5G Matthew Yeazel, Anne Arundel Community College
“The Effectiveness of the Olympic Project for Human Rights Via the Prism of Alinsky’s Rules for Radicals”

The paper will address the impact of the actions taken by the Olympic Project for Human Rights (OPHR) by using Saul Alinsky’s Rules for Radicals. Alinsky’s 1971 text provided a primer for future organizers to further their fight for social justice and equality. Despite sports not being his main focus, it is clear that an attempted synthesis with the OPHR, an organization spearheaded by Harry Edwards in 1967, is a fruitful exercise that might allow for a means by which future athletes can capitalize on the principles that Alinsky stressed. The discussion will initially focus on developing a rationale for the synthesis and be followed by basic principles that athletes of today might use in furthering causes that promote equality and social justice as Alinsky (and the OPHR) intended.

5G Alan Tomlinson, University of Brighton

From mid-1974 to early 2016 FIFA, the governing body of world football/soccer, had just two presidents, the Brazilian João Havelange and his successor the Swiss Joseph “Sepp” Blatter. Havelange won 1 election, against Englishman Stanley Rous to gain the presidency, and then was re-elected unopposed for a further 5 terms. Blatter was elected in 1998, defeating Lennart Johannson of the European governing body UEFA, then seeing off the president of the African confederation CAF, Cameroonian Issa Hayatou, in 2002, and Jordan’s Prince Ali Bin Hussein in 2015; in 2007 and 2011 Blatter was re-elected unopposed. How did these two men secure 11 terms of office, between them spanning 41/42 years? Blatter’s fifth term was foreshortened initially by his announcement (in the wake of the US Department of Justice’s indictments of 14 FIFA-connected personnel) of his intent to stand down by February 2016, though from the Fall of 2015 he was suspended by his own ethics committee. This paper examines the micro-organisational dynamics and strategies of the FIFA Presidents Havelange and Blatter, as well as the increasingly global reach of their influence and modus operandi from the mid-1970s to 2015. It considers how, both before and since the establishment FIFA’s ethics process in 2004, dissent had been routinely silenced within the organisation, and forms of collusion had bordered on corruption. The conditions of the emergence of whistleblowers and the rise of emboldened and sustained critical voices within FIFA and its networks are reviewed. The paper provides a critique of the Swiss model of not-for-profit organisations that allowed FIFA presidents to wield such unbridled power for so long; and offers reflections on the public role of a critical investigative sociology of sport that can provide a source of critique when the power dynamics of the organization silence or marginalize potential voices of internal dissent.

5G Christopher McLeod, Florida State University & Matthew Hawzen, Florida State University
“The Event Market: Historical Material Conditions of Non-Athlete Labor”

According to the US Bureau of Labor Statistics, athletes comprise only 5.63% of those employed in the spectator sport industry, yet they have received the brunt of attention from sociologists of labor and political economists of sport. Turning to the employees not represented in this research we introduce the theoretical framework and preliminary findings of a study of non-athlete workers. Drawing on pilot data collected at college-football home games, we (1) demonstrate how the temporal and temporally productive characteristics of sport events constitute specific historical and material conditions for labor; (2) explore the extent to which these conditions make it easier to exploit workers; and (3) discuss whether non-athlete labor deserves a deliberate program of sociological study. This is important because more
people are being employed in event markets 'casually,' for experience, or through a contractor; sport sociologists can help secure fair work when it is increasingly not.

5G Greg Yerashotis, University of Toronto; Amanda De Lisio, University of Toronto & Caroline Fusco, University of Toronto
“In the Shadow of Event-led Urbanism: Neighbourhood, Newcomer Youth and TO2015"

As the recent host of the 2015 Pan/Parapan American Games (TO2015), Toronto is an opportune site to interrogate dominant ideologies underpinning event-led urban (re)development and the impact of event construction on local communities. This paper will explore the impact of TO2015 on (newcomer) youth in a well-known settlement neighborhood known as St. James Town in Toronto, Canada. Situated in the southeast corner of the downtown core, this multicultural enclave is on the fringe of sport-prompted gentrification. Spatially, it is directly north of the 2015 Pan/Parapan American Village on the outer edge of an otherwise deprived downtown corridor. Several young people from the area served as volunteer security personnel and consumed the event through a TO-funded large-screen television installed in the neighbourhood community/recreation centre. With one researcher as a youth worker and coach in the corridor, we interviewed young people living in St. James Town to document the extent to which sport/recreation is intermeshed with urban imaginaries of (re)development to (un)intentionally influence the manner in which (newcomer) youth interact with, and reinvent their own urban. We argue that St. James Town served as a “shadow host” in the TO2015 moment: less popularly-celebrated in event rhetoric yet undeniably inflicted in host processes.

5G Adam McKibbon, Laurentian University; Barbara Ravel, Laurentian University & Ann Pegoraro, Laurentian University
“The Toronto 2015 Pan Am and Parapan Am Games on Twitter: Examining @TO2015”

In the summer of 2015, the Pan American Games and the Parapan American Games were hosted in Toronto, Canada. Unlike the Olympics and Paralympics, which both have their own organizing committees, the Pan Am and Parapan Am Games shared the same organizing committee. This paper aims to analyze how the Toronto organizing committee for the 2015 Pan and Parapan American Games promoted both competitions by looking at their use of Twitter before, during and shortly after the games. Specifically, the data collected will be submitted to thematic analysis and content analysis and will reveal how the organizing committee portrayed both competitions and represented able bodied as well as disabled athletes. We will discuss the results in light of previous research on how other international multi-sport events (mostly the Olympic and Paralympic Games) are covered by the media. The results will contribute to the emerging literature on social media in sport.