Illustrations are indicated by page numbers in italic

Aboriginal peoples, 137, 168, 227
administration of sports clubs, 232–236
Ali, Muhammad, 306
Almand, Hale, 107–8
Ambrosius, Greg, 84
animal rights movement, 364, 371
Arbour, Jay, 81
Arencibia, J. P., 48–49
Armstrong, Lance, 320, 336–37
Arnold, Tom, 290
Asper, Leonard, 86
Bakhtin, Mikhail, 332–33
Barthes, Roland, 248, 249, 252, 288–90, 327–28
basking in reflected glory (BIRG), 158
Bassett, John, 58–59
Bassin, Sherry, 197
BCE Inc. (Bell Canada): ability to defray costs of sports programming, 76n45; buys CTV, 66; and cable/satellite subscribers, 44–45; and control of sports broadcasting, 12, 41–42; and internet/wireless subscribers, 46; joint control of MLSE by, 11, 33, 42, 43, 76n45, 261
Bell Globemedia, 66
Bettman, Gary, 203
Board of Broadcast Governors (BBG), 58
Bonnar, Stephan, 311
Boogaard, Derek, 198
Bourdieau, Pierre, 250–52, 254, 257, 260–61, 262
boxing, 306–7
branding, 146, 147–51, 152, 153. See also marketing
Brazilian jiu jitsu (BJJ), 307
Brown, Dale, 111
Buffalo Bills, 80
Burgess, Steve, 357–58
Burke, Brian, 34
Caldwell, Spencer, 58–59
Calgary Stampede, 363–65, 366–68, 373, 374
Campbell, Clarence, 57, 139
Campbell, Ken, 211
Canada, Government of: and accessibility to sport, 223, 224; communications policy, 62, 63, 66; and drug testing in sport, 319; national sport policy, 7, 242; and Vancouver Olympic Games 2010, 170
Canadian Broadcasting Corporation (CBC): assessment of its finances, 55–56; and budget cuts, 64, 65, 69–70, 72–73; and CFL, 58, 64; commitment to hockey coverage, 56, 59–60, 64, 65, 67; and competition from CTV, 59–60, 64; and CRTC, 60–61, 63–64; different visions of what it could be, 69–74; early era of sports coverage, 57–58; importance of Hockey Night in Canada to, 12–13, 56, 60–61, 68–72; and NFL coverage, 137n27; outbid for sports programming, 66–67; pressure on to get out of sports broadcasting, 63–68; traditional sports properties of, 42–43
Canadian Football League (CFL): on CBC, 58, 64; on CTV, 58, 59; expansion to Quebec City, 144; and fantasy sports, 90–91; as finishing school for NFL, 7, 121, 124–25; import quotas in, 15–16, 120–25; on TSN, 50, 90

381
doi:10.15215/aupress/9781771990073.01
Canadian Interuniversity Sports (CIS): assessment of compared to NCAA, 111–12; compared to NCAA as spectacle, 101–2; comparison of Canadian and US college football, 14–15, 95–96; differences in athletic experience compared to NCAA, 97–105; and Laval Rouge et Or, 17, 109, 144–52; reflections on differences to NCAA, 105–11; similarities to NCAA, 96–97; and Sportsnet, 47

Canadian Paralympic Committee, 180, 183–84

Canadian Radio-television and Telecommunications Commission (CRTC), 60–61, 63–64, 126

Carbury, Joe, 373

Carney, William W., 354

carnival, 332–35

CBC. See Canadian Broadcasting Corporation (CBC)

CFL. See Canadian Football League (CFL)

culture, principle of, 320–21, 337n3

Cheevers, Gerry, 270

Christiansen, Sophie, 182

chronic traumatic encephalopathy (CTE), 195, 198, 200, 203

chuckwagon racing, 26–27, 361–74

CIS. See Canadian Interuniversity Sports (CIS)

class inequality and decline in participation in sport: affluence bias of, 235; and changing economy of 1990s, 237–38; for children, 229–32; and cost of playing, 21, 224–25; and education level, 229–30, 235; evidence of, 20–21, 223–24, 227; and public school spending freezes, 240–41; shift from public to private funding, 241–42; and tight municipal budgets, 239–40

Clayton, King Kong, 293–94

cocaching, 233–36

college sport. See Canadian Interuniversity Sports (CIS); National Collegiate Athletic Association (NCAA)

commoditization/commodification: as driving force in sport, 10; of G. St. Pierre, 146, 153, 313; of hockey, 21, 255, 258–63; and Laval Rouge et Or, 142, 149–51

community: athletes/teams as representatives of, 157–58; and college sports, 111–12; connection of hockey to, 248–49; and Fantasy Sports, 83, 85; and Laval Rouge et Or, 150–51; sport as puller together of people, 137; and Vancouver Olympic Games 2010, 164–66, 167–69

community sports clubs, 232–41

concussions: as concern of general public, 200–201; evidence of, in minor hockey, 215–16; and Ken Dryden, 202–4, 209, 210; and male machismo, 201–2; media response to, 19–20, 196, 197, 198–203, 205; medical evidence for in child hockey players, 212, 220; need for information on, 205–7; problem rocks the NHL, 195–98; in recreational hockey, 203–5; and Sidney Crosby, 198–99

counterconsumerism. See commoditization/commodification; marketing

Cooley, Chris, 85

Cope, George, 41

Cosgrove, Dick, 373

Costello, Murray, 223

Cox, Damien, 38

Crosby, Sidney, 198–99, 206, 213

CRTC (Canadian Radio-television Telecommunications Commission), 60–64, 126

CTV, 58–60, 63–64, 66

cultural capital, 252, 258

cultural industries, 237–39

curling, 44, 137

cutting off reflected failure (CORF), 158


382 Index
doi:10.15215/aupress/9781771990073.01
D’Amboise, Gilles, 147
Danton, Mike, 101
Davidson, Donald, 320
Deaflympics, 175–76
Deford, Frank, 37, 38–39, 298
deregulation, 237
Diaz, Nick, 303–5, 313–17
disabled. See persons with disabilities
doping: and 1998 Tour de France scandal, 324–26; keeping cyclists safe argument, 330–32; and moral relativism, 321–22, 336–37; and Nice Carnival, 333–35; as part of Tour de France culture, 24–25, 320, 322–25, 329; public reaction to Tour de France after scandal, 326–27
drugs, recreational, 315
Dryden, Ken, 19, 202–3, 206, 209, 210
dubbing, 128
Duchamp, Marcel, 278–79
Echlin, Paul, 206
economic inequality, 226, 229–31
Edwards, Eddie “the Eagle,” 161
Emery, Carolyn, 212
emotional capital, 170
emotional release, 8
EPO (erythropoietin), 323–24, 325
event-driven economy, 237–39, 242
extreme sports, 145, 146, 152–53, 185
FanDuel.com, 87
Fantas-Eh Football, 88
fantasy sports: and CFL, 88–89; and gambling, 80, 87–88; history of, 81–82; how fantasy football operates, 13–14, 82–84; and media, 79–80, 85, 86; and NFL, 80–82, 85–89; popularity of, 9, 13–14, 79–81, 85, 89; what fans get by playing, 86; who is playing, 83, 86–87
Fertitta, Lorenzo, 309
Festina affair, 324
Fleming, Reggie, 195
Fortunato, John, 86
Fountain (Duchamp), 278–79
Gait, Gary, 99
Galloway, Noah, 178
gambling, 38, 80, 87–88
Games Faces (Jenkins), 273, 274
Gatehouse, Jonathon, 35
Gauthier, Jean-Pierre, 275–76
Gillies, Trevor, 205
globalization, 5, 63, 118, 122, 141, 236–37
Globe and Mail: and CBC, 63–65; on concussions in hockey, 19–20, 196, 199–203, 210, 212; and list of top 50 most influential people, 41; on N. Kumaritashvili’s death, 351, 353; ownership of, 42, 51, 66; and social media, 35
golf, 137
Goodnight, Charles, 365
Gordienko, George, 292
Gracie, Helio, 307
Gracie, Royce, 307–9, 312
Grandy, Richard, 320–21
Greenaway, David, 201
Gretzky, Wayne, 129–30
Grey Cup, 58, 88
Griffin, Forrest, 311
Guinness wheelchair basketball advertisement, 184–85
Gurney, Gerald S., 108
Guttmann, Ludwig, 176
habitus, 21, 250–264
Hackl, Georg, 351
Harper, Stephen, 272, 281n20
Hart, Stu, 296
Hartle, Terry, 107
Harvey, David, 72
Hasselbeck, Matt, 87
Hickman, Herman (wrestler), 288
hockey: and 2010 Olympic gold medal game, 163, 167, 169; art, 267–79; Canada-Russia series of 1972, 159–60, 269; CBC commitment to, 56, 59–60, 64–65, 67; college, 104; commoditization of, 21, 255, 258–62, 263; and community, 248–49; cost of being a fan, 259; cost of playing, 225, 253–54; experience of minor hockey, 214–16; experience of watching live, 254–55, 259–61; and fans’ love of NHL, 45, 252–63; fans’ ways of supporting the team, 258–62; and habitus, 250–64;
hierarchy of fans, 21, 250–55, 259–61; and identity, 6, 249, 250–52, 257, 263–64, 272; and importance of Hockey Night in Canada to CBC, 12–13, 56, 60, 61, 68–72; importance of media in keeping connection to, 255–58; lockout of 2012–13, 45; and move to get body checking out of minor hockey, 20, 203–5, 210–14, 216–20; as myth and ritual, 247–48, 250, 252, 263–64; participation, 257, 263–64; problem of concussions in, 19–20, 195–207, 212, 215–16, 220; Barthes on, 248–49, 252; Rogers 2013 deal with NHL, 12–13, 33, 42–44, 57; Rogers acquisition of Hockey Night in Canada, 42–43, 71–72; and social media, 204–5, 256; and sports reporting, 32–33, 35–36; and statistics, 36–37; TV ratings for in US, 45; and violence, 8–10, 200, 201–2, 214–16; women and, 211, 220, 281n23

Hockey Alberta, 220
Hockey Calgary, 210–11, 213–14, 216–20
Hockey Canada, 212–13, 220
hockey cards, 128–32, 258
Hockey Night in Canada (HNIC): and concussions debate, 205; importance of, to CBC, 12–13, 56, 60, 61, 68–69, 70–72; Rogers acquisition of, 42–43, 71–72
“The Hockey Sweater” (Carrier), 272
Hollingsworth, Tim, 183
horses, 371–72
Howard, Desmond, 110–11
Howe, Gordie, 223
Hughes, Matt, 312, 313
identity: accrued from sport, 6–7; athletes/teams as part of, 157–58; and hockey, 6, 249, 250–52, 257, 263–64, 272; and Laval Rouge et Or, 150–51; and Own the Podium organization, 162. See also national identity
import quotas, 15–16, 120–25
Innis, Harold, 119
International Luge Federation (FIL), 344, 350
internet: CBC presence on, 73–74; and economic development, 236–37; and fantasy sports, 79; and hockey media, 256; and live sports coverage, 44–45; and sports participation, 229; and sports reporting, 34, 37, 38, 51–52; subscribers to, 46
Jamaican bobsled team, 161–62
Johnson, Ben, 319
Johnstone, Jason, 361–62
Karlsson, Michael, 354
kayfabe, 288, 297, 298
Kidd, Bruce, 117
Klitschko, Vladimir, 307
Koscheck, Josh, 310, 311, 313

Lafontaine, Pierre, 47
Lane, Grace, 218, 219
Lauscher, Regan, 341–43, 349, 358
Laval Rouge et Or, 17, 109, 144–52
The League (TV program), 85
Leben, Chris, 310–11
Legends of the Mask (Green), 267, 268
Lemieux, Mario, 274
Lépine, Gilles, 146, 149, 151
Letterman, David, 343
Levinsky, Kingfish, 294
Lewis, Ed “Strangler,” 294–95
licensing agreements, 129–31
Liebling, A. J., 39
Lippitt, Matthew (fantasy football player), 87
Londo, Jim (wrestler), 300n6
Kumaritashvili’s death, 25, 163, 342–44, 350–52, 357, 358
Lussier, Ray, 271
Lust, Albert “Al,” 301n17
Lust, Emil, 294, 301n17
Lust, Eppie, 293–94, 301n17
Macfarlane, John, 55, 56
MacGregor, Roy, 199–200
machismo, 8, 9, 201–2
Maclean, Ron, 35
Major League Baseball (MLB), 51–52, 305
Major League Soccer (MLS), 121
Makarchuk, Dave, 219
Manera, Tony, 67
Manley, Dexter, 107
Maple Leaf Sports and Entertainment (MLSE), 11, 33–34, 42, 43, 261
Marciano, Rocky, 297
marketing: and building the Laval Rouge et Or brand, 147–51; and chuckwagon races, 372–73; of college sports, 104; of fantasy football by NFL, 85–86, 87, 88, 89; and fantasy sports, 82; of George St. Pierre, 146, 153, 313; in hockey, 258–59; for persons with disabilities, 183–86; of professional wrestling, 285; and promotion of UFC fights, 23–24, 299, 303–4, 305, 309–13, 314, 315–17; and sports cards, 129; and Vancouver Olympic Games 2010, 166, 167. See also commoditization/commodification
Marsden, Pat, 38
Marshall, Everett (wrestler), 300n6
McCain, John, 308
McCready, Earl (wrestler), 295, 301n16
McKenzie, Bob, 33
McMahon, Vince, 296, 306
media: Canadian content rules, 122; and college sports, 101–2; and concern over safety of Whistler luge course, 25–26, 342, 343, 346–47, 350–52; coverage of concussions in hockey, 19–20, 196, 197, 198–203, 205; coverage of luge, 355–56; and CRTC, 60–61, 63–64, 126; cuts to sports reporting, 52–53; and death of N. Kumaritashvili, 25, 163, 342–44, 350–52, 357, 358; early years of sports reporting, 32; effect of reporters and players working for same company on, 11, 12, 33–34, 47–51; and fantasy sports, 79–80, 85, 86–88; globalization of, 63, 118, 122; government rescinds regulatory frameworks on, 66; hockey fans connection to the game through, 255–58; how it has changed in last fifty years, 4–5; interest in minutiae/trivia in, 11, 32–36, 37–39; joint control of MLSE by Rogers and BCE, 11, 42, 43, 76n45, 261; and the Olympics, 46–47, 357; and Paralympic Games, 18–19, 177–81; and professional wrestling, 293, 296, 298–99, 301n15, 305–6; reliance on statistics in, 9, 36–37; reverence for ex-players in, 253; Rogers acquisition of Hockey Night in Canada, 42–43, 71–72; Rogers and BCE control of, 41–42, 44–46, 66; Rogers deal with NHL in 2013, 12–13, 33, 42–43, 44, 57; role in fight to rid minor hockey of body checking, 218–19; and role of studio hosts, 126–28; and simultaneous substitution, 16, 125–28; sports leagues doing the job of, 34, 51–52; Sportsnet-TSN rivalry in, 43–45, 50; and Tour de France, 327; and UFC, 308–13; and Vancouver Olympic Games 2010, 162–64, 357–58; view of disability marketing, 185–86; Zaun-Arencibia set to, 48–49. See also Canadian Broadcasting Corporation (CBC); social media
Meeker, Jerry, 296
Mellanby, Scott, 129, 130
Melnick, Darby, 293, 296
memory, 270–71
merchandising, 128–29. See also branding; commoditization/commodification; marketing
Mikkelson, Glen, 372
Milbury, Mike, 205
Millar, Todd, 204
Miller, Shannon, 99
mixed martial arts (MMA), 10, 23, 24, 152–53. See also Ultimate Fighting
null
Pfefer, Jack (wrestler), 288, 300n6
Pigeon, Michel, 147
Pistorius, Oscar, 176, 186n2
Plante, Jacques, 270
Please Use Me (LeBlanc), 276, 277
Pliny the Younger, 365–66
Price, Carey, 270
Primeau, Keith, 206
Probert, Bob, 198, 200
prosthetics, 178
public school system, 240–41
Purdy, Amy (paralympian), 175, 177–78
Quebecor, 49
Radio-Canada, 13, 61–62
Rangeland Derby, 366, 373
Red Bull Crashed Ice, 145, 152
Regina Rams, 109–10
Remember the Goal (Laird), 269
Réseau des Sports (RDS), 49, 56, 62, 127
Rice, April (fantasy football player), 83, 88
Rice, Todd (fantasy football player), 83, 88
Richard, Maurice, 139
Robidoux, Michael, 272–73
Rogers, Christina, 220
Rogers Communications Inc.: and 2013 deal with NHL, 12–13, 33, 42–43, 44, 57; acquisition of Hockey Night in Canada, 42–43, 71–72; and conflict of owning media and sports teams, 48–49; and control of sports broadcasting, 12, 41–42, 44–45, 46, 66; importance of Toronto Blue Jays to, 46; joint control of MLSE by, 11, 42, 43, 76n45, 261; and Zaun-Arencibia set to, 48–49
Roumeliotis, Ioanna, 185–86
Ruhl, Dave, 290–91, 292, 293, 295
Russo, Chris, 86
safety: and chuckwagon racing, 368–69, 371; and luge, 25–26, 342, 343, 346–47, 350–52; and minor hockey, 20, 203–5, 210–14, 216–20. See also concussions
Schmidly, David, 103
Schwartz, Ariel, 185
Shamrock, Ken, 309–10, 312
Simon Fraser University, 109
simultaneous substitution, 16, 125–28
Smith, Neil, 81
social media: and hockey, 204–5, 256; impact of on sports coverage, 4–5; and professional wrestling, 298–99; and reaction to N. Kumaritashvili’s death, 352–55; and trivialization of sports coverage, 12, 34, 35, 37; and Zaun-Arencibia set to, 49
La soirée du hockey, 56
Somerville Industries, 130–31
Southall, Richard, 108
Special Olympics, 175, 176, 186
spectacle: of chuckwagon racing, 363; how sports has changed in last fifty years, 4–6; and male dominance, 9; and nationalism, 7; Olympic Games as, 7, 158–59; Tour de France as, 326, 327; and UFC, 311; of US college sports, 96, 101–2, 105, 112
Spicer, Keith, 63
Sport Select, 89
sports academies, 234–35, 241
sports cards, 128–32
sports reporting. See media
Sportsnet, 43–45, 46, 47, 48–49, 50
Sportsnet 590 The FAN, 44, 48–49
Staurowsky, Ellen, 111
Steele, Ray, 294, 302n20
steroids, 110, 319. See also doping
Strandquist, Orville, 374
Stursberg, Richard, 68, 69
Super Bowl, 89, 126
Super Mario (Jenkins), 274
Sutherland, Kelly, 369, 373–74
Sutherland, Mark (wagon racer), 361–62

tariffs: assessment of, 132–33; and hockey cards, 128–31; how Canada has used them, 119–20; as import quotas, 120–25; and simultaneous substitution, 16, 125–28

Tator, Charles, 199, 206
Taylor, Jack (wrestler), 295
Tillman, Larry, 296
Tim Horton’s restaurant, 214
Topps, 129–31
Toronto Blue Jays, 46
Toronto Maple Leafs, 261–62
trading cards, 128–32
Travers, Jim, 31
TSN, 43–45, 50, 62–63, 90
Twitter, 34, 35

UFC. See Ultimate Fighting Championship (UFC)
The Ultimate Fighter (TV show), 310–11
Ultimate Fighting Championship (UFC): Diaz-St.Pierre fight, 303–4, 313–17; and George St. Pierre as star of, 152–53, 312–13; history of, 307–9; and media coverage, 308–13; promotion and marketing of, 23–24, 299, 303–5, 309–17; and women, 302n23
University of Calgary, 212, 220
University of Carleton Ravens, 110 university sports. See Canadian Interuniversity Sports (CIS); National Collegiate Athletic Association (NCAA)
Untitled (No.4, 1970) (Lee), 270–71
user fees, 240, 241

Van Oosten, Marianne, 350–51
Van Orman Quine, Willard, 320
Vancouver Olympic Games 2010: and concerns over safety of luge course, 25–26, 342–44, 346–47, 350–52; and death of N. Kumaritashvili, 25, 342–43, 350; and gold medal hockey game, 163, 167, 169; and idea Canada monopolized training on luge course, 346–47, 351–52; legacy of, 169–70; media coverage of, 162–64, 357–58; media reaction to death of N. Kumaritashvili, 25, 163, 342–44, 350–52, 357, 358; and national pride, 7, 18, 166–67; and Own the Podium, 17–18, 162, 167, 169–70, 343; sense of community at, 164–65, 167–69; social media reaction to N. Kumaritashvili’s death, 352–55; success of, 7, 17–18, 162–66; and winning bid for, 349
vertical integration, 47–52, 62–63, 66
violence: of chuckwagon racing, 361–62, 364, 370–71; and male machismo, 8, 201–2; modern problem of, 9–10; as part of hockey, 8, 9–10, 200–202, 214–16; and professional wrestling, 298–99; and UFC, 308. See also concussions volunteerism, 232–36

WADA. See World Anti-Doping Agency (WADA)
Walcott, Jersey Joe, 297
Wasson, Scott, 206
Weadick, Guy, 367–68
White, Dana, 302n23, 303, 309, 310
Wickenheiser, Hayley, 101
Winkenbach, Wilfred “Bill, “ 81, 90
Winkenbach, Wilfred “Bill,” 81, 90
wolf tickets, 303–4, 316
women: and changes to sport, 5; and combat sports, 298, 302n23; and fantasy sports, 88–89; and hockey, 211, 220, 281n23; and level of sports participation, 227, 230–31, 281n23
World Anti-Doping Agency (WADA), 324, 329
World Wrestling Entertainment (WWE), 306
wrestling. See professional wrestling
Wright, Rube, 293, 294, 301n16, 302n20

Yahoo!Sports, 89
Yakabuski, Konrad, 72, 73
Young, Laura, 206

*Zamboni* (Hanson and Sonnenberg), 278, 279
Zaun, Gregg, 48–49
Zenkel, Gary, 180–81
Zimbalist, Andrew, 108