# Executive Board Annual Report 2021

## Name of the Temporary Working Group:

Communication and Sport

## Management team:

Chair: Daniel Nölleke

Vice-chair: Kirsten Frandsen

Vice-chair: Xavier Ramon

YECREA representative: Philip Sinner

## Number of members:

46

## Social media:

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## Activities in 2021: (max 250 words)

In 2021, the TWG organized one panel at the virtual ECC. Five presentations displayed current European perspectives on sports communication research. During the business meeting at the conference the management team was also elected. Daniel Nölleke (chair), Kirsten Frandsen (vice chair) and Xavier Ramon (vice chair) were confirmed in their office, which they had held provisionally since the foundation of the TWG in 2019. Since the TWG only had one slot in the final program of the ECC we also organized our own TWG event which was held virtually via Zoom on November 5 and 6. In response to our call on the topic “Media, Sport, and Diversity” we received 31 submissions of which we were able to accept 30. Indeed, all 30 presentations were held at the conference. On the one hand, current research on diversity issues in sports communication (with regard to gender, ethnicity etc.) was presented, on the other hand the diversity of European research on communication and sport was showcased with authors from 14 European nations addressing a wide range of topics dealing with the relation between mediated communication and sport. During the conference we also held an expert panel where distinguished experts in sports communication research shared their perspectives on “Communication and sport research in a European context: Status, challenges, and future perspectives”. The conference concluded with a social wrap-up which gave participants a low key opportunity to interact with each other.

## Plans for 2022: (max 250 words)

For 2022, the TWG plans to strengthen the newly established network as well as intensify the debate on an issue which was considered particularly urgent at the 2021 conferences. Therefore, the TWG will not only host one panel at the ECC in Aarhus, but also organize two events prior to the main conference. In line with ECREA’s call for virtual pre-conferences, we will invite sport communication researchers to participate in a virtual roundtable discussion where we plan to bring together researchers and practitioners to discuss current challenges for sports journalism in digital media landscapes. To give scholars the opportunity to finally meet in person, we will also propose a half-day on-site pre-conference the day before the main conference. If the organizers accept our proposal, we will issue a call for papers on strategic aspects in sports communication. During the on-site pre-conference we also plan to discuss joint publication initiatives and provide opportunities to brainstorm for ideas for research collaborations.