

The ECREA Temporary Working Group „Communication and Sport“ was proposed in February 2019 and approved in July 2019. The founding and current management team consists of the chair Daniel Nölleke, (University of Vienna, Austria) and the vice chairs Kirsten Frandsen (Aarhus University, Denmark) and Xavier Ramon (University Pompeu Fabra, Barcelona, Spain). The TWG’s formal objectives and modus operandi are available on the ECREA website (<https://ecrea.eu/page-18229>). To introduce the TWG to ECREA members, the management team gave an interview which was published in the ECREA newsletter (<https://ecrea.eu/Newsletter/8293640>). In early 2020 the new ECREA TWG has 16 members.

Since the TWG’s start in the second half of 2020, the management team has planned future activities of the TWG and started to recruit members. In order to facilitate exchange and as a tool for member recruitment, the management team will set up a TWG Facebook account in the first half of the year. The very first panel in the history of the TWG will be held at the ECC in Braga 2020. In autumn 2019, the management team drafted a respective call for papers which refers to the still growing number of communicators who are now present in the European sports media landscape and represent a range of very diverse agendas in relation to sport and its audience. The call picks up on ECC’s main theme and addresses how such a diversified landscape of sports communication relates to the issue of trust. The management team deliberately decided to draft a rather narrow call as the TWG has only one slot in the ECC’s final program.

In early 2020, the management team plans a seminar/workshop which will be held in Vienna in spring 2021. The event will serve the main purpose to offer European researchers on sports communication the opportunity to gather and to exchange ideas about present and future ideas about directions in studying the relationship between mediated communication and sport. Moreover, the management team hopes to be able to organize a preconference on ‘Sports events, nationbuilding and branding’ in relation to the ECREA 2022 conference.