

Contents

List of Tables and Figures xi

Preface: September 8, 2011 xiii

GREG G. ARMFIELD, JOHN MCGUIRE, AND ADAM C. EARNHEARDT

Section One: Changes and Challenges in the Sports Media Marketplace

*1. Sports Programming as a Public Good: A Complicated
Congressional Legacy* 3

STEPHEN W. DITTMORE

2. ESPN's Search for a Sustained Global Competitive Advantage 23

DAVID BOCKINO

*3. A Whole New Ball Game? The Changing European Sports
Rights Marketplace* 39

PAUL SMITH

*4. Ascending as the Fantasy Giant: ESPN Fantasy, Mainstreaming Fantasy
Gaming, and the Role of Goliath* 57

BRODY J. RUIHLEY AND ANDREW C. BILLINGS

5. ESPN and esports: Capturing and Joining a Rising Sport 69

STEVE YOUNG, SEAN FOURNEY, AND BRADEN BAGLEY

Section Two: Changes and Challenges in the Sports Media Political Environment

6. Tune It or Stream It? Can Millennials and the Internet Save ESPN? 89

KEVIN HULL, MILES ROMNEY, AND DAVID CASSILO

7. *ESPN's Double Standard? The Politics of Frame and Tone in Sports* 107
 RYAN BROUSSARD AND JONATHAN GRAFFEO
8. *A "Fireable Offense?": Jemele Hill and the Rhetoric of Public Correction* 127
 KATHERINE L. LAVELLE
9. *Jemele Hill, Twitter, and ESPN: Thinking Inside the (Potter) Box* 147
 DAVID STATON
10. *Adapting to the Digital Age: ESPN's Crisis Communication During the 2015 and 2017 Layoffs* 165
 J. SCOTT SMITH

Section Three: Changes and Challenges in the Sports Media Programming Environment

11. *The Present (But Not Future) ESPN Ombudsman: Levying Accountability Through the Inception of the Digital Age* 185
 XAVIER RAMON, JOSÉ LUIS ROJAS TORRIJOS, AND ANDREW C. BILLINGS
12. *SportsCenter at 40: Evolving With the Times* 201
 JOHN MCGUIRE
13. *ESPN's Evolving Mobile Motives: Development, Consumption, Competition* 221
 JAKE KUCEK, ZACH HUMPHREYS, ADAM C. EARNHEARDT, AND GREG G. ARMFELD
14. *Creation of The Longhorn Network: Shadow of a Dying Business Model* 235
 JARED JOHNSON
15. *National vs. Local: Fox Sports 1 and Fox Sports Networks in the 2010s* 251
 WILLIAM M. KUNZ
16. *"Seeking a Storybook Ending": Examining the Future Distribution of Women's Sporting Events* 269
 ANJI L. PHILLIPS AND DUNJA ANTUNOVIC

Section Four: The Changing Sports Media Landscape

17. *"Tying the Brand to Something a Little Bit Bigger": A Political Economy Analysis of espnW* 291
 SARAH WOLTER

<i>18. Storytelling at the Worldwide Leader in Sports: An Interview With John Walsh, Executive Vice President of ESPN, Retired</i>	311
MICHAEL L. BUTTERWORTH	
<i>19. Modern Pathways of Sports Consumption: An Interview With Paul Melvin, Senior Director of Communications for ESPN</i>	329
MELVIN LEWIS	
<i>20. Sports Media in 2020: Patterns, Trends, and Crystal-Ball Gazing</i>	337
ANDREAS HEBBEL-SEEGER AND THOMAS HORKY	
<i>21. Visualizing 2020: The Future of Sports Media Panel Discussion</i>	357
<i>Editor Biographies</i>	375
<i>Contributor Biographies</i>	377
<i>Index</i>	383