



CENTER FOR
SOCIOCULTURAL
SPORT & OLYMPIC
RESEARCH

Center for Sociocultural Sport and Olympic Research

First Annual Conference

9-10 March, 2018

www.cssor.org

Hosts

Founded in 2014, the Center for Sociocultural Sport and Olympic Research (CSSOR) at California State University, Fullerton has been recognized as an International Olympic Studies Centre by both the International Olympic Committee's Olympic Studies Centre and the United States Olympic Committee for its quality and commitment to research and academic activities.

Its mission is to promote education and research concerning sport and the Olympic Games in their broadest cultural, social and political dimensions.

The goal of the center is widespread support and sharing of research and education that takes sport seriously and sincerely. By hosting conferences, community events, and supporting curricula on sport and the Olympic Movement, CSSOR hopes to further our understanding of these enduring human enterprises. In addition to this conference, CSSOR continues to pursue new projects, funding opportunities, and innovative research through visiting professorships and collaborative activities with scholars from around the world.



CALIFORNIA STATE UNIVERSITY
FULLERTON

**CENTER FOR SOCIOCULTURAL
SPORT AND OLYMPIC RESEARCH**

Maps

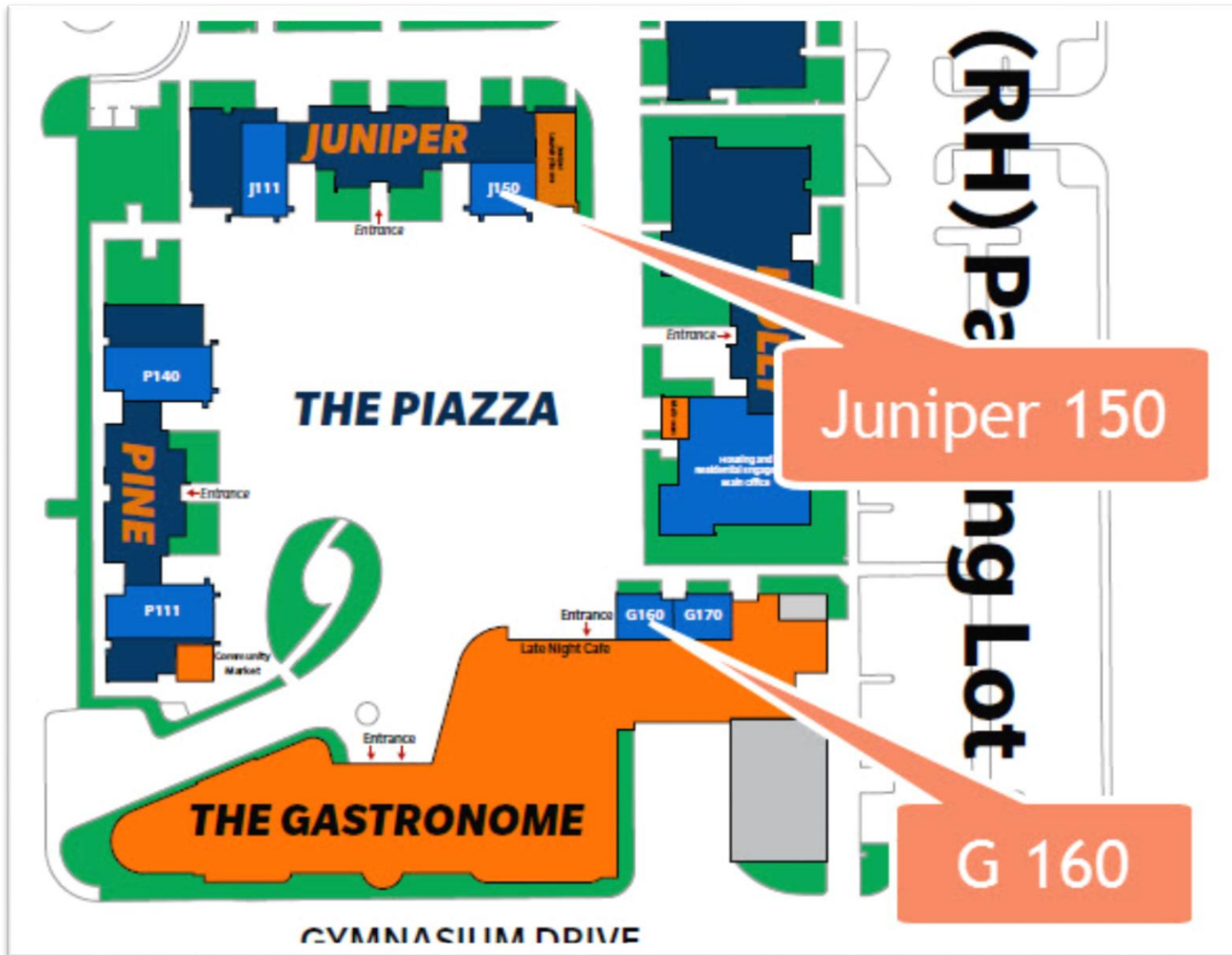
Map of California State University Campus



Legend

- 24: Steven G Mihaylo Hall Room 1313 for Anita DeFrantz CSSOR Distinguished Leadership Award
- 25: Conference Activities (See Page 5 for details)
- 16: Kinesiology and Health Science Building 199
- 12: Parking for Day Use, purchased permit required

Expanded Map of (25) Conference Activities



Distinguished Speakers



Anita DeFrantz, CSSOR Distinguished Leadership Award

Receiving the 2018 CSSOR Distinguished Leadership Award, Anita DeFrantz is a member of the International Olympic Committee and the IOC Executive Board. Before she joined the ranks of the IOC, DeFrantz captained the U.S. women's rowing team and rowed in the eight that won a bronze medal at the 1976 Montreal Olympic Games. DeFrantz served as Vice President of the 1984 Los Angeles Olympic Organizing Committee and was elected to IOC membership in 1986, making her not only the first African-American but also the first American woman to serve on the committee.

She is the author of *My Olympic Life, A Memoir* and President of the Tubman Truth Corporation.



Andrew Zimbalist, CSSOR Distinguished Scholar Award

Delivering the 2018 CSSOR Distinguished Scholar Address, Professor Andrew Zimbalist is an economist at Smith College. As a nationally and internationally recognized expert on the economics of sport, Zimbalist appears regularly with commentary on sports and public policy in the national media. Additionally, he has consulted in the sports industry for players' associations, cities, companies, teams and leagues.

He is author of numerous books including *Circus Maximus: The Economic Gamble Behind Hosting the Olympics and the World Cup*, and *Rio 2016: Olympic Myths, Hard Realities*, as well as coauthor with Chris Dempsy of *No Boston Olympics: How and Why Smart Cities are Passing on the Torch*.

Conferece Program

Time	Friday March 9, 2018	
8.00 - 8.30	Registration Juniper 150	
8.30-9.00	Welcome and Conference Introduction Directors Toby Rider, Matthew Llewellyn, and John Gleaves Juniper 150	
9.00 – 10:30	Parallel Sessions	
	Juniper 150	G160
	<u>Doping in Sport</u>	<u>Sport and Apartheid</u>
	Chair: Mark Dyreson, Pennsylvania State University, United States	Chair: David Lunt Southern Utah University, United States
	Ian Ritchie Brock University, Canada	Matthew Llewellyn California State University, Fullerton, United States
	<i>“Policy and Claims-Making: Learning from the Construction of Canadian Anti-Doping, 1983-1999</i>	<i>I am exile, am a wanderer’: Dennis Brutus and the South African Non-Racial Olympic Committee in Exile, 1966-1970</i>
	Emmanuel Macedo Pennsylvania State University, United States	Chris Bolsmann California State University Northridge, United States
	<i>Practice and Institutions: What Practitioners of Sport Might Know about Doping</i>	<i>Apartheid Soccer, FIFA, and Failed Sports Diplomacy, 1951-1977</i>
	John Gleaves California State University Fullerton, United States	Toby Rider California State University Fullerton, United States
	<i>The Moral Case for Therapeutic Use Exemptions</i>	<i>To Reconsider or to Readmit? The British Sports Council and the Politics of Apartheid</i>
10.30-11.00	Coffee and Refreshments	

11.00- 12.00

CSSOR Distinguished Leadership Award
Anita DeFrantz
Member of the IOC Executive Board
President of the Tubman Truth Corporation
Author of My Olympic Life: A Memoir

Steven G Mihaylo Hall Room 1313

12.00 - 13.00

Lunch (Gastronome)

13.00-14.30

Parallel Sessions

Juniper 150

G160

Sport and Soft Power

Urban and Infrastructure Legacies

Chair:

Chair:

George N. Kioussis

Chris Bolsmann

California State University, Northridge, United States

California State University Northridge, United States

Erin Redihan

Greg Andranovich

Salve Regina University, United States

California State University, Los Angeles, United States

The Ford Administration and the Olympic Movement

Making Sports Mega Events "Safe" for Cities

Stanis Elsborg

Phil Hatlem

University of Copenhagen, Denmark

Saint Leo University, United States

The Opening Ceremony in Sochi 2014

U.S. Olympic Stadium Legacies

Kate Burlingham

Renata Latuf de Oliveira Sanchez

California State University, Fullerton, United States

University of São Paulo, Brazil

*Imagining Community: Basketball and the Arab-Afro Alliances in
1960 Egypt*

Urban Legacy of Rio 2016's Olympic Park

14.30-15.00

Coffee and Refreshments

15.00-16.00

CSSOR Distinguished Scholar Address
Andrew Zimbalist
Professor of Economics
Smith College
Author of *Circus Maximus* and *No Boston Olympics*

Kinesiology and Health Sciences Building Room 199

16.00-16.30

Coffee and Refreshments

16.30-18.00

Parallel Sessions

Juniper 150

G160

Olympic Challenges and Controversies

Sport and Ideal Playgrounds

Chair:

Chair:

Greg Andranovich

John Gleaves

California State University, Los Angeles, United States

California State University Fullerton, United States

Enrico Landoni

Katarzyna Ploszaj and Wieslaw Firek

Università eCampus, Italy

Jozef Pilsudski University of Physical Education, Poland

Sport and Human Rights: The Olympic Solidarity as a Capacity Building Program in a Historical Perspective

Olympic Clubs as an Example of Non-Formal Education and its Impact on Young Teenagers

Otto Schantz

Colleen English

University of Koblenz-Landau, Germany

Pennsylvania State University, United States

Are the Olympics one of the Last Bastions Excluding Persons with Disabilities?

Games, Sport, and Ideal Playgrounds

Tanya Jones

Wieslaw Firek and Katarzyna Ploszaj

University of Texas, United States

Jozef Pilsudski University of Physical Education, Poland

The Waves of Olympic Corruption: Patterns of Controversy in the Olympic Movement

The Sources of the Concept of Interculturalism in the Olympism of Pierre de Coubertin and in the Contemporary Olympic Education

Time Saturday March 10, 2018

9.00-10.30

Parallel Sessions

Juniper 150

G160

Sport and the Cold War

Gender at the Olympic Games

Chair:

Chair:

Toby Rider

Matthew Llewellyn

California State University Fullerton, United States

California State University, Fullerton, United States

Mark Dyreson,

Ying WuShanley

Pennsylvania State University, United States

Millersville University of Pennsylvania

The Californication of Global Spectacle: Hollywood, the Cold War, and the Olympics

Reading Monique Berlioux: An Attempt at Contextualizing an Oral History of "the Most Powerful Woman in Sports"

Sam Schelfhout

Cat Ariail

University of Texas, United States

University of Miami, United States

*"How Can Sports Prevail Over What has Happened in Hungary?"
Boycotts of Spain, The Netherlands, and Switzerland in the 1956
Summer Olympic Games following the Hungarian Revolution*

*With Regard for "Race, Creed, or Color" and Gender: The Citizenship
effects of Black American and Jamaican Women's Athleticism at the
1948 Olympic Games*

Katie Calhoun

Kendall Taivalkoski

California State University, Fullerton, United States

University of Massachusetts Amherst, United States

The 1980 Olympic Boycott: An Extension of Cold War Diplomacy

*Skating in the Olympic Spotlight: The Evolution and Impacts of
American Press Coverage on Figure Skating During Winter Olympic
Games*

10.30 – 11.00

Coffee & Refreshments

11.00 - 12.30

Parallel Sessions

Juniper 150

G160

Race at the Olympic Games

Legacies of Olympic Efforts

Chair:

Chair:

Colleen English

Ian Ritchie

Pennsylvania State University, United States

Brock University, Canada

Adam Berg

Ai Aramaki

University of North Carolina at Greensboro, United States

Sendai University, Japan

Blank Panthers, Chicano Activists, and Moderate Politicians: The 1976 Denver Olympics and the Fractured Politics of Minority Inclusion

Memory as an Intangible Legacy: Analysis Based on 1964 Tokyo Games Torch Relay Materials

Stanley Arnold

George N. Kioussis

Northern Illinois University

California State University, Northridge, United States

The Malden Meteor and the Midnight Express: African Americans and the 1932 Summer Olympic Games

Lights, Camera, Soccer: Exploring the Legacy Links Between the 1984 Olympic Games and the 1994 FIFA World Cup

Hannah Borenstein

Rita Nunes

Duke University, United States

NOVA University of Lisbon, Portugal

Reinscribing Borders, Reinscribing Authenticity

Sports Organization in Portugal and the Beginning of the Olympic Movement

12.30 - 13.30

Lunch (Gastronome)

13.30 - 15.30	Parallel Sessions	
	Juniper 150	
	<u>Boxing and Violence</u>	
	Chair: Emmanuel Macedo Pennsylvania State University, United States	
	David Lunt Southern Utah University, United States	
	<i>Sanctioned Violence: Dealing (with) Death in Ancient Greek Athletics</i>	
	Robert Rodriguez Texas A&M University-Commerce, United States	
	Mark Joslyn University of Kansas, United States	
	Emily Gruver Texas A&M University-Commerce, United States	
	<i>From Gold to Glory: Analysis of U.S. Olympic Boxers in the Professional Ranks</i>	
	Juniper 150	
15.00-15.45	International Olympic Studies Centre Panel Nuria Puig and Maria Bogner The Olympic Studies Centre, Lausanne Switzerland	
15.45 – 17.00	<u>Book Launch Party and Closing Reception</u> Join editors Wayne Wilson and David Wiggins for the release of: <i>LA Sports: Play, Games, and Community in the City of Angels</i>	
	Drinks and Hor d'oeuvres <i>Kinesiology and Health Sciences Building 199</i>	
17.00	Film Screening <i>Tainted Blood: The Untold Story of the 1984 Blood Doping Scandal</i> With filmmaker Jill Yesko and guest Dave Grylls, 1980 and 1984 Olympic Team Member <i>Kinesiology and Health Sciences Building 199</i>	

Film Screening



Jill Yesko, Filmmaker and Journalist

Filmmaker Jill Yesko will provide a special screening of *Tainted Blood: The Untold Story of the 1984 Olympic Blood Doping Scandal*. In a nearly forgotten incident, seven members of the US cycling team blood doped at the 1984 Olympic Games in Los Angeles to earn the first US cycling medals since the 1912 Olympics. Told through the voices of Olympic athletes, coaches, doctors, and sports historians, *Tainted Blood* explores the secret world where athletes push themselves to the precipice and are driven by coaches with their own Olympic-fueled dreams.

Jill Yesko is a former cyclist who represented the United States in the 1983 World University Games and competed in the Olympic Trials. Her writing has appeared in *Women's Sports & Fitness*, *Shape*, *Fitness Swimmer*, and numerous other magazines. Jill is the author of the acclaimed crime fiction novels and has been profiled in *O*, the Oprah magazine.