

Dr. Simon Ličen

CONTACT INFORMATION

Office: 4 Carnegie Building, Donald P. Bellisario College of Communications
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EDUCATION

PhD Journalism—Social Sciences, University of Ljubljana (Slovenia), **2011**.
Dissertation: Telecasting Sports: Sports Broadcasts on Slovenian Public Television.

Bach. Journalism, University of Ljubljana (Slovenia), **2005**.
Thesis: Kakovost anketnih vprašanj javnih glasovanj v slovenskih spletnih medijih [The Quality of Web Surveys Published in Slovenian Online Media].
Honors: *Prešeren Award* Nominee for Best Bachelor's Thesis

EMPLOYMENT

Pennsylvania State University, Department of Journalism
Associate Professor (with tenure), **August 2025-present**
Associate Director, Curley Center for Sports Journalism, **July 2026-present**

Washington State University, Department of Educational Leadership & Sport Management
Associate Professor (with tenure), **August 2019-present**
Assistant Department Chair (Sport Management), **August 2019-July 2023**
Program coordinator (Sport Management), **August 2018-August 2019**
Assistant Professor (tenure-track), **August 2013-August 2019**

Institute for Sports and Events Medvode (Zavod za šport in prireditve Medvode municipal sport authority), *Director of Sport Programs*, **2012-2013**

Zdrav dih ("Healthy Breath") Ltd., *Researcher*, **2011-2012**

WTA Tour Banka Koper Slovenia Open, *Director of Communication*, **2008-2010**
Communication Manager, **2005-2007**

University of Ljubljana, Faculty of Sport, *Early-stage researcher*, **2005-2010**

FIBA.com, International Basketball Federation, *Correspondent (Slovenia)*, **2004-2008**

POP TV (biggest commercial TV channel in Slovenia), *Assistant Editor*, **2004-2005**

TV Koper-Capodistria, *Sports desk intern, Italian program*, **June-August 2003**

Radio Tartini 102.8FM, *Speaker/disk jockey (part-time)*, **1998-2001**

ADDITIONAL ACADEMIC APPOINTMENTS

Beijing Foreign Studies University, Senior Research Fellow, Feb. 2022-Feb. 2026
Centre for International Sport Communication and Diplomacy Studies

University of Primorska, Visiting Associate Professor, Oct. 1-Dec. 31, 2020
Faculty of Tourism Studies, Portorož, Slovenia (visit funded by a grant by the Republic of Slovenia and the European Social Fund)

Beijing Sport University, Visiting Lecturer, Sport Journalism, May 2015-June 2019
School of International Sport Organization (suspended since 2020 due to Covid-19)

CONTRACT AND PROJECT WORK IN THE SPORT INDUSTRY (Selected)

Timing Ljubljana, Technical Direction, Ljubljana Marathon and Run of Trios, 2008-2013

City Office of Sport, Ljubljana, Team Director, Five Cities International Basketball Tournament, 2009-2011

FIBA Europe U20 Basketball European Championship for Men, Venue Manager, Gorizia (Italy), July 2007

Sports Federation for the Disabled of Slovenia/Slovenian Paralympic Committee, National Basketball Team Director, Div. B European Championship, Summer 2006

Basketball Federation of Slovenia, Project Leader, localization of live statistical software, 2007-2009; Wheelchair basketball referee, 2005-2008; News editor (English), 2004-2008; Web designer, 2000-2002; Assistant Tournament Director, U-20 Women's European Championship Qualifying Round, Summer 2001; Referee, national and youth levels, 1998-2008

LANGUAGES SPOKEN

English, Italian, Slovenian, Croatian, Serbian

PUBLICATIONS

JOURNAL ARTICLES – PEER-REVIEWED

Ličen, S. & Slabe-Erker, R. (2026). Major sports events returning to emerging sports tourism nations: Willingness to pay for the EuroBasket in Slovenia. *Academica Turistica*, 19(1), 39-56. <https://www.hippocampus.si/ISSN/2335-4194/19.39-56.pdf>

Ličen, S., Huang, L., Xiao, B., & Bi, X. (2025). Newspaper coverage of sport in China, Slovenia and the United States. *Asian Journal of Sport History & Culture*, 4(1), 100-123. <https://doi.org/10.1080/27690148.2025.2459709>

- Ličen, S.** & Čermelj, N. (2024). Promotion of the 2022 Olympic Winter Games on Chinese and Western Social Media. *International Journal of Sports Marketing and Sponsorship*, 26(1), 181-203. <https://doi.org/10.1108/IJSMS-06-2024-0125>
- Ličen, S.**, Frandsen, K., Horky, T., Onwumechili, C., & Wei, W. (2022). Rediscovering mediatization of sport. *Communication & Sport*, 10(5), 795-810. Doi: 10.1177/21674795221123675
- Ličen, S.**, Antunovic, D., & Bartoluci, S. (2022). A Public Service? Mediatization of the Olympic Games in Croatia and Slovenia. *Communication & Sport*, 10(5), 931-950. Doi: 10.1177/21674795221090423
- Ličen, S.** & Jedlicka, S. (2022). Sustainable development principles in U.S. sport management graduate programs. *Sport, Education & Society*, 27(1), 99-112. Doi: 10.1080/13573322.2020.1816541
- Ličen, S.** & Bejek, B. (2020). Pogostost in vsebina poročanja o športu žensk v časopisih Delo in Slovenske novice leta 2015 [Slovenian daily newspaper coverage of women's sports in 2015]. *Družboslovne razprave*, 35(92), 7-33.
- Ličen, S.** (2019). Influence of hosting a major sports event on patriotic attitudes: The EuroBasket 2013 competition in Slovenia. *International Review for the Sociology of Sport*, 54(3), 361-383. Doi: 10.1177/1012690217722116
- Jakubowska, H. & **Ličen, S.** (2019). The role of mass media in the formation of gendered national identity: Polish coverage of women's and men's basketball championships. *International Review for the Sociology of Sport*, 54(3), 302-324. Doi: 10.1177/1012690217719566
- Brown, K., **Ličen, S.**, Billings, A.C., & Devlin, M. B. (2017). Envisioning Slovenia, Telecast from Brazil: Relationships Between National Identity and Slovenian Viewership of the 2016 Rio Summer Olympic Games. *International Journal of Sport Communication*, 10(4), 487-507. Doi: 10.1123/ijsc.2017-0062
- Ličen, S.**, Cole, A.N. (2017). Public Perception of Social Impacts of the 2013 EuroBasket for Men. *International Journal of Sport Management*, 18(1), 89-115.
- Ličen, S.**, Lončar, M., Delorme, N., Horky, T., & Jakubowska, H. (2016). International newspaper coverage of the 2013 EuroBasket for men. *Communication & Sport*, 5(4), 448-470. Doi: 10.1177/2167479516628271
- Ličen, S.** (2015). The eternal talent, the French Senegalese, and the coach's troop: Broadcasting soccer on Slovenian public television. *Soccer and Society*, 16(5-6), 657-673. Doi: 10.1080/14660970.2014.963312.
- Slabe Erker, R., **Ličen, S.** (2014). Factors influencing leisure-time physical activity and health-related quality of life (in Slovenian). *Obzornik zdravstvene nege (Slovenian Nursing Review)*, 48(2), 113-126. Doi: 10.14528/snr.2014.48.2.18

- Billings, A., Brown, N., Brown, K., Guo Q., Leeman, M., **Ličen, S.**, Novak, D. & Rowe, D. (2013). From pride to smugness and the nationalism between: Olympic media consumption effects on nationalism across the globe. *Mass Communication and Society*, 16(6), 910-932. Doi: 10.1080/15205436.2013.822519
- Ličen, S.** (2013). "Black as Kenenisa Bekele in a tunnel": Representation of African athletes in Slovenian Olympic broadcasting. *Ecquid Novi: African Journalism Studies*, 34(2), 93-108. Doi: 10.1080/02560054.2013.788455
- Ličen, S.** & Billings, A.C. (2013). Affirming nationality in trans-national circumstances: Slovenian coverage of continental franchise sports competitions. *International Review for the Sociology of Sport*, 48(6), 751-767. Doi: 10.1177/1012690212446821
- Ličen, S.** & Billings, A.C. (2013). Cheering for "our" champs by watching "sexy" female throwers: Representation of nationality and gender in Slovenian 2008 Summer Olympic television coverage. *European Journal of Communication*, 28(4), 379-396. Doi: 10.1177/0267323113484438
- Ličen, S.** & Billings, A.C. (2012). Two perspectives on one competition: Slovenian coverage of artistic gymnastics at the 2008 Summer Olympics. *Science of Gymnastics*, 4(3), 49-59.
- Slabe Erker, R., Kustec Lipicer, S., & **Ličen, S.** (2012). Sport for all and the state in Slovenia: A review. *Šport*, 59 (1/2), 13-18.
- Dežman, B. & **Ličen, S.** (2010). A reference model of the structure of the game of basketball. *Šport*, 58(1-2), 68-74.
- Billings, A.C., MacArthur, P.J., **Ličen, S.**, & Wu D. (2009). Superpowers on the Olympic basketball court: The United States versus China through four nationalistic lenses. *International Journal of Sport Communication*, 2(4), 380-397.
- Ličen, S.** & Doupona Topič, M. (2008). The imbalance of commentators' discourse during a televised basketball match. *Kinesiology*, 40(1), 61-68.
- Doupona Topič, M., Bergant, S., Weiss, O., & **Ličen, S.** (2007). A sport index as a mean for assessing the societal significance of sport. *Šport*, 55(4), 36-39.
- Ličen, S.**, Lozar Manfreda, K., & Hlebec, V. (2006). The quality of survey questions published on Slovenian journalistic web sites. *Metodološki zvezki*, 3(2), 355-368.
- Ličen, S.**, Dežman, B., & Plut, R. (2006). Analysis of referee and umpire calls in basketball. *Šport*, 54(4), 13-17, suppl.
- Ličen, S.**, CeciĆ Erpić, S., & Doupona Topič, M. (2006). Athlete-coach relationship in Slovenian top-level basketball teams. *Šport*, 54(4), 44-48, suppl.

Ličen, S., & Lončar, M. (2006). Cognitive and conative dimension of referees in ball sports. *Šport*, 54(3), 16-20.

Lončar, M., Dežman, B. & **Ličen, S.** (2004). Tracking two and three referees with a computer. *FIBA Assist*, (8), 40-43.

BOOK CHAPTERS – PEER-REVIEWED

In press

Ličen, S. & Jedlicka, S. (in press). Governance of Professional Sport Beyond the U.S. In Ruihley, B.J. & Li, B. (Eds.), *Administration and Governance in Global Sport Business* (2nd ed.). Dubuque, IA: Kendall-Hunt.

Antunovic, D., **Ličen, S.**, & Obideyi, B. (in press). Comparing Media Systems Framework. In G. Abeza, J. R. Braunstein-Minkove, N. O'Reilly, & K. Agyemang (Eds.), *Theory in Sport Management: Insight and Applications*. Routledge/Taylor & Francis.

Ličen, S. (in press). MediaSport in Slovenia. In L. Wenner & A. Billings (Eds.), *MediaSport* (working title) (chapter 16). Routledge/Taylor & Francis.

Ličen, S. (in press). Double standards? Early Framing of the 2034 Winter Olympic Games in American Media. In Wei Wei (Ed.), 传播北京冬奥 [Spreading the Beijing Winter Olympics] (pp. 328-349). Beijing: Beijing Foreign Studies University Press.

Published

Ličen, S. (2025). Social Media Presence of Peripheral Basketball Leagues: From the Balkans to the World. In Billings, A. C. & Hardin, M. (Eds.), *Routledge Handbook of Sport & Social Media* (pp. 324-338). London: Routledge.

Ličen, S. (2024). International News Coverage. In Pedersen, P. M. (Ed.), *Encyclopedia of Sport Management* (2nd ed.) (pp. 505-506). Cheltenham: Edward Elgar.

Ličen, S. & Mir, M. (2024). King of the flying hill: TV broadcasts of ski jumping events in Planica, Slovenia. In Solberg, H.A., Swart-Arries, K., & Storm, R. (Eds.), *Research Handbook on Major Sporting Events* (pp. 285-299). Cheltenham: Edward Elgar.

Ličen, S. (2023). Sport, media and business in Southeast Europe in the 21st century: Recommendations for professionals and scholars. In Dašić, D. (Ed.), *Sporticopedia – Sports Media and Business* (pp. 23-35). Belgrade: Faculty of Sport.

Ličen, S. (2021). More than fun and games: How the world will look at American sports—and America—after Covid-19. In Billings, A.C., Wenner, L., & Hardin,

- M. (Eds.), *American Sport in the Shadow of a Pandemic: Communicative Insights* (pp. 31-46). Pieterlen and Bern, Switzerland: Peter Lang.
- Ličen, S.** & Jedlicka, S. (2021). Governance of Professional Sport Beyond the U.S. In Ruihley, B.J. & Li, B. (Eds.), *Administration and Governance in a Global Sport Economy* (pp. 229-246). Dubuque, IA: Kendall-Hunt.
- Ličen, S.** (2020). Bailouts and tax breaks: Slovenian Olympic Committee's communication during Covid-19. In P. M. Pedersen, B. J. Ruihley, & B. Li (Eds.), *Sport and the pandemic: Perspectives on Covid-19's impact on the sport industry* (pp. 137-145). London: Routledge.
- Kustec, S. & **Ličen, S.** (2020). Sport and Welfare in Central and Eastern European countries. In Martelli, S., Testa, A., & Porro, N. (Eds.), *Sport, Welfare and Social Policy in the European Union* (pp. 132-142). London: Routledge.
- Ličen, S.** (2019). Sport and National Identity: Building a Nation Through Mediated Distinction. In Pedersen, P., Thibault, L., & Thompson, A. (Eds.), *Contemporary Sport Management*, 6th ed. (p. 387). Champaign, IL: Human Kinetics.
- Ličen, S.** (2018). Field Interview. In Bass, J. R. (Ed.), *Introduction to Sport Management*, 2nd ed. (p. 133-134). Champaign, IL: Human Kinetics.
- Ličen, S.** (2017). Sport as international communication. In Billings, A. C. (Ed.), *Defining Sport Communication* (pp. 209-222). London: Routledge.
- Billings, A., Brown, N., Brown, K., Guo Q., Leeman, M., **Ličen, S.**, Novak, D. & Rowe, D. (2016). From pride to smugness and the nationalism between: Olympic media consumption effects on nationalism across the globe. In Billings, A. and Hardin, M. R. (Eds.), *The Global Impact of Olympic Media at London 2012* (Chapter 5). London: Routledge. (Reprint)
- Ličen, S.** (2016). The eternal talent, the French Senegalese, and the coach's troop: Broadcasting soccer on Slovenian public television. In van Sterkenburg, J. and Spaaij, R. (Eds.), *Mediated Football: Representations and Audience Receptions of Race/Ethnicity, Nation and Gender* (Chapter 5). London: Routledge. (Reprint)
- Ličen, S.** (2013). Slovenia. In Horky, T. and Nieland, J.-U., *International Sports Press Survey 2011* (pp. 148-162). Norderstedt: Book on Demand.
- Ličen, S.** (2012). Mister Olympic programming. In Eastman, S. and Ferguson, D., *Media Programming: Strategies and Practices* (9th ed.) (Chapter 7, Non-Prime-Time Programming, pp. 18-19). Stamford, CT: Wadsworth.
- Dežman, B. & **Ličen, S.** (2012). A reference model of period structure in a basketball game. In Dežman, B. (Ed.), *Struktura košarkarske igre in igralna učinkovitost* (pp. 3-12). Ljubljana: Faculty of Sport, Institute for kinesiology.

- Dežman, B. & **Ličen, S.** (2012). A model of the course of a basketball game. In Dežman, B. (Ed.), *Struktura košarkarske igre in igralna učinkovitost* (pp. 13-26). Ljubljana: Faculty of Sport, Institute for kinesiology.
- Dežman, B. & **Ličen, S.** (2009). Studying basketball officiating and basketball officials. In Dežman, B. and Ličen, S. (Eds.), *Košarkarsko sojenje: zbornik raziskav* (pp. 11-15). Ljubljana: Faculty of Sport, Institute for kinesiology.
- Dežman, B. & **Ličen, S.** (2009). Infraction calls in three-person officiating with regard to the officials' on-court position. In Dežman, B. and Ličen, S. (Eds.), *Košarkarsko sojenje: zbornik raziskav* (pp. 95-105). Ljubljana: Faculty of Sport, Institute for kinesiology.
- Dežman, B., **Ličen, S.**, & Plut, R. (2009). Infraction calls in two-person officiating. In Dežman, B. and Ličen, S. (Eds.), *Košarkarsko sojenje: zbornik raziskav* (pp. 87-94). Faculty of Sport, Institute for kinesiology.
- Ličen, S.** (2009). (Im)partialness and subjectiveness in the discourse of sports journalism. In Velikonja, M., Stankovic, P. and Starc, G. (Eds.), *Kalejdoskop športa: uvod v športne študije* (pp. 233-247). Maribor: Aristelj.
- Ličen, S.** (2009). Psychological dimensions of basketball officiating. In Dežman, B. and Ličen, S. (Eds.), *Košarkarsko sojenje: zbornik raziskav* (pp. 1-10). Ljubljana: Faculty of Sport, Institute for kinesiology.
- Ličen, S.** (2009). A sociodemographic profile of elite Slovenian basketball officials. In Dežman, B. and Ličen, S. (Eds.), *Košarkarsko sojenje: zbornik raziskav* (pp. 17-25). Ljubljana: Faculty of Sport, Institute for kinesiology.
- Ličen, S.**, Dežman, B., & Plut, R. (2009). Comparison of referee and umpire calls in basketball. In Dežman, B. and Ličen, S. (Eds.), *Košarkarsko sojenje: zbornik raziskav* (pp. 77-85). Ljubljana: Faculty of Sport, Institute for kinesiology.
- Lončar, M., Dežman, B., & **Ličen, S.** (2009). Differences in distance covered by and movement speed of officials in two-person and three-person officiating. In Dežman, B. and Ličen, S. (Eds.), *Košarkarsko sojenje: zbornik raziskav* (pp. 37-48). Ljubljana: Faculty of Sport, Institute for kinesiology.
- Lončar, M. & **Ličen, S.** (2009). Officials' heart rate in two-person and three-person officiating. In Dežman, B. and Ličen, S. (Eds.), *Košarkarsko sojenje: zbornik raziskav* (pp. 57-64). Ljubljana: Faculty of Sport, Institute for kinesiology.
- Ličen, S.** (2009). Distance covered/fatigue and heart rate/functional loading of a basketball official in three-person officiating. In Dežman, B. and Ličen, S. (Eds.), *Košarkarsko sojenje: zbornik raziskav* (pp. 65-75). Ljubljana: Faculty of Sport, Institute for kinesiology.
- Ličen, S.**, Turk, J., & Doupona Topič, M. (2009). Violence experienced by basketball officials. In Dežman, B. and Ličen, S. (Eds.), *Košarkarsko sojenje: zbornik raziskav* (pp. 107-115). Ljubljana: Faculty of Sport, Institute for kinesiology.

- Doupona Topič, M., Weiss, O., Methlagl, M., & **Ličen, S.** (2009). The role of sport in society. In Doupona Topič, M. & Ličen, S. (Eds.), *Sport, Culture & Society: an Account of Views and Perspectives on Social Issues in a Continent (and Beyond)* (pp. 60-64). Ljubljana: University of Ljubljana, Faculty of Sport.
- Ličen, S.** (2008). The objective cheer: An overview of ethical codification in sports reporting. In Doupona Topič, M. & Ličen, S. (Eds.), *Sport, Culture & Society: an Account of Views and Perspectives on Social Issues in a Continent (and Beyond)* (pp. 93-98). Ljubljana: University of Ljubljana, Faculty of Sport.
- Ličen, S.**, & Bračič, M. (2008). Attitudes to doping among players in Slovenian top-level basketball teams. In Milanović, D., & Prot, F. (Eds.), *5th International Scientific Conference on Kinesiology, Zagreb, Croatia, September 10-14, 2008. Proceedings book* (pp. 774-776). Zagreb: Faculty of Kinesiology, University of Zagreb.
- Ličen, S.** (translator) (2007). Olympics and the mass media. In Girginov, V., Parry, J.S., & Hosta, M. (Eds.), *The Olympic Games Explained: A Student Guide to the Evolution of the Modern Olympic Games* (Slovenian edition) (pp. 52-64). Ljubljana: Faculty of sport, Institute for Sport.
- Ličen, S.**, Plut, R., & Dežman, B. (2006). Analysis of referees' interventions in basketball. In Dancs, H., Hughes, M., & O'Donoghue, P. (Eds.), *Book of proceedings* (pp. 138-149). Szombathely: Berzsényi Daniel College.

BOOKS

- Dežman, B., & **Ličen, S.** (Eds.) (2009). *Officiating Basketball: Research Aspects* (In Slovenian). Ljubljana: Faculty of Sport, Institute for kinesiology.
- Doupona Topič, M. & **Ličen, S.** (Eds.) (2008). *Sport, Culture & Society: An Account of Views and Perspectives on Social Issues in a Continent (and Beyond)*. Ljubljana: University of Ljubljana, Faculty of Sport.
- Doupona Topič, M. & **Ličen, S.** (Eds.) (2008). *Sport, Culture & Society: Abstract book*. Ljubljana: University of Ljubljana, Faculty of Sport.

HANDBOOKS

- Ličen, S.**, & Erčulj, F. (Eds.) (2006). *Mini-basketball Officials' Handbook*. Ljubljana: Faculty of Sport, Institute for sport, 2006.
- Ličen, S.**, & Erčulj, F. (Eds.) (2006). *Basketball Rules for Beginning Referees*. Ljubljana: Faculty of Sport, Institute for sport.
- Ličen, S.**, & Dežman, B. (Eds.) (2003). *Officiating Mechanics for Beginning Basketball Referees*. Ljubljana: Faculty of Sport, Institute for sport.

RESEARCH REPORTS

Kustec Lipicer, S., & **Ličen, S.** (2011). *State interventions for the sport activity of the population: Assessments and perceptions of executors and decision-makers*. Ljubljana: University of Ljubljana, Centre for Policy Analyses.

Kustec Lipicer, S., Slabe Erker, R., **Ličen, S.**, & Bilavčič, N. (2011). *Efficient governmental support for the sport activity of the population*. Ljubljana: University of Ljubljana, Centre for Policy Analyses and Institute for Economic Research.

CONFERENCE PRESENTATIONS – PEER REVIEWED

Ličen, S. & Henry, J. (2026, July). The impact of the Basketball Africa League on the development of the sport in Africa. The Basketball Collective, Loughborough, Engl., United Kingdom.

Ličen, S. (2026, June). Double standards? Early Framing of the 2034 Winter Olympic Games in American Media. Sport, Media and Soft Power symposium, Cape Town, WC, South Africa.

Ličen, S. (2025, October). Double standards? Early Framing of the 2034 Winter Olympic Games in American Media. Play the Game conference, Tampere, Finland. <https://castr.com/showcase/3660788/9uqBG53vWO2IJfh7.mp4/vod/>

Ličen, S. (2025, April 25). Communication & Diplomacy: The 2034 Winter Olympics Bid. Northwest Association for Sport in Higher Education symposium, Seattle, Wash., USA.

Ličen, S. (2025, March). Understanding of Imane Khelif's gender among Slovenian Facebook users. IACS Summit on Communication and Sport, Chicago, Ill., USA.

Ličen, S. (2024, April). Social Media in International Sport Contexts. Northwest Association for Sport in Higher Education symposium, Seattle, Wash., USA

Ličen, S. (2023, December). Women in newspaper sport coverage in China, Slovenia and the U.S. The role of sport in social life: Women, sport, and social changes conference, Zagreb, Croatia.

Huang, L., **Ličen, S.**; Bi, X., & Wu, Y. (2023, July). "Serious" avatars: An empirical study of e-sports players from a Serious Leisure perspective. 2023 International Association for Media and Communication Research (IAMCR) conference, Lyon, France.

Ličen, S., Huang, L., Xiao, B., & Bi, X. (2023, Mar.). Newspaper coverage of sport in China, Slovenia and the United States. 4th World Association for Sport Management conference, Doha, Qatar.

- Ličen, S.** & Čermelj, N. (2023, Mar.). Social media promotional strategies of the 2022 Winter Olympic Games. 4th World Association for Sport Management conference, Doha, Qatar.
- Ličen, S.** (with Huang, L., Xiao, B., & Bi, X.) (2022, June). Sports reporting in the East and West: ISPS 2021 in China and the US. Play the Game, Odense, Denmark.
- Antunovic, D., **Ličen, S.**, Bartoluci, S., (2022, May). "Our" Region, Many Voices: Sports Media Research in Central and Eastern Europe. Sports Communication Interest Group (SCIG), International Communication Association pre-conference, Paris, France.
- Ličen, S.** (2022, Mar.). The different worlds of sports reporting: A comparative analysis of print media sports reporting on five continents. National results of the International Sports Press Survey 2021 (United States). IACS Summit on Communication and Sport, Glassboro, N.J., USA.
- Ličen, S.** (with Crawford, T., & McGrath, C.) (2019, Oct.). Like in the movies? Giving a voice to international female student-athletes at American universities. Play the Game, Colorado Springs, Colo., USA.
- Ličen, S.** (with Jedlicka, S.) (2019, Oct.). Teach your children well: Sport management v. sport for development at American universities. Play the Game, Colorado Springs, Colo., USA.
- Crawford, T., **Ličen, S.**, & McGrath, C. (2019, April). Female International Athletes at American Universities: Reasons to Attend and Experiences that Followed. College Sport Research Institute, Columbia, S.C., USA.
- Ličen, S.** (2019, Mar.). Shifting Meanings of National Identity in Three Countries. Summit on Communication and Sport, Boise, Id., USA.
- Dominy, M. & **Ličen, S.** (2019, Mar.). Media Framing of FIFA's Human Rights Scandals, 2010-2018. Summit on Communication and Sport, Boise, Id., USA.
- Ličen, S.** (2018, Apr.). National Identification and Mediated Sport in Global Contexts. Summit on Communication and Sport, Bloomington, Ind., USA.
- Ličen, S.** (2018, Apr.). Twitter Activity of the International Basketball Federation. Summit on Communication and Sport, Bloomington, Ind., USA.
- Ličen, S.** (2018, Mar.). Twitter Activity of the International Basketball Federation. Washington State University Academic Showcase.
- Ličen, S.** (2017, Nov.). Impact and Legacy of the 2013 EuroBasket in Slovenia. Play the Game, Eindhoven, The Netherlands.
- Ličen, S.** & Willoughby, R. (2017, May). Focused World Engagement: Twitter Activity of the International Basketball Federation. North American Society for Sport Management conference, Denver, Colo., USA

- Ličen, S.**, Billings, A.C., & Brown, K. (2017, Apr.). Envisioning Slovenia, Telecast from Brazil: Relationships Between National Identity and Slovenian Viewership of the 2016 Rio Summer Olympic Games. Summit on Communication and Sport, Phoenix, Ariz., USA
- Sipocz, D., Coche, R., Billings, A.C., **Ličen, S.**, & Smith, L. (2017, Apr.). Covering the Rio Olympics (panel). Summit on Communication and Sport, Phoenix, Ariz., USA
- Ličen, S.** (2016, Nov.). Effects of Media Consumption of Two (Mega-) Events in Slovenia. North American Society for the Sociology of Sport, Tampa Bay, Fla., USA.
- Ličen, S.** (2016, Mar.). Cataloguing Sport Communication Programs: An IACS Initiative. Summit on Communication and Sport, Grand Rapids, Mich., USA.
- Ličen, S.**, Coche, R., Horky, T., Onwumechili, C., Wenner, L., Haynes, R. (2016, Mar.). The Internationalization of Communication and Sport. Summit on Communication and Sport, Grand Rapids, Mich., USA (panel organizer/moderator).
- Ličen, S.**, Butterworth, M.L., Grano, D.A., Oates, T.P., Wenner, L. (2015, Mar.). Forty Years of Mythic Spectacle. Summit on Communication and Sport, Charlotte, N.C., USA (panel organizer/moderator).
- Alspach, S.L., Horky, T., Nie T., Onwumechili, C., Walker, J., **Ličen, S.** (2015, Mar.). The Internationalization of Communication and Sport. Summit on Communication and Sport, Charlotte, N.C., USA (panel organizer/moderator).
- Hassall, K.M., & **Ličen, S.** (2015, Mar.). A Double Minority in a WASP's World: Impact of Media Representation on the Identities of Female Minority Rowers. Summit on Communication and Sport, Charlotte, N.C., USA.
- Ličen, S.** (2014, June). EuroBasket 2013: Perceived impact and potential legacy. Sport&EU conference, Köln, Germany.
- Ličen, S.**, Slabe-Erker, R., & Cole, A.N. (2014, May). Mega-events in new democracies: Public perception of benefits associated with the 2013 men's EuroBasket. North American Society for Sport Management conference, Pittsburgh, Pa., USA.
- Ličen, S.**, Lončar, M., Delorme, N., Begović, M., & Horky, T. (2014, Mar.). Major events for major promotion? International newspaper coverage of the 2013 Men's EuroBasket. Summit on Communication and Sport, New York City, N.Y., USA.
- Billings, A., Brown, N., Brown, K., Guo Q., Leeman, M., **Ličen, S.**, Novak, D. & Rowe, D. (2013, Aug.). From pride to smugness and the nationalism between: Olympic media consumption effects on nationalism across the globe.

Association for Education in Journalism and Mass Communication
Conference, Washington, D.C., USA.

- Ličen, S.** (2013, Feb.). "Congratweetlations!" 2012 Olympic twitting by the Slovenian public radio. Communication & Sport Summit, Austin, Tx., USA.
- Ličen, S.** & Billings, A.C. (2012, Nov.). Affirming nationality in trans-national circumstances: Slovenian coverage of continental franchise sports competitions. National Communication Association 98th Annual Convention, Orlando, Fla., USA.
- Kustec Lipicer, S., Slabe Erker, R. & **Ličen, S.** (2012, Sep.). Governance of sport for all policies in Slovenia. European Association for Sport Management Conference, Aalborg, Denmark.
- Ličen, S.** & Billings, A.C. (2012, Mar.). Cheering for "our" champs by watching "sexy" female throwers: Representation of nationality and gender in Slovenian 2008 summer Olympic television coverage. Communication & Sport Summit, East Peoria, Ill., USA.
- Ličen, S.** (2011, Oct.). Embracing or despising diversity? Sports broadcasts on public television, the case of Slovenia. Play the Game, Cologne, Germany.
- Ličen, S.** & Doupona Topič, M. (2010, May). Athlete portrayals in TV Slovenia's 2008 Olympic coverage. European Association for the Sociology of Sport, Porto, Portugal.
- Ličen, S.** & Doupona Topič, M. (2009, Nov.). Biased representations and bizarre remarks in Slovenian Olympic telecasts. North American Society for the Sociology of Sport, Ottawa, Canada.
- Billings, A.C., MacArthur, P.J., **Ličen, S.**, & Wu D. (2009, Nov.). Superpower on the Olympic basketball court: U.S. vs. China through four nationalistic lenses. North American Society for the Sociology of Sport, Ottawa, Canada.
- Ličen, S.** (2009, May). Us vs. them: Partisanship in the discourse of Slovenian sports telecasters. European Association for the Sociology of Sport, Rome, Italy.
- Ličen, S.** & Doupona Topič, M. (2009, May). Can the press fire a coach? An analysis of the relation between Aleksandar Džikić and newspaper journalists. European Association for the Sociology of Sport, Rome, Italy.
- Ličen, S.** & Bračič, M. (2008, Sept.). Attitudes to doping among players in Slovenian top-level basketball teams. International Scientific Conference on Kinesiology, Zagreb, Croatia.
- Ličen, S.** (2008, May). The respect of journalistic principles by sports journalists. European Association for the Sociology of Sport, Bled, Slovenia.

Ličen, S. (2006, Dec.). A comparison of play-by-play broadcasts of a basketball match on two TV stations. International Christmas Postgraduate School, Szombathely, Hungary.

Ličen, S., Plut, R., & Dežman, B. (2006, Aug.). Analysis of referees' interventions in basketball. World Congress of Performance Analysis of Sport, Szombathely, Hungary.

Ličen, S., Lozar Manfreda, K., & Hlebec, V. (2005, Sept.). The quality of survey questions published on Slovenian journalistic websites. International Conference of Applied Statistics, Ribno, Slovenia.

GRANT ACTIVITY AND PROPOSAL DEVELOPMENT

“Support for the internationalisation of AMU Staff-International Junior and Senior Exchange mobility programs,” to be submitted to Uniwersytet im Adama Mickiewicza w Poznaniu (Adam Mickiewicz University in Poznan). September 2025. Funded. Principal Investigator: Honorata Jakubowska, Host: Dunja Antunovic. Role: Research partner.

“International sport broadcasting,” submitted to the Washington State University College of Education 2024-2025 Faculty Research Funding Awards. July 2024-June 2025. Amount requested: \$4000, funded. Role: Principal Investigator (PI).

“British media coverage of English Premier League club ownership,” submitted to the Washington State University College of Education 2022-2023 Faculty Research Funding Awards. July 2022-June 2023. Amount requested: \$5000, funded. Role: Principal Investigator (PI).

“Krajša in daljša gostovanja tujih strokovnjakov in visokošolskih učiteljev na slovenskih visokošolskih zavodih 2019-2022” [Short-term and long-term visits by foreign experts and higher education instructors at Slovenian institutions of higher education, 2019-2022], funded by the Ministry of Education, Science and Sport of the Republic of Slovenia. Total value €10,655.59, funded. Role: Visiting faculty, long-term visit (three months).

“Un passo avanti” [A step forward], grant proposal submitted to the Chair/Con il SUD Foundation in Italy. Not funded. Role: Interpreter.

“Fool’s Gold: A Series,” proposal submitted to the Amazon Catalyst program. Amount requested: \$25,000, not funded. Role: Principal Investigator.

“Toward a Contemporary Measure of Nationalism,” proposal submitted to the FACE Foundation Thomas Jefferson Fund program. Amount requested: \$17,860, not funded. Role: Co-Principal Investigator (Co-PI), with Nicolas Delorme (University of Bordeaux in Bayonne).

“National Identification and Mediated Sport in Global Contexts,” proposal submitted to the Washington State University Office for Grants and Research Development 2017 New Faculty Seed Grant awards. Amount requested: \$20,400, not funded. Role: Principal Investigator (PI).

“National Identification and Mediated Sport in Global Contexts,” submitted to the Washington State University College of Education 2017-2018 Faculty Research Funding Awards. July 2017-June 2019. Amount requested: \$5000, funded. Role: Principal Investigator (PI).

“Towards a Theory of Sport Communication in Africa: A Theory of Sports Journalism,” Letter of Intent submitted to the Washington State University Office of Research Grand Challenges Seed Grant awards. Estimated amount: \$15,000, not funded. Role: Principal Investigator (PI).

“Content and motivation to follow social media in sports: An international study,” submitted to the Washington State University Office for Grants and Research Development 2015 New Faculty Seed Grant awards. August 2015-June 2016. Amount requested: \$29,025, not funded. Role: Principal Investigator (PI).

“Content and motivation to follow social media in sports: An international study,” submitted to the Washington State University College of Education 2015-2016 Faculty Funding Awards. August 2015-June 2016. Amount requested: \$4910, funded. Role: Principal Investigator (PI).

Virtual 5K for Research, funds recipient, October 2014. Amount collected: \$817, funded.

“Football as a Carrier of Identity Change”, international project submitted to the Humanities in the European Research Area Joint Research Programme on Cultural Encounters. June 2013-June 2016. Amount requested €160.000 (Slovenia only), not funded. Role: Principal Investigator (PI).

“Efficient State Support for Population Sports Activity” (orig. Učinkovita državna podpora za športno aktivnost državljanov), project No. V5-1031 funded by the Slovenian Research Agency (Agencija za raziskovanje Republike Slovenije). October 1, 2010-September 30, 2012. Amount granted: €30.000, funded. Role: Research associate.

TEACHING EXPERIENCE

SCHEDULED TEACHING

PENN STATE UNIVERSITY (2025-present)

COMM 170 Foundations of the Sports Industry

COMM 412 Sports, Media, and Society

COMM 498 (Special Topics): Sports Mega-Events

WASHINGTON STATE UNIVERSITY (2013-2025)

SpMgt 579 Mass Communication for Sport Organizations (in-person and online)

SpMgt 379 Sport Communication

SpMgt 367 Sport in American Society

SpMgt 384 Global Sport Management

SpMgt 491 Internship supervision

UNIVERSITY OF PRIMORSKA, FACULTY OF TOURISM STUDIES (Fall 2020)

Business Tourism and Events (graduate) (online synchronous)

Sport Tourism (graduate) (online synchronous)

Communication in Tourism

Congress Events and Tourism (online synchronous)

Congress Management (online synchronous)

Digital Marketing in Tourism (online synchronous)

Event Management

Fundamentals of Event Management

Sport Events and Tourism (online synchronous)

BEIJING SPORT UNIVERSITY (2015-2019)

Sport Journalism

UNIVERSITY OF LJUBLJANA, FACULTY OF SPORT (2005-2010)

Sport and Media

Sport Sociology

Theory and Methodics of Basketball

INVITED, GUEST, AND KEYNOTE LECTURES

University of Primorska, Faculty of Tourism Studies, *Motivations to watch sport* (undergraduate), Dec. 23, 2025.

Beijing Foreign Studies University, Centre for International Sport Communication and Diplomacy Studies, "Communication, Diplomacy, National Image: The Olympic Games of the 2020s and 2030s" symposium: *Early Framing of the 2034 Olympic Winter Games in American Media*, Beijing, China, May 24, 2025.

University of Primorska, Faculty of Tourism Studies, *Motivations to watch sport* (undergraduate), Dec. 2, 2024.

University of Maribor, Faculty of electrical Engineering and Computer Science, *Sports Journalism: Key Themes and Contents* (undergraduate), Nov. 28, 2024.

ECREA pre-conference proposal, "Communication and Sport" Temporary Working Group, *Communication and Sport: Reflections on Theoretical and Methodological Approaches to Study a Field at a Crossroads* (proposed keynote lecture), Sep. 22, 2024, preconference proposal declined.

University of Primorska, Faculty of Tourism Studies, *Motivations to watch and participate in sporting events* (graduate), Dec. 21, 2023.

University "Union – Nikola Tesla," Faculty of Sport. *Sport, media and business in Southeast Europe in the 21st century: Recommendations for professionals and scholars* (keynote lecture). *Sport, Business and Media* conference, Belgrade (Serbia), Oct. 13-14, 2023.

University of Primorska, Faculty of Tourism Studies, *Motivations to watch and participate in sporting events, and the 2022 FIFA World Cup* (graduate), Jan. 3, 2023

Beijing Foreign Studies University, Centre for International Sport Communication and Diplomacy Studies, "Transition, Transformation, Transcendence: International Forum on the Olympic Communication and Media Operation in the East Asia (2018-2022)," *Content Analysis of Official Social Media Accounts of the XXIV Winter Olympic Games*, Beijing, China, Apr. 23, 2022.

University of Primorska, Faculty of Tourism Studies, *Motivations to watch and participate in sporting events* (graduate), Dec. 23, 2021

Presidency of the Republic of Croatia to the Council of the European Union, *Role and Influence of Media in Sport* conference, keynote speaker, June 2020 (cancelled due to Covid-19)

Washington State University, Sport Management Research Meetings, *Sustainability in Sport Management Education at American Universities* (open), Oct. 9, 2019

Beijing Sport University, *Effects of Media and Sport* (all-university), June 6, 2019

Beijing Sport University, *Current trends in sport media* (all-university), June 4, 2018

University of Memphis, *Olympic Broadcasting* (undergraduate), Feb. 12, 2018

University of Ljubljana, Faculty of Social Sciences, *Sport journalism* (graduate), Nov. 23, 2017

Washington State University, Sport Management Research Meetings, *Impact and Legacy of Major Sports Events: Findings from the 2013 EuroBasket* (open), Oct. 25, 2017

University of Memphis, Honors College, *Olympic Broadcasting* (undergraduate), Nov. 7, 2016

Lewis-Clark State College, Dr. Bob Frederick Sport Leadership Lecture Series, [Lessons from the Rio 2016 Olympics](#) (all-university and general public), Oct. 12, 2016

University of Ljubljana, Faculty of Social Sciences, *Sport journalism* (undergraduate), May 25, 2016

University of Ljubljana, Faculty of Social Sciences, *Sport journalism* (graduate), Nov 18, 2014

University of Ljubljana, Faculty of Social Sciences, *Introduction to Sport Journalism* (undergraduate), Mar. 11, 2013

University of Primorska, *The relation between media and sport* (undergraduate), Dec. 13, 2012

University of Ljubljana, Faculty of Social Sciences, *Sports journalism discourse* (undergraduate), Nov. 12, 2012

University of Ljubljana, Faculty of Social Sciences, *Sports journalism and its relations with politics and corporate interests* (graduate), Nov. 7, 2012

University of Ljubljana, Faculty of Social Sciences, *Sports journalism and sports reporting* (undergraduate, graduate), 2012-2013

University of Alabama, *Cultural diversity in sports broadcasting: Notions of identity on Slovenian television* (undergraduate), Mar. 26-28, 2012

University of Ljubljana, Faculty of Social Sciences, *Sport as a tool of diplomacy* (undergraduate), Jan. 18, 2012

Also held **over 60** lectures, courses, workshops and seminars between **2003-2012** for a variety of professional institutions and organizations including Television Slovenia, Institute for Fair Play and Tolerance in Sport, Basketball Federation of Slovenia, Slovenian PR Society, I Came to Play NGO, City Office for Sport in Ljubljana.

STUDENT COMMITTEE MEMBERSHIPS

(asterisk denotes advisor role/committee chairmanship)

Doctoral dissertation

- Gabbie Iorio* (Penn State University), 2029
- Aaron Bonsu (Penn State University), 2026
- Kelsey Elizabeth Quinn (La Trobe University, Australia), 2022 – external examiner

Master's theses

- Hannah Martian*, 2024

- Nastja Čermelj* (Univ. of Primorska, Slovenia), 2022 – co-mentor
- Emily Weber*, 2020
- Mary Barnett*, 2016 – co-chair
- DJ Mackie, 2016

- Barbara Bejek*, 2016 (University of Ljubljana, Slovenia) – co-mentor
- Devon E. Carroll, 2015
- Kerry M. Hassall*, 2015

Master's comprehensive exam

- Brian Green, 2025
- Andreas Sloth, 2025
- Taylor Callow*, 2024
- Bailey Arnold*, 2023
- Gabriel Chaikin*, 2023
- Gabrielle Charles*, 2023
- Erica Fraley, 2022
- Robert Jackson, 2022
- Marie Lund-Hansen*, 2022
- Taylor MyCoy, 2022
- Austin Melhart, 2022
- Scott J. Driscoll*, 2021
- Lewis Hubbard*, 2021
- Kylar Hunt, 2021
- Andrew Kalahar*, 2021
- Hailie Palafox, 2021
- Taylor Shewchuk, 2021
- Marit Thorkildsen, 2021
- Cassie Thompson*, 2020
- Binta Bojang, 2020
- Melissa Dominy*, 2020
- Hayley Halkovic*, 2020
- Monica McNamara, 2020
- Shaorui Zhu, 2020
- Rachel Horras, 2019
- Jordan Hunter, 2019
- Wei Ching Liao*, 2019
- Kaitlyn Layman*, 2019
- Titus Nordquist, 2019
- Jacob Staniszewski, 2019

- Michael Marlow*, 2018
- Henry Evans*, 2018
- Jaime Flowers, 2018
- Cheyenne Gaspar, 2018
- Marielle (Molly) Gagnon, 2018
- Deja'Nay Gilliam*, 2018
- Kourtney Guetlein, 2018
- Melissa Olsen, 2018
- Gordon Anderson, 2017
- Ethan Cobb*, 2017
- Kelly Forsyth, 2017
- Korin Hedlund, 2017
- Alec Hurley, 2017
- Dominique Kropp, 2017
- Anastasia Rarig, 2017
- Jessica Reagan, 2017
- Robert Willoughby, 2017
- Chase Winkler, 2017
- Hayase Yoshizumi, 2017
- Brandon Altenburg, 2016
- Kendall Boliba*, 2016
- Christine Cook, 2016
- Giles Dakin-White, 2016
- Leigha Krick, 2016
- Katelyn Spradley*, 2016
- Tess Taylor*, 2015
- Spencer Roland, 2015
- Jennifer Hale, 2015
- Rachel Wright, 2015
- Hannah Gwazdauskas, 2015

Master's temporary advisor

- Esther Akinniyi, 2024 (thesis)
- Danielle Suh, 2024 (comp.)
- Marie Benedetti* (comp., 2024)

- Michael Chwaluk* (comp., 2024)
- Dalton Dierickx* (comp., 2024)
- Spencer Leal* (comp., 2024)

- Christopher Mackey* (comp., 2024)
- Juliva Motuga* (comp., 2024)
- Simon Samarzich* (comp., 2024)

Honors theses

- Lauren Harth*, 2027 (forthcoming)
- Julia Henry*, 2027 (forthcoming)
- Samuel DuByne, 2023
- William Millick, 2021
- Emily Fallin*, 2021
- Julia Brady*, 2019
- Jim Crawford*, 2015
- Kelly Forsyth, 2015
- Jaci Barbano, 2014

Ronald E. McNair Post-Baccalaureate Achievement Program

- Teresa Zaragoza*, 2017-2018

Bachelor's theses (University of Ljubljana)

- Mojca Horn, 2012
- Peter Pavšič, 2011
- Alenka Perhavec, 2011
- Stjepan Paladin* (co-mentor), 2010
- Gašper Sojar, 2010
- Jaka Potrpin, 2009
- Jurij Nučič, 2009
- Gregor Štorman, 2009
- Polona Jarc, 2006

ACADEMIC SERVICE

JOURNAL EDITORSHIP

Communication and Sport, *Assistant Editor (Communication)*, 2025-current

Academica Turistica – Tourism and Innovation Journal (AT-TIJ), *Associate Editor*, 2023-2027

Communication and Sport, *Special issue co-editor: Sport and Mediatization: Sports Events and Cultures Across the World*, 2021-2022

Sport & EU Review, *Co-editor*, 2010-2014

EDITORIAL BOARD MEMBERSHIPS

Journal of Global South Sport Studies, 2025-present

Communication and Sport (impact factor: 3.183), 2019-2024

Sociology of Sport Journal (impact factor: 2.349), 2014-2017

Journal of ALESDE (Asociación Latinoamericana de Estudios Socioculturales del Deporte), 2010-2015

Šport (Ljubljana), 2009-2011

JOURNAL AND BOOK REVIEWERSHIPS (alphabetical order)

Chinese Journal of Communication
Communication and Sport
Edward Elgar (book chapter review)
European Journal of Communication
Humanities and Social Sciences Communications
International Journal of the History of Sport
International Journal of Sport Communication
International Journal of Sports Marketing and Sponsorship
International Review for the Sociology of Sport
Journal of Global South Sport Studies
Journal of Sport Management
Journalism Practice
Mass Communication and Society
Medijska istraživanja/Media Research
New Media and Society
“Promocija i PR na sportskom tržištu: Marketinška perspektiva” (book reviewer)
Routledge (book proposal reviewer)
Science of Gymnastics
Sociology of Sport Journal
Southeastern Europe
Sport in Society
Sustainable Development
Šport

CONFERENCE BOARD MEMBERSHIPS

Northwest Association for Sport in Higher Education symposium, Program committee, Seattle, Wash., 2025
Sport, Business and Media conference, Scientific committee, Belgrade, Serbia, 2024
Northwest Association for Sport in Higher Education symposium, Program committee, Seattle, Wash., 2024
Play the Game 2019 conference, Program Committee, Colorado Springs, Colo., 2019
5th Conference of the European Association for the Sociology of Sport, Secretary, Organizing Committee, Bled, Slovenia, 2008

CONFERENCE REVIEWERSHIPS (alphabetical order)

European Association for the Sociology of Sport
European Communication Research and Education Association
Kinesiology (Zagreb)
National Communication Association
North American Society for Sport Management
Northwest Association for Sport in Higher Education symposium
Play the Game
Summit on Communication and Sport

LEADERSHIP IN ACADEMIC AND PROFESSIONAL ORGANIZATIONS (selected)

Digital Cultures and Sports Research Laboratory (DiCS Lab), University of Salerno (Italy), Scientific Committee, **2025-present**

External Tenure and Promotion reviewer, Miami University (OH), Southern Methodist University, University of Alabama, University of Ljubljana, University of Nebraska-Lincoln.

External Curriculum reviewer, Department of Foreign Languages, Beijing Sport University, China, **2017**

International Association for Communication and Sport, Board of Directors, **2012-2016**

UNESCO Management of Social Transformation (MOST) National Committee, Member, **2012-2015**

SPOLINT—International Institute for Sustainable Development, Policy, and Diplomacy of Sport, Advisory Board, **2010-2016**

UNESCO Slovenian National Commission, Member, **2010-2014**

Society of Young Researchers of Slovenia, President, Selection Committee, Mentor of the Year Award, **2010, 2011**

I Came to Play, Academic Director, basketball-humanitarian camp for youth from post-conflict Yugoslavia, Fruška Gora, Serbia, **2009-2010**

Society of Young Researchers of Slovenia, Executive Board, **2007-2009**

SPORT INDUSTRY LEADERSHIP ROLES (selected)

Institute for Sports and Events Medvode (Zavod za šport in prireditve Medvode), Technical Committee, **2013-2014**

Sport Union of Slovenia (Športna unija Slovenije), Technical Committee, **2009**

Association of Basketball Officials of the Slovenian Coast (Društvo obalnih košarkarskih sodnikov), Founding Member (**2003**), Board Member (**2003-2011**), President, Technical Committee (**2003-2007**)

Slovenian Association of Basketball Officials (Združenje košarkarskih sodnikov Slovenije), Secretary of the Technical Committee, **2003**

PENN STATE UNIVERSITY SERVICE (selected)

Sports Media minor, prospectus developer (**Summer 2026**), subcommittee member, **September 2026-present**

Master of Arts in Media Studies, Admissions Committee member, **2026-present**

New Master of Professional Studies program, lead author, **2025-present**

Guest visits, Samindra Kunti (convenor, **December 2015**)

WASHINGTON STATE UNIVERSITY SERVICE (selected)

International Affairs Senate Committee, establishing workgroup member, **Fall 2024-present**

Athletics Council, member, **Fall 2023-present**

Faculty Senate Committee on Committees, member, **2022-present**

College Graduate Studies Committee, member, **2022-present**

Sport Management Students of Color affinity space, creator, **2021-2023**

College Scholarship Committee, member, **2020-2022**

University Graduate School Mentor Academy, member, **2020-present**

Faculty mentoring committees, Dr. Chinhoo “Alex” Gang (chair), **2023-present**; Dr. Jeff Walls, **2019-present**; Dr. Scott Jedlicka (chair), **2019-2023**; Dr. Emma Ariyo (chair), **2021-2023**; Dr. Tae Ho Kim (co-chair), **2019-2020**

College Grants and Research Advisory Committee, member, **2017-2020, 2023-present**

University Visioning Conference, delegate, **2019**

Hiring committees, Sport Management tenure-track assistant professor (chair, three hires), **2022-2023**; University Recreation, Assistant Director for Competitive Sports, **2022**; Administrative manager (two searches), **2022**; Sport Management career-track assistant professor, **2021**; Kinesiology tenure-track assistant professor, **2018-2019**

WSU Unified Sports Club, committee chair, **2018-2020**

College Leadership Team, member, **2018-2023**

Memorandum of Understanding, Orchestrated the signing of a MOU between Washington State University and Beijing Sport University, **2017-2018**

Sport Management Research Meetings (Monthly faculty and student research presentation series), Creator and director, **2016-2020**

Study Abroad Program Director (cancelled due to insufficient registrations), **2016**

College Diversity and International Committee, member, **2015-2020**

Three-Minute Thesis, judge, **2015**

Undergraduate program assessment, committee member, **2014-2017** and **2024-present**; director, **2018-2023**

Graduate program assessment, committee member, **2014-2017** and **2024-present**; director, **2018-2023**

Gordon-Enberg Sport Management Speaker Series, Jens Sejer Andersen (convenor, **2014**), Andrew Billings (convenor, **2015**), Mike Gastineau (support, **2016**), Tom Farrey (support, **2017**), Ashleigh Thompson (convenor, **2019**), Vitaly and Iuliia Stepanov (convenor, **2020**, cancelled/Covid-19).

New Faculty Orientation, panellist, **2014**

Scholarship application reviewer, **2014-2022**

Recruitment, retention and student development activities, incl. University Week of Welcome, Department of Athletics' Professional Development Kickoff, University Preview, Future Cougars of Distinction (all multiple times), **2014-present**

Social media director, Sport Management program, **2013-present**

MEGA EVENTS PARTICIPATION

2022 FIFA World Cup (Qatar, 2022), Attended and credentialed as part of RTV Slovenija's broadcasting crew

XXIV Olympic Winter Games (Beijing, 2022), Credentialed as part of RTV Slovenija's broadcasting crew, did not attend due to Covid-19 restrictions

Games of the XXXII Olympiad (Tokyo, 2021), Credentialed as part of RTV Slovenija's broadcasting crew, did not attend due to Covid-19 restrictions

Games of the XXXI Olympiad (Rio de Janeiro, 2016), Attended and credentialed as part of RTV Slovenija's broadcasting crew

MEDIA APPEARANCES

SUMMER 2026

August 24 (TV): After the LA Lakers minicamp in Slovenia, *24ur Zvečer* newscast on Pop TV: https://www.24ur.com/video/iz-24ur-zvecer-po-obisku-lakersov_63637049.html

August 20 (TV): LA Lakers minicamp in Slovenia, *24ur Zvečer* newscast on Pop TV: https://www.24ur.com/video/iz-24ur-zvecer-kaj-obisk-zvezdniko-la-lakers-pomeni-za-promocijo-slovenije_63635011.html

August 13 (TV): LA Lakers sale commentary, *24ur Zvečer* newscast on Pop TV:

https://www.24ur.com/video/iz-24ur-zvecer-kaj-prodaja-pomeni-za-luko-doncica_63631714.html

August 5 (TV): Quote on FIFA's attempt to privatize the World Cup for *Dnevnik*, TV Slovenija's newscast: <https://365.rtvlo.si/arhiv/dnevnik/175240852> (21:30 onwards)

July 21 (news agency): Interview on foreign athletes in NCAA basketball for the Slovenian Press Agency: <https://www.sta.si/3580257/profesor-sportnega-novinarstva-v-zda-licen-liga-ncaa-ponuja-visoko-raven-tekmovanja-a-obstajajo-tudi-minusi>

July 17 (TV): *Dobro Jutro* morning show interview on mediated sport and the FIFA World Cup for TV Slovenija: <https://365.rtvlo.si/arhiv/dobro-jutro/175236952>

July 13 (TV): Quote on VAR technology at the FIFA World Cup for *Dnevnik*, TV Slovenija's newscast: <https://365.rtvlo.si/arhiv/dnevnik/175236125>

July 5 (radio & podcast): Interview for *Sunday Guest* show on Val 202, Slovenia's most popular radio channel: <https://val202.rtvlo.si/podkast/nedeljski-gost/135/175233215>

June 30 (TV): Guest in TV Slovenija's World Cup studio show (22:00 onwards): <https://365.rtvlo.si/arhiv/nogomet-je-zakon/175233318>

June 28 (print): Interview on the FIFA World Cup for NeDelo, Slovenia's flagship Sunday broadsheet: <https://www.delo.si/nedelo/religija-pod-pritiskom-komercializacije>

June 9 (TV): Interview on sport, politics and the FIFA World Cup in *Globus*, TV Slovenija's flagship foreign policy show: <https://365.rtvlo.si/arhiv/globus/175228092> (11:00 onwards)

ALL

Interviewed by or quoted in the following media outlets in Estonia, Italy, Serbia, Slovenia, the United Kingdom, Ukraine, the United States: **Ampak** (2008), **Daily Evergreen** ([May 1, 2017](#); [February 13, 2019](#); [April 18, 2024](#)), **Delo** (incl. December 22, 2011, May 11, 2013, [May 8, 2018](#)), **Dnevnik** (incl. [August 19, 2014](#)), **Finance** ([September 17, 2013](#)), **The Guardian** ([October 9, 2014](#)), **Harrisburg Patriot-News** (April 24, 2011: [1](#), [2](#)), **Huffington Post** (op-ed on [August 22, 2016](#)), **Jalka** (October 2015), **KLEW** ([August 21, 2014](#), TV and web), **Lewiston Tribune** (October 28, 2014), **MMC RTVSLO** (incl. [July 31, 2009](#), [February 5, 2014](#), [March 24, 2014](#), [September 1, 2014](#), [August 3, 2016](#), [August 26, 2016](#); [March 27, 2019](#)), **N1** ([February 8, 2025](#)) **Nedeljski Dnevnik** (September 2017), **NeDelo** ([February 7, 2025](#); [June 28, 2026](#)), **NetsDaily** ([September 16, 2006](#)), **Pacific Standard Magazine** ([January 30, 2014](#)), **POP TV** (incl. [November 5, 2020 \(US elections\)](#); [November 6, 2024 \(US Elections one](#) and [two](#); January 2021; February 4, 2025 [twice](#); [February](#)

[11, 2025](#); [February 28, 2025](#); [April 10, 2025](#); [April 15, 2025](#); [June 4, 2025](#); [June 9, 2025](#); [November 12, 2025](#); [January 27, 2026](#); [August 13, 2026](#); [August 20, 2026](#); [August 24, 2026](#)), **Primorske novice** (incl. [December 22, 2011](#)), **Radio Capodistria** ([December 5, 2015](#), [August 7, 2016](#), [March 4, 2018](#), [July 4, 2018](#), [August 31, 2020](#), [August 5, 2024](#); [March 21, 2026](#)), **Radio Capris**, **Radio Hit**, **Radio Slovenija** (incl. [1, September 18, 2013](#), [January 9, 2014](#), [February 4, 2014](#), [June 12, 2014](#), [August 3, 2016](#), [August 18, 2016](#), [August 28, 2020](#); [July 5, 2026](#)), **Radio Sora**, **RTV Slovenija** **USA Elections podcast** ([October 2024](#)), **Slovenian Press Agency** (incl. [July 21, 2026](#)), **Slovenske novice**, **Sotočje** (2013), **Številke** podcast ([January 30, 2015](#)), **Tennis Italiano** (September 2005), **TV Apolo** (August 2010), **TV Koper-Capodistria** (incl. [October 29, 2015](#)), **TV Maribor**, **TV Medvode**, **TV Slovenija** (incl. [March 3, 2025](#); [June 9, 2026](#); [June 30, 2026](#); [July 13, 2026](#); [July 17, 2026](#); [August 5, 2026](#)), **Večer** (incl. [August 6, 2022](#), [August 12, 2024](#)), **WalletHub** ([August 2016](#), [May 2024](#)), **Washington State Magazine** ([Summer 2015](#)), **WikiNews** (November 16, 2013, in [English](#) and [Ukrainian](#)), **WSU News** ([October 7, 2013](#), [August 12, 2014](#), [October 27, 2014](#), [March 25, 2015](#), [January 17, 2017](#), [October 23, 2017](#); [February 26, 2019](#), [March 27, 2019](#), [November 14, 2023](#)).

PROFESSIONAL MEMBERSHIPS (alphabetical, selected, some not current)

Association for the Study of Sport and the European Union (Sport & EU)
Commission on Sport Management Accreditation (COSMA)
European Association for Sport Management (EASM)
European Communication Research and Education Association (ECREA)
International Association for Communication and Sport (IACS)
National Communication Association (NCA)
North American Society for Sport Management (NASSM)
North American Society for the Sociology of Sport (NASSS)
Society of Sport Journalists of Slovenia (Društvo športnih novinarjev Slovenije)
World Association for Sport Management (WASM)