# Executive Board Annual Report 2022

## Name of the Section/Network/Temporary Working Group:

TWG „Communication and Sport“

## Management team:

Chair: Daniel Nölleke (German Sport University Cologne)

Vice-chair: Kirsten Frandsen (University of Aarhus)

Vice-chair: Xavier Ramon (Pompeu Fabra University, Barcelona)

## Social media:

## Activities in 2022:

In 2022, the ECREA TWG „Communication and Sport“ held three events closely linked to ECREA’s main conference in Aarhus. To facilitate participation for those unable to travel to Aarhus, the TWG organized a virtual keynote discussion on Monday, October 17. Here, José Luis Rojas Torrijos (University of Seville) shared his expertise on “Innovations in Sports Journalism”. His keynote, titled “Innovation makes the difference: How sports journalism is facing the emergence of platforms and peripheral actors”, was followed by an intense discussion on current avenues for sports journalism. The event took place online via Zoom and was attended by 15 participants.

On October 19, the TWG hosted a (mostly) on-site preconference on “*Strategies and European Sports Communication*” in Aarhus. Nine presentations were given in two thematic panels. The paper sessions were followed by an interactive World Café format in which three major topics concerning the future directions of the TWG and the research field were discussed. 18 participants attended the half-day conference.

Finally, on October 21, the TWG organized one panel at the ECREA main conference. The panel included four presentations that provided an overall picture on “The complex relationship between sports and the media. Insights into current European research.”

During the ECREA main conference, the TWG also held its business meeting where the management team was re-elected.

## Plans for 2023:

In the interactive World Café held at the TWG preconference in Aarhus, participants addressed several topics that will be particular priorities for the management team in 2023. Specifically, the TWG is committed to facilitating relevant dialogues involving external as well as practical expertise from the sports communication industry. Discussing and (hopefully improving) career opportunities for emerging scholars in sports communication research will also be of particular importance. In addition, the TWG strives to provide occasions that facilitate and strengthen research partnerships among TWG members.

To make all of this possible, it is important to create opportunities for discussion. One concrete opportunity for such interactions will be the 2023 TWG conference in Prague. The event with the umbrella theme of “Sports Communication in Transition” will be hosted by local organizers Alice Němcová Tejkalová, Veronika Macková, and their team. The event will take place on-site on November 9 and 10 and will include one online panel to allow participation by those unable to travel to Prague. The call for papers will be published in March 2023; abstract submission will be open until mid-June.