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Guidelines for contributors

Sport&EU Review invites submissions for peer-reviewed articles, legal commentaries, forum contributions and proposals for themed special issues for publication. Contributions should reflect the general interests of the Association for the Study of Sport and the European Union.

* Sport&EU Review aims to provide coverage of the full range of issues relevant to the study of sport and the European Union. These will include, but are not limited to governance, social and policy studies, communication, economy, sociology, legal and management issues in European sport. Sport&EU Review also welcomes work with comparative or international perspectives.

* Sport&EU Review publishes two forms of longer articles: research articles and legal commentaries. Research articles should be up to 7,000 words in length while legal commentaries should normally be about 5,000 words in length. Research articles may represent research in progress, discussion of research methodologies, or other scholarly work that is of interest to the readership. Legal commentaries present a legal issue pertinent to European sports law in a concise and accessible manner. Contributions from postgraduate research students are also welcome.

* Papers intended for peer review (research articles and legal commentaries) will be reviewed by at least two anonymous referees. In order to facilitate the review process, manuscripts must have been proofread by a native speaker before submission. They should be written in British English. In terms of referencing, authors of research articles should follow the APA Formatting and Style guide (6th edition), while legal texts should – especially regarding cases, legislation and statutes – follow the OSCOLA style. Authors are welcome to include relevant hyperlinks into their contributions, though such hyperlinks shall not substitute accurate citation and references lists at the end of the manuscripts. Each paper should have an abstract of 200 words and a maximum of five key words.

* For the two issues per volume, the following deadlines apply concerning research articles and legal commentaries:

	Spring issue	**Autumn issue**
Deadline for submissions	30 November	31 May
Deadline for revised submissions (after review)	1 March	1 September
Publication	April	October

* Forum contributions are shorter, usually up to 1,000 words including references. They are not peer-reviewed, but are intended as short items of general interest to the readership of Sport&EU Review. These include, but are not limited to debate/opinion pieces, conference reports, calls for papers, brief updates on key developments in the field and reviews of publications. Concerning language standards

and style of referencing, the same guidelines as for longer contributions apply. Forum contributions, however, follow a slightly different schedule; they have to be submitted by 31 January (Spring issue) and 31 July (Autumn) to allow for eventual smaller revisions.

* Sport&EU Review anticipates that a considerable proportion of papers first presented in Sport&EU Review will subsequently be developed for publication elsewhere and that its review process will be used as a step towards publication of a final working paper elsewhere. This is to be encouraged. Whilst Sport&EU Review will retain the right to publish contributions in their original form, authors remain free to develop their contributions further in other forms, provided Sport&EU Review is acknowledged.

1. EDITORIAL

If sport, on and off the field, serves as a microcosm of social challenges and behaviour, then it can only profess innocence by refusing guilt. And that's why it's ludicrous to say that sport and politics should never mix. They have no choice.

(Chris McGrath in The Independent, 20 April 2013)

As several events during the last months have made abundantly clear, 'sport' is in the midst of heated political as well as pestering societal debates. For us in the Sport&EU Community this might not be news, not least because our understanding is to focus on issues not only of sport governance but governance and sport in a wider sense. Nevertheless, recent incidents serve to remind us that far from being an insulated realm of exercise and entertainment, 'sport' is related to the ongoing negotiation and (re-)construction of important issues of wider social importance, be they questions of sustainability, societal priorities, values and the impact of commercialisation. In this regard, we can be proud to state that this year's gathering of the Sport&EU Community at Kadir Has University in Istanbul has indeed picked up many themes and topics that reverberate with pertinent discourses in society. (By the way, let us remind you that the whole conference has not only been streamed online but these recordings have also been uploaded on You Tube – just type in 'Sport&EU' and you can enjoy the presentations. We thank the organisers!)

Around the globe, debates and vivid criticism of the way 'mega sport events' are prepared and organised these days have arguably drawn the most attention recently. Next to the pertinent phenomena such as corruption and ballooning costs, questions of 'sustainability' have surfaced not least with regard to the upcoming Winter Olympics in Sochi. Often dubbed the 'Nice of Russia', this Black Sea beach resort is conventionally known for its pleasant temperatures; and although there are mountains which are usually covered by snow, it might seem strange to the wider public that local authorities have already begun preparing in case there would not be enough snowfall. Pictures of large insulating blankets under which snow has been stored through all the year (just in case) have made the headlines as has the armada of snow blowers which are ready to work (just in case). Seen from a different angle, hosting the Winter Games in a beach resort might not only be 'challenging' (the phrase commonly used by local authorities), it also raises a number of questions. Even if the costs for the likely most expensive Winter Games ever are shared by a Russian state willing to demonstrate its capabilities as well as a state-led global player in the energy sector, Gazprom, the case of hosting Winter Games by simulating the very conditions of winter should draw serious scrutiny. A slightly different case is Brazil which is to host the FIFA World Cup in 2014 and the Olympic Games in 2016. Here, tensions have erupted into violent demonstrations this summer. What started

as a public outrage over bus fare increases, the underfunding of public services more generally as well as endemic corruption, quickly turned into a society-wide protest of how the government and the authorities seem to set their priorities. A spending spree in the wake of these mega sport events, and huge investments in gigantic sporting facilities in particular, is hardly matched so far by the once promised improvement of public infrastructure resulting from the bid for the World Cup and the Olympics, respectively. Again, pictures made it around the globe, this time of angry demonstrators waving signs that read 'We don't need the World Cup' and 'We need money for hospitals and education'. How do we react to such instances of societal protest and anger alongside mega sports events? What about 'governance' in case crucial stakeholders are obviously only included as victims in the process or at least perceive their role as such? Yet another facet of the crumbling façade of mega sports events has become obvious only in the last few weeks when a report unveiled that more than three dozen Nepalese guest workers at Qatari building sites for the FIFA World Cup 2022 had died within three months this summer, with an expected death toll of about 4.000 until 2022. As the British newspaper, Guardian, pointed out, inhumane working conditions at the building sites are only one side of the coin, though. Exploitation and abuses of these workers amount to modern-day slavery. Hence, it is not only the questionable decision by FIFA to stage a tournament in a place with the climatic conditions of a hyper-arid, subtropical desert state. It is about what we – as spectators and people interested in sport – are willing to accept alongside the way to mega sport events. With reactions ranging from lacklustre criticism and the attempt to shift responsibilities away from the sports bodies to the cynical comment made by former German football player and ex-member of the FIFA Executive Committee, Franz Beckenbauer, who stated that, on a visit to Qatar, he 'had not seen any slaves' nor 'anyone who is held in chains', these questions will not go away for some time. And for good reason! In this regard, we could also point to the fact that the issue of mega sport events also played a role at this year's Sport&EU Conference with the paper given by Kadir Gürten and Ozgehan Senyuva on the question of whether Turkey is 'ready' to host such an event and what 'hosting' actually implies in terms of social costs.

Two other prominent themes of wider social relevance which recently made the headlines (and had been picked up at the conference in Istanbul) are the growing trend of politically motivated violence in football stadiums, most notably in Germany these days. As incidents in Aachen, Braunschweig and Duisburg have made clear, there is a surge in attacks on allegedly 'leftist' Ultras or simply people who dare to speak up against racism and homophobia, among other things. A new generation of 'autonomous nationalists' seems to have formed an alliance with old-school hooligans, leaning to the political right, in an effort to purge the stands from football fans which are advocating against racism. That this is not only a German phenomenon has been made obvious by Austria's leading football magazine, *ballesterer* which, in its last issue, reported about similar incidents in Vienna. There is, however, a need to analyse and explain the wider context of such sad and abhorrent phenomena in order not misinterpret them as isolated incidents. As Daniel

Duben's paper presented in Istanbul made clear, strategies against such forms of violence in sport have to elucidate the structural context in which politically motivated hatred thrives. And, not least, initiatives and networks such as Supporters Direct Europe (introduced to the conference by Ben Shave) might help bringing supporters and spectators behind an agenda to confront such violence and the mindsets behind it.

Finally, what has become an ever growing topic (in terms of awareness) is the gendered nature of sporting and sport-related activities. Conferences and Special Issues in 2013 have often picked up or even focused on, for instance, the marginalisation of women in sports coverage, the overall gendered nature of coverage of sport events and athletes in particular, the feminisation of football, but also specific styles of female sport journalism or sport blogging. Sport&EU 2013 also featured a couple of gender-related papers with e.g. Elizaveta Zhuk's presentation on the tricky issue of 'gender verification'.

One paper that has been introduced to the audience in Istanbul and which we are pleased to present here as a revised research paper is Vanessa MacKinnon's exploratory study of golf industry attrition with a focus on why particularly female golf professionals decide to leave professional sports. As she states, female attrition results in fewer role models and mentors for young women and a smaller pool of female candidates for leadership positions which perpetuates a vicious cycle of underrepresentation of women, especially in already male-dominated sports. Through in-depth interviews she is able to uncover that particular working conditions seem to drive women away from professional golf, and that the golf industry should think about revamping these structures if it is to counter attrition.

This issue of the Sport&EU Review – and we are very glad about this fact – features a second research paper. Rens Vliegenthart picks up the theme of the 'Europeanisation of football' and takes the research in this domain to a new stage. By looking at evidence for processes of Europeanisation in media coverage, he points to the fact that society-wide phenomena have their repercussion in media discourse. Hence, what, how and how frequently media report is both an indicator and a driver of societal dynamics. In using quantitative techniques, he analyses Dutch football coverage for the last two decades in search of trends and patterns which might underwrite the hypothesis of an ongoing Europeanisation. His findings indicate that there has been a clear increase in attention for EU actors as well as for European club tournaments in the overall Dutch football coverage since 1990.

The remainder of this issue of the Sport&EU Review features the regular and, by now, embosomed columns ('The FREE Kick' and 'Sport&EU in the Caribbean') which give an account of recent topical conferences and events in football and wider sport research. Hints on upcoming conferences, books and journals complete this issue. We would like to invite you to contribute book reviews for inclusion in the Sport&EU Review. In case you know of a book you deem worth reviewing (and appropriate for

the Review's thematic focus), feel free to contact us so we can approach the publishers to secure review copies.

Hopefully, you will enjoy reading this issue of the Review and contribute to making its future issues even better! Happy holidays!

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2. SPORT&EU REVIEWERS

Over the past three years, a number of anonymous manuscript reviewers have allowed the editors of the Sport&EU Review to maintain high publication standards. The nature of the Review does not allow the publication of a yearly recognition if we wish to preserve the actual anonymity of the reviewers; this is why the current editorial team thought it appropriate to list all those who volunteered their time and efforts to make the Sport&EU Review a trustworthy and valued source. We thank them dearly.

Stephanie Bergbauer, *School of Social Sciences, Media and Sports, Johannes Gutenberg-University Mainz*

Borja García-García, *School of Sport, Exercise and Health Sciences, Loughborough University*

John Harris, *Department of Business Management, Glasgow School for Business and Society*

Arve Hjelseth, *Department of Sociology and Political Science, Norwegian University of Science and Technology*

Tassos Kaburakis, *John Cook School of Business, Saint Louis University*

Peter Millward, *Department of Sociology, Liverpool John Moores University*

David McArdle, *School of Law, University of Stirling*

Katarina Pijetlović, *Tallinn Law School, Tallinn University of Technology*

Rens Vliegenthart, *Department of Communication Science and Amsterdam School of Communication Research (ASCoR), University of Amsterdam*

3. ORIGINAL RESEARCH

Golf industry attrition: Challenges to retaining qualified golf professionals, particularly women

Vanessa MacKinnon*

Abstract:

Attrition of qualified professionals can pose a challenge to any industry. This is particularly the case with the attrition of female professionals in traditionally male-dominated sports. Female attrition results in fewer role models and mentors for young women and a smaller pool of female candidates for leadership positions, thus perpetuating a vicious cycle of underrepresentation. This study explores the reasons for professional attrition in the American golf industry, with special attention given to the reasons for female attrition. Former golf industry professionals are surveyed and the results compared to research in other fields. Results suggest that the American golf industry should do more to allow part-time and flexible work schedules and revamp its professional credentialing programs to allow for more diverse enrolment. Results could be used by the broader sports industry to help retain qualified professionals – particularly females – as well as by practitioners in newly-emerging golf markets who seek to develop their own industry guidelines and credentialing programs.

Key words: golf, attrition, women, professionals, PGA

Introduction: Sport attrition- why care?

The benefits of encouraging sport participation across diverse segments of society are well-documented (United Nations 2013a and 2013b; International Olympic Committee 2013), and industry professionals are constantly looking for ways to get more individuals involved in sport (PGA of America 2013b; United Nations 2013a and 2013b; International Olympic Committee 2013). The sport of golf presents an interesting case study for the European Union because participation is declining in some European countries (particularly Western Europe) and increasing in others- particularly in Eastern Europe. For example, according to the independent research

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and consulting firm KPMG, Turkey, Serbia, Romania, and Bulgaria have a higher percentage of their golfing population that is under age 18 than almost anywhere else in Europe, indicating a growing interest in and potentially bright future for the game (KPMG 2012). Europe also provides an interesting contrast between old and established national golf organizations and governing bodies (e.g., the United Kingdom), golf industries that emerged primarily in the mid twentieth century (e.g., Scandinavia), recently-developed golf markets (e.g., the Czech Republic), and golf markets that are just beginning to emerge (e.g., Eastern Europe).

One of the factors that has been shown to have a significant impact on overall sport participation rates is the participation of women. Studies have shown that one of the most successful ways of encouraging female participation in sport is to have female mentors and role models in the professional, leadership, and coaching ranks (Sport and Leisure Research Group 2011; PGA 2012). This paper examines attrition in golf, and more specifically, attrition among those who are involved in the sport as industry professionals, particularly women. The paper is a case study of the attrition of golf professionals in America, where declines in participation have been particularly pronounced (NGF 2010a, 2012). While the research is specific to the U.S. golf industry, the analysis suggests universally-applicable recommendations to promote women's retention in the leadership ranks of sport. These recommendations may be of use to European sport leaders dealing with participation challenges in established markets or those attempting to forge emerging sport markets in some of the European Union's newest member-states.

Problem and Literature Review

Attrition in golf

For the past decade, golf participation in the traditional "golfing nations" of the United States, Great Britain, and Ireland has been on the decline, with stagnation in several other Western European nations (NGF 2012; KPMG 2012). According to the National Golf Foundation, a US-based organization offering consulting and research services in the golf industry, the total number of American golfers over the age of six who had played golf at least once over the preceding year fell from 30 million in 2005 to 25.7 million in 2011, a 14.3% decrease. When translated into percentages of the US population, the numbers fell from an 11.1% participation rate to a 9.0% participation rate during the same period (NGF 2012). Similarly, the United Kingdom and Ireland saw a 3.1% decrease in the number of registered golfers between 2010 and 2011. While the number of golfers in Europe has more than doubled in the past 25 years, 2011 saw the first fall in overall European-wide golf participation in more than two decades (KPMG 2012).

While economic factors may have played a role in this decline, another significant factor is female attrition. During the American golf boom from 1985 to 2005, one of the drivers of US participation rates was women, whose numbers increased from 4.7

million to 7.0 million (NGF 2000, 2012). Similarly, women are also having an impact on golf's decline. While the overall decrease in American golf participation between 2005 and 2011 was 14.3%, the decrease in female golf participation during that same period was almost double that, at 27%, falling from 7.0 million to 5.1 million. As a percentage of the American golf population, women went from 23.3% in 2005 to 19.8% in 2011 (NGF 2012). While American women are trying the sport, they are simply not staying with it, as attrition rates among female golfers are almost double that of their male counterparts. According to the National Golf Foundation, the average retention rate after five years is 27% for women as opposed to 54% for men (NGF 2004).

With under 20% of American golfers being female, the US has a "golf gender imbalance" higher than that of almost any other wealthy Western nation, with the exception of Great Britain and Ireland, where women comprise only about 15% of golfers (NGF 2012; KPMG 2012). By contrast, many of the European countries with either the healthiest overall golf participation rates or the most growth in participants are also those with the highest levels of female involvement. In Sweden, which has the highest participation rate of any country in Europe (5.22%), 27% of golfers are women. The next three European countries in terms of overall participation rates – Iceland, Denmark, and Finland – also have women making up more than a quarter of their golfers (KPMG 2012).

According to KPMG, an increase of over 10,000 registered golfers in Germany in the past year, as well as yearly percentage increases of 2.2% in the Netherlands, 3.6% in Finland, 4.1% in Switzerland, and 7.6% in the Czech Republic helped counterbalance the overall decline in European participation rates. It is interesting to note that female golfers now make up 35%, 31%, 27%, 33%, and 27% of those respective countries' golfers (KPMG 2012). While female golf registrations fell by 2% Europe-wide between 2010 and 2011, all of the above countries managed to increase the numbers of their female golfers. In Germany, for example, 57% of the newly-registered golfers last year were women, and in the Netherlands, golf is the fastest-growing sport among women. Table 1 illustrates participation rates in some of the most developed and most rapidly-growing golf markets in Europe, and compares them with American figures. These figures help to demonstrate the impact of female involvement on overall participation.

The role of leaders and sport professionals:

With women's involvement playing such a key role in overall participation numbers, it would be wise for golf industry leaders to adopt policies that have been shown to encourage greater female participation. Several golf industry studies conducted in the United States have suggested one way of doing this is to have more women in professional and leadership roles. The Sport and Leisure Research Group (2011) emphasized the need for more diversity in the golf industry and ranked having staff and instructors of both genders (as opposed to exclusively male) as one of the top three "critical best practices" for promoting the growth of women's participation and

Table 1: Comparing female and overall participation rates by country

Country	Overall participation %	% 2010-11 change	% female 2011	% female PGA pros
Germany	0.75	1.8	35	10.2 (1)
Switzerland	1.01	4.1	33	Not Available
The Netherlands	2.11	2.2	31	Not Available
Czech Republic	0.47	7.6	27	9 (2)
Finland	2.65	3.6	27	9 (3)
Sweden	5.22	-4.1	27	9.3 (4)
USA	9.00	-1.5	19.8	3.6 (5)
UK & Ireland	1.98	-3.1	15	Not Available

Source: KPMG, 2012 except for the following:
(1) PGA of Germany, 2008
(2) Personal communication, Michael Jon, PGA Czech Republic, 2013
(3) Personal communication, Teemu Laskso, PGA Finland, 2011
(4) Nyman, 2009
(5) PGA of America, 2013 Membership Report

ensuring the economic health of golf facilities. The Golf 2.0 study commissioned by the PGA of America to analyze declining participation acknowledged "a lack of diversity in the employment ranks." It stated that "the lack of diversity across the board in the golf industry does not effectively support a broader outreach," and suggested the hiring of more diverse industry professionals, particularly women (PGA of America 2012, p. 20).

In addition to the above-mentioned golf-specific studies, a plethora of information can be found on the websites of organizations such as the International Working Group on Women and Sport, the Women Win Foundation, the Women's Sports Foundation, and even the United Nations showing that having female coaches, managers, and other industry professionals can enhance women's participation. Giuliano et al. (2007) and Norman (2012) both found that girls are more likely to participate in sport when they have a female role model. Similar studies exist in business, science, and other professions (Hill & Vaughan 2013).

Female participation in the leadership ranks of sport is not simply important from a social and ethical perspective, but from a financial one as well. According to the Australian government's Australian Sports commission (2013), "extensive research among leading businesses shows that diverse boards make for better decision-making and more effective organisations. Companies where women hold at least 30% of senior management positions are significantly more successful and better able to deal with future challenges." An article in Forbes magazine (Rivero 2011) noted that Fortune 500 companies with three or more women on the board had a significant performance advantage – 73% return on sales and 112% return on invested capital – over those with fewer women.

In the United States, there are two primary membership and training organizations for those seeking to work in the golf industry as golf professionals: The Professional Golfers' Association (PGA) of America and the Ladies Professional Golf Association, or LPGA. It is from these organizations that the leaders of the American golf industry are drawn. More than 95% of the members of both organizations are *golf professionals* rather than *professional golfers*, meaning they spend their time working in various aspects of the golf industry – including teaching, coaching, and managing golf facilities – rather than competing professionally in tournaments. The LPGA's membership is international and is comprised of approximately 1500 women worldwide (LPGA 2013), while membership in the PGA of America is open only to Americans, both male and female, and is comprised of approximately 27,000 members and apprentices (PGA 2013b). Both organizations offer apprenticeships designed to guide individuals through the process of becoming a full member. Apprentices typically work under the supervision of or in consultation with golf professionals who are full members of the organization, and complete coursework, seminars, and testing programs offered by that organization. The duration and specific tasks to be completed as an apprentice prior to achieving full membership or certification varies from organization to organization, with the LPGA and PGA of America having similar but not the same practices. Once all apprentice requirements are completed (including all work experience, seminars, testing, and playing ability requirements) the individual achieves Class A status, or what lay people would consider a fully certified golf professional.

Despite evidence showing the importance of leadership diversification, the golf industry is predominantly male. As of May 2013, only 860 out of 23,621 members of the PGA of America were women (PGA 2013b). While there are approximately 1500 members of the LPGA, many of these are international and many of the members who are American are also members of the PGA. While 19.8% of American golfers are female, only 3.6% of PGA of America members are female, meaning female representation in the PGA is approximately one fifth of what it is in the overall golfing population. In other countries, women are still underrepresented in the ranks of golf industry professionals, but at a lesser rate of underrepresentation. For example, in Sweden, Finland, and the Czech Republic, where approximately 27% of golfers are female, approximately 9% of PGA members are female. Women are more than a third of German golfers and more than 10% of professionals in the German PGA (see Table 1). As previously noted, these markets are ones that have experienced either high rates of growth in recent years or have high levels of overall participation. Perhaps even more revealing is that the PGA of America has yet to have a female officer in its leadership ranks (PGA, Leadership 2013).

One key reason for the lack of women in the PGA is attrition. Within the PGA of America, attrition rates among female golf professionals are more than double that of their male counterparts. For example, as of May 20, 2013, 5.6% of the PGA's female members were listed on Inactive status as compared to 2.5% of the PGA's male members (PGA 2013b). These figures reflect only those who have remained affiliated with the PGA, and do not include those who have completely renounced their

affiliation, since these figures are not publicly available. Inactive members are those who are former PGA members, meaning they once worked full-time in the golf industry and completed the PGA training program in its entirety, but are no longer employed on a full-time basis in golf. PGA members are placed on Inactive status if they cannot prove, after a one-year grace period, that they spend at least 36 hours per week working in the golf industry (PGA, Bylaws and Regulations, 2013, Article V, Section 4). Inactive members cannot vote or hold office, and they are not permitted to use the PGA name, initial, and emblem for any commercial use (PGA 2013a, Bylaws and Regulations, Article VI, Section 2). Thus, as a percentage, female PGA of America members are twice as likely as male members to be in a situation where they cannot vote, hold office, or otherwise make a significant impact on the decision-making of the organization.

The cost of attrition

Golf is not unique in dealing with the attrition of qualified professionals, which can pose a challenge to any industry. By some estimates, costs to replace a departing employee may be one-third of his or her salary. In some fields where specialised training is required, that cost is significantly higher. Bertin (2005) suggested it costs $315,000 in training and administrative costs every time a legal associate leaves a law firm, while it may cost up to $400,000 to replace a natural sciences or engineering faculty member at a public research university (National Academy of Sciences 2007). In addition to financial costs, there are indirect costs such loss of talent and expertise and the decreased service quality, productivity, and workplace morale that are often a result of attrition as remaining workers are forced to take over the workload of the departed employee (Betts & Sikorski 2008). Because of the high costs of attrition, businesses have commissioned a number of studies discussing the problem of attrition, particularly female attrition. Many of the studies suggest that programs designed to increase retention would likely cost significantly less than the current costs of attrition (National Academy of Sciences 2007).

Lack of existing studies

While there are some studies that address the issue of tokenism and the stresses it can produce for women in male-dominated sports (Welford 2011; Guillet et al. 2006; McGinnis & Gentry 2006; Crosset 1995) or in male-dominated fields (Richman et al. 2011), there are not yet any studies indicating that tokenism in the golf industry is a primary cause of the attrition of female professionals. In fact, no publicly-available studies exist on attrition of golf industry professionals, so this study could help to partially fill an existing void. Is there something about the golf industry that is driving qualified candidates to other fields, or is it simply that some professionals are retiring and some other professionals are not well-suited for the industry? After all, a small amount of attrition in an industry can be helpful, as it ensures that those who are not suited to a career in the field do not continue providing suboptimal service. On the other hand, if those who are leaving the golf industry have invested significant

amounts of time and energy into achieving their credentials, are competent, well-trained, and passionate, then attrition can pose a serious problem to the future health of the sport. The latter may indicate that something within the structure of the sport's organization and culture is driving away qualified personnel. Therefore, this study is warranted to determine the reasons for golf industry attrition, particularly among females.

Research questions and methodology

Research questions for this study were:

1) What are the main reasons why golf professionals leave the golf industry?

2) What did former golf professionals like most and least about their time in the golf industry?

3) How do the responses of male and female respondents compare?

The results of these questions are examined and discussed with reference to research in other fields. Suggestions are provided for steps the golf industry could take to better attract and retain quality golf professionals, particularly female professionals. To answer the research questions, former golf industry professionals are surveyed as to their experiences in and reasons for leaving the industry.

After Institutional Review Board approval was received from California University of Pennsylvania, a pre-test was distributed and completed via email by four individuals known to the author – two males and two females. The survey included basic demographic questions about the participants' gender, education level, years of experience in the golf industry and positions held in the golf industry. It also included questions about the participants' reasons for resigning their professional membership, reasons for leaving the golf industry, and favourite aspect of their time spent in the industry. Following review of the pre-test for viability, the survey was posted to SurveyMonkey, an online survey management program whereby potential participants are provided with a link to the survey and the survey can be completed anonymously online. An informed consent statement was included at the beginning of each survey and participation was voluntary.

Study participants were recruited using purposeful sampling and the snowballing technique (Patton 2002). Purposeful sampling required that participants had worked full-time in the golf industry for at least one year but were now no longer working in the industry as their primary career and had resigned as members of either the LPGA or PGA of America. Snowball sampling was used to locate such individuals by asking participants to refer the researcher to others known to them who fulfilled the requirements of the purposeful sample. MacKusick and Minick (2010) adopted a similar approach when selecting participants for an interview-based study on attrition in nursing. They used a purposeful snowball sample of RNs with at least one year of experience who were no longer working in a clinical setting.

Ultimately, 17 surveys were completed, with 9 of the participants being female and 8 of the participants being male. Survey questions were both qualitative and quantitative in nature. Participants were provided with quantitative choices for their demographic data. For questions regarding their opinions on the golf industry and their reasons for leaving their careers, there were both quantitative sections, asking participants to rank the reasons for their attrition in order of importance, and open-ended qualitative sections, asking for participants to write in their opinions on the topic.

There are a number of limitations to this study:

First, the small number of participants. Given that there is no publicly-accessible database of individuals who have transitioned out of a career in the golf industry, the snowball sampling method was one of the only methods available to the researcher, and the researcher had to rely for participants on those referred by others. However, despite the limited number of responses, certain themes emerged, with several factors being prominently highlighted by multiple participants.

Second, there was no independent researcher to code the qualitative responses. While this does leave open the possibility of researcher bias, every effort was made to accurately convey the views of the participants by including the exact verbatim responses of the participants during the qualitative analysis.

Third, distribution of the survey via email and an online link is not optimal to ensure that participants really are who they say they are. To reduce potential problems, the survey link was sent only to those believed to have once been in the golf industry, and it was assumed that individuals not meeting the sampling criteria would have no reason or motivation to complete the survey.

Despite these acknowledged limitations, because this study was designed to be exploratory and is the only known study on the topic of professional attrition in the golf industry, it nonetheless provides some potentially useful information to serve as a starting point for further research. Both quantitative and qualitative data showed there were certain factors that were prominent contributors to the attrition of both male and female golf professionals.

Survey Results

Table 2 indicates the highest level of education completed for all participants. It is interesting to note that 13 of 17 participants have a college degree or higher, which is significantly above the 30% rate among the general American population (Perez-Pena 2012).

Female respondents averaged 11.2 years of full-time employment and 5.4 years of part-time employment in the golf industry. Male respondents averaged 5.4 years of full-time employment and 3.6 years of part-time employment in the golf industry.

Table 2: Highest level of education completed for survey participants

	Masters	Some grad school	Bachelors	Some college	Associates	High School	% with college degree
Overall	3	1	9	1	2	1	76.5
Men	2	0	4	0	1	1	75
Women	1	1	5	1	1	0	77.8

This suggests that most participants were experienced professionals when they chose to leave the industry.

Female respondents averaged 11.2 years of full-time employment and 5.4 years of part-time employment in the golf industry. Male respondents averaged 5.4 years of full-time employment and 3.6 years of part-time employment in the golf industry. This suggests that most participants were experienced professionals when they chose to leave the industry.

While there were a number of different reasons selected by participants for not continuing with either their LPGA or PGA membership credentials, three reasons were ranked high on the list by multiple men and women, for both the PGA and the LPGA membership credentialing programs. These three reasons are the cost of training, the time to complete training, and the cost of dues.

Table 3: Top reasons for leaving the PGA of America

Reason	#1	#2	#3	#4	#5	#6
Time to complete training	III	III	I	I		
Cost of training	III	II		I	II	
Cost of dues	I	I	III	II	I	I
Training not matching goals	II			I	II	I

Table 4: Top reasons for leaving the LPGA

Reason	#1	#2	#3	#4	#5	#6
Cost of training	I	I		I	I	I
Cost of dues	I	II	I			
Time to complete training	I	I			I	I

Cost

The cost of training programs was ranked among the top two reasons for attrition from both the LPGA and PGA programs. While there is a cost for most education or credentialing programs almost anywhere in the world, the high costs of PGA and/or LPGA membership may not be conducive to attracting a more diverse professional workforce in the industry, something that is crucial if golf is to shed the elitist image

with which it is so often associated. For academically strong or athletically gifted students (who may qualify for grants and scholarships), the out-of-pocket cost of a university or even graduate degree can be less than the cost of the PGA and LPGA training programs.

The opportunity cost of PGA training may further lessen the appeal of the program for some. Level I apprentices are only permitted to hold certain jobs – typically positions within the golf industry that provide the lowest level of compensation. Those primarily employed as university coaches or professors, in corporate golf management positions, as technology and equipment specialists, or working at indoor simulator-based facilities (some of the fastest-growing golf establishments in the world) would first have to quit their more lucrative current positions and take up a lower-paying full-time job at an actual golf course in order to be permitted to enrol in the PGA of America. Multiple participants with university and graduate degrees indicated that they would have continued their apprenticeship and sought industry leadership roles had they been permitted to stay in their jobs as golf administrators, university coaches, and tournament managers, rather than having to step down into jobs where they would be working the till or cleaning golf clubs for minimum wage. As one participant noted, "Someone with a college degree and who is working toward getting their Class A shouldn't have to live in poverty. Why would someone take less pay and work every day as a college graduate?"

The LPGA is more versatile in its requirements, allowing apprentices to work in a variety of facets of the golf industry. Perhaps this is why concerns over the training program not meeting the goals of the respondents emerged as a primary reason for PGA attrition but was not ranked nearly as highly in LPGA attrition. As one male respondent noted, "the PGA has an issue with being mired in the past. It is without question a 'Good Ole Boys' network that is more interested in history and tradition than adapting and progressing to fit today's market, which is why I think they are going to have a very hard time fitting the needs of the golf industry in the next few decades."

One option that might help to alleviate concerns over both the cost and time requirement of training would be to allow more individuals to "test out" of certain courses in the credentialing program provided they demonstrated a certain number of years of work experience or a university degree in that particular area. Another option might be to offer webinars for some topics as opposed to mandatory in-person seminars. This could reduce wait times for seminars, allowing faster program completion, and could also reduce travel and lodging costs for participants. To their credit, both the PGA and LPGA have recently made an attempt to incorporate more online training programs and have experimented with allowing certain individuals to move through the programs at a faster pace.

The other significant reason for the attrition of industry professionals from both the PGA and the LPGA was the cost of annual dues. While almost every organization requires annual dues, several of the professional organizations that have been more successful at diversification have adopted a more diversified approach to dues

payment. For example, The American Bar Association notes on its website that it is committed to ensuring membership remains accessible through a variety of discount programs such as discounts for new lawyers, young lawyers, university faculty members, lawyers serving in the military and in combat zones, and solo and public interest lawyers (ABA 2013). Both the American Medical Association and the American Dental Association offer significantly discounted dues for residents and for new practitioners, while the AMA also offers discounted dues for those serving as military physicians (ADA 2013; AMA 2013). By contrast, all active Class A PGA and LPGA members pay the same dues, no matter what their job title or position. In addition, dues for apprentices are not significantly reduced over the dues for full Class A members. Perhaps the PGA and LPGA would be wise to consider having reduced dues for apprentices and members who are in positions where full dues payments would impose a financial burden.

With regard to reasons for leaving golf as a career, this is the survey question of greatest interest for this study, since it pertains directly to attrition of qualified professionals. Participants were asked to rank reasons in order, and were free to choose as few or as many reasons as had influenced them to leave the industry. The responses to this question are summarized in Tables 5 and 6. Eight reasons featured prominently among women and nine reasons featured prominently among men.

The top five reasons were the same for both genders, although in a slightly different order. Lack of schedule flexibility and pay were among the top three for both genders, and among females, family or personal commitments ranked first, with five of the nine participants ranking it as the most important reason for their decision. Several women indicated they wished to have children, and the lack of schedule flexibility afforded them in golf did not allow them to balance their career and their desire for a family. This suggests that family and personal commitments were closely linked to the second most popular female response, lack of schedule flexibility.

Table 5: Female participants' top responses for leaving the golf industry

FEMALE PARTICIPANTS	#1	#2	#3	#4	#5	Top 10
Family or personal commitments	IIIII					I
Lack of schedule flexibility		III	I	I		
Pay / compensation	II		II		I	
Lack of job security	II	I		I	I	
Too many required hours		I	II		I	
Cost of professional membership	I	I			II	I
Not enough time to golf			I	I	I	I
Time commitment to organization	I		I		I	

Note: Tables indicate the number of times respondents ranked a reason among their top ten. Participants could indicate more than one response.

Table 6: Male participants' top responses for leaving the golf industry

MALE PARTICIPANTS	#1	#2	#3	#4	#5	Top 10
Pay/compensation	IIII		I	I	I	
Lack of schedule flexibility	IIII	I			I	
Too many required hours	II		I	I	I	
Family or personal commitments	II			I		I
Lack of job security	I			I	I	II
Cost of professional membership	I	I	II	I		III
Not enough time to golf	I				II	IIII
Time commitment to organization	III	I			I	III
Responsibilities below credentials	I				II	III

Note: Tables indicate the number of times respondents ranked a reason among their top ten. Participants could indicate more than one response.

Number of hours and lack of schedule flexibility

While not having the schedule flexibility to take care of child-raising or other family responsibilities was a primary concern for women, general lack of schedule flexibility was a major concern for both genders.

Many of the respondents noted how during their time in the golf industry, they were required by their employer to work usually six, sometimes seven days per week during peak season. Most cited the stress and burnout associated with having to be at work and away from their families and friends for such long hours and so many days per week. Verbatim comments from both men and women included:

> "You either have a life as a golf professional or you have a personal/family life….The two don't mix, so in my experience I made a decision to have a personal/family life…."
>
> "We work ridiculous hours…It is very exhausting doing this for 15 hours a day, holidays, weekends and 7 days weeks. BURNOUT would be the best fit term for most people leaving this industry."
>
> "I liked the job I had, but I realized it wouldn't work with being married. I would rather be home with my wife than at the golf course every day of the week."

The importance of hours and schedule flexibility has become a significant topic of discussion in the legal field. A number of articles provide evidence that today's attorneys are less concerned about status and pay, and more are concerned with work-life balance. Studies suggest that flexible scheduling options are necessary to attract and retain young attorneys, particularly females, and to reduce turnover expenses and enhance productivity. Such options include offering custom work schedules, compressed work weeks, and job sharing. The studies also emphasize the need to offer these arrangements to all employees and to have formal written policies

in place to de-stigmatize and encourage flexible scheduling (New Jersey 2009; Toutant 2009, Bertin 2005, Huang 2008). A study in California found that female legal associates were nearly twice as likely as males to leave a firm to pursue a better work-life balance (Costello-Doughtery 2007). However, according to Bertin (2005), in a study on turnover commissioned by ten of the most prominent law firms in Canada, unpredictable work schedules and lack of control over work schedules topped the list of concerns for associates of both genders.

Research in other fields also suggests that schedule inflexibility is a major factor in attrition among both males and females, but seems to have a disproportionate effect on women. While studies by Mazerolle et al. (2008) and Goodman et al. (2010) show that concern over schedule inflexibility was almost universal among athletic trainers and coaches regardless of gender, studies in nursing show that women are more likely to leave the field because of inflexible scheduling and too many hours, particularly if they are care providers for relatives or children (Nooney et al. 2010; MacKusick et al. 2010). The National Academies of Sciences (2007) suggests that pay may be relatively more important for men while work-life balance may be relatively more important for women, since family responsibilities still disproportionately affect women. This has led to a phenomenon known in business as "off-ramping", where women leave their positions largely for family-related reasons such as caring for a child or family member, usually intending to return to work on an alternative work schedule rather than leaving the profession entirely. However, due to stigmatization, lack of flexible scheduling options, and/or old-fashioned "up or out" workplace mentalities, even highly qualified women with graduate, professional, or high-honours degrees often do not return (Hewlett & Luce 2005; Economist 2009).

In addition to the previously-discussed requirement that aspiring apprentices work in only a few select areas of the golf industry, the PGA also subscribes to other "traditional" notions of employment that may be equally damaging to diversification. In order to become or remain an active member of the PGA of America, individuals must be employed on a full-time basis. The PGA's Bylaws and Regulations state, "no experience may be counted unless it is on a full-time basis at the time experience is gained. It shall be the responsibility of applicants to establish at any time to the satisfaction of the Association that they are eligibly employed in the golf profession on a full-time basis" (Article IV, Section 2) and "Employment must be in an area required by their classification and must average at least 36 hours a week for the entire season" (Article V, Section 1). Two participants indicated they renounced their PGA membership in part because the PGA deemed their attendance at Masters' degree programs incompatible with qualifying PGA employment. The LPGA is more progressive in this area, requiring members to be employed in the golf profession for a minimum average of 20 hours per week, and no less than 520 hours per year.

Pay

Pay is certainly a concern of both male and female golf professionals, as it is with workers in a number of different fields. While it may not be economically feasible to

raise pay industry-wide, a few adjustments might be possible. Most of the respondents who cited low pay as a reason for their attrition had a college or advanced degree, and many of these same individuals noted that while working as apprentices they were forced to perform low-paid duties below their level of training and experience, such as answering phones, cleaning golf carts, and operating the cash register. Perhaps, as already discussed, if the PGA allowed its apprentices to work in a variety of golf industry roles as opposed to requiring them to work only in certain areas, these individuals could be employed in tasks more appropriate to their levels of education, which might result in higher pay. Positions such as cleaning golf carts, answering telephones, and working the till could remain minimum-wage positions and could be filled by workers without college degrees or golf skills. As is the case with nursing (Nooney et al. 2010), having a college or advanced degree may increase the likelihood of attrition, as individuals seek employment more commensurate with their educational attainments.

When asked what they had most enjoyed about their careers in golf, the participants overwhelmingly focused on their passion for the sport, interacting with and helping people, and teaching the sport they loved. These responses indicate that overwhelmingly, those that are leaving golf industry employment are not doing so because they do not enjoy the work, or because they have lost interest in the sport or in helping to promote the sport, but rather because of the issues addressed in the previous responses.

Discussion, Conclusions and Recommendations for the Golf Industry

As evidenced by the results, those who are leaving the American golf industry are significantly more educated than the average American. All participants appeared from their answers to be passionate about sharing the sport of golf with others. These are not individuals who "dropped out" of a career due to a lack of ability to perform or a lack of interest in the profession.

Many of the participants chose to leave the industry due to policies implemented by the PGA of America governing body and ingrained in the golf industry culture-policies that were adopted based on tradition in an era when golf pros worked almost exclusively at golf courses, there was less discussion of work-life balance, and the golf professional was expected to be available to service his customers at least six days per week. There are now a number of alternative avenues of employment in the golf industry. These include positions as consultants, coaches, equipment and sales representatives, instructors at indoor golf simulation centres, golf fitness specialists, golf psychologists, and tournament coordinators. These positions are ones that do not have the historical legacy of a 6 or 7 day work week or a 12 to 14 hour work day.

Many of the PGA's rules and regulations were developed in an era when the man was typically the sole or primary bread-winner for the household and the PGA of America

was exclusively male. Today, with the rise in dual-income households and more women working, requiring all PGA professionals to work a full-time schedule in order to maintain their credentials may no longer be advisable or feasible, particularly if the PGA is seeking to recruit females or individuals from more diverse backgrounds. Nonetheless, the PGA leadership continues to adhere to a traineeship model based on the traditional golf professional role, and to require its members to work full-time in order to maintain their credentials even when their job duties may be completed in less than 36 hours per week.

Many of the attrition-based issues brought to light in this study are organizationally and institutionally-based. This is not unusual in industries that lack diversity – Cunningham (2008) and Doherty and Chelladurai (1999) have determined that organizational culture can play a significant role in either promoting diversity or, in the case where phenomena become institutionalized through history and tradition, deterring diversity. Based on the participants' responses and the literature in other fields that was reviewed earlier in this paper, the following recommendations should be considered by the PGA of America in order to improve the retention of qualified personnel from diverse backgrounds.

Suggestion #1: Allow apprentices to complete their traineeship in a broad variety of golf-industry positions, reflecting the diversity of today's industry and the diversity of those with a passion for the sport. Eliminate the requirement to serve the first part of the traineeship as an assistant professional at a golf course in order to accommodate individuals with non-traditional schedules or interests. This would also help to recruit and retain a) individuals from lower socio-economic backgrounds for whom two years working in a low-paying job as an assistant golf professional is not a financially viable option, b) those with university degrees, and c) middle-aged individuals with families and mortgages who are not able to leave their current position for a lower-paying one in order to transition into a career in the golf industry.

Suggestion #2: Allow those who have completed their traineeship to maintain their membership credentials with part-time golf industry employment, rather than requiring full-time status of all members. This would allow those who wish to take jobs as teachers to continue to serve as part-time coaches, allow women to take time off to have children and later return to the golf industry, and allow both genders to take care of family or personal commitments. This would be in line with other careers such as law and medicine, which require certification and continuing education yet do not impose minimum work hours on members.

Suggestion #3: Incorporate more online coursework, mentoring, and continuing education in order to lessen the costs of certification and membership. The cost of membership could also be reduced by allowing some university coursework or previous industry experience to be credited toward the apprenticeship process. While certainly some skills must be learned and evaluated hands-on, in an age when even top universities are offering online programs, surely the PGA could offer more of its seminars online.

Suggestion #4: Offer a diversified membership dues structure taking into account members' time in the industry and/or current position. For those who are working full-time as head golf professionals at private golf facilities, the cost of membership dues may not be a financial burden and may be seen as a necessary business expense in order to maintain their credentials. However, for those who are working in the non-profit sphere, running junior golf programs or teaching at municipal golf facilities, the high cost of membership dues may serve as a deterrent to remaining in the industry.

These steps could not only help to improve retention, but could also help to diversify the industry by making employment more affordable and appealing to a broader socio-economic and gender demographic. Many of these approaches have been adopted with success in other fields such as law and medicine, where the percentages of female and minority professionals have increased significantly since the policies were implemented (American Academy of Ophthalmology 2008; Mitchell 2012).

While the case study for this research paper was small and involved primarily American golf professionals, there are nonetheless implications for sport in Europe, particularly for national sports organizations that are struggling to maintain or grow their participation numbers, or for golf organizations in Eastern Europe where the sport is just beginning to emerge. The newly-emerging golf industry in Eastern Europe may not be as burdened by traditional notions of what it means to be a golf industry professional, or by outdated policies and procedures that may be hindering retention of qualified personnel, particularly women. Consequently, it may be better positioned to create opportunities for diversity and increased participation (Shaw & Slack 2002; Norman 2010). When it comes to policy implementation, golf leaders in these markets have the opportunity to learn from both the successes and failures of the American golf industry. While certainly the US has made tremendous strides in promoting the game of golf, leaders in emerging markets might wish to take care to examine which US policies they will emulate, and which US policies are standing in the way of attracting and retaining qualified and diverse industry practitioners.

Suggestions for Future Research

As this study was exploratory and involved only a small number of participants (17), future research should be conducted on a larger scale. Future studies could also examine the issue of golf and sport industry attrition from a broader sociological context instead of an organizational one. For example, rather than focusing on internal organizational structures or policies that contribute to attrition, the impact (if any) of broader social and economic factors could be examined. For example, the following questions could be asked:

- Are individuals in different locations more likely to leave the sports industry based on economic conditions in their local region?

- Are more educated individuals more likely to leave the industry than their less educated counterparts?
- Are females less likely to leave the golf or sports industry in countries where the overall golf or sporting climate is more egalitarian?

It would also be interesting to conduct a more in-depth comparative cross-national study of female representation and attrition in golf's leadership ranks. For example, the policies of the PGA governing bodies (particularly with regard to traineeship requirements and schedule flexibility) in different countries could be compared and studied for any correlation between organizational policy and both female and male attrition.

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Europeanisation of football?
Evidence from Dutch newspaper coverage

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Abstract

This paper investigates the presence of various forms of Europeanisation in Dutch newspaper coverage of football. It assesses the presumably increased newspaper coverage dedicated to (a) the EU and its main institutions; (b) the UEFA and other European football organisations, and (c) the European football tournaments as different forms of Europeanisation. A computer-assisted content analysis of the *NRC Handelsblad* newspaper for the 1990-2012 period reveals evidence for the presence of the first and third forms.

Key words: Europeanisation, football, media coverage, Netherlands, public sphere

Introduction

The 'Europeanisation' of football is a topic that has received considerable scholarly attention in the past years. With the increased importance of the European Union in many areas of political decision making, but also in the everyday lives of ordinary citizens (Bruter 2004), it is no surprise that its impact on the most popular sport in Europe is being considered as well. In this article, I rely on a broad conceptualisation of Europeanisation – understood as domestic change resulting from EU-level legislation and decision-making – that extends those of many earlier studies by focusing not only on the political realm, but also looking at a societal dimension.

Scientists point to the key role played by European institutions in setting the regulations for the transfers and employment of players – especially the 'Bosman ruling'. A wider conceptualisation of Europeanisation points to the increased importance of European leagues and other European actors such as the European football association, UEFA, or club associations such as the G14 and the ECA (for an overview, see Niemann et al. 2011). While many of those processes undoubtedly have a significant impact on the sport in general and football clubs specifically, it is unclear whether they are actually *visible* to the ordinary citizen, or football fan. In this paper, I propose a straightforward approach towards assessing the visibility of Europeanisation by focusing on the change in media coverage of football.

The most important way people learn about current affairs is through the mass media (Strömbäck 2008). Therefore, it makes sense to look at the way mass media cover

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football and test whether we can indeed find an increased prominence of various aspects of Europeanisation of the most popular sport worldwide. Coverage of football can be regarded as 'Europeanised' if it connects the sport to EU institutions, European associations such as the UEFA, or focuses on European competitions such as the Champions League. Only if media discuss football in an 'Europeanised' way, there will be a chance that fans will attribute greater importance to the phenomenon as well – or at least become increasingly aware of its European dimension. This paper suggests a simple way to measure Europeanisation in media coverage. It focuses on the co-occurrence of football and European institutions, the European football association, UEFA, and the European football leagues in Dutch media coverage about football. The main question that is addressed is whether this co-occurrence has increased over time and, thus, 'Europeanisation' is indeed detectable.

In that way, it connects to the literature on the Europeanisation of the public sphere. Ample research has been conducted on the question of whether European institutions and issues are becoming more visible in national media (see De Vreese 2007 for an overview), but it has seldom moved beyond strictly political topics.

Various forms of Europeanisation

Europeanisation has been one of the buzzwords in political science since the late 1990s. In their seminal book, 'Transforming Europe', Green Cowles and colleagues define Europeanisation as 'the emergence and the development at the European level of distinct structures of governance' (Green Cowles et al. 2001, p. 1). Ever since the introduction of the term, it has been widely used especially to understand the impact of ongoing European integration on national policies and politics. It has been used to describe the role of the EU in foreign policy (Tonra 2001), gender issues (Liebert & Sifft 2003), immigration (Lavenex 1999), as well as the way EU decision-making processes alter institutional arrangements at the national level (Knill 2001). While most of these studies focus on policy areas where the EU has a clear influence on *political* decision-making, its use has been further extended by also directing attention to issues that might not fall directly in the core of those decision-making capacities. In an edited volume that was published in 2011, Niemann and colleagues explore the impact of European governance on domestic arrangements of football. They argue that next to traditional ideas about Europeanisation – focusing either on top-down (vertical developments from the European level to the domestic level) or bottom-up dynamics (emphasising domestic influences on European-level developments) – there is a third element that deserves attention. They label this the 'societal/transnational dimension of Europeanisation', or 'cross-loading'. It emphasises that not only domestic political actors face adaptational pressure, but this pressure is also felt in the societal realm, for example in the realm of sports. The transnational dimension points to the attempts of societal actors to respond to EU regulation and the creation of transnational spaces that might consequently impact the governance of football (Niemann et al. 2011, p. 5).

Some clear-cut examples are presented in the volume of Niemann and colleagues. Holman and colleagues (2011), for example, demonstrate the detrimental influence the Bosman ruling that was awarded by the European Court of Justice has had on the quality of Dutch football, which can be seen as a clear example of the societal impact of Europeanisation. However, one can even go one step further and focus on processes of Europeanisation that are not a direct consequence, or only a partial consequence, of EU regulations. For example, the increased importance of European football tournaments with the Champions League as a flagship might not fall under the strict definition of Europeanisation. However, a broader definition of Europeanisation allows for an investigation into the elements that are directly experienced by football fans. It is through those European tournaments that many football fans, both in the stadium and at home, encounter Europe (King 2004), possibly to an even greater extent than through abstract EU institutions and legislation.

The idea of Europeanisation, as well as other '-isations' which populate social sciences, implies that we deal with a trend: an ongoing process that increases over time. In this article, I focus on three different forms of Europeanisation, a phenomenon I think of as being multi-faceted, and one that includes top-down, bottom-up, and societal dimensions. The various dimensions involve different agents and are more or less connected to the European Union. I will elaborate on these three forms below.

The first form relates to the direct presence of European institutions in the realm of football. This form refers directly to the idea of top-down Europeanisation, but has also clear societal implications: the direct interference of the European Union in the realm of football. The earlier-mentioned Bosman ruling falls within this category. Here, the European Court of Justice ruled that all restrictions to players' movements to other clubs after the expiration of their contract in the form of transfer fees had to be abandoned. This had far-reaching consequences both for regulations at the national levels and especially for football clubs. Especially countries with smaller leagues and less money are argued to be seriously disadvantaged by this ruling (Holman et al. 2011). The interference of the European Union in issues of broadcasting rights also falls within this form.

The second form relates to the organisation and partial institutionalisation of football at the European level, and the increased importance of European football organisations. The clearest example of such an organisation is the European football association, UEFA, which organises the main European club football tournaments, as well as the European Championships (for national teams). This form is most clearly connected to the societal/transnational form of Europeanisation, though it would probably be an overstatement claiming that the rise and increased importance of the UEFA is a consequence of the interference of the European Union in national football. Next to the UEFA, the main European clubs have organised themselves within the ECA, the European Club Association, which was preceded by the G-14 and

is considered by UEFA to be the sole representative of the clubs in the European context.

Finally, the European tournaments, currently the Champions League and the Europa League (and, earlier, European Cups and UEFA Cup) are the most direct way through which football fans 'experience Europe' (Levermore & Millward 2007). While this type of tournaments has already been in place since the 1950s, it has clearly gained prominence in the past decades. The Champions League has grown in terms of the number of clubs participating as well as in terms of (television) exposure and financial interests for clubs, UEFA and sponsors.

Measuring Europeanisation in media coverage

The role of the national media in the multi-level system of the European Union (EU) is a well-studied topic in the European integration and political communication literature. Key in this literature is the notion of a 'European public sphere' (see De Vreese 2007, for an overview). Several studies focus on the necessity and prerequisites a European public sphere would have to meet (e.g. Habermas 2001) and discuss specific instances in which it is argued to be present or absent (e.g. Eder 2000; Trenz 2005; Koopmans 2007). Most studies focus specifically on periods around European parliamentary elections or solely on highly salient political issues. These studies most often show that media coverage of EU affairs is rather marginal (though somewhat increasing), leading authors to conclude that the European public sphere is underdeveloped at best. Only in some instances do authors make a longitudinal comparison of the coverage to assess whether the presence of, for example, European Union actors is increasing over time (Boomgaarden et al. 2013). Such a longitudinal comparison though is necessary to determine whether Europeanisation is indeed occurring. After all, an increased presence of Europe is expected.

It is not surprising that many scholars rely on media coverage to analyse questions related to the presence of the European Union. Data are readily available, but it is especially the importance of media in the everyday lives of citizens that make it such an important source. In some instances, people might experience the consequences of European integration directly, such as with the introduction of a common currency, but in many instances this experience is only indirect, most notably through the mass media. If the European Union remains largely invisible in mass media coverage, it cannot come as a surprise that people lack basic knowledge about it. To what extent various aspects of Europeanisation are visible in mass media coverage is therefore a relevant question to consider.

Most previous studies have focused on political issues when looking at Europeanisation in the mass media (e.g. Koopmans 2007). But as sports and especially football is widely covered by media and is argued to experience Europeanisation as well, it is a relevant topic to consider. Additionally, football is

closer to the everyday lives of many European citizens than many of the more abstract political topics that have been considered in previous research. Therefore, it might be an important factor when trying to understand perceptions about and identification with 'Europe' by ordinary citizens.

I conducted a longitudinal analysis of newspaper coverage of football in the Netherlands. I am specifically interested to find out the extent to which the relative prominences of the three different forms of Europeanisation outlined above have indeed been increasing over the past two decades. If Europeanisation is indeed occurring in all those forms, one would expect an increase in the relative presence of (a) European institutions, (b) UEFA and other European organisations, and (c) the European tournaments in football-related coverage. Therefore, I test the following hypotheses:

H1: The relative visibility of European institutions in media coverage of football increases over time.

H2: The relative visibility of UEFA and other European organisations in media coverage of football increases over time.

H3: The relative visibility of European tournaments in media coverage of football increases over time.

Methods

The analysis relies on a computer-assisted content analysis of newspaper coverage of the Dutch quality newspaper, *NRC Handelsblad*. In many respects, the Netherlands is a likely case for the presence of Europeanisation. As argued by Holman et al. (2011), it represents a country that has strongly experienced the consequences of Europeanisation of football in the past decades. Most notably, many Dutch clubs, who put a lot of effort and resources in educating young players, have experienced large negative consequences of the Bosman ruling, losing talented young players to other European clubs while receiving little or no financial compensation. In 1995, Ajax Amsterdam won the Champions League and in 2002, Feyenoord won the UEFA Cup, but especially in the past decade, Dutch clubs have been rather unsuccessful in European tournaments.

The selection of *NRC Handelsblad* was driven by both substantial and pragmatic considerations. First, it is one of the most widely read quality newspapers in the Netherlands that covers sport, but compared to many other newspapers does so rather modestly. Its average daily circulation in 2012 was around 185,000 copies, making in the fourth largest newspaper in the country, after the popular newspapers *de Telegraaf* and *Algemeen Dagblad*, and the quality newspaper *de Volkskrant*. Second, since 1990, it is available through the digital newspaper archive LexisNexis allowing for a time-span of more than two decades (1990-2012) to be analysed.

To gauge the level of Europeanisation I first counted the yearly number of articles that discussed football in LexisNexis, using the simple keyword search 'voetbal!', which means that all articles that contained a word that starts with 'voetbal' (for example, 'to play football' (voetballen), or football game (voetbalwedstrijd)) are also counted. In a second step, the number of articles that referred to both football and the European Union (and/or any of its institutions) were counted.[3] The same was done for the UEFA, ECA, and G-14. Since the latter two organisations were covered to a very limited extent (only a few articles over the entire time span), they are excluded from further analysis.[4] Finally, I measured the visibility of European soccer competitions in terms of number of articles.[5] For all three measures, relative scores are calculated by dividing the number of relevant articles by the total number of articles on football.

The relative scores over time are plotted and I assess whether an overall linear increase is present. I do so by extrapolating a trend line and furthermore conducting a set of regression analyses, where the dependent variables are the relative scores of different forms of Europeanisation and the independent variable is the year of measurement. These analyses provide insight in the average change over time (the unstandardised regression coefficient B), as well as provide an answer to the question whether a linear trend is indeed reflecting the data well (explained variance - the adjusted R^2).

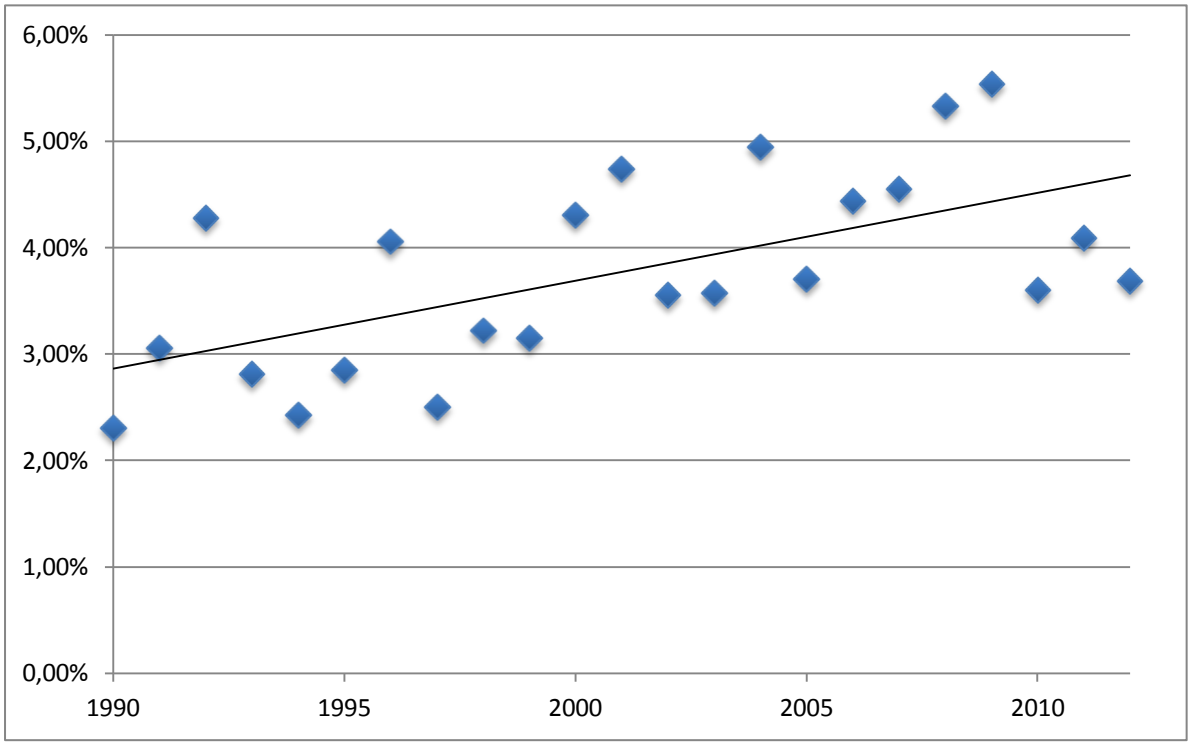
Results

Each year, *NRC Handelsblad* publishes on average 2045 articles on football (standard deviation = 388). In the years in which European Championships take place, this number is somewhat higher.

Figure 1 represents the yearly percentage of articles in the overall football coverage that mention the European Union. Not surprisingly, this is only a small minority of the articles: after all, it is highly unlikely that game reports – which account by far for most of the coverage – refer to the EU. On average, only 3.77 percent of the relevant articles per year refer to the EU. However, the scatter plot clearly indicates that we have witnessed a steady increase over the observed 23-year time span. In the first years, around 2.5 percent of the articles referred to the EU or its institutions. Percentages in the period 1990-1997 range from 2.31 to 3.01 percent in years that no

[3] Search term: (europese unie or europese gemeenschap OR europese commissie OR europees parlement OR EU OR EG OR europees hof OR europese raad) AND (voetbal!)
[4] Search term: UEFA AND voetbal! AND NOT (uefa-cup! OR uefa-beker!)
[5] Search term: ((europa cup) OR (europa league) OR (champions league) OR (uefa w/2 (beker OR cup))) AND (voetbal!)

Figure 1. Relative share of EU actors in all football coverage



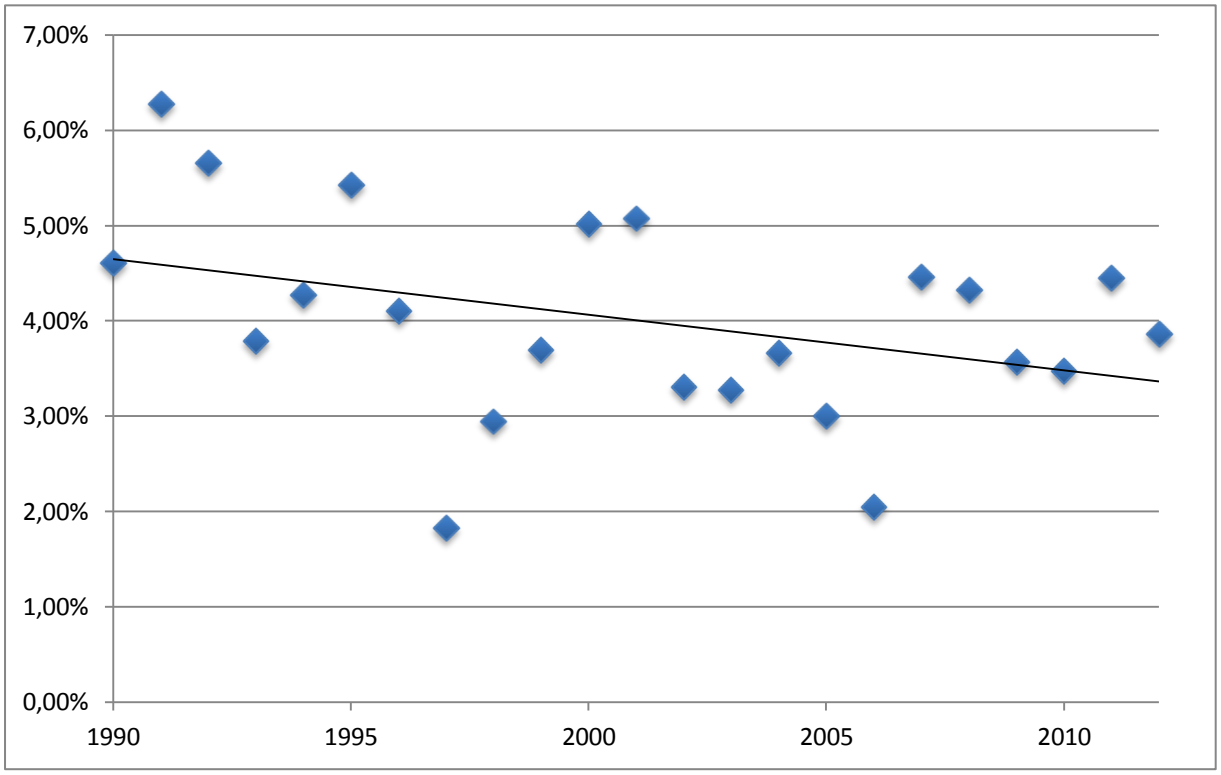
Note. The *B* of the trend line is .083, explained variance amounts to 35.0%.

European championships take place. This percentage increases to around 5 percent in the latter years. A regression analysis shows a .083 percent average increase per year. This sounds like a small change, but in the twenty-three year period, this accumulates to almost two percent (1.91 percent). The model fits the data reasonably well – the explained variance is 35 percent, which again indicates that a linear increase is clearly present. These results confirm the first hypothesis and indicate that media coverage reflects the first form of Europeanisation.

Moving to the second form of Europeanisation, let us look at the visibility of the European football association UEFA. Not surprisingly, its visibility is on average higher than all EU actors together, though not much (4.01 percent compared to 3.77 percent). High scores are reached in 1995 (the Bosman ruling) and in 2000/01 (during and in the aftermath of the European Championships organised by the Netherlands and Belgium).

Figure 2 shows the variation over time. The negative slope of the trend line indicates a decrease, rather than increase, of the visibility of the UEFA over time. The regression analysis reveals that the unstandardised regression coefficient is -.058, indicating a yearly decrease in visibility of .058 percent. The explained variance of the model is 9.5 percent. This indicates that as linear trend does not fit the data well: there is a lot of variation (changes in visibility) that is not captured by the model. This means that a negative decrease reflects the actual visibility scores only to a limited extent. Thus, the data do not confirm the expectation of an increase in visibility of the

Figure 2. Relative share of UEFA in all football coverage

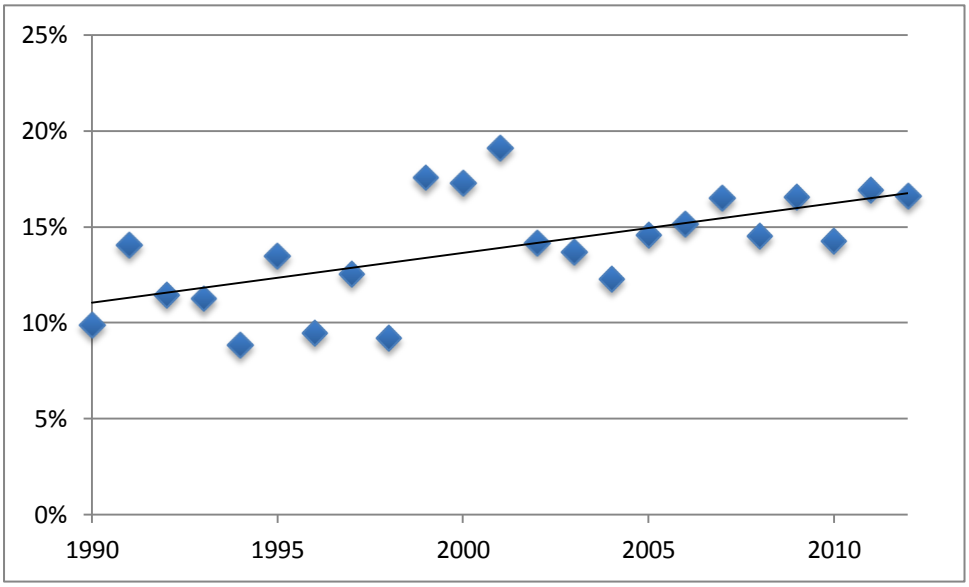


Note. The *B* of the trend line is -.058, explained variance amounts to 9.5%.

UEFA, but, if anything, the opposite. Hypothesis 2 therefore needs to be rejected. An explanation for this would require a more detailed analysis, but it might be that in the early nineties, UEFA was more visible due to the introduction of the Champions League and the earlier mentioned Bosman ruling.

The final analysis focuses on the visibility of European competitions. Here, one can see considerably higher percentages. The average is 13.89 percent. This is not surprising, since the coverage also includes a lot of game reports from both the Champions League and the Europa League. As seen in Figure 3, there is considerable variation over time, with the higher scores clearly found in the latter part of the time frame. The regression analysis indicates an average increase of .259 percent per year. Further, the trend line reflects the data well: the explained variance is 33.5 percent. One might argue that part of the results can be explained by the introduction of the Champions League in 1992. Contrary to its predecessor, it includes a group stage and thus more games that newspapers can report on are played. An additional regression analysis that included a dummy variable for the years after 1991 suggests that this explanation does not hold: there is no significant difference between the years before and after the introduction of the Champions League. Furthermore, the slope of the trend line is hardly affected by including the dummy variable in the model: it slightly increases from .259 to .283. Overall, these results confirm the third hypothesis on the presence of the third form of Europeanisation.

Figure 3. Relative share of European tournaments in all football coverage



Note. The *B* of the trend line is .259, explained variance amounts to 33.5%.

Conclusion

This paper shows a simple way to measure the presence of different forms of Europeanisation. The scope of the current study is limited as it focuses on a single newspaper and a single country, though it does cover a considerable time span of more than two decades. One can, however, easily imagine extending this line of research by including more newspapers and/or countries. Cross-national comparisons can reveal whether the findings of this paper are generalisable or whether other countries, such as those with strong national leagues like the United Kingdom, Germany, Spain and Italy, resist increased importance of European actors and factors and face lower levels of Europeanisation. Furthermore, conducting similar analyses for different sports might reveal the particularities of football. Finally, the presented analysis can function as a first explorative step for more in-depth, both qualitative and quantitative, studies. It can facilitate the identification of relevant developments or periods that deserve further analysis. This analysis can focus more in detail on for example framing or themes of coverage, or the interaction between European versus national actors.

The Dutch case provides evidence for two forms of Europeanisation of media coverage. During the past two decades, media coverage of football in the Netherlands has devoted increased attention for EU actors as well as for European club tournaments. This means that not only a strict, 'traditional' form of Europeanisation is shown by the data, but also a broader conceptualisation that focuses on the importance of European tournaments is present. The latter form is likely to resonate more with football fans. An intriguing question for further research is then whether this coverage also impacts football fans in their identity formation and their perceptions and ideas of 'Europe'.

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4. THE *FREE* KICK (5)

Edited by Albrecht Sonntag[1]

'The FREE kick' is a column about Football Research in an Enlarged Europe, a European interdisciplinary research project in the social sciences (http://www.free-project.eu). The project runs from April 2012 to March 2015.

Half-time talk

It is one of those games where anything can happen. You walk back to the dressing room at half time, more than satisfied with your team's performance during the first half of the game, but you are well aware that things can still go terribly wrong during the second half. There is always the possibility of a decisive misjudgement by the referee; the team might lose the necessary tactical discipline and cohesion without even noticing; and you can never be sure you will not make a coaching error yourself.

These are the moments where a stimulating and encouraging half-time talk helps tremendously. And that is exactly what the FREE project has scheduled at its own half-time in October 2013, marked by the conference on 'The Anthropology of European Football' in Vienna[2]. On the eve of the conference the members of the Scientific Advisory Board will convene to make a critical analysis of the first half of the game. The Board, composed by half a dozen renowned scholars from European universities and different disciplines – not all of whom are necessarily football fans! – will give its external assessment of the team's technical and tactical performance and, if necessary, revise the strategy for the second half. And they do it without any remuneration – just for the beauty of the game (the academic one). If that is not a motivating half-time talk, then what is?

Online talk

But the FREE talk is not limited to our team's dressing room: there is a lot of talk about the game going on online. Since the second week of October, the big FREE online survey is accessible and responses have started to flow in from all corners of the continent.

Within the overall research architecture of the FREE project, the quantitative surveys play an essential role. While the current online survey explicitly targets the attentive public of football-interested individuals – a species which we believe to be a rather proliferating one – the forthcoming, more classical, CATI ('Computer-Assisted Telephone Interviews') survey will targeted a general public, regardless of their degree of interest in football.

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[1] Centre for European Integration, ESSCA School of Management, Angers.

[2] The full programme is available at http://www.free-project.eu/events/Documents/Vienna%20FREE%20conference%20programme.pdf.

The working group from 'Work Package 7', headed by Özgehan Senyuva from the Middle East Technical University in Ankara and Ramon Llopis-Goig from the University of Valencia, has been working for long months on a survey that faced the difficult task of both integrating a wide range of issues proposed by the other work packages and keeping the survey within reasonable size and scope. Eventually, it was decided to take a risk and go beyond the 12-minute, maximum 15-minute threshold recommended by textbooks and experts. True enough, 20 minutes for an online questionnaire is really long, and there is a risk of producing high dropout rates. But this is a once-in-a-lifetime opportunity for gathering a multitude of original and relevant data – and there is 'no time for losers', as Freddy Mercury regularly reminds us through stadia loudspeakers around Europe. Not to mention that, as some consortium members' personal experience suggests, real football fans are never tired of sharing their views on the game, no matter how long a questionnaire may be.

Just in case you happen to indulge yourself in trivial football talk once in a while (or permanently, as some of us do), do not hesitate to complete the survey: on www.free-project.eu, the questionnaire can be accessed very conveniently in any of the eight languages concerned. And please feel FREE to spread the word and the link through your mailing lists, Twitter account, or Facebook page!

For obvious technical and financial reasons, it made sense to draft, realise, translate and host the online survey within the consortium, while sub-contracting the CATI survey to a renowned international polling institute. The first results should be available in spring 2014, just in time for the forthcoming FREE conference in Ankara.

Transnational talk

With the Ankara conference, scheduled for 25-26 April 2014, the project shifts its focus from history and anthropology to the political sciences and sociology. The title of the event – 'From Habermas to Fanblogs: Exploring the public sphere of European football' – aptly sums up the conference's ambition.

Political scientists are well familiar with Jürgen Habermas' seminal work, *The Transformation of the Public Sphere*, which is very often referred to in the ongoing debate on identity-related and normative aspects of belonging to 'Europe'. Over the last years, both growing Euroscepticism and the effects of the economic and financial crisis have put the vital question of 'what binds Europeans together?' high on the agenda. One of the fundamental assumptions of the FREE project, underpinning its very inception, is that we need to do more justice to understanding how and why common experiences, everyday practices, and popular culture matter for Europeans and that football provides an excellent field for the exploration a potential pan-European public sphere.

The Ankara conference will be organised around four big themes, each one introduced by a keynote presentation and discussed in a series of papers:

- **Theoretical and conceptual issues around the notion of 'public sphere'.** Where is the link between theories of public sphere and the practice of football in all its different forms? How far can the concept of public sphere be

stretched towards including apparently non-political issues relating to popular culture? How can we theorise the persistent pan-European fascination with football?

- **The contour and scope of the European football space.** Defining what exactly the term 'Europe' encompasses has always been difficult. To what extent does football provide alternative definitions or perceptions? Is 'the Europe of football' a meaningful category? To what extent does the perception of this category vary across the continent? How does the notion of 'migration' in all its forms and dimensions impact the emergence and definition of a pan-European public sphere related to football?
- **New media – new public sphere?** Technological progress over the past 25 years has given us myriad novel ways for disseminating information. New media and social networks have enabled 'ordinary people' to appear in new roles as producers. Football, already the object of massive discourse in traditional media, is omnipresent in new media as well. What does this mean for the construction of a transnational public sphere? And, from a methodological perspective, what are the best ways to explore and interpret new media discourse about football across the continent?
- **Football stadia as spaces of political expression.** Football stadia regularly bring together thousands of citizens in a very particular space and context. What forms of political expression are possible in these spaces? What is the impact of this expression in different places across and around Europe? There are numerous fan groups throughout Europe which openly associate themselves with certain political ideas – do they contribute to a 'public sphere' across borders?

The Call for Papers, which can be easily accessed on the website, www.free-project.eu, is open until 1 January 2014. Paper proposals (max. 2 pages) can be sent to the local organisers, Basak Alpan (balpan@metu.edu.tr) and Özgehan Senyuva (senyuva@metu.edu.tr).

Party talk

In the meantime, let us not forget to wish happy birthday to our object of study! It has been 150 years since modern football was codified during a series of six meetings of a dozen of representatives of football clubs and schools in the Freemason's Tavern in London. (No link, however, between the name of this place and the FREE project!). The first of these meetings took place on 26 October 1863, a date which is not only the birthday of football but also of the FA, the Football Association, which proudly reminds us that, as the very first football association ever, it does not bear the adjective 'English' in its name.

A very well-attended birthday party was held at the National Football Museum in Manchester in early September. The University of Central Lancashire, host of an International Football Institute (http://www.uclan.ac.uk/research/environment/groups/international_football_institute_ifi.php), and the museum had teamed up to

organise a three-day conference in celebration of football's birthday. The idea of the event was to cover the entire bandwidth of contemporary football research.

The extent of which is surprising! The sheer scope of the programme, bringing together scholars from all parts of the globe and a multitude of disciplines, gave testimony to the variety and relevance of the different dimensions of football as object of the social sciences and humanities. Some very enjoyable, enriching and stimulating party talk!

The FREE project was an official partner of the conference, contributing no less than six full-fledged paper presentations, and had no reason to regret it. An interesting and original location managed by knowledgeable and friendly people, some excellent keynote speakers, and plenty of exchange and discussion. For those who missed the event, the programme is still online on the conference's website, http://football150conference.wordpress.com/, and parts of it will be published in a special double issue of Soccer and Society.

As this column has shown, whoever it was who said that football was invented in order to give people something to talk about, he or she was not entirely wrong. There is a lot of football talk out there, within communities and crossing borders, online and viva voce, serious and ironic. What we can learn from this talk, especially as European scholars, is another matter. The 'FREE kick' will be back for another talk in the next issue of the Sport&EU Review. Until then: Rendez-Vous in Ankara next spring!

5. SPORT & EU IN THE CARIBBEAN

Delroy Alexander*

This is the third contribution in the Sport & EU Review by the Sacred Sports Foundation, a foundation based in Saint Lucia that works to increase opportunity and social inclusion for the local population. In June 2013, it hosted the Sport in Black & White conference.

One of the main aims of the Sport in Black & White Conference and Youth Forum earlier this year was to strengthen regional links between research and sport for development. Although strong links between the Caribbean and Europe exist, sporting structures in the region remain weak, with limited resources allocated to sports research and development.

The first edition of the conference held between 10 and 23 June 2013 proved to be a resounding success, with leading regional development experts designating the Sport in Black & White Conference and Youth Forum a 'watershed moment' in Caribbean sports for development efforts. 'We have not seen anything like it in this region before. It was an amazing week of activities,' stated Dr. Morella Joseph, a CARICOM human resource and development specialist. 'This important effort has helped point the way forward in critical areas where sports can assist and we must ensure that the issues addressed here are taken forward with action.'

The ambitious Sport in Black & White Conference and Youth Forum programme was the centrepiece of a range of sports for development activities in the Caribbean island of Saint Lucia in June this year. Some 211 delegates, youth, partners and stakeholders attended the conference. In addition, well over 173 youth, coaches, educators and talent evaluators participated in an extended youth forum, coaching certification courses and scholarship showcase.

A total of 15 different countries from 25 major metropolitan cities from around the world converged on the Caribbean island. Some 32 volunteers were on hand to ensure the successful delivery. And, 57 different organisations came together to help make the conference a success, including: representatives from 12 universities/departments, several governments, NGBs, NGOs and CBOs. There were 10 international/regional bodies, 24 corporate entities and sports/development service companies attending.

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* Delroy Alexander is the Chairman of the Sacred Sports Foundation, a registered independent, non-denominational not for profit charity based in St. Lucia. He is a senior sports administrator, a former Chicago Tribune senior investigative business reporter and a Pulitzer Prize nominee journalist.

Dr. Joseph's sentiments were echoed by many other participants, including Paula Mohamed, UNDP Barbados Programme Manager for Governance. 'We were pleased to have been able to have offered support to organiser Sacred Sports Foundation,' said Mohamed. 'The Sport in Black & White Conference and Youth Forum bought together an impressive array of people from the sports and development world. It has made an important contribution to how we look at sports and its potential development impact.'

Often consumed in the wake of its larger Latin America cousin, the Caribbean has become a forgotten child. Situated largely on the Caribbean Plate, the region comprises more than 7,000 islands, islets and reefs and is home to some 39 million English, French, Spanish and largely Dutch speaking peoples. Lost amid the images of a tourism paradise are social challenges every bit as daunting as in less illustrious destinations.

Working closely with The Centre for the Study of Sport and Leisure in Society at the Academy of International Sport, George Mason University, leading researchers and key decision makers came together with local, regional and international experts and sports personalities. The conference provided detailed research, strategic advice and guidance on key issues relating to sport and its impact on social development. Important new relationships were brokered with a range of sports for development actors, with best practice and academic research highlighting possible opportunities for strengthening existing and new programmes.

The Conference reflected a wide range of views on five critical areas: Leadership & Governance; Discrimination in all its forms; the Nexus between International Economics & Sport; and Youth Leadership: Sports, Peace & Community. It was recognised that partnerships in the sports for development-field must look again at the traditional model of relationships and form stronger alliances in a greater effort to tackle burgeoning social challenges and issues relating to youth and citizen security and find fresh ways to work with grassroots organisations. Emphasis was placed on developing a model based on social inclusion, diversity and gender awareness. A number of speakers discussed challenges they continue to face with capacity building efforts and inadequate financial resources. This also includes a lack of regional co-ordination among critical government agencies and an inability to effectively access resources earmarked for youth development programmes.

The UNDP supported a programme addressing the ability of sports to promote citizen security, peace and development, crime prevention, zero tolerance to armed violence, conflict prevention in schools, youth leadership, responsibility and maturity of Caribbean youth. In particular, the UNDP's 'Young Leaders – Sports, Peace and Community' Programme saw the Sport in Black & White Conference participants addressed by former triple Olympic gold medallist Jackie Joyner-Kersee and former NBA star Adonal Foyle. On her first trip to the Caribbean, Jackie Joyner-Kersee captivated the gathering with an inspiring two hour presentation on her challenges and triumphs. She pledged her future assistance to helping combat the region's burgeoning youth crime and unemployment struggles.

‘It is important for researchers, sports development bodies and major funding agencies to come together like this,’ she said. ‘Let us make this a start, a chance for us all to impact on the lives of our young. A sustainable development effort is desperately needed and it is up to us to make sure it happens.’ Derek Van Rheenen (University of California at Berkeley) spoke at length about his research on the exploitation of athletes in the US college system and the implications for the Caribbean, which routinely sends its athletes to the United States. The wide variety of presentations also saw German researcher Daniel Duben from the University of Mainz give an enlightening perspective on race and sport, detailing his research into strategies to combat right-wing extremism in sports. University of the West Indies' researcher David Spencer presented his research on the role of Barbadian scholars in developing *regional* track and field programmes. He called for greater collaboration to understand the dynamics of regional sport for development-initiatives and renewed funding, which he said remained in short supply.

Work is now underway on the 2nd Annual Sport in Black & White Conference and Youth Forum, set for June 9th to 15th, 2014. A Call for Papers is expected to be issued shortly online. As a catalyst for change, the second conference will be built around the theme ‘Creating Sporting Chances for Youth’ and will focus on Sport Governance, Sports Advocacy, Sports Development and related research. The process of encouraging speakers and leaders to take part in the gathering is well underway. It is envisaged that the conference will have a critical impact particularly on local policy makers who often lack a rigorous approach to sports for development issues.

A unique element of the programme is the desire to establish a detailed and lasting debate about the process and quality of research in the sports for development-arena. **Sacred Sports Foundation is actively seeking papers and presenters** that can offer insights into the strengths and weaknesses of different research approaches. Thus, **Sport&EU members are invited to assist** the Caribbean in charting a sustainable path, bringing to bare their considerable expertise in the field at a pivotal moment in the region's development cycle.

The location of the 2014 conference in St. Lucia will be the renowned Beausejour Cricket Stadium, one of the premier facilities in the Caribbean which regularly hosts international cricket and football games. Nestled on the edge of the capital city, the stadium is a classic example of the challenges faced by the region, where the vast majority of facilities are government-owned and lack coherent strategies for their long-term sustainability – with fewer than half a dozen major games per year.

6. CONFERENCES AND EVENTS

Sport&EU 2014 Conference

Location: Cologne, Germany

Date: 26-27 June 2014

Organisers: Association for the Study of Sport and the European Union in cooperation with the Department of Political Science of the University of Mainz and the Institute for European Sport Development and Leisure Studies of the German Sports University.

Website: http://www.sportandeu.com/2013/06/sporteu-2014-conference-goes-to-cologne/

Call for Papers: see pp. 62-63 and http://www.sportandeu.com/2013/12/sporteu-2014-conference-call-for-papers/

Science, Higher Education, Business: An Interdisciplinary Approach to Sport Studies, Research and Development in the Caribbean

Location: Saint Augustine, Trinidad and Tobago

Date: 15-18 January 2014

Organisers: University of the West Indies and First Citizens Sports Foundation

Contact: sportstudiesconference@sta.uwi.edu

A New Game Plan "4" Collegiate Athletics

Location: San Diego, CA, USA

Date: 16-18 January 2014

Organisers: The Student-Athletes Human Rights Project

Website: http://studentathleteshumanrights.com/a-new-game-plan-4-collegiate-sports/

The 12th Annual Macintosh Sociology of Sport Day Conference

Location: Kingston, Ontario, Canada

Date: 25 January 2014

Organiser: Queen's University, School of Kinesiology and Health Studies

Contact: kingsj@queensu.ca

2014 AIESEP World Congress

Location: Auckland, New Zealand

Date: 10-13 February 2014

Organisers: Association Internationale des Ecoles Superieures d'Education Physique/International Association for Physical Education in Higher Education and the School of Critical Studies in Education at the University of Auckland

Website: http://www.aiesep2014.com/

'Physical Education and Sport: Current dilemmas and future possibilities' Symposium

Location: Christchurch, New Zealand

Date: 16-17 February 2014

Organiser: University of Canterbury, School of Sport & Physical Education

Website: http://www.education.canterbury.ac.nz/pe_sport_symposium/

Sport and the Politics of Exclusion

Location: Liverpool, England, UK

Date: 21-22 February 2014

Organiser: Liverpool John Moores University

Website: http://www.sportpolitics.net

Sport and Recreation Law Association 2014 Conference

Location: Orlando, FL, USA

Date: 26 February-1 March 2014

Organisers: Sport and Recreation Law Association and Troy University

Contact: cmcglone@coastal.edu

4th International Congress Sport, Doping & Society

Location: Madrid, Spain

Date: 26 February-1 March 2014

Organisers: Technical University of Madrid (UPM) and the Spanish Agency for Health Protection in Sport (AEPSAD).

Website: http://www.deportedopajesociedad.com

Diversity in Intercollegiate Athletics Summit

Location: Fort Collins, CO, USA

Date: 6-8 March 2014

Organiser: Colorado State University

Contact: Albert.Bimper@colostate.edu

21st Annual NINE Spring Training Conference on the Historical and Sociological Impact of Baseball

Location: Tempe, AZ, USA

Date: 12-15 March 2014

Organiser: NINE: A Journal of Baseball History and Culture

Website: http://nine.iweb.bsu.edu/

Seventh Summit on Communication and Sport

Location: New York City, NY, USA

Date: 15-16 March 2014

Organiser: International Association for Communication and Sport

Website: http://www.communicationandsport.com

2nd Annual Ali Center Athletes and Social Change Forum

Location: Louisville, KY, USA

Date: 21-22 March 2014

Organiser: Muhammad Ali Center

Contact: eli_wolff@brown.edu

3rd Annual Tri-University Conference for the Trans/Disciplinary Study of Sport

Location: London, Ontario, Canada

Date: 21-22 March 2014

Organiser: Western University

Contact: triuniversityconference@gmail.com

11th International Scientific Conference on Transformation Processes in Sport

Location: Podgorica, Montenegro

Date: 3-6 April 2014

Organiser: Montenegrin Sports Academy

Website: http://www.sportmont.ucg.ac.me/conference2014/

International Colloquium on Sports Science, Exercise, Engineering and Technology (ICoSSEET 2014)

Location: Penang, Malaysia

Date: 7-9 April 2014

Organiser: IEEE Industrial Electronics & Industrial Applications Joint Chapter of Malaysia.

Website: http://icosseet2014.uitmrmi.org/

Socio-Legal Studies Association 2014 conference

Location: Aberdeen, Scotland, UK

Date: 9-11 April 2014

Organisers: Socio-Legal Studies Association and Robert Gordon University

Website: http://www.rgu.ac.uk/slsa2014

Soccer as the beautiful game: Football's artistry, identity & politics

Location: Hempstead, NY, USA

Date: 10-12 April 2014

Organiser: Hofstra University

Website: http://www.hofstra.edu/soccercon

Sport in Africa and the Global South: Ten years—What's next?

Location: Athens, OH, USA

Date: 10-12 April 2014

Organiser: Ohio University

Website: http://www.ohio.edu/sportsafrica/tenyears/

2014 CSRI Conference on College Sport

Location: Columbia, SC, USA

Date: 22-26 April 2014

Organiser: College Sport Research Institute

Website: http://www.csriconference.org

3rd Annual Rockford University Sports Studies Symposium:

Location: Rockford, IL, USA

Date: 25 April 2014

Organiser: Rockford University

Contact: Shawn Klein (sklein@rockford.edu) or Michael Perry (mperry@rockford.edu)

From Habermas to Fanblogs: Exploring the Public Sphere of European Football

Location: Ankara, Turkey

Date: 25-26 April 2014

Organisers: FREE Consortium and Middle East Technical University

Contacts: Basak Alpan (balpan@metu.edu.tr) and Özgehan Şenyuva (senyuva@metu.edu.tr)

Second International Conference on Mega-Events and the City

Location: Rio de Janeiro, Brazil

Date: 27-30 April 2014

Organiser: Universidade Federal do Rio de Janeiro and Universidade Federal Fluminense

Website: http://megaeventos.ettern.ippur.ufrj.br/en

Football fans and their support to national teams

Location: Brussels, Belgium

Date: 5-6 May 2014

Organiser: Université libre de Bruxelles

Contact: jmdewael@ulb.ac.be

European Association for Sociology of Sport 2014 Conference

Location: Utrecht, the Netherlands

Date: 7-10 May 2014

Organisers: Mulier Institute and the European Association for Sociology of Sport

Website: http://www.mulierinstituut.nl/congres-2014/home.html

7th International Conference on Kinesiology

Location: Opatija, Croatia

Date: 22-25 May 2014

Organiser: University of Zagreb

Website: http://kinesiology2014.kif.hr

14th Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects

Location: Athens, Greece

Date: 19-22 May 2014

Organiser: Athens Institute for Education and Research

Website: http://www.atiner.gr/sports.htm

"Corporate Social Responsibility: New Alternatives for Sports Management"

Location: Granada, Spain

Date: 21-43 May 2014

Organisers: University of Granada

Website: http://www.rscdeporte.org/

7th International Conference 'Movement and Health'

Location: Olomouc, Czech Republic

Date: 2-4 June 2014

Organisers: Palacký University in Olomouc

Website: http://www.mandh.upol.cz/

6th IWG World Conference on Women and Sport 2014

Location: Helsinki, Finland

Date: 12-15 June 2014

Organiser: International Working Group on Women and Sport

Website: http://www.iwg-gti.org/catalyst/may-2012/lead-the-change-be-the-change/

Women's Sport Leadership Academy (WSLA) 2014

Location: Chichester, England, UK

Date: 23-27 June 2014

Organisers: Anita White Foundation (AWF) and Females Achieving Brilliance (FAB)

Website: http://www.chi.ac.uk/awf

19th Annual Congress of the European College of Sport Science

Location: Amsterdam, the Netherlands

Date: 2-5 July 2014

Organisers: European College of Sport Science and VU Amsterdam

Website: http://www.ecss-congress.eu/2014

ISSA World Congress of Sociology of Sport 2014

Location: Beijing, China

Date: 9-13 July 2014

Organiser: International Sociology of Sport Association

Website: http://www.issa2014.org

ISSA/RC27 (Sociology of Sport) at the XVIII ISA World Congress of Sociology

Location: Yokohama, Japan

Date: 13-19 July 2014

Organiser: International Sociological Association/RC27 Sociology of Sport

Website: http://www.isa-sociology.org/congress2014/

World Conference on Physical Education and Sport: Challenges and Future Directions

Location: Shanghai, PR China

Date: 24-28 July 2014

Contacts: Xiaozan Wang (xiaozanwang@163.com) or Lynn Housner (lhousner@mail.wvu.edu)

European Sport Development Network 2014 - Opportunity through Sport

Location: Wolverhampton, England, UK

Date: 9 September 2014

Organiser: European Sport Development Network

Website: www.wlv.ac.uk/ESDN2014

22nd European Association for Sport Management conference

Location: Coventry, England, UK

Date: 9-12 September 2014

Organiser: European Association for Sport Management

Website: http://www.easm2014.com

International Society for the History of Physical Education and Sport (ISHPES) Congress 2014

Location: Doha, Qatar

Date: 22-25 September 2014

Organisers: International Society for the History of Physical Education and Sport and Qatar Olympic Sport Museum

Website: http://www.2014ishpes.org/

8th World Congress on Science and Football

Location: Copenhagen, Denmark

Date: 20-23 May 2015

Organiser: Copenhagen University

Website: http://wcsf2015.ku.dk/

20th Annual Congress of the European College of Sport Science

Location: Malmö, Sweden

Date: 24-25 June 2015

Organisers: European College of Sport Science and Malmö Univesity, Lund University, Copenhagen University and World Village of Women Sport

Website: http://www.ecss-congress.eu/2015

21st Annual Congress of the European College of Sport Science

Location: Vienna, Austria

Date: 6-9 July 2016

Organisers: European College of Sport Science and University of Vienna

Website: http://www.ecss-congress.eu/2016

22nd Annual Congress of the European College of Sport Science

Location: Bochum, Germany

Date: 5-8 July 2017

Organisers: European College of Sport Science and University Alliance Metropolis Ruhr: Ruhr University Bochum, Technical University Dortmund, University Duisburg-Essen

Website: http://www.ecss-congress.eu/2017

7. JOURNALS

Book series announcement: Sport and Popular Culture, University of Tennessee Press

The University of Tennessee Press is pleased to announce the revival of its SPORT AND POPULAR CULTURE series, now under new editorship. This series publishes historically focused works that draw upon a range of disciplines and social theories to analyze sport's significance within broader cultural contexts.

The publisher seeks monographs, biographies, and edited volumes that draw upon previously untapped sources and/or introduce creative perspectives, as well as those that employ interdisciplinary methodologies. They also reprint classic works. Their aim is to bring together authors that address the history of sport, leisure, popular culture, and sports media—as well as those who discuss the conceptual grounding of sport studies. They especially welcome academic books that also contribute to ongoing public debates about the place of sport within culture and society. Additional information about the series can be found at http://utpress.org/seriesdesc/?seriestitle=Sport%20and%20Popular%20Culture.

The series editor is Brian M. Ingrassia, Assistant Professor of History at Middle Tennessee State University. Ingrassia is author of The Rise of Gridiron University: Higher Education's Uneasy Alliance with Big-Time Football (Kansas, 2012), winner of the 2013 NASSH (North American Society for Sport History) award for best monograph in sport history. For queries, please contact him directly at brian.ingrassia@mtsu.edu.

Biennial edition of the International Journal of the History of Sport: 'Sport, Women and Society: International Perspectives'

Since the 1970s, increasing national, regional, and international interest in the topic of women and sport has resulted in conferences, seminars, and workshops devoted to the topic as well as the formation of national, regional, and international organisations that have given political and cultural voice to women and sport. In addition to these institutional efforts to promote the participation and interest in women and sport, there has been a contemporaneous increase in research and scholarship devoted to the topic.

This interest has given rise to countless numbers of articles, monographs, and books in a wide range of sub-disciplines in sports studies including exercise physiology, history of sport, philosophy of sport, sport literature, sport psychology, and sport sociology. As a response to this global and academic interest in women and sport, the

editors of The International Journal of the History of Sport (IJHS), published by Routledge, created a biennial edition of the journal devoted to Sport, Women, and Society: International Perspectives, which was first published in April of 2012. In 2014, the second biennial issue will be published.

This publication provides unique global and interdisciplinary perspectives of women's involvement in sport and physical culture. The essays included in these editions examine the historical intersections of women's engagement in modern sport with societal views of women as well as the cultural and globalizing forces of politics, economics, and the media that have significantly influenced the development of women's sporting culture.

Scholars and researchers are encouraged to submit papers by **15 January 2014** for inclusion in the second issue. Papers should not exceed 10,000 words inclusive of notes. General information concerning the submission of papers, and instructions for authors can be found at www.tandf.co.uk/journals/journal.asp?issn=0952-3367&linktype=44.

Questions can be directed to the guest editors: Dr. Susan J. Bandy (bandy.33@osu.edu) or Dr. Gigliola Gori (gigliola.gori@virgilio.it).

Catalan Journal of Communication and Cultural Studies special issue: 'Conflict and Crisis in Elite Sport: Media, Ideology, Identity and Politics in an Era of Hyper-sportisation'

Professional elite sport and the closely related phenomenon of media and spectator sport are among the most global, pervasive, influential, and visible social phenomena across countries, cultures, and social strata. Modern societies seem to be clearly demanding more sport, not less (Dimeo, 2007: 138). The sportisation process (Maguire, 2007) seems to be entering a new era in which more is at stake concerning elite and spectator sports: nationalism, identity, geopolitics, the leisure economy, corporate capitalism, and the continuous (re)definition of the boundaries of human performance and capabilities. Despite commercial sport being increasingly an object of attention for social theory and social research, their expanded relevance calls for further and closer scrutiny. This proposed special issue intends to contribute to this.

Although a wide range of commodities and infrastructures, from tennis balls to stadia, are closely associated with elite sport, its basic 'product' has no materiality in and of itself since it is a performance: essentially a mass-mediated performance. Sport is a cultural and symbolic phenomenon. As such it offers an ideal site for the expression of ideology, identity (re)construction and cultural and political struggle. Therefore this special issue will focus on modern elite sport as the arena for symbolic and ideological conflict, struggle and crisis. Contributions are invited from any social scientific and cultural studies perspective, such as sociology, psychology,

anthropology, philosophy, media and communication studies, sports studies, gender studies, economics, law, history, and political science.

Proposals are expected to focus on the relationship between elite and media sports and a wide range of issues: national, class, gender, sexual, intergenerational or racial struggle, the doping debate, symbolic violence, identity (re)construction, global versus local, the survival of small national cultures in the new global context, etc. Articles applying a stateless-nation or small nation-state perspective will be particularly welcome.

The journal plans to include articles of around 6-7.000 words, plus short research reports of around 2-3.000 words for the Viewpoint section. Full articles for proposed contributions should be sent to catalan.journal@urv.cat by **31 January 2014**. Acceptance of articles will be confirmed by 30 March 2014. All contributions will be subjected to anonymous peer review. For more details about the journal guidelines please visit: http://catalanjournal.wordpress.com/. Serving as guest editors for the issue will be Professor Verner Møller and Bernat López.

Call for papers/panels, Sport and the Politics of Exclusion conference

The Sport and the Politics of Exclusion conference organised by Liverpool John Moores University will be held in Liverpool on 21 and 22 February 2014. The organisers welcome proposals for papers/panels that address – but are not limited to – the following themes:

- Sport and cultural exclusions and identity politics
- Sport, politics and policy
- Criminologies of sport
- Sport, activism and social movements
- Sports mega events
- Volunteering in sport
- Government regulation in - and of - sport
- Sport provisions in public and private settings
- Sport in an age of austerity

Aspiring participants should send abstract proposals of no more than 250 words to conference main organiser **Dr Peter Millward** (P.Millward@ljmu.ac.uk) by **13 December 2013**. Submissions from postgraduate students are welcome.

Additional information, including associated costs, can be found at http://www.sportpolitics.net.

Call for Chapters: Fighting Women: Women's Boxing in the Americas

The editors of this anthology invite previously unpublished papers on women's boxing in Canada, the United States, Latin America, and the Caribbean. They are seeking proposals for research papers (maximum 6,000 words) and case studies of current or former pugilists (maximum 4,000 words). Chapters may use historical, contemporary, comparative, or interdisciplinary perspectives. Topics may include:

- Historical Legacies of Early Women's Boxing
- The Policing or Regulating of Women's Bodies in the Ring
- Contemporary Issues in Women's Amateur and Professional Boxing
- Cultural and Media Representations of Women's Boxing
- Women Boxers in the Olympic Games or other International Tournaments
- Officiating and Judging of Women's Boxing
- Women's Boxing in New Media and Social Networks
- Case Studies of Women Boxers

Abstracts 500 words in length with one-page CVs should be sent to fightingwomen.submissions@gmail.com by **1 March 2014**. Notifications will be sent by 1 April 2014, and final papers are due 1 July 2014. The book will follow the Chicago Manual of Style, 16th Edition. The book will be edited by Dr. Benita Heiskanen (University of Turku, Finland; benita.heiskanen@gmail.com), Dr. Cathy van Ingen (Brock University, Canada), and Dr. Anju Reejhsinghani.

Sport Management Review special issue, 'Doping in sport: Current issues and challenges for sport management'

Sport is a major global industry generating billions of dollars in sponsorship, media rights and gambling funds. In recent times a number of sports have been tarnished by doping scandals. These incidents pose threats to the integrity of sport both nationally and on a global scale. In response, sporting organisations and governments have introduced legislation and accompanying punishments to deter the use of both performance enhancing and recreational drugs. However, it could be argued that effective strategies for combating doping in sport are hindered by a lack of organisational commitment, varying opinions on how the problem should be managed and a lack of reliable information and empirical data to formulate and implement appropriate doping policy.

It is timely for sport managers to focus on the topic of doping, as public concerns over the use of drugs in sport cause significant damage to the sports industry, with consequences such as reduced attendances at sporting events, reduced sponsorship and possible impacts on broadcasting rights amongst some of the most pressing concerns.

The aim of this Special Issue is to advance theoretical and empirical understanding of the management of doping in sport. Scholarly research in this field has evolved from various science disciplines and therefore the issue encourages cross-disciplinary contributions, encompassing a variety of methodologies (such as quantitative, qualitative, and mixed methods), whilst keeping a sport management focus. Possible topics include (but are not limited to):

- Drug policies: International comparisons
- Doping in sport: Managing community expectations and concerns
- Impact of doping on spectators and participation
- Implications of doping for marketing and sponsorship
- A review of drug testing agencies
- Attitudes towards drug testing: Implications for managing doping
- Organisational culture and incidence of doping
- The economic implications of managing doping
- Drugs and specific groups, e.g., females, sport with a disability
- The impact of doping on mega events
- Drugs in sport and the law
- Managing the ethics of drug testing
- Educating athletes on doping
- Public relations and doping scandals
- Media reporting of doping and its implications for sporting organisations
- The role of social media in managing doping
- Athletes' rights and doping legislation
- The future of anti-doping for sport organisations
- Redefining doping policies for the 21st century

The list is indicative and the editors welcome approaches from authors who would like to discuss ideas for papers. The focus of the special issue will be conceptual and empirical research with a strong contextual, theoretical or methodological basis that advances knowledge. Case studies and review papers are welcomed, as per the SMR guidelines.

Submissions are due **on or before 1st September 2014** via the SMR online submission system at http://ees.elsevier.com/smr. To ensure that all manuscripts are correctly identified for review in relation to the special issue it is important the authors select 'Doping in Sport' when they reach the 'Article Type' step in the submission process. All manuscript submissions must adhere to the Sport Management Review 'Guide for Authors' available at http://www.elsevier.com/wps/find/journaldescription.cws_home/716936/authorinstructions.

The editors of this special issue are Professor James Skinner (Griffith University, Gold Coast, j.skinner@griffith.edu.au) and Dr Terry Engelberg (Griffith University, Gold Coast, t.engelberg@griffith.edu.au).

Communication and Sport Call for Papers

Communication & Sport is a new international research quarterly published by SAGE Publications in alliance with the International Association for Communication and Sport. It is a peer-reviewed quarterly that publishes research to foster international scholarly understanding of the nexus of communication and sport. C&S publishes research and critical analysis from diverse disciplinary and theoretical perspectives to advance understanding of communication phenomena in the varied contexts through which sport touches individuals, society, and culture. C&S examines both communication in sport and the communication of sport by considering sport in light of communication processes, strategies, industries, texts, and reception. C&S welcomes studies of sport and media in mass and new media settings, research on sport in interpersonal, group, organisational, and other communication contexts, and analyses of sport rhetoric, discourse, and narratives. C&S encourages studies of sport communication and media from broad disciplinary vistas including sport studies/sociology, management, marketing, politics, economics, philosophy, history, education, kinesiology, health, as well as cultural, policy, urban, gender, sexuality, race, and ability studies. C&S is theoretically diverse, and articles featuring qualitative, quantitative, critical, historical, and other methods are equally welcome.

Information about the title, including its aims and scope, manuscript submission guidelines, and Editorial Board may be found at http://www.sagepub.com/journals/Journal202136. Communication & Sport is edited by Lawrence Wenner of Loyola Marymount University.

8. RESOURCES

Sport&EU 2014 Conference: Call for papers

The Association for the Study of Sport and the European Union (Sport&EU) invites the submission of paper and panel proposals to be considered for the 9th annual conference entitled, 'Sport Systems and Sport Governance in Europe: Changes, Challenges and Multi-Level Perspectives'. The conference will be hosted by the German Sport University in Cologne (Germany) between 26-27 June, and co-organised by the Institute for European Sport Development (GSU Cologne) and the Department of Political Science (University of Mainz)

The overall approach of the conference aims to examine if, and to what extent national sport systems in general and specific sport-related activities in particular have changed. The studies should be pursued at the 'European' level as well as the national levels in view of different and common processes of adaptation and reaction. Following this notion the conference will refer to two major research targets: on the one hand, a systematic analysis of sport structures or stake holders in EU countries; and on the other hand, an analysis of specific sport related fields in view of problem solving activities.

The organisers would welcome both panel and paper proposals that address one or more of the main thematic topics identified for the conference:

- Theoretical approaches on sport systems and governance in Europe (Europeanisation, network approaches, governance approaches) that address in particular ongoing changes and the multi-level dimension

- Specialised or comparative studies on national sport systems in Western and (in particular) Eastern Europe

- Studies on governing bodies, federations, associations and clubs in Europe (especially in view new stake holders or the change of traditional stake holders)

- Studies that refer to the intervention of governmental actors as well as studies that address changes in the self-regulation of sport

- Policy and law related debates

- Mega sport events and the role of governmental and non-governmental actors

- The future of sport systems and sport governance in Europe

The impending FIFA World Championship 2014 staging in Brazil will provide the conference with a specific momentum since it will offer a perfect platform to discuss both soccer related aspects and general features of sport in Europe. We also welcome other subjects not outlined above and research notes.

As it is tradition in Sport&EU, papers and panels with an interdisciplinary approach are encouraged, whilst graduate/Ph.D. students and emerging scholars are also urged to submit works in progress. Panels and papers that do not fall within the main themes might also be considered, but preference is given to these topics. In line with Sport&EU's traditional policy of promoting gender equality, female academics and/or practitioners are especially encouraged to send their proposals. Papers with a focus on gender equity in sport are also appreciated.

For single paper proposals, send a 300 word abstract, together with a short biography and your contact details.

For panel proposals (maximum of 3 papers per panel) send (in a single document) a 300 word panel abstract, together with a 250 word abstract for each paper. Please also include a chair for the panel (if you cannot find a suitable chairperson we will allocate one) and a biographic note for each presenter. All paper and panel proposals should clearly indicate which one of the thematic topics they address.

Proposals should be sent by email to the local organisers at conference@sportandeu.com and sportandeu@dshs-koeln.de.

PLEASE NOTE THE **SUBMISSION DEADLINE: 24 January 2014**.

Successful paper givers will be informed by 28 February 2014.

Sport&EU is on Twitter!

The Association for the Study of Sport and the European Union now has a Twitter presence. Follow it at @Sportandeu!

New EU calls for proposals released

The European Commission's calls for general operating grant proposals have been delayed this year due to negotiations related to the new Erasmus+ programme. But a call has now been issued for applications for support under the Europe for Citizens Programme. Online forms will be available on **22 November** and the **deadline for submission is 20 December**. The EU is also calling for expressions of interest to become an 'expert' assisting the Education, Audiovisual and Culture Executive Agency in fields such as sport, youth and culture. New investment priorities in education and training are also expected to be voted in at the EU Parliament's plenary meeting in Strasbourg.

Call for proposals operating grants 2014-2017 - Europe for Citizens Programme (2014-2020)

Advanced Olympic Research Grant Programme launched

Recently was launched the first edition of the Advanced Olympic Research Grant Programme, aimed at encouraging university professors, lecturers and research fellows who have completed their doctorate, and who currently hold an academic/research appointment, to conduct projects in IOC priority fields of research.

The rules and application form for the 2014/2015 edition can be found on the IOC website: http://www.olympic.org/content/the-olympic-studies-centre/categories-container/academic-activities-and-network/ (OSC web pages - Academic activities and network section).

The deadline for submitting applications is 10 February 2014.

Sport&EU 2013 Conference video archive

Video recordings of all panels and speeches from the last Sport&EU Conference in Istanbul are now available online. The recordings can be found by searching the archive at http://www.youtube.com/user/emirguney. A programme of the conference with the schedule of the seven sessions can be found here: http://www.sportandeu.com/events/sporteu-conferences/sporteu-conference-2013/provisional-programme/.

T.M.C. Asser Instituut and Institute for Information Law awarded European Commission study on sports organisers' rights in the EU

In its 2011 Communication on Developing the European Dimension of Sport, the European Commission announced that it would launch a study to analyse the exploitation of rights to sports events (sports organisers' rights) from the perspective of the EU legal framework. The European Commission has entrusted the study to a consortium composed of the T.M.C. Asser Instituut, Asser International Sports Law Center and the Institute for Information Law (IViR) of the University of Amsterdam.

The Asser International Sports Law Center will coordinate the study, which aims to provide a comprehensive comparative analysis of various issues related to sports organisers' rights from an EU perspective, including the origin, ownership, and scope of sports organisers' rights in the EU Member States; the systems and licensing practices related to the marketing and exploitation of media rights and image rights; and the possibility of establishing licensing practices beyond the media field, in particular in the area of gambling. The study will enable the European Commission to assess whether EU action is needed to address identified problems.

The final report is due at the end of November 2013.

Questions can be directed to Dr. Ben Van Rompuy (T.M.C. Asser Instituut) at b.van.rompuy@asser.nl or Dr. Thomas Margoni (IViR) at t.margoni@uva.nl.

Postgraduate and Master program in Sport for Social Coexistence and Conflict Resolution

UNESCO, FC Barcelona Foundation and Open University of Catalonia (UOC), have joined forces to prepare future trainers for peace and social cohesion. Through sport, understood as an instrument of socialization and as a vehicle for sustainable peace, students are taught to design, fund and implement effective projects for peaceful resolution of conflicts and achieve improvements in social coexistence.

The second edition of the bilingual online Postgraduate and Master program in Sport for Social Coexistence and Conflict Resolution is now open for enrolment and seeking talented students to start this fall.

The program brings together a team of specialists from the fields of conflict resolution, international development, peace education, and sociology. It aims to explore the potential of sport as an agent of social cohesion and peace-building in volatile contexts, while equipping students with the knowledge and skills to design and implement projects for constructive change. Applicants are invited to enrol in one of two postgraduate programs, year-long each, or the entire two-year Master's degree comprising the programs, and can choose between English and Spanish as their language of instruction.

More information can be found on the program website, http://www.uoc.edu/portal/en/campus_pau/formacio/fcb/index.html.

9. THE READING CORNER

A Bola ao Ritmo de Fado e Samba
Pinheiro, Francisco and Victor Andrade de Melo
Porto: Edições Afrontamento, 2013
414 pp. ISBN 978-972-36-1327-8

Breaking the Line: The Season in Black College Football That Transformed the Sport and Changed the Course of Civil Rights
Freedman, Samuel G.
New York, NY: Simon & Schuster, 2013
336 pp. ISBN 978-1439189771

Court confidential: Inside the world of tennis
Harman, Neil
New York: New Chapter Media, 2013
400 pp. ASIN B00EK7ITT8

Digital Media Sport: Technology, Power & Culture in the Network Society
Hutchins, Brett and David Rowe (Eds.)
New York: Routledge, 2013
274 pp. ISBN 978-0-415-51751-5

Discipline and indulgence: College football, media, and the American way of life during the Cold War
Montez de Oca, Jeffrey
New Brunswick, NJ: Rutgers University Press
188 pp. ISBN 978-0-8135-6126-4 (pbk)

International and Comparative Sports Justice
Colucci, Michele and Karen L. Jones (Eds.)
Bracciano: Sports Law and Policy Centre
706 pp. ISBN 978-88-905-114-7-9

International Sports Press Survey 2011
Horky, Thomas and Jörg-Uwe Nieland (Eds.)
Norderstedt: Books on Demand
278 pp. ISBN 978-3732278862 (pbk)

Macci Magic: Extracting Greatness From Yourself and Others
Macci, Rick
New York: New Chapter Media, 2013
220 pp. ISBN 978-1937559250 (pbk)

Social Dialogue in Professional Sports
Siekmann, Robert C. R., Richard Parrish, Vanja Smokvina, Nada Bodiroga-Vukobrat and Gerald G. Sander (Eds.)
Aachen: Shaker, 2013
234 pp. ISBN 978-3-8440-2099-1

The rise of American high school sports and the search for control, 1880-1930
Pruter, Robert
Syracuse, NY: Syracuse University Press, 2013
432 pp. ISBN 978-0-8156-3314-3 (cloth)

The sons of Westwood: John Wooden, UCLA, and the dynasty that changed college basketball
Smith, John Matthew
Champaign, IL: University of Illinois Press, 2013
344 pp. ISBN 978-0-252-07973-3 (pbk)

Sport Policy in Canada
Thibault, Lucie and Jean Harvey (Eds.)
Ottawa: University of Ottawa Press, 2013
450 pp. ISBN 978-0-7766-2126-5 (pbk)