## Table of Contents

Acknowledgments	ix
Introduction: Situating Communication and American Sport in the Shadow of a Pandemic ANDREW C. BILLINGS, LAWRENCE A. WENNER, AND MARIE HARDIN	xi
Part I: Socio-Political/Economic Contexts	
1. Reimagining the Role of Local Sports Media During the Pandemic Pause ERIN WHITESIDE AND SAM WINEMILLER	3
2. Force Majeure: Pandemic Labor Insights within the Sports-Media Complex COURTNEY M. COX	17
3. More Than Fun and Games: How the World Will Look at American Sports—and America—After COVID-19 SIMON LIČEN	31
4. "Year of the Bubble": The Black Athletic Body as Event, and the Politics of Subtraction DANIEL A. GRANO	47
5. Reading Against the Platform: Communicative Capitalism and the NBA Strike ABRAHAM IQBAL KHAN	63

Part II: Health Contexts	
6. Hegemonic Masculinity on the Sidelines: Workplace Dangers, Gendered Ideologies, and Athletic Participation in the Pandemic Era MICHAEL SERAZIO	81
7. Big Risks, Big Rewards: Framing the NWSL Challenge Cup Amid a Pandemic TRAVIS R. BELL, CHRISTIAN DOTSON-PIERSON, AND JANELLE APPLEQUIST	95
8. "The Team's Best Interest": COVID-19, Mental Health, and Neoliberalism in College Football KATHERINE L. LAVELLE	111
9. Sports Figures as Public Health Prompts: The Broadening Role of Celebrity Athletes in Health Communication SCOTT PARROTT, NATHAN A. TOWERY, AND ANDREW C. BILLINGS	129
Part III: Intercollegiate Contexts	
10. Socialization and Team Management in Post-COVID-19 Athletics GREGORY A. CRANMER	147
11. Coronavirus, College Football, and the Collapse of American Exceptionalism MICHAEL L. BUTTERWORTH AND KATIE LEVER	161
12. The NCAA Response to the COVID-19 Pandemic and Its Impact on Enjoyment  LAUREN REICHART SMITH	177
13. COVID-19, the NCAA, and Title IX: A Time for Gender Equity KAREN L. HARTMAN	193
Part IV: Mediated Contexts	
14. What Missing Sports Really Means: Mediated Sports Consumption in the Post-Pandemic World WALTER GANTZ	211
15. Managing the Unprecedented: How Sport Organizations' Social Media Strategy Adapted and Evolved in the Midst of a Global Pandemic JIMMY SANDERSON	227

Table of Contents	vii
16. Esports: A Pandemic-Proof Alternative to Traditional Sports?  RYAN ROGERS AND LEE K. FARQUHAR	243
17. Olympics in the Shadow of a Pandemic: Communication, Empowerment, and Concern through Crisis TANG TANG, L. MEGHAN MAHONEY, AND ASHLEY SPIKER	259
18. Keeping a Sense of Community: Women's Sports Leagues and (Post-) Pandemic Communication DUNJA ANTUNOVIC	275
Editors	293
Contributors	295
Index	301