Friday, November 4th

9:30 Welcome and introductory remarks

Session 1
10:00 Keynote Conference
« Sports Scholarship: The Growth and Future of a Research Discipline »
Daniel Durbin, Professor, University of Southern California

Respondent: Miquel de Moragas, Professor, Universitat Autonoma de Barcelona on « Current Synergies between Sports and the Media »

11:15 Coffee Break

11:30-12:30 « Archiving and referencing sports programming »
Denis Maréchal, division manager, Institut National de l'Audiovisuel
Sylvain Henry, archivist, Institut National de l'Audiovisuel

12:30 Lunch Break

« Two Sports, Two Worlds »: Research in Corporate Sports, Clashing Values and Sports Media

Session 2
14:00-15:30 Moderator: Divina Frau-Meigs, Professor, Sorbonne Nouvelle - Paris 3

« Réception et mutations des commentaires du rugby sur France Télévision »
Valérie Bonnet, Professor, Université de Toulouse 2

« Les régimes de visualisation du rugby en France »
Guy Lochard, Professor, Université Sorbonne Nouvelle – Paris 3

« Sportscasting and Edutainment: The Case of Football and Rugby Broadcasting in France and the US »
Yann Descamps, PhD Student, Université Sorbonne Nouvelle – Paris 3

15:30 Coffee Break

15:45-17 :00 Moderator: Guy Lochard, Professor, Université Sorbonne Nouvelle – Paris 3

« Bullshitters, Markets, and the Privatization of Public Discourse About Sports in the US »
William Morgan, Professor, University of Southern California

« The Jackie Robinson Fallacy: American Professional Football, Agency, and the Great Gay Hope »
Evan Brody, PhD Student, University of Southern California

16:00-17:30 Conclusions

Saturday, November 5th

« Two Sports, Two Worlds » Sports and Sports Media Through the Eyes of Professionals

Session 3
9:30-10:30 « Sports Journalism in the United States: A Conversation with a Media Professional »
Daniel Durbin with Alan Abrahamson

10:30 Coffee Break

Session 4
10:45 – 12:15 Moderator: Jean-Claude Sergeant, Professor, Université Sorbonne Nouvelle – Paris 3

Panel Discussion of Media Professionals with Media Researchers

Alan Abrahamson, Los Angeles Times, 3 Wire Sports, NBC

Jacques Verdier, Midi Olympique

12:15 Conclusions and Openings
Preparations for the next two cycles of 2012:
Cycle #2 « Covering the Olympics » (April 2012, at USC)
Cycle #3 « Sports in the Movies » (November 2012, at UPN)

Scientific Committee

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William Morgan, Pr., University of Southern California, Annenberg School for Communication and Journalism

Alan Abrahamson, Pr., University of Southern California, Annenberg School for Communication and Journalism

Evan Brody, Ph D Student, University of Southern California

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