Back for Seconds: What You’ll Find in This Issue

The *International Journal of Sport Communication (IJSC)* commenced publication 3 months ago, and the response to the content in the inaugural issue has been all positive and greatly appreciated. For instance, a personal e-mail I received from one of the most well-respected scholars in the field of sport management commented about the first issue, “I am impressed. This is a great start to the journal, and it is a distinct contribution to our field.” I am confident that professors, practitioners, researchers, and students will find the current issue just as strong as the solid foundation established by the inaugural issue. This confidence comes from my belief in the second issue’s excellent and varied sport communication articles and ancillary pieces, starting with the opening commentaries.

As with each issue of the journal, two commentaries—one from scholars and one by a student and his advisor—are published at the beginning of this issue. John Harris and Mark Lyberger authored the scholarly commentary, which analyzes the print- and electronic-media messages surrounding the Ryder Cup. In particular, the authors comment on the positioning and cultural aspects involved in the media’s coverage of golf’s most prestigious and popular team competition. For the student commentary, Tom Mueller and his advisor—Marilyn S. Roberts—provide both conceptual information and practical suggestions related to communicating the value of branding in sport sponsorship. Their article examines analyzing sport sponsorships, evaluating stockholder responses to aspects of brand activities in sport, and applying brand theory in the establishment of branding measurement models in sport sponsorship. In addition to the commentaries, each issue includes an interview that a sport communication scholar conducted with a sport communication practitioner. For this issue, Xin Zhong interviewed Scott L. Price, a leading sportswriter from *Sports Illustrated*, the sports magazine with the highest circulation rate in the United States.

Although most of the components of *IJSC* contain some element of research (i.e., the commentaries are grounded in research studies), there are three specific research articles in this second journal issue. The first piece of original research—authored by David Rowe and Callum Gilmour—examines through the lens of critical media sport studies the complexities, developments, and unique aspects of the mediated sports environment in the Asia Pacific region. Ludovic Birot, Christophe Pecout, and Coyte Cooper next analyze how the German Reich and the Vichy government used the dissemination of cinema sports news to advance the Nazi propagandists’ goals during the German occupation of France. The third and final research study published in this issue involved the work of Beth A. Cianfrone, James J. Zhang, Galen T. Trail, and Richard J. Lutz. These scholars used an experimental study to determine the effectiveness of in-game advertisements in popular sport video games. In assessing effectiveness in three consumption domains the
researchers found through their experimental inquiry that in-game advertisements were effective in the creation of awareness.

In the legal case brief, Anastasios Kaburakis explores the legal rights of publicity issues involving the use without license of Major League Baseball player names and statistics in fantasy-sports products, services, and leagues. In addition to examining this recent litigation, Kaburakis offers practical implications related to this important and timely issue in sport communication. Just as relevant as the legal case brief is this issue’s case study. Jimmy Sanderson authored this piece, which is focused on the image-repair strategies used by one popular professional athlete in responding to allegations of use of performance-enhancing drugs. This second issue concludes with book reviews of Sport in Consumer Culture (reviewed by Fritz G. Polite) and Sports Journalism: A Multimedia Primer (reviewed by Jason Genovese and Marie Hardin).

Because of time and space constraints in the first issue I was unable to express my appreciation to the individual members of the IJSC editorial review board. Therefore, I would like to take the opportunity now to extend a warm thank you to Alina Bernstein, Valerie Bonnet, Todd Boyd, Simon Chadwick, John Fortunato, Kirsten Frandsen, Marie Hardin, Robin Hardin, Knut Helland, Maria Hopwood, Jeffrey W. Kassing, Scott Martyn, Lori McKinnon, Kimberly Miloch, Nancy Rivenburgh, David Rowe, Brad Schultz, James Skinner, Clay Stoldt, John Sweeney, Michele Tager, Bruce Watkins, Lawrence Wenner, Huanyu Xiao, and Euidong Yoo. Because this is an international journal, the editorial board obviously comprises leading sport communication scholars from around the world. The current board members are from Australia, China, Denmark, England, France, Israel, Norway, South Africa, South Korea, and the United States. The board consists of accomplished scholars and researchers who have expertise in diverse fields ranging from critical studies, sport management, advertising, communication policy, history, psychology, and media studies to the fields of telecommunications, cultural studies, sport marketing, international communication, gender studies, journalism, public relations, communication theory, and new media. In addition to the editorial board members, there are dozens of ad hoc reviewers who are willing to take time out of their busy schedules to provide high-quality blind reviews of various submissions. In future issues I will acknowledge their contribution and express my appreciation for their service in more detail.

I would encourage you to visit the journal’s home Web page at www.humankinetics.com/IJSC/journalAbout.cfm. If you have an interest in submitting an article for review, any strong qualitative, quantitative, or mixed-methods research article is welcome and can be submitted through the journal’s online submission system, Manuscript Central (http://mc.manuscriptcentral.com/hk_ijsc). The journal publishes a wide variety of articles—ranging from the theoretical and conceptual to the empirical and historical—from a wide variety of disciplines—ranging from sport management and sport marketing to sport journalism and public relations in sport. Please feel free to contact me (ppederse@indiana.edu) if you have any questions regarding article submissions or journal issues. Furthermore, please do let me know if you have any queries about leading a special issue or possibly submitting a scholarly or student editorial (i.e., commentary), case study, interview, law review, or book review.

Paul M. Pedersen, PhD, Editor