

Katie Sveinson
Curriculum Vitae

EDUCATION

- PhD Kinesiology (Sport Management/Sociology of Sport), Faculty of Kinesiology & Health Studies, University of Regina, 2019
Committee: Dr. Larena Hoeber (advisor), Dr. Harold Riemer, Dr. Janet Fink, Dr. Orland Hoeber
- M.S. Kinesiology (Sport Management/Sociology of Sport), Faculty of Kinesiology & Health Studies, University of Regina, 2014
- B.S.R.S. Sport and Recreation Studies, Faculty of Kinesiology & Health Studies
University of Regina, 2012

PROFESSIONAL EMPLOYMENT

- 2022 – Present University of Massachusetts Amherst, Isenberg School of Management, Mark H. McCormack Department of Sport Management, Assistant Professor (tenure-track).
- 2019 – 2022 Temple University, School of Sport, Tourism, and Hospitality Management, Department of Sport and Recreation Management, Assistant Professor (tenure-track).

PUBLICATIONS

Peer Reviewed Journal Articles

- Accepted **Sveinson, K.**, & Hoeber, L. “Be a good fan during the good, the bad, and even the ugly”: Exploring cultural boundaries through sport fan discourses on Twitter. *International Journal of Sport Communication*.
- In Press **Sveinson, K.**, Delia, E., Mansfield, A., & Calow, E. The impact of life-disrupting threat on team identity. *Sport Management Review*.
<https://doi.org/10.1080/14413523.2022.2148858>
- In Press Taylor, E., **Sveinson, K.**, Wegner, C., Jones, G., & Heffernan, C. Exploring perceptions of prototypical leadership and gender encoding bias among aspiring female athletes. *Leisure Sciences*.
<http://dx.doi.org/10.1080/01490400.2022.2149642>

- 2023 **Sveinson, K.,** & Hoerber, L. Fashion versus comfort: Exploring the gendered marketing messages of sport team licensed merchandise. *Journal of Sport Management*, 37(3), 165-178. <https://doi.org/10.1123/jsm.2022-0044>
- 2023 **Sveinson, K.,** & Toffoletti, K. What makes sport spectating family friendly? A phenomenological study of mothers' sport fan game-day experiences. *Journal of Sport Management*, 37(2), 102-115. <https://doi.org/10.1123/jsm.2021-0355>
- 2022 Rich, K. A., Jenkin, C., Millar, P., **Sveinson, K.,** & Sherry, E. Editorial: Sport and Community. *Frontiers: Sports and Active Living*. <http://doi.org/10.3389/fspor.2022.1057368>
- 2022 Bredikhina, N., **Sveinson, K.,** & Kunkle, T. Athlete interrupted: Exploration of athletes' personal brand management in times of crisis. *Sport Marketing Quarterly*, 31(3), 212-227. <http://doi.org/10.32731/SMQ.313.0922.04>
- 2022 **Sveinson, K.,** & Allison, R. "Something seriously wrong with US Soccer": A critical discourse analysis of consumers' Twitter responses to U.S. Soccer's girls' apparel promotion. *Journal of Sport Management*, 36(5), 446-458. <https://doi.org/10.1123/jsm.2021-0127>
- 2022 **Sveinson, K.,** Taylor, E., Keaton, A.C.I., Burton, L., Pegoraro, A., & Toffoletti, K. Addressing gender inequity in sport through women's invisible labor. *Journal of Sport Management*, 36(3), 240-250. <http://doi.org/10.1123/jsm.2021-0229>
- 2022 Delia, E., Melton, N., **Sveinson, K.,** Cunningham, G., & Lock, D. Understanding the lack of diversity in sport consumer behavior research. *Journal of Sport Management*, 36(3), 265-276. <https://doi.org/10.1123/jsm.2021-0227>
- 2021 **Sveinson, K.,** Hoerber, L., & Heffernan, C. Critical discourse analysis as theory, methodology, and analysis in sport management studies. *Journal of Sport Management*, 35(5), 465-475. <https://doi.org/10.1123/jsm.2020-0288>
- 2020 **Sveinson, K.,** & Hoerber, L. "So begins the demise of #Superman from Metropolis": Consumers' Twitter reactions to an athlete's transgression. *Sport Management Review*, 23(5), 810-823. <https://doi.org/10.1016/j.smr.2020.03.001>
- 2019 **Sveinson, K.,** Hoerber, L. & Toffoletti, K. "If people are wearing pink stuff they're probably not real fans": Exploring women's perceptions of sport fan clothing. *Sport Management Review*, 22(5), 736-747. <https://doi.org/10.1016/j.smr.2018.12.003>
- 2018 Hyatt, C., Kerwin, S., Hoerber, L., & **Sveinson, K.** The reverse socialization of sport fans: How children impact their parents' sport fandom. *Journal of Sport Management*, 32(6), 542-554. <https://doi.org/10.1123/jsm.2017-0263>

- 2016 Liechty, T., Willfong, F., & **Sveinson, K.** Embodied experiences of empowerment among female tackle football players. *Sociology of Sport Journal*, 33(4), 305-316. <http://dx.doi.org/10.1123/ssj.2015-0149>
- 2016 **Sveinson, K.**, & Hoeber, L. Examining female sport fans' experiences of marginalization and empowerment. *Journal of Sport Management*, 30(1), 8-21. <https://doi.org/10.1123/jsm.2014-0221>
- 2016 Bruno, P., Love Green, J., Illerbrun, S., Holness, D., Illerbrun, S., Haus, K., Poirier, S., & **Sveinson, K.** Students helping students: Evaluating a pilot program of peer teaching for an undergraduate course in human anatomy. *Anatomical Sciences Education*, 9(2), 132-142. doi: [10.1002/ase.1543](https://doi.org/10.1002/ase.1543)
- 2015 Liechty, T., **Sveinson, K.**, Willfong, F., & Evans, K. "It doesn't matter how big or small you are...there's a position for you": Body image among female tackle football players. *Leisure Sciences*, 37(2), 109-124. doi: [10.1080/01490400.2014.980591](https://doi.org/10.1080/01490400.2014.980591)
- 2015 **Sveinson, K.**, & Hoeber, L. Overlooking the obvious: An exploration of what it means to be a sport fan from a female perspective. *Leisure Studies*, 34(4), 405-419. <https://doi.org/10.1080/02614367.2014.923496>
- 2014 Liechty, T., Ribeiro, N.F., **Sveinson, K.**, & Dahlstrom L. "It's about what I can do with my body": Body image and embodied experiences of aging among older Canadian men. *International Journal of Men's Health*, 13(1), 3-21. <https://doi.org/10.3149/jmh.1301.3>
- 2014 Liechty, T., Dahlstrom, L., **Sveinson, K.**, Son, J., & Rossow-Kimball, B. Canadian men's perceptions of leisure-time physical activity and the aging body. *Qualitative Research in Sport, Exercise, and Health*, 6(1), 20-44. doi: [10.1080/2159676X.2012.712990](https://doi.org/10.1080/2159676X.2012.712990)

Book Chapters

- 2016 Kulczycki, C., Hoeber, L., & **Sveinson, K.** *Using drawings to interpret place meanings: Depictions of climbing places.* In C. Howley, S. Dun & U.K. Azmi (Eds.) *The Playing Field: Making Sense of Spaces and Places in Sporting Cultures.* Interdisciplinary Press: Oxford.

Other Articles

- 2022 Sveinson, K. What do women (sport fans) want? Fan clothing that doesn't suck. *SportBusiness.*
- 2012 Hoeber, L., & **Sveinson, K.** Olympic images. *Global Sport Management News*, 3, 7-8.

GRANTS

- 2022 MSP Research Support Fund Award, University of Massachusetts, \$1,000
- 2021 North American Society for Sport Management (NASSM) Janet B. Parks Grant, Temple University, \$700
- 2021 Young Scholars Interdisciplinary Forum, Fox Business School, Temple University, \$2,500

SCHOLARSHIPS AND AWARDS

Nationally Awarded Scholarships

- 2018 SSHRC Doctoral Award
- 2013 SSHRC Canada Graduate Scholarships – Master's

University Awarded Scholarships

- 2019-16, 2014-13 John Spencer Middleton and Jack Spender Gordon Middleton Scholarship
- 2018-17, 2013 Centennial 2011 Legacy Award
- 2018-2013 Canada Games Graduate Fellowship in Sports and Recreation Management
- 2017 Graduate Student Association Scholarship
- 2017-16 Faculty of Graduate Studies and Research Graduate Studies Scholarship
- 2017 Queen Elizabeth II Diamond Jubilee Scholarship
- 2017 Faculty of Graduate Studies and Research Travel Award
- 2014 Dr. E.C. Leslie Graduate Student Entrance Scholarship
- 2014-12 NASSM Scholarship in Recreation and Sport Management
- 2014 Saskatchewan Innovation Graduate Entrance Scholarship
- 2013 Saskatchewan Innovation and Opportunities Graduate Scholarship
- 2013 SSHRC Canada Graduate Scholarships Enhancement Award
- 2012 Faculty of Graduate Studies and Research Graduate Research Award

Government/Municipal Awarded Scholarships

- 2014 City of Regina Henry Baker Scholarship

Awards

- 2014 Faculty of Kinesiology and Health Studies Outstanding Graduate Student

CONFERENCE ACTIVITY/PARTICIPATION

Papers Presented

- 2023 **Sveinson, K.**, Katz, M., & Melton, N. The (in)convenient sample: How recruitment strategies can create a lack of diversity in consumer behavior studies. Accepted presentation at the North American Society for Sport Management Conference, May 31st – June 3rd, Montreal, QC, Canada.
- 2023 Huber, B., Katz., M., & **Sveinson, K.** Negotiating identity: Comparing new fan socialization between women's and men's sport in online fan

communities. Accepted for presentation at North American Society for Sport Management Conference, May 31st – June 3rd, Montreal, QC, Canada.

- 2023 Huber, B., **Sveinson, K.**, & Katz, M. Constructing a team identity: A discursive analysis of identity formation in an online fan community. Accepted for presentation at North American Society for Sport Management Conference, May 31st – June 3rd, Montreal, QC, Canada.
- 2022 Mastromartino, B., & **Sveinson, K.** Influence of fathers as socialization agents on gender differences in sport fandom. Sport Marketing Association Conference, October 26-28, Charlotte, NC.
- 2022 Delia, E.B., **Sveinson, K.**, & Ryder, S. A critical discourse analysis of reactions to the inaugural Tour de France Femmes route. European Association for Sport Management Conference, September 5-8, Innsbruck, Austria.
- 2022 Wagner, U., & **Sveinson, K.** Reviewing the discourses analyses of sport: A scoping review. International Sociology of Sport Association, June 7-10, Tubingen, Germany.
- 2022 Delia, E., Melton, N., **Sveinson, K.**, Cunningham, G., & Lock, D. Understanding the lack of diversity in sport consumer behavior research. North American Society for Sport Management Conference, June 1-3, Atlanta, GA.
- 2022 Taylor, E., **Sveinson, K.**, Evangelopoulos, D., & O'Donnell, M. A vicious cycle: Women's experiences with hostile work environments in the professional sport industry. North American Society for Sport Management Conference, June 1-3, Atlanta, GA.
- 2022 Taylor, E., **Sveinson, K.**, Hindman, L., Evangelopoulos, D., & O'Donnell, M. Scarcity and queen bee syndrome: Women's role in creating and maintaining toxic work environments in sport organizations. North American Society for the Sociology of Sport April 20-23, Montreal, QC, Canada.
- 2022 **Sveinson, K.**, & Allison, R. A critical discourse analysis of consumers' Twitter responses to U.S. Soccer's girls' apparel promotion. International Association of Sport Communication Conference, March 3-6, Glassboro, NJ.
- 2021 **Sveinson, K.**, Mansfield, A., Delia, E., & Calow, E. Reflections on the importance of fan identity amid the COVID-19 pandemic. Poster Presentation. Sport Marketing Association Conference, October 20-22, Las Vegas, NV.
- 2021 Bredikhina, N., **Sveinson, K.**, Taylor, E., & Heffernan, C. Behind a love story: Exploring the WAGs phenomenon and the Impact of a Romantic Relationship on an Athletes' Brand. Sport Marketing Association Conference, October 20-22, Las Vegas, NV.

- 2021 **Sveinson, K.**, Lin, S., & Boring, D. Exploring the gendering of children's official sport fan apparel through critical discourse analysis. North American Society for Sport Management Virtual Conference. June 3-5.
- 2021 Hoerber, L., **Sveinson, K.**, Shaw, S., Misener, K., Rich, K., & Chen, C. Insights about publishing qualitative research from 'Reviewer 2': Conversations and collective learning. 60-minute workshop. North American Society for Sport Management Virtual Conference. June 3-5.
- 2021 Bredikhina, N., Kunkle, T. (advisor), & **Sveinson, K.** (advisor). Innovation under pressure: How elite athletes transform their business model in times of crisis. North American Society for Sport Management Virtual Conference. June 3-5.
- 2020 **Sveinson, K.**, Mansfield, A., & Naraine, M. Anchoring down: Examining user sentiment across three brand related hashtags on Twitter [presentation cancelled]. North American Society for Sport Management Conference. May 27-30, San Deigo, CA.
- 2019 Taylor, E., **Sveinson, K.**, Wegner, C., & Jones, G. Leadership Trait Perception and Transference for Aspiring Female Leaders. European Association for Sport Management Conference. September 3-6, Seville, Spain.
- 2019 Sveinson, K. Not all fans are created equal: Exploring cultural boundaries of sport fandom on Twitter. North American Society for Sport Management Conference. May 28-June 1, New Orleans, LA.
- 2018 Sveinson, K. Stakeholders' Twitter reactions to an athlete's transgression: A case study of Kevin Pillar's homophobic slur. North American Society for Sport Management Conference. June 6-9, Halifax, NS.
- 2018 Sveinson, K. Serious leisure or trolling? Policing authenticity of sport fandom on Twitter. Canadian Association for Leisure Studies Conference. May 29-31, Regina, SK.
- 2017 **Sveinson, K.**, Hoerber, L., Kerwin, S., & Hyatt, C. Family and sport fandom: What roles have mothers played in socialization? Sport Management Association of Australia & New Zealand Conference. Nov 29 – Dec 1st, Gold Coast, Australia.
- 2017 Hyatt, C., Kerwin, S., **Sveinson, K.**, & Hoerber, L. Exploring reverse socialization of sport fandom from a generational perspective. European Association for Sport Management Conference. Sept. 2-8, Bern, Switzerland.
- 2017 Hyatt, C., Kerwin, S., Hoerber, L., & **Sveinson, K.** Understanding the intersection between sport fandom and parenting: Family rivalries and reverse socialization. North American Society for Sport Management Conference. May 30-June 3, Denver, CO.

- 2016 **Sveinson, K.**, & Hoerber, L. Exploring material culture associated with official sport fan apparel: A cross-national comparison. Sport Management Association of Australia & New Zealand Conference. November 23-25, Auckland, NZ.
- 2016 Hoerber, L., **Sveinson, K.**, García, R., & Legg, N. The gendering of sport fan clothing on sport team online stores. North American for Sport Management Conference, May 31-June 4, Orlando, FL.
- 2015 Kulczycki, C., Hoerber, L., **Sveinson, K.** Using drawings to interpret place meanings: Depictions of climbing places. Place, Space and Sport Conference, Sept. 24-26. Oxford, UK.
- 2014 Liechty, T., Willfong, F., **Sveinson, K.** & Ribeiro, N. F. Tackle football as serious leisure for women. World Leisure Congress, Sept. 7-12, Mobile, AL.
- 2014 Sveinson, K. Three strikes against you?: An examination of highly identified, displaced, female sport fans. North American Society for Sport Management Conference, May 27 – 31, Pittsburgh, PA.
- 2014 Liechty, T., Evans, K., Wilfong, F., & **Sveinson, K.** “There's a position for every body type”: Experiences of body image among female tackle football players. Canadian Congress on Leisure Research Conference, May 21-23, Halifax, NS.
- 2014 Sveinson, K. The Elephant in the team shop: An exploration of female sport fans' perceptions of team merchandise. Sport and Society in America Conference, May 19 – 21, Green Bay, WI.
- 2013 Sveinson, K. Understanding gender relations among sport fans. International Sociology of Sport Association Conference, June 12 – 15, Vancouver, BC.
- 2013 Sveinson, K. Marginalization or empowerment? A case study of lived experiences of female sport fans. North American Society for Sport Management Conference, May 28 – June 2, Austin, TX.
- 2013 Sveinson, K. Green camouflage: The unique context and identities of female Saskatchewan Roughrider fans. Graduate Student Association Conference, March 15-16th, Regina, SK.
- 2012 Liechty, T., **Sveinson, K.**, & Dahlstrom, L. Aging and men's body image. Gerontological Society of America Annual Meeting, Nov 14-18th, San Diego, CA.
- 2012 Hoerber, L., & **Sveinson, K.** A photographic analysis of official and unofficial images of the 2010 Winter Olympics. North American Society for Sport Management Conference, May 23 – 26, Seattle, WA.

Discussant

2018 Sveinson, K. Lessons from online teaching and future directions. An invited panel presentation at the Canadian Association for Leisure Studies. May 29-31, Regina, SK.

INVITED TALKS AND GUEST LECTURES

2022 Guest lecture topic “gender in sport marketing.” For Ashley Thompsons’ “Sport Marketing” class at the University of Ottawa, Canada.

2021 Guest lecture topic “women as sport fans and consumers from a sociocultural perspective.” For Dr. Daniel Lock’s “Consumer Cultures in Sport” class at Bournemouth University, UK.

2018 A conversation around female sports fandom. University of British Columbia. October 31, Vancouver, BC.

TEACHING EXPERIENCE

Professional Appointments

Online Course Developer, Introduction to Sport and Recreation Management, University of Regina (2015)

University of Massachusetts Amherst

Assistant Professor

Sport Marketing (Undergraduate – Fall 2022, Spring 2023)

Sport Policy (Undergraduate – Fall 2022)

Temple University

Assistant Professor

Sport Marketing (Undergraduate - Fall 2019; 2020)

Sport Marketing (Masters – Fall 2020; 2021)

Sport Consumer Behavior (Undergraduate – Spring 2020; 2021; 2022)

Sport Consumer Behavior (Masters – Fall 2019)

University of Regina

Sessional Lecturer

Sociology of Sport, Recreation, and Physical Activity (online: 9 semesters Fall 2013-Summer 2017; Face-to-face: Winter 2015, Winter 2017)

Introduction to Sport and Recreation Management (online: Spring 2016/2017/2018/2019; Face-to-face: Fall 2014)

Program Delivery and Management (Face-to-face: Fall 2016)

Diversity Issues in Sport, Recreation, Leisure, and Physical Activity (online: Fall 2017)

Lab Instructor

Diversity Issues in Kinesiology (Winter 2013)
Sociology of Sport, Recreation and Physical Activity (Winter 2013)
Recreation for People with Disabilities (Fall 2012, Winter 2013)

Teaching Assistant

Leisure Theory (Winter 2012)
Leadership (Winter 2012, 2013)
Sociology of Sport, Recreation and Physical Activity (Winter 2012, 2013)
Recreation for People with Disabilities (Fall 2012, Winter 2013)
Sport and Health in Historical Perspectives (Fall 2012)
Diversity issues in Kinesiology (Winter 2013)

Teaching Education

Fox Online Teaching Certificate, Temple University (2020)
Certificate in Teaching and Learning in Higher Education, University of Regina (2013)

SERVICE TO PROFESSION

Guest Editor

2023 - present Equality, Diversity, and Inclusion: Special topic of sport fandom
2022 Frontiers special topic: Sport and Community

Editorial Board Member

2022 – Present Sport Management Review
2020 – Present International Journal of Sport Communication

Reviewer

2022 Sport Marketing Quarterly
2022 Critical Discourse Studies
2021 Leisure Sciences
2021-22 Leisure/Loisir
2021 Journal of Sport Behavior
2020-23 Administrative Sciences Association of Canada Conference
2020 Sport in Society
2020 International Journal of Sport Management and Marketing
2019-23 Sport Management Review
2017-23 Journal of Sport Management
2019-23 International Journal of Sport Communication
2019-20, 22 North American Society for Sport Management Conference
2018-23 European Sport Management Quarterly
2018, 22 Journal of Gender Studies
2017 Canadian Association for Leisure Studies Conference
2014 International Review for the Sociology of Sport

Departmental/University Service

Member, PhD Dissertation Committee for Blaine Huber, Mark H. McCormack Department of Sport Management, Isenberg School of Management, University of Massachusetts, March 2023 – present.

Member, PhD Dissertation Committee for Risa Isard, Mark H. McCormack Department of Sport Management, Isenberg School of Management, University of Massachusetts, January – April 2023.

Honors Project Advisor, Sport Marketing, Mark H. McCormack Department of Sport Management, Isenberg School of Management, University of Massachusetts, February – May 2023.

Faculty Mentor, North American Society for Sport Management, Faculty/Student Mentorship Program. June 2020 – Present.

Member, Executive PhD Preliminary Exam and Dissertation Committee for Kate Nelson, School of Sport Tourism and Hospitality Management, Temple University, July 2021 – December 2022.

Member, PhD Preliminary Exam Committee for Nataliya Bredikhina, School of Sport Tourism and Hospitality Management, Temple University, October 2021 – January 2022.

Lead Organizer, Women Entrepreneurs in Sport Panel, hosted by the School of Sport Tourism and Hospitality Management, Temple University, March 8th, 2021

Faculty Advisor, National Sport Forum's Challenge Cup (masters' students case competition), hosted virtually by National Sport Forum, School of Sport Tourism and Hospitality Management, Temple University, February – March 2020.

Member, Diversity, Equity, and Inclusion Committee, School of Sport Tourism and Hospitality Management, Temple University, July 2020 - Present

Member, Doctoral Program Committee, School of Sport Tourism and Hospitality Management, Temple University, July 2020 – June 2022.

Honors Project Advisor, Management in Sport Marketing, School of Sport Tourism and Hospitality Management, Temple University, September 2020 – December 2020.

Honors Project Advisor, Consumer Behavior in Sport and Recreation Management, School of Sport Tourism and Hospitality Management, Temple University, January 2020 – April 2020

Faculty Mentor, Women in Sport and Recreation Management Group. School of Sport Tourism and Hospitality Management, Temple University, September 2019 – June 2022.

Member, PhD Preliminary Exam Committee for Colin Lopez, School of Sport Tourism and Hospitality Management, Temple University, September 2019 – January 2020.

Member, SRM Tenure-Track Search Committee, School of Sport Tourism and Hospitality Management, Temple University, September 2019 – April 2020.

Member, Diversity and Inclusion Committee, School of Sport Tourism and Hospitality Management, Temple University, September 2019 – June 2020.

Graduate Student Representative, Faculty of Graduate Studies and Research Scholarships and Awards Committee, University of Regina, 2015 – 2019.

Graduate Student Representative, Faculty of Kinesiology and Health Studies Strategic Planning Committee, University of Regina, 2015

Graduate Student Representative, Faculty of Kinesiology and Health Studies Graduate and Research Steering Committee, University of Regina, 2013-2015

Graduate Student Representative, Faculty of Kinesiology and Health Studies Sport and Recreation Management Search Committee, University of Regina, 2013

MEDIA COVERAGE

- 2023 Piper, L. (February 15th). If the shirt fits... *Discourse Research Magazine*. <https://www.discoursemagazine.ca/if-the-shirt-fits/2023/01/16/>
- 2022 Roper, G. (March 18th). “I received death threats for a month”: Female Motorsport fans fight for their place in the sport. *Females in Motorsport*. <https://www.femalesinmotorsport.com/post/female-motorsport-fans>
- 2021 Mulkerrins, S. (July 27th). Female athletes make a stand on sportswear. *BBC News World*. Live interview. <https://twitter.com/SarahMulkerrins/status/1419951052976136197>
- 2021 Norward, C. (July 23rd). Skirts. Bikini Bottoms. Leotards. Ahead of Olympics, athletes call out sexist uniform practices. *The 19th News*. <https://19thnews.org/2021/07/dress-code-standards-women-athletes/>
- 2021 Sobral, V. (March 7th). Reactions to athlete transgressions on Twitter with Katie Sveinson. *Sport Management Review Insights*. <https://open.spotify.com/episode/1SLfLfHP8bm7QnER3byxmO>
- 2020 Sobral, V. (December). Women’s fan apparel with Katie Sveinson. *Sport Management Review Insights*. <https://open.spotify.com/episode/6rSvXfMfnUJ4Aglvoospzg>
- 2020 PHL17 (October 14). Perceptions of female-oriented sports apparel. PHL 17 Morning News. <https://phl17.com/phl17-morning-news/perceptions-of-female-oriented-sports-apparel/>
- 2018 CBC News (June 7). Heckling incident inspires U of R sports fan study. CBC News. <https://www.cbc.ca/news/canada/saskatoon/sports-fandom-afternoon-edition-june-6-1.4695544>
- 2018 Gormley, J. (June 6). Do sports unify or divide us? CJME Radio. https://soundcloud.com/980cjme_650ckom/gormley-do-sports-unify-or-divide-us-june-6

- 2018 Edmiston, J. (May 27). Dark side of fandom: Study on Blue Jays fan tweets argues sports aren't always unifying. National Post. <http://nationalpost.com/news/canada/diehard-blue-jays-fans-are-the-biggest-jerks-study>
- 2016 Maragos, C. (Oct. 2). Research explores family and fandom. University of Regina, External Relations. <https://www.uregina.ca/external/communications/feature-stories/current/2016/10-12.html>
- 2015 CBC News (June 27). Roughriders, Rider Nation open 2015 under the microscope. CBC News. <http://www.cbc.ca/news/canada/saskatchewan/roughriders-rider-nation-open-2015-under-the-microscope-1.3130442>
- 2015 Materie, G. (June 26). Saskatchewan Roughrider Fan. CBC Radio.
- 2015 Smith, K. (June 26). Female Riders fans on level playing field, study finds. Global Regina. <https://globalnews.ca/news/2078936/female-rider-fans-on-even-playing-field-study-finds/>
- 2015 Maragos, C. (June 26). Female sports fans finding empowerment – sometimes. University of Regina, External Relations. <https://www.uregina.ca/external/communications/feature-stories/current/2015/fs-062520151.html>
- 2013 Leader, C. (November 21). Female football fans. CBC Radio. <http://www.cbc.ca/afternoonedition/episode/2013/11/22/female-football-fans/>
- 2013 CHAB Radio (August 2). Female Rider fans. CHAB Radio.
- 2013 Coles, S. (June 5). What makes female Rider fans tick? CBC Radio.
- 2013 Fletcher, R. (June 7). Riders' female fans. Global Regina. <https://globalnews.ca/news/621446/theyre-not-a-fan-of-the-pink-women-rider-fans-dont-want-to-be-singled-out/>
- 2013 Gormley, J. (June 7). Female Rider fans. CJME Radio.
- 2013 McDonald, A. (June 6). University student researches female fans of Saskatchewan Roughriders. Metro News.
- 2013 Mintenko, C. (June 7). Regina master's student studies female Rider fans. CJME Radio.

PROFESSIONAL MEMBERSHIPS/AFFILIATIONS

International Society of Qualitative Research in Sport and Exercise, 2021 - Present
 Sport Management Association of Australia and New Zealand, 2017 – Present
 North American Society for the Sociology of Sport, 2017 – Present
 North American Society for Sport Management, 2012 - Present
 International Sociology of Sport Association, 2013 – 2014