial Relations:  
Indigenous Peoples**

**Salon E**

**Organizers:** Laurel Davis (Springfield College) and Earl Smith (Pacific Lutheran University)

Laurel R. Davis (Springfield College), "John Wayne in Jeopardy: The Anti-Mascot Movement as a Challenge to Traditional American Identity."

Amy Hribar (University of Illinois, Urbana), "Hegemony, Racism and Sport Mascots."

Vicky Paraschak (University of Windsor), "Race Relations and Sport in Australia: The National Aboriginal Sport Program, 1969-1992."

**Saturday, 10:15-12:00**

**Session 3: Sport and the Politics of Racial Relations:  
African Americans**

**Salon F**

**Organizers:** Laurel R. Davis (Springfield College) and Earl Smith  
(Pacific Lutheran University)

Alphonse Damas, Jr. and Robert M. Sellers (University of Virginia),  
"The Influence of Coaches Attitudes on Position Requirements on  
Stacking Behavior in College Basketball."

Brian Frazier (Miami University), "African American Athletes:  
Resistive, Incorporative or Reactionary Heroes?"

Gary Sailes (Indiana University), "The Case Against NCAA Proposition 48."

Audrey Murrell and Edward M. Curtis (University of Pittsburgh),  
"Attributions in the Sports Pages: A Look at the Performance of  
Black and White NFL Quarterbacks."

**Session 4: Mediated Images in Television: Sites of Struggle**

**Salon D**

**Organizer:** Margaret C. Duncan (University of Wisconsin, Milwaukee)

**Presider:** Janet Harris (University of North Carolina, Greensboro)

Toni Bruce (University of Illinois, Urbana), "Can You Believe  
They Said That?": Female Fans Resist Television's View of  
Women's Basketball."

Janet C. Harris (University of North Carolina, Greensboro),  
"Gender Struggles in Television Sport Texts: NCAA Basketball  
and Wimbledon Tennis."

John R. Mitrano (Boston College), "What You See is NOT What  
You Get: Mediated vs. Live Images of Men's and Women's Basketball."

**Saturday, 10:15-12:00**

**Session 5: Reconstructing Female Embodiment Through Sport:  
Contexts of Liberation**

**Salon E**

**Organizer: Sharon Guthrie (California State University, Long Beach)**

**Leslie Haravon (University of Iowa), "Exercises in Resistance:  
Toward a Feminist Aerobic Pedagogy."**

**Seymour Kleineman (Ohio State University), "Sport, Gender and  
Embodiment: A Somatic Perspective."**

**Sharon Guthrie (California State University, Long Beach) and  
Shirley Castelnovo (Northeastern Illinois University), "A Feminist  
Care of the Self Model: Somatics, Friendship and Resistance."**

**Saturday, 1:30-3:15 p.m.**

**CONCURRENT SESSIONS**

**Session 1: Rethinking Sport through Surveillance:  
Rethinking Surveillance through Sport  
(Roundtable Discussion)**

**Salon F**

**Panel Organizer: Cheryl Cole (University of Colorado, Colorado Springs)**

**Cindy Patton (Temple University)**

**Michael Bronski (Gay Community News, Boston, MA)**

**Brian Pronger (University of Toronto)**

**Harry Denny (University of Colorado, Colorado Springs)**

**Susan Cahn (SUNY, Buffalo)**

**Saturday, 1:30-3:15 p.m.**

**Session 2: Mediated Images in Film/Music/Theater:  
Sites of Struggle**

**Salon C**

**Organizer:** Margaret C. Duncan (University of Wisconsin, Milwaukee)

**Presider:** Mary McElroy (Kansas State University)

Timothy J. Bryant (University of Maryland) and James E. Bryant (San Jose State University), "Of Modern Myths and Heroes in Baseball: A Film Analysis of The Natural and Field of Dreams."

Ross Dawson (Purdue University), "Resisting Resistance: Fordism and the Social Semiotics of Football."

Eldon E. Snyder (Bowling Green State University), "Responses to Musical Selections and Sport: An Auditory Elicitation Approach."

Mary McElroy (Kansas State University), "Sport, Popular Culture and the Power of Laughter."

**Session 3: Sub/Versions and Subcultures**

**Salon D**

**Presider:** Frances Johnston (Temple University)

Frances Johnston (Temple University), "Life on the Fringe: The Experience of Rugby and Ice Hockey Playing Women."

Todd Crosset (Northeastern University), "Loneliness on the Links: The Search for Trust and Support on the Women's Professional Golf Tour."

Liv-Jorunn Kolnes (The Norwegian University of Sport and Physical Education), "Coaches, Athletes and Gender Relations: Questions of Power, Control and Self-Identity."

John Gray (University of Northern Colorado), "Mountain Biking as Counter Culture?"

**Saturday, 1:30-3:15 p.m.**

**Session 4: Teaching Resistance in Sport Sociology Classes  
(Workshop)**

**Salon E**

Workshop Organizer: Merrill Melnick (SUNY, Brockport)

Gary Sailes (Indiana University), "Rationale for Teaching a Course Entitled 'The Black Athlete in Contemporary American Sport'."

Tim Curry (The Ohio State University), "Analyzing Gender in Joe Weider's Muscle and Fitness Magazine."

Valerie King and B. Ann Boyce (University of Virginia), "A Case Study Approach to Teaching Sport Sociology."

Margaret MacNeill (University of Toronto), "Tackling Gender: Adapting Media Literacy Exercises to the Needs of Critical Sociology of Sport Courses."

**Session 5: The Sport and Product Text in Television  
Commercials**

**Ashley's**

Organizer: Lawrence Wenner (University of San Francisco)

Stephen D. Mosher (Ithaca College), "The Revolution (in Motion) Begins."

Robert Sparks (University of British Columbia), "This Ad's for You: Audience Positioning in Lifestyle Advertising."

Lawrence Wenner (University of San Francisco), "The Dream Team, Communicative Dirt, and the Marketing of Synergy: USA Basketball and Cross-Merchandising in Television Commercials."

**Saturday, 3:30-5:15 p.m.**

**CONCURRENT SESSIONS**

**Session 1: Female Athletes: Between a Rock and a Hard Place (Book Discussion)**

*Ashley's*

Texts: Are We Winning Yet? (Nelson)  
No Contest: The Case Against Competition (Kohn)

Discussion Organizer: Jan Rintala (Northern Illinois University)

Jan Rintala (Northern Illinois University)

Angela Schneider (University of Western Ontario)

**Session 2: Reforming Coach-Athlete Relations (Workshop) Salon C**

Organizers: Mary E. Duquin (University of Pittsburgh) and Jay Coakley (University of Colorado, Colorado Springs)

Brian Pronger (University of Toronto), "Play the Game."

Norma McGinnis, Tom Szczepanowski and Mary Duquin (University of Pittsburgh), "Resisting Dominant Norms: Teaching the Ethic of Care in Sport."

Sharon Mathes (Iowa State University), "Sport Psychologist and Coaches as Change Agents."

Martin G. Miller (Iowa State University), "Positive Youth Development Via Sport Through a Coach and Athlete Partnership."

Frances Johnston (Temple University), "Group Development and the Coach: Understanding, Appreciating and Building on the Growth-As-A-Group of Your Team."

**Saturday, 3:30-5:15 p.m.**

**Session 3: Olympic Perspectives**

**Salon D**

**Organizers:** Lee Vander Velden and Laurence Chalip (University of Maryland)

**Presider:** Peter Farmer (Tulane University)

**Discussant:** Roger Rees (Adelphi University)

Lisa Delpy (George Washington University), "The Spectator in Barcelona: Creation of Narratives."

Jody McCurdy (University of Maryland), "The American View of the Olympic Movement."

Lee Vander Velden and Laurence Chalip (University of Maryland), "Audience Reaction to the Olympic Games: Winter and Summer."

**Session 4: Research in Progress**

**Salon E**

**Organizer:** David Furst (San Jose State University)

Howard Nixon (Appalachian State University), "Coaches' View of Risk, Pain and Injury in Sport."

Jim Denison (University of Illinois, Urbana), "Personal Troubles, Public Faces: An Examination of Competitive Runners."

Tom McIntyre and Maarit Mertaniemi (SUNY, Brockport), "A Cross-Cultural Analysis of Exemplars of Czechoslovakian, Romanian and Russian Youth."

Yannis Evagelopoulos and Dennis Howard (Ohio State University), "Major League Sport Spectators in Greece: An Analysis of Lifestyle Characteristics in the Development of a Sport Spectator Taxonomy."

**Saturday, 3:30-5:15 p.m.**

**Session 5: A Road Less Travelled: Ethnographic Possibilities II**

**Salon F**

**Organizers:** Anne Bolin (Elon College) and Alan Klein (Northeastern University)

**Discussant:** Charles Gallmeier (University of Illinois, Chicago)

Anne Bolin (Elon College), "Cultural and Physical Anatomies of Competitive Bodybuilding: Dieting and Just Desserts."

Doug Foley (University of Texas), "Mesquaki Sports: A Hometown Narrative."

Pirkko Markula (University of Illinois, Urbana), "Camouflage for Imperfections or Bodywear That Lets the Body Speak? Pleasures of Fitness Fashion in Aerobics."

**7:00 p.m. RESTAURANT NIGHT IN TOLEDO**



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