

LIBERAL ARTS MATTERS

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NEW NAME. DOUBLE MEANING.

Welcome to our newly renamed IU School of Liberal Arts at IUPUI newsletter--*Liberal Arts Matters*. And what a fun name it is for those of us who love the liberal arts! Taking a peek at the Merriam-Webster online dictionary, "matters" can be a noun that refers to what is "being done, talked about, or thought about." In other words, *Liberal Arts Matters* keeps you informed on all the good things going on with our faculty, staff, students, and school. "Matters" can also be, however, a verb that means "to be important." The Liberal Arts are important; they help us understand who we are as human beings, they guide us as we seek to understand the world and its diverse cultures, and they enable us to be better, more informed citizens. In addition to all that, the liberal arts are important in the ways they prepare students (and graduates) for fulfilling professional lives. And, because it is May—the month of the Indianapolis 500—this issue focuses on sports in Liberal Arts.



I hope you enjoy reading about two new books from our faculty: one examines the issue of Native American mascots in American sports, the other analyzes issues of race within American sports. In addition, this issue highlights two sports-related programs within the school: motorsports studies and our Sports Capital Journalism Program.

So please enjoy this electronic newsletter from our school, a place where the liberal arts really do matter!

Thomas J. Davis
Dean, IU School of Liberal Arts at IUPUI

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SPORTS CAPITAL JOURNALISM PROGRAM PUTS STUDENTS FRONT AND CENTER AT MAJOR EVENTS

Imagine being a college student and your homework includes reporting on an Indianapolis Colts game or interviewing tournament champion basketball players or profiling a potential future gold-medal-winning Olympic gymnast.

For Sports Capital Journalism Program students, the classroom extends to the NFL, NBA, IndyCar, NCAA and more.

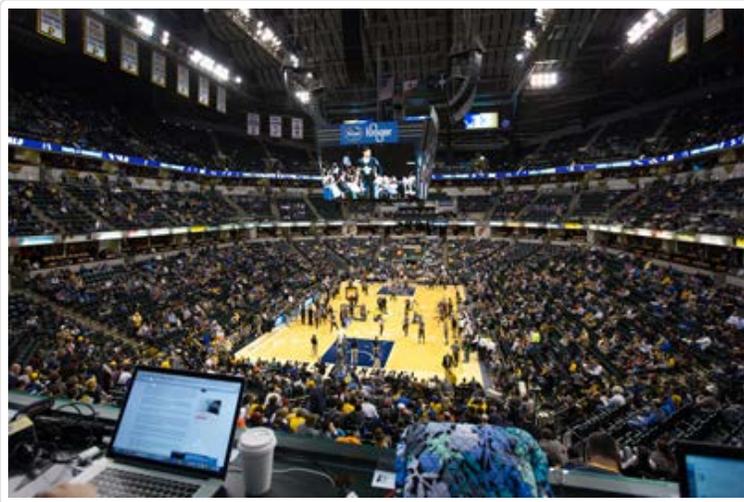
And they aren't just watching sporting events. They are wearing coveted press credentials, jockeying for position at post-game press conferences alongside some of the world's best journalists, and stepping into locker rooms to interview athletes.

"You're in the middle of a major event. You have a list of assignments you are expected to complete in a period of several days, and you only have so many opportunities to collect the interviews and information you are looking for. And there are a lot of other people who are doing the same thing at the same time. It's a challenge for an established professional," said Program Director Malcolm Moran, and one of several program faculty members. "For a student, it can be very intimidating."



Student Rebecca Harris interviews University of Connecticut women's basketball player Morgan Tuck about the team's quest for a fourth straight national championship.

Student Emily Kennedy, who covered the 2016 Big Ten Women's Basketball Tourney, came face-to-face with an intimidating task. One of the tournament's major plotlines was the Minnesota Golden Gophers' need to advance to make the NCAA Tournament. During the previous month, senior star player Rachel Banham



A view from the press box. Sports Capital Journalism Program students made Banker's Life Fieldhouse an extension of their classroom.

had been on fire, at one point scoring 60 points in a game and drawing praise from NBA superstar Kobe Bryant. Minnesota's dream of continuing Banham's storied career hit a roadblock in their first game of the tournament, however, when they were upset by Northwestern, a team that finished near the bottom of the Big Ten standings.

Kennedy interviewed Minnesota players following the loss. "I didn't want to go in [the locker room]," she said. "I knew as a media person it's something I have to do, but I was hoping to avoid it."

She described the scene: a defeated team of college athletes, motionless and distraught, tears in their eyes. Kennedy chose not to record her conversations with the players out of respect for their pain. "It was humbling," she said. "It made me have a sense of where we need to be as journalists, the line we have to tow. You have to be compassionate. I think at times that gets lost when trying to get answers."

"The learning experience for me was 'how do we still be journalists and decent human beings,'" she said.

It's these opportunities that put classroom teaching to work.



*Professor Malcolm Moran
Director of the Sports Capital
Journalism Program*

Much as a star athlete will run through drills to prepare for game day, the classroom offers opportunities for students to learn what to expect when covering an event. Moran conducts mock press conferences for his students. Another class has students pretending to be beat writers for a team of their choosing, each week pitching a new article to their classmates and receiving feedback on how to strengthen their ideas. And there are talks with professionals such as ESPN NFL Insiders Bill Polian and Mark Dominik.

Recently, students have also attended and written articles about Indiana Pacers and IUPUI Jaguars games, watched a live Big Ten Network taping and visited the production truck, and served as interns for local organizations such as USA Gymnastics and USA Track and Field, as well as local news publications.

"Through this program and the people who teach it—they have such a good contact base—it has provided interesting interactions," Kennedy said of her experiences as a student. "Going into the program I never thought I would meet and talk with so many amazing people."

The program doesn't send students off to events alone. Faculty members accompany them, help them prepare, provide guidance and feedback, and introduce them to professionals also in attendance. Navigation, Moran said, is the key to completing assignments, and for a first-timer, knowing where and

when to go is one of the most challenging aspects of covering a sporting event. There are limited options to interview participants, and other journalists also have their own assignments to complete.

But Moran and his colleagues want students to know they belong there among the professionals.

"Once you are there and you have your credential, you are an equal," he said. "You can look up to someone whose work you admire, but you are an equal and you have every right to go about your business."

And there's no better place for a sports journalist to show they belong than a major sporting event. Between the NCAA men's and women's basketball Final Four in Houston and Indianapolis, Pacers and Colts games, and the Indianapolis 500, the Sports Capital Journalism Program teaches students world-class skills to cover world-class events.

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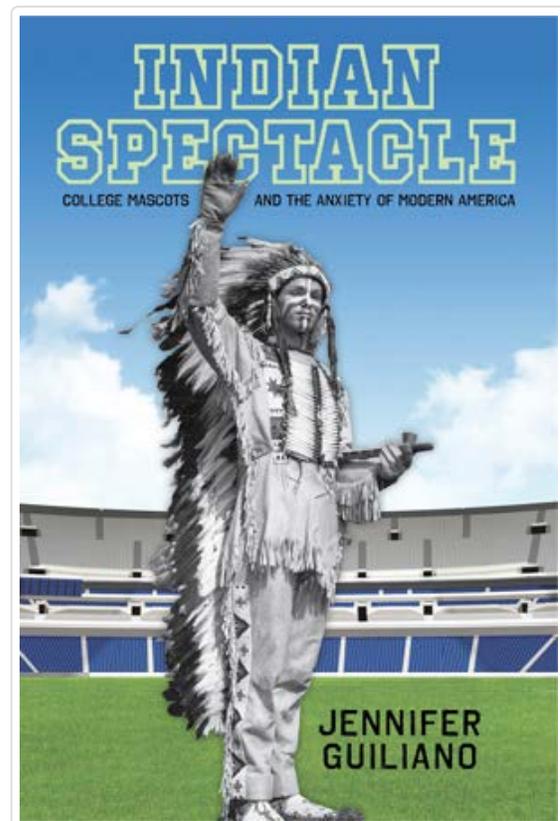
LIBERAL ARTS PROFESSOR'S BOOK EXPLORES HISTORY, CONTROVERSY OF NATIVE AMERICAN SPORTS MASCOTS

The Washington Redskins. The Atlanta Braves. The Cleveland Indians. The Florida State Seminoles. The Central Michigan Chippewas. The Fighting Illini. In the world of sports—from pee wee teams to major leagues—Native American team names have long been part of the game. And controversy has often followed.

Assistant professor of history Jennifer Guiliano, author of *Indian Spectacle: College Mascots and the Anxiety of Modern America* (Rutgers University Press), brings light to Native American-related sports mascots and the inherent controversy. Guiliano's work covers the history and culture clash involved in choosing Native American names and images for sports franchises.

"There's a lot of history behind using native imagery as representation in America," said Guiliano. "That starts in the 18th and 19th century, when in newspapers, in articles and advertisements, you have representations of Indianness. It wasn't unusual to see illustrations of Indians. Where it becomes tied to mascotry is in the 1920s when the University of Illinois—in an attempt to create a halftime spectacle for its band performance—merges in Indian representation, and you see the origins of Indian mascotry."

While the Washington Redskins continue to fight the most high-profile battle for retaining a team name, the Native American as sports mascot is slowly working its way out of sporting culture, said Guiliano. Over the past few years, high schools and colleges have worked to remove Native American-related imagery from their campuses. At Amherst College, for example, the university recently decided to do away with its unofficial mascot, Lord Jeffrey Amherst. He was an 18th-century Massachusetts military commander who, in 1763, endorsed giving smallpox-infected blankets to Native Americans. On a professional level, since the 1990s, new sports leagues such as Major League Soccer and the Women's National Basketball



Association (WNBA) have opted for abstract mascots such as the San Jose Earthquakes or Indiana Fever—entirely removing culturally sensitive issues from the equation.

Guiliano knows first-hand the power of long-established Native American team names and mascots. She grew up in a family of University of Illinois Fighting Illini fans. But it wasn't until she attended college at Miami University in Ohio—entering as a freshman the year the university changed its mascot from the Redskins to the Redhawks—that she began to understand what was at stake when Native American icons and representations are used in the context of sports.

One of Guiliano's major hypotheses about the use of racial mascots involves white male anxiety in the early 20th century. That anxiety, she argues, led many in the American middle class to turn to sports as a way to define masculinity after World War I.



Jennifer Guiliano
Assistant Professor of History

"I think there is still a lot of concern about who we are as Americans and what it means to be Americans in a 21st-century global way," Guiliano said. "And I think a lot of people want to align themselves with their local communities and schools and feel that they are part of something. Mascotry and the talk of mascotry really has a lot to do with people's desires to belong to something."

But what effect do team names and images have on Native American children when they see their cultures inaccurately depicted and stripped of historical context? Research has led experts to link Native American mascots to self-esteem issues, poor school performance, and even substance abuse and suicide in Native American families and communities.

Despite the ongoing battle, Guiliano hopes this will be a non-issue in 20 years. She said one of the great assets to countering pro-mascot sentiments is the liberal arts, which allows students not only to learn and understand the issue's origins but also, critique and counter supportive arguments.

"Learning sociology, political science, English and all of these great liberal arts disciplines teaches you how to listen to someone tell you something and think, 'Do they have good evidence?', 'Is this a good argument?' Then, when you have an argument you want to make, you are much more articulate and organized and empathetic to the context," she said. "That's where the power of a liberal arts education comes into play with this. We're not just better informed about what happened in the past and what is going on in the present, but we're also more savvy consumers. We become much more engaged than we would be without the liberal arts."

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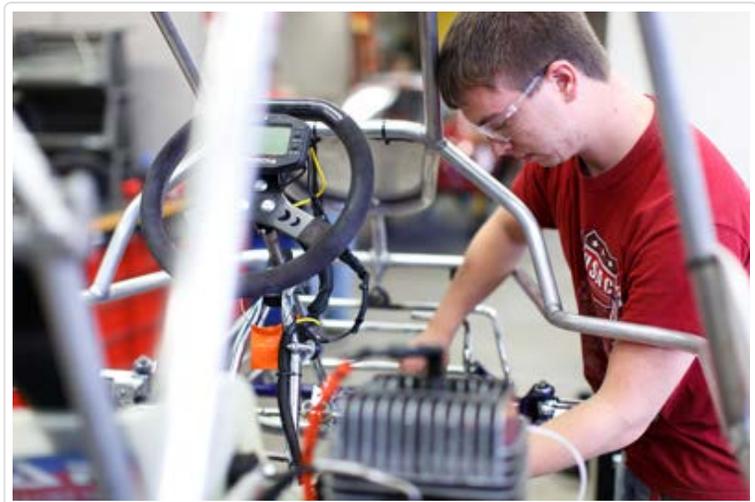
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MOTORSPORTS STUDIES BRINGS LIBERAL ARTS, STEM TOGETHER

Liberal arts may seem a strange place for studying motorsports, but at IUPUI, the two are perfect partners.

In 2008, then-Liberal Arts Dean Robert White created the Department of Motorsports Studies undergraduate certificate as an offshoot of the Motorsports Engineering program in the School of Engineering and Technology at IUPUI. The Certificate of Motorsports Studies is a 21-credit hour program that includes nine hours of core courses in motorsports, nine hours of focused electives, and a three-credit capstone course.



"We are everything besides engineering," said Andy Baker, lecturer in geography and Motorsports Studies program director. "We can help students who are future racers and engineers learn a little bit of the history, how to market, business—all the things that involve not touching a car."



The Motorsports Studies program gives

Baker said students come into the program with a variety of interests. Students have focused on such areas as communications, racing journalism, event management, and the business of motorsports.

Projects have included working with motorsports teams, such as designing and presentation of social media strategies to professionals in the industry.

Graduates of the program have gone on to work with organizations such as Erik Jones Racing and Bilardi Racing.

students an opportunity to learn the non-engineering side of racing.



*Andy Baker
Lecturer in Geography and
Motorsports Studies program
director*

Baker's relationship with racing is life-long. His parents named him Andrew James so that he would share initials with racing legend A. J. Foyt. He attended his first

Indianapolis 500 in 1988 at the age of eight and has sat in the same seat for every race since. His interest evolved as he learned about different styles of racing. As a researcher and geographer, he used his skills to examine the impact of the racing industry on long-time racing cities and those new to the sport.

Baker said a program of this nature could exist in only a handful of cities - Indianapolis, Charlotte, North Carolina (where NASCAR is headquartered), or in England (where Formula One is popular). So IUPUI students are fortunate to have access to such a unique offering.

Because of a slowdown in racing's growth as a sport Baker said there will be growing demand for engineers with skills beyond working on cars.

When it comes time to hiring, racing teams will look not just for engineering skills but also for good communicators who can help attract and keep corporate sponsors, organize hospitality events, serve as spokespeople, and more. "Because of the shift in the industry," said Baker, "it will need people who have skills both in the sciences and arts."

Visit the [Department of Motorsports Studies](#) site for more information.

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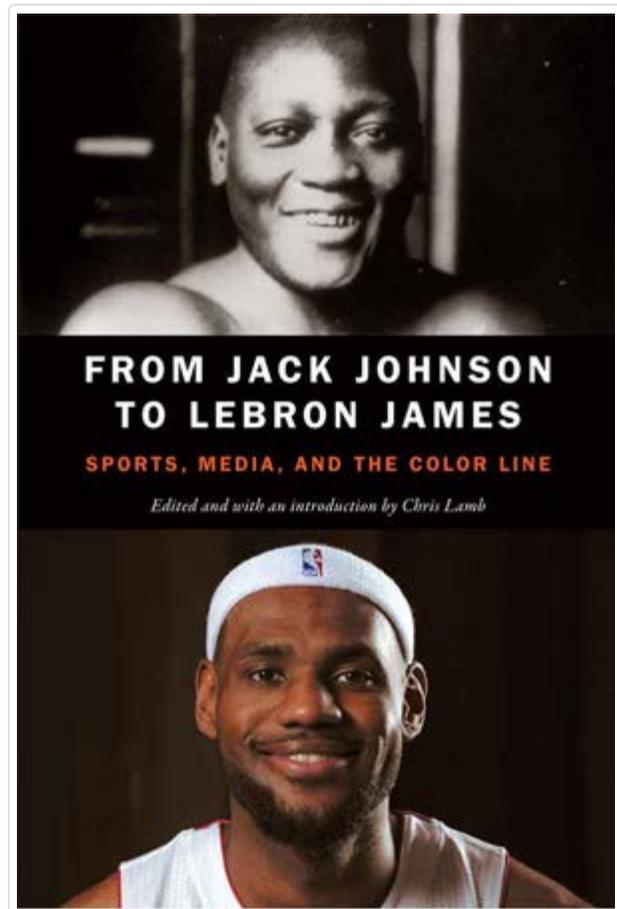
PROFESSOR AND AUTHOR CHRIS LAMB SHARES INSIGHTS ON RACE AND SPORTS

It's easy to turn on a sporting event and believe the modern sports world exists in a perpetual state of racial harmony. Sports fans know the story of baseball legend Jackie Robinson and Olympic hero Jessie Owens, but the struggles those men faced are a thing of the past, right?

No. Racism has reared its ugly head many times in just the last decade.

- Former Los Angeles Clippers owner Donald Sterling was all over the news when he lost his NBA team because of a racist rant.
- Radio commentator Don Imus made racist and sexist comments about the Rutgers women's basketball team following its loss to Tennessee in the 2007 NCAA national championship game.
- Seattle Seahawks player Richard Sherman, a Stanford graduate, was called a thug.
- This year's Super Bowl saw the comparison of quarterbacks Peyton Manning and Cam Newton based on behavior rather than ability.
- The debate to pay college athletes is racially divided. A higher percentage of African Americans want to see student-athletes paid for their efforts, while a majority of white Americans want athletes to honor the love and purity of the game by playing for free.

Racism in sports interests Chris Lamb, professor of journalism in the IU School of Liberal Arts at IUPUI. In his most-recent book, *From Jack Johnson to LeBron James: Sports, Media, and the Color Line* (University of Nebraska Press), he explores how sports reporters have neglected and contributed to the issue of race.



Professor Lamb talked with *Liberal Arts Matters* about his book and the race issues that permeate the playing field.

What interested you in this topic and how did you come to write a book about it?

I've written two books about the integration of baseball: *Blackout: The Untold Story About Jackie Robinson's First Spring Training* (Bison Books) and *Conspiracy of Silence: Sportswriters and the Long Campaign to Desegregate Baseball* (University of Nebraska Press). This research introduced me to the fact that sportswriters were aware that black athletes were the equals of and often superior to white athletes and kept that from their readers. I wanted to collect articles from other scholars to demonstrate how the issue of race played out in other sports.

How have sports journalists handled race in the past? At what point in time did the media begin to change how they covered these issues?

When boxer Jack Johnson won the heavyweight championship a century ago, it set off race riots across the country. White America became so incensed it manufactured criminal charges against Johnson and put him in jail. The same thing happened to Muhammad Ali in the 1960s. White sportswriters tolerated black athletes as long as they kept their mouths shut. Things have changed. But racism continues to have a long shadow in America.



Chris Lamb
Professor of Journalism

What are some of the defining moments in sports that forced the media to address race?

Jackie Robinson and the integration of baseball was not just the most important civil rights story in the 20th century, it was also one of the most important civil rights stories in America. Muhammad Ali confronted the sensibilities of white America. Sportswriters denigrated Hank Aaron, a black man, for breaking Babe Ruth's all-time home run record. We love cheering in movies for blacks who overcome racism but the cheers are more restrained when the black team is actually beating the white team.

How has language been used to exclude accomplishments of non-white athletes? How is language being manipulated today to reduce/stereotype athletes of color?

There are many examples. Sports columnists and sports radio talk show hosts didn't like it when Cam Newton showed exuberance after a touchdown. A lot of whites in the media don't like it when Latin players flip their bat after hitting a home run. You still sometimes hear a white point guard referred to as a "blue-collar guy" while a black point guard is called a "natural," implying that the black guard was born talented and the white guard had to work for everything he has.

What role can the liberal arts and journalism play in addressing racial equality in sports and beyond?

We can help our students become aware of the history of racism in America. One way we can do that is by looking at sports. We can talk about the state of racism in sports. Every athlete is supposed to be equal in sports. This may be happening on the field but what about in the owners' boxes, the coaching staffs, the broadcast booths, and the press boxes?

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SCHOOL OF LIBERAL ARTS SOCIAL MEDIA



Liberal Arts student Kirat Sandhu participated in Lady Gaga's Oscars performance featuring sexual assault survivors. Sandhu, a philanthropic studies and women's/gender studies major, serves on the National Student Advisory Committee of the It's On Us campaign and helped bring the campaign to IUPUI



Two liberal arts students are among the 33 women from Indiana named 500 Festival princesses. Nina DeWitt (junior, biology and Spanish) and Kylee Stewart (junior, journalism) will receive a \$1,000 scholarship and will participate in 500 Festival community outreach programs as well as Victory Circle celebration for the 100th running of the Indianapolis 500.

To help showcase African American contributions to Indianapolis, the Africana Studies program introduced a video series highlighting academic programs and local citizens who help shape their community. The first five videos of the series can be viewed [here](#).



Jane Schultz
Professor of English

Jane Schultz, professor of English and medical humanities and director of literature in the School of Liberal Arts at IUPUI, served as a historical consultant for the new PBS Civil War drama *Mercy Street*. Schultz provided feedback on scripts and scenery choices to help make the show as historically accurate as possible. She also wrote a weekly blog post for the show's [website](#).



Krista Hoffmann-Longtin
Assistant Professor of
Communication Studies

Congratulations to Krista Hoffmann-Longtin, assistant professor in the Department of Communication Studies, who is on the Indianapolis Business Journal's "Forty Under 40" [list](#). Nominees are selected based on professional success, community accomplishments, and the possibility the nominee will remain a contributor in the Indianapolis community.

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