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PROFESSIONAL EMPLOYMENT

July 2010–Present Associate Professor, University of Alberta, Faculty of Physical Education & Recreation. *Sociological and Cultural Studies of Sport and Leisure.*

July 2005–2010 Assistant Professor, University of Alberta, Faculty of Physical Education & Recreation. *Sociological and Cultural Studies of Sport and Leisure.*

June 2004–June 2005 Research Fellow
University of Otago, School of Physical Education, Dunedin, New Zealand.

EDUCATION BACKGROUND

•2004 Ph.D.

University of Otago, School of Physical Education, Dunedin, New Zealand
Thesis: *Globalisation and corporate nationalism: The New Zealand All Blacks, Adidas advertising and national identity.*

•1999 M.H.K. (Master of Human Kinetics)

University of Windsor, Faculty of Human Kinetics, Windsor, Canada
Thesis: *Globalization and the construction of local particularities: A case study of the Winnipeg Jets.*

•1996 B.A.

Administrative and Commercial Studies, University of Western Ontario, London, Canada.

AWARDS

2013 Sport Information Resource Centre (SIRC) Research Award for the Impact of Sport on the Community - Community Category: *The Ethnographic Study of Issues Surrounding the Provision of Sport Opportunities to Young Men from a Western Canadian Inner-City.*

2011 North American Society for the Sociology of Sport—Honourable mention
Outstanding Article Award Sociology of Sport Journal: Living with war: Sport, citizenship, and the cultural politics of post-9/11 Canadian identity.

2009 Award of Merit for Outstanding Research. Faculty of Physical Education & Recreation. University of Alberta.

2005 North American Society for the Sociology of Sport—Outstanding Article Award
Sociology of Sport Journal: From corporate welfare to national interest: Newspaper analysis of the public subsidization of NHL hockey debate in Canada.

1999 North American Society the Sociology of Sport--Barbara Brown Graduate Student Paper Award: *Globalization and the construction of local particularities: A case study of the Winnipeg Jets.*

GRANTS

2015: Social Sciences and Humanities Research Council (SSHRC): \$132,021. *Behind the spectacle: Participatory action research, and the impacts of a world-class arena and entertainment district on the urban poor in downtown Edmonton*

2015: EFF-SAS Operating Grant. University of Alberta. \$4,500. Community Benefits? The Impacts of a world-class arena and entertainment district on the urban poor in downtown Edmonton.

2015: EFF-SAS Operating Grant. University of Alberta. \$4,500. Participatory Action Research: Working with the Downtown East Community (Co-Investigator).

2014: EFF-SAS Operating Grant. University of Alberta. \$5,000. Power plays: The 1976 Canada Cup and the formation of the “new” international hockey landscape.

2012: EFF-SAS Operating Grant. University of Alberta: \$6,000. *Resistance is futile? Contesting local arena/stadium developments and the neoliberal city*

2010: Canadian Institutes of Health Research (CIHR): \$119,215 *Sport participation and possibilities for positive development among urban male youth in Edmonton* (Co-Investigator).

2009: Social Sciences and Humanities Research Council (SSHRC): \$69,735. *Cultural citizenship, sport, and public broadcasting: Contemporary issues and political debates in Canada and New Zealand.*

2008: Human Performance Grant. University of Alberta: \$4,300. *Sport, neoliberalism, and the militarization of Canadian society.*

2007: EFF Operating Grant. University of Alberta: \$5,000. *Globalization, corporate nationalism, and advertising: The adidasification of the New Zealand All Blacks.*

SERVICE

Communication and Sport, Editorial Board Member (2012-15).

Sociology of Sport Journal, Editorial Board Member (2011-14).

International Journal of Sport Management and Marketing, Editorial Board Member (2008-present).

RESEARCH

Books

Crossman, J., & **Scherer, J.** (Eds.). (2015). *Social dimensions of Canadian sport and Physical Activity*. Toronto: Pearson.

Scherer, J., & Jackson, S. (2013). *The contested terrain of the New Zealand All Blacks: Rugby, commerce and cultural politics in the age of globalization*. Oxford: Peter Lang.

Scherer, J., & Rowe, D. (Eds.). (2013). *Sport, public broadcasting, and cultural citizenship: Signal lost?* New York: Routledge.

Scherer, J., & Jackson, S. (2010). *Globalization, sport and corporate nationalism: The new cultural economy of the New Zealand All Blacks*. Oxford: Peter Lang.

Refereed Journal Articles and Book Chapters

Koch, J., & **Scherer, J.** (in press). Redd alert! (De)coding the media's production of Aboriginal gang violence on a Western Canadian First Nation. *Aboriginal Policy Studies*.

Scherer, J., Koch, J., & Holt, N. (in press). The uses of an inner-city sport-for-development program: Dispatches from the (real) creative class. *Sociology of Sport Journal*.

Scherer, J. (2016). Resisting the world-class city: Community opposition and the politics of a local arena development. *Sociology of Sport Journal*, 33(1), 39-53.

- Scherer, J.,** Harvey, J., Hofman-Mourão, M. (2016). Power plays and Olympic divisions: Bilingualism and the politics of Canadian viewing rights at the 2010 Winter Olympic Games. *Media, Culture & Society*. DOI: 10.1177/0163443716635859
- Holt, N.L., **Scherer, J.,** & Koch, J. (2015). Using masculine capital to understand the role of a sport program in the lives of men from a Western Canadian inner-city. *Journal of Sport and Exercise Psychology*, 33, 523-533.
- Koch, J., **Scherer, J.,** & Holt, N.L. (2015). Urban outcasts, disposable bodies, and embodied research in a Western Canadian ‘arriviste’ city. *Cultural Studies—Critical Methodologies*, 15(1), 32-44.
- Scherer, J.** (2016). The end of CBC Sports? In D. Taras and C. Waddell (Eds.), *How Canadians Communicate About Sports* (pp. 52-76). Edmonton, AB: Athabasca University Press.
- Scherer, J.** (2015). Sport, media, and ideology. In J. Crossman and J. Scherer (Eds.), *Social dimensions of Canadian sport and physical activity* (pp. 230-256) Toronto: Pearson.
- Wheeler, R., **Scherer, J.,** & Crossman, J. (2015). Children, youth, and parental involvement in organized sport. In J. Crossman and J. Scherer (Eds.), *Social dimensions of Canadian sport and physical activity* (pp. 138-162) Toronto: Pearson.
- Crossman, J., & **Scherer, J.** (2015). Perspectives on the social dimensions of sport and physical activity in Canada. In J. Crossman and J. Scherer (Eds.), *Social dimensions of Canadian sport and physical activity* (pp. 1-18). Toronto: Pearson.
- Scherer, J.,** & Cantelon, H. (2013). 1974 WHA All-Stars vs. the Soviet national team: Franchise recognition and foreign diplomacy in the “Forgotten Series”. *Journal of Canadian Studies*, 47(2), 29-59.
- Jackson, S., & **Scherer, J.** (2013). Rugby World Cup 2011: Sport mega-events and the contested terrain of space, bodies and commodities. *Sport in Society*, 16(7), 883-898.
- Reprinted as:
 Jackson, S. & **Scherer, J.** (2014). Rugby World Cup 2011: Sport Mega-Events and the Contested Terrain of Space, Bodies and Commodities In S. Jackson (Ed), *The Other Sport Mega-Event: Rugby World Cup 2011* (pp. 37-52), Milton Park, UK: Routledge.
- Holt, N.L., **Scherer, J.,** & Koch, J. (2013). An ethnographic study of issues surrounding

- the provision of sport opportunities to young men from a Western Canadian inner-city. *Psychology of Sport and Exercise*, 14(4), 538-548.
- Scherer, J.** (2013). Promotional culture and Indigenous identity: Trading the Other. In B. Hokowhitu & V. Devadas (Eds.), *The Fourth Eye: Māori Media in Aotearoa New Zealand: Nation, Culture, Community* (pp. 42-59). Minneapolis: University of Minnesota Press.
- Scherer, J., & Harvey, J.** (2013). Televised sport and cultural citizenship in Canada: The 'two solitudes' of Canadian public broadcasting? In J. Scherer & D. Rowe (Eds.), *Sport, public broadcasting, and cultural citizenship: Signal lost?* (pp. 48-73). New York: Routledge.
- Scherer, J., Sam, M.P., & Jackson, S.** (2013). Millennium blues: The politics of media policy, televised sport, and cultural citizenship in New Zealand. In J. Scherer & D. Rowe (Eds.), *Sport, public broadcasting, and cultural citizenship: Signal lost?* (pp. 188-208). New York: Routledge.
- Scherer, J., & Rowe, D.** (2013). Sport, public service media, and cultural citizenship. In J. Scherer & D. Rowe (Eds.), *Sport, public broadcasting, and cultural citizenship: Signal lost?* (pp. 1-29). New York: Routledge.
- Rowe, D., & **Scherer, J.** (2013). Sport, public service media and a 'red button' future. In J. Scherer & D. Rowe (Eds.), *Sport, public broadcasting, and cultural citizenship: Signal lost?* (pp. 300-306). New York: Routledge.
- Scherer, J., & McDermott, L.** (2013). Don Cherry and the cultural politics of rock'em sock'em nationalism: Complicating the hero-villain binary in Canada. In L. Wenner (Ed.), *Fallen Sports Heroes, Media, and Celebrity Culture* (pp. 430-345). New York: Peter Lang.
- Scherer, J., Sam, M.** (2012). Public broadcasting, sport, and cultural citizenship: SKY's the limit in New Zealand? *Media, Culture & Society*, 34(1), 101-111.
- Scherer, J., & McDermott, L.** (2012). Hijacking Canadian identity: Stephen Harper, hockey, and the terror of neo-liberalism In D. Andrews & M. Silk (Eds.), *Sport and neo-liberalism* (pp. 259-279). Philadelphia: Temple University Press.
- John, A., Jackson, S. and **Scherer, J.** (2012). The America's Cup as a Sport Mega-Event: Globalisation and Corporate Nationalism in New Zealand. In Ramón Llopis-Goig (Ed.) *Sport Mega-events*, (pp. 137-154). Spain: University of Catalonia (UOC) Publishers.
- Jackson, S., Sam, M., Gee, S., **Scherer, J.** and Beissel, A. (2012). The Rugby World Cup as a *Sport Mega-event*. In Ramón Llopis-Goig (Ed.). *Sport Mega-events*, (pp. 209-225). Spain: University of Catalonia (UOC) Publishers.

- Scherer, J., & McDermott, L.** (2011). Playing promotional politics: Mythologizing hockey and manufacturing ‘ordinary’ Canadians. *International Journal of Canadian Studies*, 43(1), 107-134.
- Scherer, J.** (2011). Olympic villages and large-scale urban development: Crises of capitalism, deficits of democracy? *Sociology*, 45(5), 782-797.
- Holt, N. L., Kingsley, B. C., Tink, L. N. & **Scherer, J.** (2011). Benefits and challenges associated with sport participation by children and parents From low-income families. *Psychology of Sport and Exercise*, 12(5), 490-499.
- Scherer, J., & Davidson, J.** (2011). Promoting the ‘arriviste’ city: Producing neo-liberal urban identity and communities of consumption during the Edmonton Oilers’ 2006 Playoff Campaign. *International Review for the Sociology of Sport*, 46(2), 157-180.
- Scherer, J., & Sam, M.** (2010). Policing the cyber agenda: New media technologies and recycled claims in a local stadium debate. *Sport in Society*, 13(10), 1469-1485.
- Reprinted as:
Scherer, J., & Sam, M. P. (2011). Policing the cyber agenda: New media technologies and recycled claims in a local stadium debate. In M. P. Sam & J. Hughson (Eds.), *Sport in the City: Cultural Connections* (pp. 53-69). London and New York: Routledge.
- Sam, M., & **Scherer, J.** (2010). Fitting a square stadium into a round hole: A case of deliberation and procrastination politics. *Sport in Society*, 13(10), 1458-1468.
- Reprinted as:
Sam, M. P., & **Scherer, J.** (2011). Fitting a square stadium into a round hole: A case of deliberation and procrastination politics. In M. P. Sam & J. Hughson (Eds.), *Sport in the City: Cultural Connections* (pp. 42-52). London and New York: Routledge.
- Scherer, J., & Koch, J.** (2010). Living with war: Sport, citizenship, and the cultural politics of post-9/11 Canadian identity. *Sociology of Sport Journal*, 27(1), 1-29.
- Scherer, J., & Whitson, D.** (2009). Public broadcasting, sport, and cultural citizenship: The future of sport on the Canadian Broadcasting Corporation? *International Review for the Sociology of Sport*, 44(2-3), 213-229.
- Robinson, Z., & **Scherer, J.** (2009). “How Steep is Steep?” The Struggle for Mountaineering in the Canadian Rockies, 1948-1965. *The International Journal for the History of Sport*, 26(5), 594-620.

- Jackson, S., Gee, S. & **Scherer, J.** (2009). Producing and consuming masculinity: New Zealand's (Speight's) "Southern Man". In L. Wenner and S. Jackson (Eds.), *Sport, Beer, and Gender: Promotional Culture and Contemporary Social Life* (pp. 181-201). Zurich: Peter Lang Publishers.
- Scherer, J.**, & Sam, M. (2008). Public consultation and stadium developments: Coercion and the polarization of debate. *Sociology of Sport Journal*, 25(4), 443-461.
- Scherer, J.**, & Jackson, S. (2008). Cultural studies and the circuit of culture: Advertising, promotional culture, and the New Zealand All Blacks. *Cultural Studies—Critical Methodologies*, 8(4), 507-526.
- Sam, M., & **Scherer, J.** (2008). Stand up and be counted: Numerical storylines in a stadium dispute. *International Review for the Sociology of Sport Journal*, 43(1), 53-70.
- Scherer, J.**, & Jackson, S. (2008). Producing allblacks.com: Cultural intermediaries and the policing of electronic spaces of sporting consumption. *Sociology of Sport Journal*, 25, 243-262.
- Hokowhitu, B., & **Scherer, J.** (2008). The Māori All Blacks and the decentering of the white subject: Hyperrace, sport, and the cultural logic of late capitalism. *Sociology of Sport Journal*, 25, 187-205.
- Scherer, J.**, Falcous, M., & Jackson, S. (2008). The media sports cultural complex: Local-global disjuncture in New Zealand/Aotearoa. *Journal of Sport and Social Issues*, 32(1), 48-71.
- Scherer, J.** (2007). Globalization, promotional culture and the production/consumption of on-line games: Engaging Adidas's Beat Rugby campaign. *New Media & Society*, 9(3), 475-496.
- Scherer, J.**, & Jackson, S. (2007). Sports advertising, cultural production and corporate nationalism at the global-local nexus: Branding the New Zealand All Blacks. *Sport in Society*, 10(2), 268-284.
- Jackson, S., & **Scherer, J.** (2007). Sports et Performances indigènes: le *Haka* des *All Blacks* et les politiques identitaires en Nouvelle Zélande (Sport and Performative Indigenous Bodies: The New Zealand All Blacks *Haka* and the Politics of Identity), "Corp Sportif" *Special issue of Corps Revue Interdisciplinaire*, 2, 43-48.
- Jackson, S., **Scherer, J.**, & Martyn, S. (2007). Sport and the mass media. In J. Crossman (Ed.), *Canadian Sport Sociology* (2nd ed., pp. 177-195). Scarborough, Canada: Thomson Nelson.

- Jackson, S., **Scherer, J.**, & Silk, M. (2007). Globalisation and sport in Aotearoa/New Zealand. In C. Collins & S. Jackson (Eds.), *Sport in Aotearoa/New Zealand Society* (pp. 130-146). South Melbourne: Thomson-Nelson.
- Scherer, J.**, Duquette, G., & Mason, D. (2007). The Cold War and the (re)articulation of Canadian national identity: The 1972 Canada-USSR Summit Series. In D.L. Andrews & S. Wagg (Eds.), *East plays West: Essays on sport and the Cold War* (pp. 171-194). London: Routledge.
- Sam, M., & **Scherer, J.** (2006). The steering group as policy instrument: A case of “consultocracy” in stadium subsidy deliberations. *Policy Sciences*, 39(2), 169-181.
- Mason, D., Duquette, G., & **Scherer, J.** (2006). Heritage, sport tourism and Canadian junior hockey: Nostalgia for social experience or sport place? *Journal of Sport Tourism*, 10(4), 1-19.
- Reprinted as:
Mason, D., Duquette, G., & **Scherer, J.** (2007). Heritage, sport tourism and Canadian junior hockey: Nostalgia for social experience or sport place? In S. Gammon & G. Ramshaw (Eds.), *Heritage, Sport and Tourism: Sporting Pasts Tourist Futures* (pp. 33-52). London: Routledge.
- Scherer, J.** (2006). An interview with Fraser Holland, NZRU Sponsorship and Marketing Manager. *International Journal of Sports Sponsorship & Marketing*, 7(2), 99-103.
- Scherer, J.**, Sam, M., & Batty, R. (2005). Sporting sign wars: Advertising and the contested terrain of sporting events. *International Journal of Sport Marketing & Management*, 1(1), 17-36.
- Reprinted as:
Scherer, J., Sam, M., & Batty, R. (2009). Sporting sign wars: Advertising and the contested terrain of sporting events. In J. Nauright & S.W. Pope (Eds.), *The New Sport Management Reader* (pp. 133-154). Morgantown: Fitness Information and Technology.
- Jackson, S., Andrews, D., & **Scherer, J.** (2005). Introduction: The contemporary landscape of sport advertising. In S. Jackson & D. Andrews (Eds.), *Sport, culture and advertising: Identities, commodities & the politics of representation* (pp. 1-23). London: Routledge.
- Scherer, J.**, & Jackson, S. (2004). From corporate welfare to national interest: Newspaper analysis of the public subsidization of NHL hockey debate in Canada. *Sociology of Sport Journal*, 21, 36-60.

Scherer, J. (2001). Globalization and the construction of local particularities: A case study of the Winnipeg Jets. *Sociology of Sport Journal*, 18, 205-230.

Jackson, S., Batty, R., & **Scherer, J.** (2001). Transnational sport marketing at the global/local nexus: The adidasification of the New Zealand All Blacks. *International Journal of Sports Sponsorship and Marketing*, 3(2), 185-201.

Graduate Supervision

Lynn Campbell: Ph.D. Supervisor (2009-present). *Still offside? A case study of the opportunities, barriers, and impacts of feminism in Canada.*

Jordan Koch: Ph.D. Supervisor. *Eacisitayin Newoskan Simakansikansak: The (Re)Making of the Hobbema Community Cadet Corps Program.* (Completed 2015).

Evan Daum: M.A. Supervisor. *Convergence, concentration and digitization: A case study of the work routines and labour practices of Postmedia sports journalists.* (Completed 2015).

Scott Cramer: M.A. Supervisor. *Public Ownership, Sport, and Community: A Case Study of the Saskatchewan Roughriders.* (Completed, 2012).

Darron Bunt: M.A. Supervisor. *Producing Sidney Crosby: Selling the Next One.* (Completed, 2009).