Wrapping Up IJSC’s Second Year

With the publication of this fourth issue of Volume 2, the *International Journal of Sport Communication (IJSC)* now enters its third year! There was no “sophomore slump” for *IJSC* this past year as the most recent four issues—including this last issue of 2009—provided a successful second season, building on the strong foundation laid in the inaugural year of the journal. The second year of publication involved some minor additions (e.g., introducing a sport communication photograph each issue) and tweaking (e.g., renaming the Student Research section), but the major success came from the outstanding research manuscripts and scholarly works that came out in the journal in 2009. In particular, over the past year *IJSC* has published 26 peer-reviewed articles.

Fourteen of the 26 published peer-reviewed publications were research articles. The four research articles in the current issue examine unique aspects of and topics in sport communication. The first research article—authored by Jamie Cleland—covers the organizational structures of soccer clubs in their dependence on the media and their relationships with the media and other external stakeholders. Michael Mondello, Richard Schwester, and Brad Humphreys are the authors of the second research article, which investigates the public discourse (e.g., support, opposition) among bloggers regarding a proposed Major League Baseball stadium. Next, Chuka Onwumechili’s research article uses frame analysis of several media and in-depth interviews of football (i.e., soccer) fans to examine the meaning of European football leagues’ domination of the Nigerian football market. The last research article in this issue was authored by Ann Pegoraro, Norm O’Reilly, and Martín Giguere. They used the content-analytic method to investigate the advertisement structure of online and off-line broadcasts as consumer drivers to Web sites.

While the focus of *IJSC* is on building the body of knowledge in sport communication through the publication of research articles, the journal also publishes a case study, a scholarly commentary, and a student research article in each issue. The most recent case study was written by Douglas Carroll and involves an analysis of advertisements on the Golf Channel in order to examine advertising clutter and to better understand commercial programming practices and strategies. With a focus on the Olympics and hypernationalism, Andrew Billings, Paul MacArthur, Simon Licen, and Wu Dan wrote the scholarly commentary in the current issue. Lastly, the student research article—authored by Brody Ruhiyle and Lisa Fall—investigates how public relations fits into the sports structure and determined the overall perception of public relations roles within the intercollegiate athletic environment.

In addition to the peer-reviewed research studies and scholarly publications noted above, *IJSC* has also published numerous other submissions (e.g., interviews, book reviews). These supplementary publications provide added value and intriguing variety to the journal. For instance, the interviews published in 2009 have ranged from a sports editorial leader in Korea to a new sport media entrepreneur in the United States. The current issue’s interview is very informative and quite interesting as Travis Vogan writes about his questions and answers with Emmy award winner...
Steve Seidman of NFL Films. In addition to the interview, Vogan provides a synopsis of NFL Films, which the National Football League (NFL) purchased and renamed after it originated as Blair Motion Pictures in the 1960s. The company has the largest sports film archive in the world. Regarding book reviews, for the most part *IJSC* publishes a book review or two every couple issues. Because numerous sport communication books have been and continue to be published, please contact me (ppenderse@indiana.edu) if you are interested in reviewing a book for the journal.

Please do continue to send in your sport communication research for review. High-quality manuscripts are received on a regular basis through the journal’s online submission system, Manuscript Central (http://mc.manuscriptcentral.com/hk_ijsc). With all the submissions to this journal, it is quite clear that there are many current scholars and future researchers working on or interested in topics related to sport and communication. The quantity and quality of article submissions to *IJSC* have been quite impressive. Obviously, all submissions cannot be accepted for a variety of reasons (articles that are not related to sport communication, are lacking in quality or substance, do not take a novel approach, fail to make a significant contribution, etc.). While not everyone is happy with the result if an article is rejected, I believe most would consider the *IJSC* review process quite fair, informative, instructive, and speedy. In terms of the last point, according to the statistics provided by Manuscript Central, the average time for a decision regarding submissions is a spectacular 33 days.

The quick turnaround of reviews is a direct result of the outstanding work by the journal’s editorial review board members and numerous ad hoc reviewers. This year two members (Todd Boyd and Scott Martyn) rotated off the board and were replaced by Norm O’Reilly and Warren Whisenant. *IJSC* thanks Todd and Scott—both of whom were inaugural editorial board members—for their service, and the journal would like to welcome Norm—who has a dual appointment with Stanford University and Syracuse University—and Warren—who hails from the University of Miami. A hearty thank you for the work of the remaining editorial review board members, including Alina Bernstein, Valerie Bonnet, Simon Chadwick, John Fortunato, Kirsten Frandsen, Marie Hardin, Robin Hardin, Knut Helland, Maria Hopwood, Jeff Kassing, Lori Melton McKinnon, Kim Miloch, Nancy Rivenburgh, David Rowe, Brad Schultz, James Skinner, Clay Stoldt, John Sweeney, Michele Tager, Bruce Watkins, Lawrence Wenner, Huanyu Xiao, and Euidong Yoo. In addition to the board members, numerous individuals provided ad hoc reviews. *IJSC* truly appreciates their service to the journal and the sport communication field. The journal would like to thank the following ad hoc reviewers for evaluating manuscripts over the past year: Andrea Eagleman, Aubrey Kent, Brian Carroll, Bryan Denham, Choonghoon Lim, Dae Hee Kwak, David Pierce, Dianna Gray, Ellen Staurowsky, Fred Battenfield, Galen Clavio, Gary Sailes, Geoffre Sherman, Gerard Akindes, Gregory Borchard, Huillin Wang, Jimmy Sanderson, Joe Gisondi, John Harris, John Vincent, Larry Fielding, Liz Gregg, Matt Robinson, Mike Sowell, Nels Popp, Patrick Walsh, Peter Catapano, Phil Estes, Qiwei Huang, Ron Bishop, Sylvia Trendafilova, Wooyoung Lee, and Xin Zhong.

In addition to thanking the editorial board members and ad hoc reviewers, I would be remiss to not include an appreciation to those associated with the publisher of the journal, Human Kinetics. The HK leaders and editors associated with *IJSC* have provided outstanding guidance and assistance. One example of the sup-
port from HK is the publisher’s work to include *IJSC* in numerous indexes (e.g., SportDiscus, C A B Abstracts, Current Abstracts). HK will continue to add the journal to more indexes in the coming months. Another area in which HK provides tremendous support is on the managerial side of the journal. In particular, I would especially like to thank Julia Glahn, who continues to be a wonderful managing editor. In addition to Julia, I would like to thank other HK leadership and marketing personnel who have been supportive of the journal, including Greg Reed, Crystal Zulauf, and Monica Wells. Myles Schrag is a trusted advisor constant sounding board with whom I’ve worked on various HK projects. Lastly, thanks to Cathe Capel for being there throughout the first 2 years of the journal. Best of luck with your new venture!

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*Editor*