

JOURNAL OF EMERGING SPORT STUDIES
2020 DIGITAL SYMPOSIUM
"POWER AT PLAY"
OCT. 16-18



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01. A Message from the Symposium Organizers

In March 2018, the Journal of Emerging Sport Studies (JESS) was founded with a mandate to provide an open-access, widely-distributed platform for emerging and established sport scholars. The overwhelmingly positive response following the publication of our initial volumes has motivated us to continue growing. So far, we have published three volumes of scholarship and five issues of Emerging Discourses, a platform where we engage with experts, scholars, and practitioners on the most pertinent topics in sport today. Our fourth scholarly volume is scheduled to be published this Fall. Thanks to the help of Librarian and Editorial Board member Brenda Smith at Thompson Rivers University, our journal is now indexed through the Digital Commons platform and widely available through University libraries and Google Scholar. This year's Digital Symposium marks another important step for our journal as we seek to find new audiences and provide platforms for scholars across the globe.

We are extremely proud of the program that has been created from the many submissions that we received, and are deeply appreciative for the presenters, for not only taking the time to make their video presentations months ahead of time, but also for the (ongoing) research and hard work that their projects demand. Twenty-two abstracts were ultimately accepted from emerging and established scholars, hailing from institutions on three different continents and six countries. We believe that each and every project being presented offers valuable insights into how sport continues to shape our communities through its vast reach and popular appeal.

We want to thank everyone for their contributions in making this symposium a success. We are looking forward to a great weekend of informed, engaged, and enlightened discussion on the games we play, and movements we exercise.

Andrew Pettit Taylor McKee

Symposium Organizers

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02. Power at Play: A Note on the Symposium Theme

The symposium theme, “**Power at Play**,” aims to examine ways that sport acts as a catalyst of personal and community empowerment, while simultaneously reinforcing societal power structures. Our purpose is to bring together emerging and established researchers and professionals in an online, open-access forum. Here, participants can freely engage in active conversation and debate surrounding significant issues affecting the past, present, and future of sport in society.

03. Format: A Dedication to Open-Access

In addition to providing a platform for new research to be heard, the goal of the symposium is to create opportunities for engaged scholars to discuss, critique, and improve one another’s work. Our guiding principle in organizing this symposium has been to further our commitment to providing and expanding awareness regarding the benefits of open-access research.

All presentations have been uploaded to the symposium’s webpage hosted on JESS’ website. This will provide both symposium participants and interested individuals with the opportunity to view and listen to your research at no cost to you or the viewer.

Group session discussions will take place via zoom meetings at the scheduled times on the weekend of the symposium. At this time, researchers will have the opportunity to discuss their work in relation to the session’s theme, and engage with colleagues who may ask questions and comment on the presentations. In the weeks leading up to the symposium we will also be promoting the videos via social media outlets, and gathering questions that may be asked during this question period. These zoom meetings will be recorded and posted on the symposium webpage. Presentations have been scheduled to allow people to join at various times throughout the day(s).

Similarly, the Distinguished Speaker sessions will take place via a zoom meeting, during which our invited scholars will give a brief presentation followed by questions and discussion. Every Distinguished Speaker presentation will be held at 1:00pm EST, and will also be recorded and posted on the symposium webpage.

04. Distinguished Speakers

FRIDAY OCTOBER 16, 2020

Melissa Otterbein, U.S.A. TRIATHLON

“THE ROLE OF THE COACH IN ADDRESSING ATHLETE MENTAL HEALTH”

Melissa Otterbein, MPH, is a certified Health Educator Specialist currently working as Education Manager at U.S.A. Triathlon in Colorado Springs, Colorado. Her research publications include sport as a tool to address the UN Sustainable Development Goals, sport for development, and nutrition. A certified U.S.A. Triathlon Level I and U.S Masters Swimming coach, Melissa has coached a variety of athletes, including differently abled, displaced, LBGT, youth, collegiate, adult and female populations. A former lecturer in Female Studies at Towson University, and part-time faculty member at George Washington University, Melissa brings to her work a commitment to access for all to engage in sport and educational opportunities. A triathlete and cyclist, Melissa was a 2015 U.S.A. Triathlon Nationals Qualifier, 2013 70.3 Half Ironman All World, and World Championship athlete who uses her platform to promote gender equity in sport.



Melissa is pleased to have join her two colleagues from her upcoming work on addressing athlete mental health: Cindy Miller Aron and Paul Gorczynski.

Cindy Miller Aron LCSW, CGP, FAGPA, is an athletic consultant and provider in private practice from Portland, Oregon, working closely with the Oregon Health Sciences University Sport Medicine team at Portland State University. Cindy was appointed to the NCAA Inaugural Mental Health Task Force in 2013, and the International Olympic Committee Consensus Meeting on Mental Health in Elite Athletes as a content expert in 2019. She currently serves on the American Medical Society for Sports Medicine Task Force on Sexual Violence in Sport and is a co-founder of the Alliance for Social Workers in Sport.

Paul Gorczynski, PhD, CPsychol, AFBPsS, is a Chartered Psychologist and Associate Fellow with the British Psychological Society and a Senior Lecturer of Sport and Exercise Psychology at the University of Portsmouth. His research

expertise lies within the promotion of mental health and well-being in clinical, education, and elite sport settings. He co-leads on the Mental Health in Sport training programme as part of the Sport and Exercise Psychology Accreditation Route organized by the British Association of Sport Sciences. In 2018, Paul was an expert panel member for the International Olympic Committee consensus statement on mental health.



04. Distinguished Speakers

SATURDAY OCTOBER 17, 2020

INDIGENOUS HOCKEY RESEARCH NETWORK

Sam McKegney, Queen's University, Robert Henry, University of Saskatchewan, Jordan Koch, McGill University, Mika Rathwell, University of Saskatchewan

"MANUFACTURING COMPLIANCE WITH ANTI-INDIGENOUS RACISM IN CANADIAN HOCKEY: THE CASE OF BEARDY'S BLACKHAWKS

JESS is thrilled to have Sam McKegney and Robert Henry deliver the symposium's Saturday Distinguish Speaker address on their work with the Indigenous Hockey Research Network (IHRN). With funding from the Social Sciences and Humanities Research Council of Canada, McKegney and Henry were among the Indigenous and allied scholars who established the IHRN in 2018 for the purpose of interrogating hockey's ambivalent relationship to settler colonialism and Indigenous sovereignty in Canada. The network's mission is to investigate hockey as a site of both contestation and potential reconciliation between Indigenous and non-Indigenous peoples in Canada. The address focuses on on-going community-engaged research with Beardy's Midget AAA Blackhawks in

Saskatchewan, Canada. Building from player and parent interviews, McKegney and Henry analyze the coercive manufacture of compliance with anti-Indigenous racism in hockey, considering the near ubiquity of experiences for Indigenous players and parents of being pressured to simply ignore and put up with racism throughout their lives in Canadian hockey. Afterwards, Sam and Robert will be joined by their colleagues Jordan Koch (McGill University) and Mika Rathwell for a question and answer session based on their presentation's engagement with the symposium's broader themes and research.



04. Distinguished Speakers

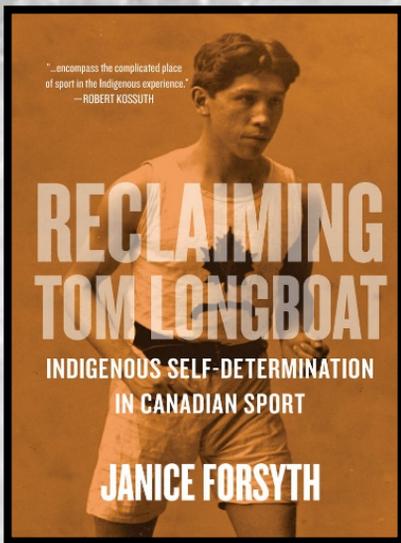
SUNDAY OCTOBER 18, 2020

Janice Forsyth, WESTERN UNIVERSITY

Q & A ON INDIGENOUS SPORT IN CANADA AND *RECLAIMING TOM LONGBOAT*



Janice's research lies in history and sociology, where she employs different concepts of power to identify and analyze the conditions that gave rise to specific practices related to Indigenous physical culture in Canada. Janice focuses specifically on the way organized physical activities have been used as tools for colonization and how Indigenous people have responded to those efforts by taking up those same activities for cultural regeneration and survival. Janice frequently works with governments and non-profit organizations to develop better opportunities for Indigenous people to engage in physical activities. This May, she published *Reclaiming Tom Longboat: Indigenous Self-Determination in Canadian Sport* which recounts the history of Indigenous sport in Canada through the lens of the prestigious Tom Longboat Awards, shedding light on a significant yet overlooked aspect of Canadian policy and Crown-Indigenous relations.



05. Sessions Schedule

- All times are Eastern Standard Time (North America)

Friday October 16, 2020

9:30am-10:00am

Opening Remarks

10:00am-11:30am

Session 01: Inclusion, Difference, and Gender

Allison Grace, Springfield College (U.S.A.)- Age Appropriate Motor-Development in Elementary School Girls

Emily Johnson et al., University of Tennessee (U.S.A.)- Exploring Adversity and Potential for Growth among Iron[wo]man Competitors

Rebecca Oatley, University of Worcester (U.K.)- (Re)Creating Spaces for Memory, Inclusion, and Enjoyment: Ambitious Changes for Sport, Gender, and Reminiscence

Ashley Ryder, The Ohio State University (U.S.A.)- Women Sport Management Faculty Career Experiences

1:00pm-2:30pm

Distinguished Speaker Presentation and Discussion

Melissa Otterbein, MPH (George Mason University), U.S.A. Triathlon- Presentation Title: The Role of the Coach In Addressing Athlete Mental Health

4:30pm-6:00pm

Session 02: Identifying Sporting Communities

Conor Heffernan, University of Texas at Austin (U.S.A.) - Working Class Weightlifting: Hercules Gym and the Growth of Community Bodybuilding

Nicholas Villanueva, University of Colorado, Boulder (U.S.A.)- Rough Stock, Camp, and Gay Rodeo

Alec Hurley, University of Texas at Austin (U.S.A.)- Fifty Years of a Community in Rhythm: Garth Fagan’s Dance Troup and Rochester’s Racial History

Eduardo Espinoza Vazquez, New Mexico State University (U.S.A.)- Framing Prolympic Cheerleading: Intersectionalities and Collective Identities of Team U.S.A.

- All times are Eastern Standard Time (North America)

Saturday October 17, 2020

9:00am-10:30am

Session 03: Migration, Movement, and Mobility

Marianna Pavan, University of Edinburgh, U.K.)- Shall We Speak Football: Scottish Accent You Know, It's Not Easy

Shoaib-Hasan Shaikh, McGill University (CAN)- The Politics of Leisure Spaces: An Ethnography of a Refugee Family Adjusting to Life in Montreal

Matthew Barnard, Bond University (AUS)- Asylum, the Olympic Games, and Los Angeles 2028

Andrew Bailey, Northumbria University (U.K.)- Subjugated Voices: Providing a Platform for Participants and Communities to Share Their Stories as Part of the Evaluation of Sport for Development Programmes

1:00pm-2:30pm

Distinguished Speaker Presentation and Discussion

Sam McKegney, Robert Henry, Mika Rathwell, and Jordan Koch, Indigenous Hockey Research Network (CAN)

Presentation Title: Manufacturing Compliance With Anti-Indigenous Racism in Canadian Hockey: The Case of the Beardy's Blackhawks

7:00pm-8:30pm

Session 04: Empowerment, Identity, and Ethnicity

Catherine Sherwood, University of Queensland (AUS.)- A New Lease on Life: The Brisbane All Blacks Football Club

Kevin B. Witherspoon & Madalyn G. Hudlow, Lander University (U.S.A)- He Taught the Boys to Play Soccer: John McPherson Lander and the Origins of Soccer in Brazil

Jessica Hammond-Graf, Frostburg State University (U.S.A.)- Utilizing Sport as a Vehicle for the Empowerment Process for Women

Adriana Sekulovic, California Lutheran University (U.S.A.)- Athlete Protection in the Context of the Tripartite Athlete-Agent-Team Relationship

- All times are Eastern Standard Time (North America)

Sunday October 18, 2020

10:00am-11:30am

Session 05: Media Representations of Sporting Identities

Ornella Nzindukiyimana, St. Francis Xavier University (CAN)- Red, White, and Black: We the North and the Toronto Raptors' Cultural Incursion in Canada

Allison Grace, Springfield College (U.S.A.)- Thematic Media Analysis of North America's First Openly Transgender Professional Athlete

Braeden McKenzie, University of Toronto (CAN), and **Stacy Lorenz**, University of Alberta (CAN)- From Mr. Hockey to the White Way: Masculinity, "Colour-Bland" Racism, and the Policing of Blackness in the NHL

Umer Hussein and George Cunningham, Texas A&M University (U.S.A.)- The Clash of Civilization: A Case Study of Khabib Nurmagomedov vs. Conor McGregor

1:00pm-2:30pm

Distinguished Speaker Presentation and Discussion

Janice Forsyth, Western University (CAN)- Q&A on Indigenous Sport in Canada and *Reclaiming Tom Longboat*

4:00pm-5:30pm

Session 06: Sporting Texts

Brittany Reid, Thompson Rivers University (CAN)- New Playing Fields: Teaching Sport Literature

Jamieson Ryan, Queen's University (CAN)- What We Talk About When We Talk About Old Time Hockey

Lequez Spearman, St. John's University (U.S.A.)- Giving Air Jordan a Second Wind: How Sneaker Re-sellers Merge Production with Consumption on the Secondary Market

06. Abstracts

Subjugated Voices: Providing a Platform for Participants and Communities to Share Their Stories as Part of the Evaluation of Sport-for-Development Programmes

Andrew Bailey, Northumbria University (U.K.)

The field of Sport for development (SfD) has gained prominence in both the global north and global south over the course of the past several decades (Harris & Adams, 2016; Jeanes & Lindsey, 2014; Mwanga, 2013; Nicholls, Giles, & Sethna, 2011). Commonly believed that that it is inherently 'good,' there is now a growing academic discourse suggesting that the evident for sport producing good outcomes is "not proven" at best (see for example: Coalter, 2007; Henry, 2016). Over the last 20 years, in the context of increasing modernization and neoliberalism, emphasis on evidence showing positive correlations have seen an increase in demand within the SfD field (Harris & Adams, 2016). Whilst this evidence has increased, it has been argued that both the data and the methods by which it is collected subjugates the unique cultures, opinions, and experiences of participants and the local community (Harris & Adams, 2016; Nicholls et al., 2011). Indeed, Harris and Adams (2016) argue that this subjugated evidence can and should be used to create a more nuanced evidence base for the impact of SfD programmes.

This paper seeks to explore the power dynamics of monitoring and evaluation approaches within organizations that deliver SfD programmes. The paper, building on the Foucauldian perspectives outlined by Nicholls et al. (2011) and Harris and Adams (2016), seeks to understand how to better empower the experiences and opinions of local participants when evaluating a SfD project. Using the Foundation of Light (the charity aligned to League One side Sunderland AFC) as the context for the research, the paper outlines some of the key local issues for the community of Sunderland, followed by how these were taken into account when designing an evaluation framework. This paper's contribution is providing an informed discussion on how to incorporate more robust, longitudinal and nuanced evaluation within specific contexts, and how by undertaking this approach a better evidence base can be established for the value and power of sport within local communities.

Asylum, the Olympic Games, and Los Angeles 2028

Matthew Barnard, Bond University (AUS)

This presentation examines the legal precedence for the inevitable situation of Los Angeles 2028 Olympic participants seeking asylum within the United States. By exploring historical data of Asylum seekers at major sporting events including the Olympic and Commonwealth Games, a clear trend is drawn of athlete, coaching, and support staff immigration into Western host cities. By drawing from both U.S. and International law, and 21st century political thought, the situation is examined through a contemporary lens with past context. This presentation challenges the argument that the Olympic Games serve as a bastion for expression of nationalistic sentiment and pride. Further, it shows a contradiction between the core values of the Games and modern "America-first" views on asylum, immigration, and otherness. Data have been collected from news archives, key legal cases, United Nations Protocols, and contemporary writers. This poster concludes that for key Olympic values, including international friendship and cooperation, to remain a significant component of the Olympic Games, U.S. immigration law needs to be relaxed against shifting political trends. In concluding, further research regarding the approach to asylum seekers in the lead up to 2028 is recommended.

Age Appropriate Motor-Development in Elementary School Girls

Allison Grace, Springfield College (U.S.A.)

In this paper, the author first defines and provides a brief overview of motor development and the field's relevance to sport-related skill development. Next, the author describes how gender stereotypes are present and perpetuated within and by sport. Lastly, the author offers suggestions for how to promote girls' increased participation in non-traditionally female sports via a poster campaign geared towards

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elementary school aged girls. The objective is to not only to encourage girls to try and participate in new sports they have an interest in, but also to depict female role models participating in several non-traditionally female sports. Specifically, posters will feature the female role model participating in a sport that uses a developmentally appropriate motor skill and/or movement pattern for the elementary school aged child in an effort to encourage sport participation, physical activity, and the opportunity for female students to find and pursue new sport-related interests and help to limit the further progression of gender stereotyping in sport and physical activity.

Thematic Media Analysis of North America's First Openly Transgender Professional Athlete

Allison Grace, Springfield College (U.S.A.)

Harrison Browne is a former professional ice hockey player in the National Women's Hockey League and the first openly transgender professional athlete in North America (Higgins, 2016). While transgender athletes have participated in sports like mixed martial arts (MMA) at various levels (Morocco, Saraceno, & Whiteside, 2013), to date, few sport scholars have conducted research on transgender athlete(s) who participate in team sport at the professional level. The following media analysis examined online sporting news articles written about Harrison Browne. Themes from these articles were identified and discussed within the context of sport sociology. Results revealed four main themes across articles. The emergent themes from the articles sampled were as follows: Browne is the first openly transgender professional athlete in North America, Browne prompting the NWHL to develop a transgender policy, Browne receiving social support from coaches/teammates, and Browne postponing gender reassignment surgery until after his retirement from the NWHL. Limitations are identified and suggestions for future research are offered.

Utilizing Sport as a Vehicle for the Empowerment Process for Women

Jessica Hammond-Graf, Frostburg State University (U.S.A.)

In Birrell's (1988) view, "[s]port should be seen as a site not only for producing strong women athletes but for producing strong, confident, politically aware women" (p. 490). "That," she says, "is the true power of sport" (p. 490). Thereby, if we couple Psychological Empowerment (Zimmerman, 1990; 1995) with collision sports that inherently challenge the male preserve of sport, such as rugby, the opportunity exists to not only challenge societal expectations of female athletes but also create vocal and empowered women. This Interpretative Phenomenological Analysis (IPA) study will conduct 12 interviews with 4 retired Division I women's rugby players from the Mid-Atlantic region of the United States to explore their lived experiences of empowerment and women's rugby. Grounded in Zimmerman's Psychological Empowerment (1990, 1995) and a sport participation and women's empowerment conceptual framework developed by Lim & Dixon (2017), this research will identify if dimensions of an empowerment process were present in their lived experiences as rugby players. The 7 dimensions include mental and physical sport specific skills, experience conflict of gender and cultural norms within sport, organizational responsibilities, development of critical consciousness of women and gender issues, empowerment skills, resistance to male dominance in sport and action relating to women's issues. It is anticipated that the former rugby players will experience most of these dimensions within the sport realm and transcend those experiences from the playing field to other life domains.

Working Class Weightlifting: Hercules Gym and the Growth of Community Body Building in Ireland

Conor Heffernan, University of Texas at Austin (U.S.A.)

In 1934 George Dale, an English bantamweight wrestler, opened Hercules Gymnasium in the heart of Dublin. At first glance the opening of a gymnasium in a capital city was rather unremarkable. Although Ireland was slow to embrace a growing

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interest in gymnasium culture, several cities around the country had proven themselves interested in health and fitness. Where Dale's gym differed, however, was in its ethos. At the time of opening, gymnasiums in Ireland tended to be spilt into two categories – private and middle-class institutions or religious organisations seeking to use exercise as a means of strengthening one's religious devotion. Dale's Hercules gymnasium was, entirely uniquely, a co-operative gym aimed directly at the working-class. Indeed at the opening of the gymnasium, Dale offered the opinion that with a gymnasium in the community, working-class children and men would no longer feel the allure of criminality. Dale left Dublin soon after Hercules' opening but the gymnasium endured. Throughout the 1940s and 1950s, Hercules was one of Ireland's premier physical culture and weightlifting institutions. It became a leading figure in Irish weightlifting, organising contests and coaching others. It inspired a host of other copy-cat cooperatives which spread throughout the country. In short, Hercules helped to establish a line of working-class gymnasiums open to communities previously neglected in Ireland. Within these gymnasiums, stories were shared, information gathered, goals set, and muscles built. Today Hercules is the last remaining co-operative operating from the 1930s. The purpose of this presentation is to examine its history, evaluate its impact and explore the wider ramifications of co-operative sport and class.

Fifty Years of a Community in Rhythm: Garth Fagan's Dance Troupe and Rochester's Racial History

Alec Hurley, University of Texas at Austin (U.S.A.)

For a career that spanned multiple worldwide tours, international recognition, and countless awards, Garth Fagan's professional life has remained surprisingly rooted. His current office and dance studio, on Chestnut Avenue in the heart of downtown Rochester, NY, sits a mere quarter-mile away from his original gymnasium that he opened fifty years ago. Both locations sit a short ten-minute walk south of Rochester's infamous 1964 race riots. The three-day affair began when police engaged in a controversial display of force in response to unruly behavior at a block party in one of two predominantly black neighborhoods. Fagan's dance troupe, initially operating under the name "Bottom of the Bucket BUT... Dance Theatre," draws nearly exclusively from Rochester's underserved and primarily black communities. Despite the evolution in dance style and increasing national and international recognition, Fagan prioritizes the same community to which he has devoted his life's work. His longevity and commitment to Rochester's underserved communities – in contrast to his global recognition and status – deserves a thorough examination. My presentation seeks to place Garth Fagan's efforts in the context of racial tensions in Rochester in the 1970s. His ability to elevate neighborhoods still reeling from police brutality and then facilitate a form of healing through dance style focused on personal expression wrought from that turmoil is as relevant today as when he opened his first studio in 1970.

A Clash of Civilizations: A Case Study of Khabib Nurmagomedov vs. Conor McGregor

Umer Hussein and George Cunningham, Texas A&M University (U.S.A.)

Background. The mixed martial arts fight between Khabib Nurmagomedov (an ethnic Dagestan Russian) and Conor McGregor (a White Irishman) at the Ultimate Fighting Championship (UFC) 229 became a global sporting spectacle. Before the fight, McGregor ridiculed Khabib for his religious beliefs and nationality. Khabib responded by attacking McGregor's ringside team members after the fight, which led to a mixed response in the Eastern and the Western media.

Purpose. This case study aims to decipher how Khabib was presented after he clashed with Conor McGregor in the UFC 229 pay-per-view fight by the popular Eastern and Western media through the lens of Huntington's (1993) clash of civilization thesis.

Theoretical Framework. The primary tenet of Huntington's clash of civilization thesis is that future (and perhaps present) conflict will be due to cultural differences between peoples rather than ideologically driven economics (Huntington, 1993). There remains a paucity of sport management scholarship of using the clash of civilization thesis to understand Islamophobia and hate towards the West in the Muslim world.

Method. In this ongoing study, we are using Fairclough's (1989) model for critical discourse analysis. We are collecting data from the

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following databases: ProQuest Recent Newspapers, Global News-stream, and Press Reader. Further, online sporting websites and blogs are analyzed through a Google and YouTube search. The data is analyzed via Elo and Kyngäs's (2008) three-phase content analysis procedure.

Significance. This study adds to the clash of civilization thesis in the sporting context. Further, the study provides a holistic view of how one sporting phenomenon is seen differently in various cultures. Lastly, we focus on how Khabib's religious beliefs and ethnicity intersected to create his unique brand identity.

Exploring Adversity and the Potential for Growth Among Iron[wo]man Competitors: A Focus on Gendered Labor and Empowerment/Disempowerment

Emily J. Johnson (presenter), Leslee A. Fisher, Zachary T. Smith, Jordan A. Schools, and Rebecca A. Zakrajsek, University of Tennessee (U.S.A.)

Over the years, only a handful of researchers have systematically examined the experiences of female triathletes (e.g., Cronan & Scott, 2008). Therefore, the purpose of the current study was to explore the key facets of growth through adversity for female Ironman competitors and how they fit into the broader scope of serious leisure, empowerment, and gendered labor. The ultimate goal was to gain a clearer understanding of how female athletes utilize their triathlon experiences to grow into empowered athletes and achieve their athletic potential. Seven female Ironman athletes were interviewed using Consensual Qualitative Research (CQR; Hill, 2012); CQR is centered on capturing how participants view the world through an inductive, constructivist approach (Hill, 2012). Participants averaged 49.8 years of age, had been involved in triathlons for about 13 years, self-identified as middle- to upper-class, and as Christian. In addition, six self-identified as Caucasian and one as Asian. Finally, six participants were married, six had children, and one was widowed. Results were constructed by a five-person research team and demonstrated that these female Ironman competitors had to take on additional gendered labor in order to balance their responsibilities as both mothers and wives with their training requirements. As one participant stated, "You're up when it's still dark and you're hitting the pool at 9 pm trying to get in there before they close the doors...you work it out so you can still fulfill those other roles during normal waking hours." Other major themes within this study included: Participation motivation, physical and mental suffering, and warrior spirit. As more women enter the Ironman world, continued discussion pertaining to what participation in grand, non-professional sporting events means as well as what empowerment means is important. Scholars such as McGannon and Schinke (2013) call for social and cultural changes to be made within gender roles in order for women to more freely participate in sport.

From Mr. Hockey to the White Way: Masculinity, "Colour-Bland" Racism, and the Policing of Blackness in the NHL

Braeden McKenzie, University of Toronto (CAN), and Stacy Lorenz, University of Alberta (CAN)

This presentation explores both the whiteness of hockey culture and its connection to a narrow version of "hockey masculinity" by engaging historical and contemporary intersections of race and gender in the National Hockey League (NHL). In particular, the study focuses on how racialized constructions of black hockey players as "flashy" outsiders with "attitude problems" and potential "gangsters" in need of discipline draws upon long-standing stereotypes of black athletes as "thugs" and criminals, in contrast to respectful and respectable white athletes. Through our engagement with these historical stereotypes, we seek to demonstrate how race and gender remain productive – and indeed necessary – categories to explore when seeking to understand the social and cultural context of contemporary hockey. We contend that such engagement from a sociohistorical perspective remains vital in efforts to challenge and expose the exclusive and problematic reality of white hockey culture today. We begin by examining the qualities of the ideal hockey player established by Gordie Howe – known as "Mr.

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Hockey” – in the 1950s and 1960s. Howe’s humble manliness set the standard for a version of polite, modest “hockey masculinity” that remains central to hockey culture today. However, this standard of heroic, white masculinity has also been mobilized to marginalize and police the conduct of black players who have not played hockey “the right way” – which is synonymous with “the white way.” Building on the theory of “colour-blind racism” – which has been used to challenge notions of a “post-racial” society – and the idea of “gender-bland sexism” – which has been used to explain the lack of media coverage of women’s sport – we propose a new concept of “colour-bland racism” to explain the NHL’s double standard for white and black players, under the guise of “tradition,” “attitude,” and “professionalism.”

Red, White, and Black: The Toronto Raptors’ Cultural Incursion in Canada

Ornella Nzindukiyimana, St. Francis Xavier University (CAN)

Over the course of its 25-year history, the Toronto Raptors’ 2016 rebranding arguably triggered a new era for the franchise. Through serendipity, this coincided with the rise of team as a contender in the league. The resounding We the North (WTN) rallying cry emerged from a campaign that would prove highly successful as it propelled the team on the national stage, a position that the team capitalized on in its first uninterrupted run to the National Basketball Association Finals in Spring 2019. Basketball, an identifiably “Black” and traditionally “unCanadian” sport, was suddenly thrust in the spotlight, offering a remarkable challenge to the dominance of hockey, football, and even baseball in Canadians’ imagination. We the North made use of national mythologies interwoven with stereotypical imagery of the urban aesthetic to promote a sport held in the margins due to its ties to racist representations of Blackness and the Other.² The ‘repackaging’ was consumed unproblematically, as faceless racialized bodies in the campaign, hyper-visible ones that compose the majority of the team, as well as the masses of racial minority supporters helped enact colour-blind, multicultural narratives about Canada.³ Beyond the marketing, We the North became a movement, yet in depth discussions of race with regards to the team and the “North” were rare. By galvanizing WTN, Canadian media, for instance, played an important role in allowing non-whiteness to get written into the text of Canada via the Raptors, all with little to no questioning of the limitations of this discourse. This paper is an examination of the mechanism that utilized ‘diversity’ to help construct the Raptors as national, contributing to Canada’s myth of racelessness.

(Re)creating Spaces for Memory, Inclusion, and Enjoyment: Ambitious Changes for Sport, Gender, and

Reminiscence

Rebecca Oatley, University of Worcester (U.K.)

Sport reminiscence is reported to be a popular activity for people affected by dementia (Watson et al., 2018). It involves using sport-related prompts (e.g. photographs, objects and memorabilia) to trigger memories and conversation. It is suggested to provide valuable social activity, cognitive stimulation, and provide opportunities to uphold one’s sense of identity (Schofield & Tolson, 2010; Clark et al., 2015). These are key aspects that contribute to a sense of wellbeing in dementia care (Brooker & Latham, 2016). As a group intervention, it is suggested to behold universal appeal and be particularly effective for reducing social isolation in men living with dementia (Clark et al., 2015). Yet, rationale is rooted in sporting hegemony that normalizes male dominance and particular hyper-masculine traits, revealing an uncritical and potentially exclusive context in which research and practice currently exists.

Through an ethnographic study exploring female experiences of sport reminiscence, this presentation will discuss the ways in which typical assumptions of gender, age and disability can be reinforced by group sport reminiscence practice. Taken-for-granted assumptions underpin a context that privileges a particular male experience, reinforces female care responsibilities and overlooks the diversity of dementia symptomology that is experienced by people living outside of residential care. The resulting activities can be exclusive and lack specificity in content or approach, thereby undermining potential benefits the intervention may have. Yet, there is scope for a more creative and

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person-centered approach to sport reminiscence that challenges such barriers to inclusion. It is argued that sport can be well placed as a non-stigmatized location, away from health and social care, that provides opportunity to contest dominant stereotypes and offer alternate ways of achieving social inclusion. A more critical approach that recognizes both the complexity of sport as a context for dementia care, and the challenge of delivering care in the community, is fundamental if interventions are to be delivered in a manner that upholds the legislated ambition of person-centered approaches to dementia care.

Shall We Speak Football? ‘Scottish accent you know, it’s not easy’

Marianna Pavan, University of Edinburgh (U.K.)

Migration – both economic and forced – has significantly contributed to the change of European ethnic population composition over the past three decades. As a result, how to manage such a phenomenon has attracted the interest of academics, policy makers and civil society more broadly. One of the major objectives pursued has been fostering socially cohesive societies. Sport has been considered one of the potential mediums to be used to avoid a ‘clash of civilizations’ (Huntington, 1996). Football, in particular, has often been claimed to be a universal language and a catalyst of friendships. Yet, such assumptions require evidence and analysis rather than mere beliefs. This paper seeks to analyze as a case study, Street Soccer Scotland in Glasgow – a recreational football team made of local and international players including refugees. Indeed, the paper critically assesses the potential of football as a communication tool and a platform for the creation of friendly relationships. The qualitative research was carried out through semi-structured interviews. It endeavours to give voice to the refugees playing in the team and allow them to express their experiences and senses of belonging. Finally, the paper outlines some of the determinants that render this football project a positive agent of social change in refugees’ lives.

New Playing Fields: Teaching Sport Literature

Brittany Reid, Thompson Rivers University (CAN)

In the growing field of sport literature, authors attempt to capture and convey the kinetic, lively, and performative character of sport. Written from the perspective of participants or spectators, these texts can reveal the complex role that sports often play in our lives. Although sport stories have been written since antiquity, the late twentieth century saw an increased number of exemplary works within this genre and the formalization of sport literature into an academic discipline. Consequently, universities, colleges, and other learning institutions have been eager to offer new courses in sport literature. In my experience developing and teaching sport literature classes for high school, post-secondary, or senior-aged students, I have become keenly aware of the specific challenges and opportunities associated with this emerging field of study. My presentation therefore investigates the emerging field of sport literature from the perspective of teaching and learning practices. To that end, I will explore three defining features associated with teaching sport literature. First, I introduce the problem of definitions, regarding the terms “sport,” “literature,” and “sport literature.” Second, I will identify strategies for selecting objects of study, given the dynamic nature of sport literature’s evolving canon. Third and finally, I will interrogate issues of methodology and identity, which are especially apparent in teaching sport literature. The privileging of practitioners over researchers is a persisting problem for instructors in all fields, but sport studies courses often fall into the trap of prioritizing anecdotal experience over critical research. Resultantly, teaching students how to read, analyze, or assess works of sport literature can be undermined as an illegitimate academic practice outside the limitations of literary studies. Through my presentation, I will shed new light on sport literature by offering a self-reflexive assessment of my own teaching praxis. Ultimately then, my discussion will explore the unique potential of teaching sport literature and finding new and positive approaches for students and instructors.

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What We Talk About When We Talk About Old Time Hockey

Jamieson Ryan, Queen's University (CAN)

Hockey is a difficult game to discuss. I do not mean that it is a difficult game to understand, but instead that it is difficult to talk about hockey without other ideas, either implicitly or explicitly, being attached to hockey. The histories of hockey and nationalism, masculinity, and nostalgia are so interwoven that it is difficult to discuss the sport without these other ideas creeping in or alternatively it is difficult to critique hockey without it being read as an attack on Canada, masculinity, or someone's personal memories. Hockey is as much a myth or a feeling as it is a sport. In my paper, I will discuss how hockey is a slippery term that easily slides into other ideas. I will specifically look at the connections between hockey and nostalgia, and how hockey-as-metaphor is an empty signifier that clouds rather clarifies.

Women Sport Management Faculty Career Experiences

Ashley Ryder, The Ohio State University (U.S.A)

For decades, gender representation within the workplace has captivated increasing interest (Powell, 2012). A striking way in which academic culture condones and perpetuates a social system dominated by men is through the underrepresentation of women across faculty positions (Torres Bernal et al., 2017). The underrepresentation of women faculty has been a continued cause of concern among educators and policymakers (Bettinger & Long, 2005). Despite the trend to increase women representation among faculty positions (Torres Bernal et al., 2017), sport management remains an academic discipline dominated by men faculty (Taylor et al., 2018). To date, scholarship on sport management faculty has focused on multiple areas including retention (Mahony et al., 2006), contrapower harassment (Taylor et al., 2017), and students' perceptions (Sosa & Sagas, 2008). While statistics indicate women are underrepresented in sport management faculty positions (Jones et al., 2008), studies do little to share the career experiences of these individuals to gain a deeper understanding of the women in these roles (Taylor et al., 2018b). As such, to extend to the body of literature that surrounds faculty in sport management, this study will explore the career experiences of women sport management professors utilizing career construction theory (CCT; Savickas, 2002) and social cognitive career theory (SCCT; Lent et al., 1994).

The study will be a qualitative, narrative inquiry (Clandinin & Connelly, 2000). Participants will include women sport management faculty who are tenure track. Data will be collected via interviews utilizing a semi-structured interview guide. Interviews will be transcribed verbatim and coded using inductive and in-vivo codes (Lindloff & Taylor, 2011). Thematic analysis will be utilized to identify themes and will be complimented by constant comparative analysis (Creswell, 2013; Glaser & Strauss, 1967). The findings from this study will reveal how departments and universities can create environments to support, increase the number of, and retain women in this field.

Athlete Protection in the Context of the Tripartite Athlete-Agent-Relationship

Adriana Sekulovic, California Lutheran University (U.S.A.), Centre de Recherche sur le Sport et le Mouvement (FRA)

The legal nature of the tripartite relationship between athletes, agents and sport structures (teams, leagues and governing bodies) is of paramount relevance to the growth of sport industry (Karcher, 2007). Securing a job placement for an athlete is the core role of sports agent. Typically, professional athletes sign an agency agreement (mandate) with their legal representative (agent) that requires the agent to protect the interests of the principal that has contracted his/her services - the athlete - so as to further the latter's career. However, various sports governing bodies, legislators and players' associations have expressed concerns about a certain amount of opacity in the transmission of information from the agent to the athlete calling for a more transparent system of athletes' protection to be established. While most statutory regulations (e.g. SPARTA), include provisions to protect athletes (Heitner, 2009), very few athletes turn to sports governing bodies to resolve conflicts with their agent (Baker, Heitner, Brocard, & Byon, 2012). An initial study (KEA et al., 2009) on the issue of athletes' protection was conducted in 2009 as part of a European report on sports agent regulation. This study aimed to investigate how athletes viewed the issue of their legal protection in the case of conflicts with their agents. Namely, the study explored whether athletes had any knowledge of disputes involving agents, the types of disputes identified, and the mechanisms of disputes resolution used to resolve conflicts. The study used a mixed-methods approach. The data were collected from a semi-structured questionnaire (N= 109), followed by qualitative ethnographic semi-structured focus group interviews with six (N=6) participants and five in-depth semi-structured interviews (N=5). Questionnaire survey data were analyzed using SPSS software. Interviews were recorded and transcribed to generate thematic analysis using open, axial and selective coding procedures.

All participants were elite athletes from twelve sports and of ten different nationalities. Quantitative analysis (N=109) revealed that all participants were aware of disputes associated with sports agents' unlawful or unethical practices. In particular, five categories of disputes were identified with dual agency being the major type of misconduct, followed by irregularities in procedures, non-compliance with contractual obligations, fraud and issues concerning the movement of athletes. With regard to the question of athletes' knowledge of the appropriate body or person to contact in the event of a dispute, 26 participants stated that they had no specific knowledge whom to approach, while 32 of those who answered in the affirmative could not accurately point to the governing body or person in question. Results obtained from the qualitative analyses were consistent with patterns observed in the quantitative analyses and extended the findings to include the effects of disputes on athlete's career and their general well-being. The key finding from this study was that American athletes reported fewer disputes and were well informed about conflict resolution procedures suggesting that the North American sports model, thanks to the active role of players associations, provides efficient mechanisms of legal protection for professional athletes. Other implications were identified and will be discussed along with study limitations and orientations for future research.

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The Politics of Leisure Spaces: An Ethnography of a Refugee Family Adjusting to Life in Montreal

Shoaib-Hasan Shaikh, McGill University (CAN)

This critical ethnography will explore how a new refugee family has adjusted to life through various leisure practices in the City of Montréal. Many new immigrant families have reported significant declines in their physical health and mental wellbeing within the first two years of their arrival in Canada (Robert & Gilkinson, 2010). While such declines have been largely attributed to insufficient access to health care services (Lamb & Smith, 2002; Robert & Gilkinson, 2010), less is known about the potential relationship between refugee health and various other social resources, such as those linked to sport, recreation, and leisure pursuits (Ng, Wilkins, Gendron & Berthelot, 2005). For example, researchers have further associated the gradual decline in refugee health with their adoption of a more physically inactive lifestyle (Ng, Wilkins, Gendron & Berthelot, 2005); however, the underlying rationale for this lifestyle adoption has not been explored. This study, thus, aims to shed important light upon one refugee family's experiences of sport, recreation, and leisure as they transition to life in Montréal. The fact that the Canadian Refugee Resettlement Program intends to welcome substantially more families over the next three years makes understanding the broad range of social factors linked to refugee health particularly significant (Government of Canada, 2019).

A New Lease on Life: The Brisbane All Blacks Football Club

Catherine Sherwood, University of Queensland (AUS)

The Brisbane All Blacks were an Aboriginal rugby league football club which formed in Brisbane, Australia, in 1945. Although little has been recorded about the club, their legacy extends far beyond the football field. The Brisbane All Blacks formed as a result of the 'loosening' of the restrictive binds of Queensland Aboriginal policy that gave Aboriginal people greater freedom of movement, including the ability to leave reserves and establish new lives in cities. These new urban environments posed new challenges for Aboriginal people, who lived under constant police scrutiny and the threat of being removed to a government-controlled settlement if they broke any rules. Like most Aboriginal people, the Brisbane All Blacks "weren't accepted" by mainstream white society or its sporting institutions (King, 2020). The footballers were constantly watched by police and had to operate with little funding and few resources. Despite this, football was a site of empowerment for the players and gave them "a new lease on life" (King, 2020). The Brisbane All Blacks also helped to unite and strengthen the Brisbane Aboriginal community during a time when many Aboriginal social structures had been disrupted. Both sport and fund-raising dances became important sources of community connection and pride. Thus, while Aboriginal athletes have endured much discrimination and exclusion, "they have not always been passive victims in sport, as in life" (Hartley, 2002). Sport has been used to keep Aboriginal people down, but, as with the case of the Brisbane All Blacks, Aboriginal people have also used sport to lift themselves up. Drawing on empirical research and oral histories, this presentation contributes to understandings of Aboriginal agency in Australia by examining Aboriginal negotiation of freedom in a sporting sphere amid a settler-colonial regime of oppression and control.

Give Air Jordan a Second Wind: How Sneaker Resellers Merge Production with Consumption in the Secondary Market

Lequez Spearman, St. John's University (U.S.A.)

ESPN's release of the Michael Jordan documentary, *The Last Dance*, has been a boon to sneaker resellers, especially during the COVID-19 pandemic. The Air Jordan 1, according to some news outlets, have witnessed a resurgence in the sneaker community. The shoe that was released in 1985 at the price of \$65 is now selling for north of \$1,000 on selective sneaker reselling platforms, including but not limited to, Stock X, Grailed, and Stadium Goods. While the early release of the documentary has been a windfall for the sneaker community, the work of ordinary

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sneaker resellers happens year-round. With the likes of Nike, Adidas, and Puma releasing new shoes and retros every weekend, sneaker resellers have to rely on big data, connections in the stockroom of shoe stores, and internet bots to stay competitive. While in most cases, it would make financial sense to distribute the product to as many stores as possible, the shoe industry sometimes works in reverse with respect to items like the Adidas Yeezy Boost 350, Nike Air Max 97, and Air Jordan having limited releases. Using Pierre Bourdieu's cultural intermediary as the conceptual framework, the purpose of this paper is to explain how sneaker resellers link production with consumption, causing the price of the likes of Yeezy, Air Jordan and Air Max to increase tenfold in the secondary market. The researcher conducted 12 interviews with sneaker resellers to better understand how they graft symbolic value onto a readymade product (Air Jordan, Yeezy, Air Max) that is already popular among consumers. The findings will be discussed at the conference.

Framing Prolympic Cheerleading: Intersectionalities and Collective Identities of U.S.A. Cheer Team Members

Eduardo Espinoza Vazquez, New Mexico State University (U.S.A.)

Cheerleading is an American activity that dates to late 19th-century elite universities (Adams and Bettis 2005). Although cheerleading is today seen as a feminine activity, the original cheerleaders were elite males whose purpose was to inspire their school's team to defeat their opponents during intercollegiate games. Cheerleading was institutionalized during the mid-20th century along with intercollegiate sports and after women took up the role of cheerleading during the WWII era. In 1953, the creation of the National Cheerleaders Association (NCA) by Larry Herkimer produced a business out of cheerleading (Adams and Bettis 2005). Consequently, former NCA Vice President Jeff Webb, created the Universal Cheerleaders Association in 1974 to modernize cheerleading into a competitive athletic sport (Adams and Bettis 2005). Cheerleading has evolved into a Prolympic sport, an outcome-oriented and exclusive athletic activity (Coakley 2020), with a complex network of cheer organizations. To earn a spot on the USA national team today, one must have competitive collegiate and club cheerleading experience, access to exclusive gymnastics facilities, and significant finances. This proposed study takes up questions of the socio-economic backgrounds, experiences, grievances, and meaning making of cheerleaders at the highest level of competition of an emerging sport in the U.S. The author, a current collegiate cheerleader, uses a social constructionist framework and draws on theories of collective identity and framing (Polletta and Jasper 2001, Benford and Snow 2000), as well as intersectionality theoretical approaches that focus on the importance of race, gender, and class. This research will employ a qualitative methodology to capture the voices of today's top cheerleaders in the U.S. A snowball sample of approximately twenty recent coaches and athletes of the national coed team will be interviewed by remote video technology. This presentation will discuss anticipated themes related to race, gender, and socio-economic factors of cheerleading's institutionalization as provisional Olympic sport.

Rough Stock and Camp: LGBTQ+ Athletes and a Rodeo to Call Their Own

Nicholas Villanueva, University of Colorado, Boulder (U.S.A.)

Gay Rodeo, founded in 1976, inspired men and women across the country to establish regional gay rodeos. By the late 1980s, the International Gay Rodeo Association (IGRA) formed. Through a vast network of rodeo cowboys, rodeo cowgirls, and fans, rodeo became the sport that exemplified the ideological fight for gay liberation in the American West. These athletes celebrated their rodeo cowboy/cowgirl identity, as well as their gender and sexual identity. IGRA became the Gay Pride of the American West. This paper argues that gay rodeo challenged stereotypes about masculinity, femininity, and heteronormativity. However, after the outbreak of the AIDS virus and the subsequent anti-gay panic, fear led to an increase in homophobia globally, and IGRA focused on philanthropy exclusively for LGBTQ related charities. The LGBTQ community found strength and support within their sporting venue—the Gay Rodeo. The Gay Rodeo became a space where the LGBTQ community could come together as athletes without the fear of homophobia and transphobia. As the AIDS crisis brought the community closer together, IGRA grew in membership numbers. By 1995, there were thirty-six chapters, representing twenty-seven states, the District of Columbia, and

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two Canadian provinces. The mainstream rodeo reinforced a gender ideology that prohibited women from some rough-stock events and high-speed events such as pole bending, limiting them to a water-downed speed event, exclusively for women, known as barrel racing. In gay rodeo, men and women competed in all of the same events and disrupted heteronormative rodeo rules. The empowerment of IGRA is consistent with the theme of this symposium. The power structure in the sport, reinforced by a gender ideology that privileged men over women and reinforced heteronormativity, was challenged by Gay Rodeo. “Gay Rodeo” is used over “LGBTQ Rodeo” because the association trademarked the term and used it exclusively.

‘He Taught the Boys to Play Soccer:’ John McPherson Lander and the Origins of Soccer in Brazil

Kevin B. Witherspoon and Madalyn G. Hudlow, Lander University (U.S.A.)

“Football in Brazil has its Year Zero. In 1894 Charles Miller disembarked at the port of Santos with two footballs, one in each hand.” So writes Alex Bellos in his book *Futebol: The Brazilian Way of Life*. His descriptions of the introduction of soccer in Brazil are echoed by most other historians, who point to Charles Miller as the progenitor of the game in Brazil. Indeed, it is fair to say this story reflects the orthodox view of the origins of soccer in Brazil.

In this presentation, we will present previously undiscovered evidence that adds a new wrinkle to this origin story. According to these primary sources, John McPherson Lander, a Methodist missionary who helped to establish a school called The Granbery School in the mining region of Minas Gerais in Brazil in 1890, brought a soccer ball to the school in 1893 and taught the boys to play soccer. If we accept this story to be true, Lander introduced soccer in the Brazilian countryside a year before Charles Miller introduced it in the city of Sao Paolo.

As we consider “Power at Play,” this new evidence challenges much about the orthodox view described above. As historians describe the evolution of the game from Charles Miller’s delivery of the soccer ball to Sao Paolo, it evolved as a preserve of the elite “amateur” class, played in the sporting clubs of the big city before eventually extending out into the countryside. The game, according to this interpretation, was a mark of distinction, played by the English ruling class but not the indigenous population. If indeed John McPherson Lander introduced the game in Minas Gerais a year before Miller, we must modify our understanding of the place of soccer in the power structure of Brazil in that era. The sources add that the boys who were taught the game at Granbery embraced it, became good at it, and began to play it with a unique style. The Granbery missionaries, in a region heavily populated by newly-released slaves, introduced what became a source of pleasure and independence within the now-free population. Under this interpretation, it is not a city game, but a rural game. It is not a game guarded by the ruling classes to show their dominance over the indigenous people, but rather a tool for those indigenous people to demonstrate agency, adopting and perfecting the game according to their own rules and techniques.

07. Calls for Upcoming Issues of the Journal of Emerging Sport Studies

The Journal of Emerging Sport Studies published our third volume of research articles, commentaries, and book reviews this past April 2020. We encourage everyone to head to the issue's webpage at www.emergingsportstudies.ca/current-issue to read the latest research on diverse topics, such as e-sports gambling, coaching, youth specialization, and the important relationship between physical activity and the UN's sustainable development goals.

We are currently accepting submissions for our upcoming fourth and fifth volumes, tentatively scheduled to be published in December 2020 (Vol. 4) and April 2021 (Vol. 5). We encourage you to consider submitting your work to JESS at emergingsportstudies@gmail.com. Manuscript guidelines are available at our website www.emergingsportstudies.ca.

08. Call for Emerging Discourses Guest Editorial Contributors

The Journal of Emerging Sport Studies (JESS) is interested in bringing in motivated individuals to take on the role of guest editor for upcoming editions of our "Emerging Discourses" series. The goal of Emerging Discourses is to address the multitude of issues shaping modern sport in more flexible, approachable ways. The basic format of the Emerging Discourses platform is for the editor to craft a question, based on a pertinent issue, and bring together perspectives from scholars, researchers, practitioners, and members of the private sector to help answer it.

We are especially interested in new and innovated ways of disseminating prospective discourses, and welcome both emerging (graduate student) and established potential editors to our team. Potential topics and questions will be approved by the editors of JESS.

If interested, please email emergingsportstudies@gmail.com with a proposal including the topic, question, and how you envision the discourse playing out. Please visit www.emergingsportstudies.com for previous editions of Emerging Discourses.

09. Acknowledgements

The Symposium Organizers would like to thank the following people for the support and encouragement as we endeavoured to make this symposium a reality:

Darrin Curry, Land2Sky Photography

Alison Doherty, Western University

Kjell Eriksson, Idrotts Forum (www.idrottsforum.org)

Janice Forsyth, Western University

Sam McKegney, Queen's University

Melissa Otterbein, U.S.A. Triathlon

Brittany Reid, Thompson Rivers University

Brenda Smith, Thompson Rivers University

Thank you!