

## **Bradley J. Congelio, Ph.D.**

### **Education**

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The University of Western Ontario, Ph.D., Socio-Cultural Study of Sport, 2014

Millersville University of Pennsylvania, M.Ed., Sport Management, 2009

West Liberty University, B.S., Communications/Journalism, 2007

- 2007 Cochran Award for Outstanding Achievement in Collegiate Journalism

### **Post-Graduate Education**

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University of California, San Diego, certificate, R for Data Analytics, 2021

### **Teaching Experience**

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Kutztown University of Pennsylvania, Dept. of Sport Management & Leadership Studies  
Assistant Professor, 2018 – Present

Keystone College, Dept. of Sport and Recreation Management  
Assistant Professor, 2014 – 2018  
Dept. Chairperson, 2015 – 2018  
Director of Graduate Degree, 2015 – 2018

### **Publications**

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#### **Peer-Reviewed – Journals**

Congelio, B. (2015). "The Only Dream Out There: Anchorage, Alaska and the Bidding for the 1992 Olympic Winter Games." *Olympika: The International Journal of Olympic Studies* XXIV, 137-155.

Congelio, B. (2015). "An Odyssey: The City of Los Angeles and the Olympic Movement, 1932-1984." *Southern California Quarterly* 97(2), 177-211.

Congelio, B. (2014). "A Brief Analysis of the Reagan Administration and the 1984 Los Angeles Olympic Games." *Journal of Olympic History* 22(1), 90-99.

Congelio, B. (2013). "Playing in Paha Sapa: The Recreational Culture of the Black Hills Gold Rush." *Journal of the West* 51(3), 57-70.

## **PEER REVIEWED – JOURNAL RESEARCH NOTES**

Congelio, B. (2021). “Monitoring the Policing of Olympic Host Cities: A Novel Approach Using Data Analytics and the LA2028 Olympic Summer Games.” *Journal of Olympic Studies* 2(2), 129-145.

## **PEER REVIEWED – BOOK CHAPTERS**

Congelio, B. (2018). “In Defense of a Neoliberal America: Ronald Reagan, Domestic Policy, and the Soviet Bloc Boycott of the 1984 Los Angeles Olympic Games.” In K. Witherspoon and T. Rider (Eds.), *Defending the American Way of Life: Sport, Politics, and the Cold War*. Fayetteville, Arkansas: University of Arkansas Press.

\*\* Book awarded the 2019 NASSH Anthology of the Year Award

Congelio, B. 2018. “A Five-Ring Coup D’état: Ronald Reagan and the 1984 Los Angeles Olympic Summer Games.” In D. Pei (Ed.), *The Master Collection of Olympic Papers*. Beijing: Beijing Sports University Press.

## **PEER REVIEWED – BOOK REVIEWS**

Congelio, B. (2020). Review of *Dreamers and Schemers: How an Improbable Bid for the 1932 Olympics Transformed Los Angeles from Dusty Outpost to Global Metropolis*, by Barry Siegel, *Southern California Quarterly* 102(2).

Congelio, B. (2016). Review of *Understanding the Olympics (2<sup>nd</sup> Ed.)* by John Horne and Garry Whannel, *Olympika: The International Journal of Olympic Studies* XXV.

Congelio, B. (2016). Review of *The Rise and Fall of Olympic Amateurism* by Matthew P. Llewellyn and John Gleaves, *Olympika: The International Journal of Olympic Studies* XXV.

Congelio, B. (2016). Review of *Cold War Games: Propaganda, the Olympics, and U.S. Foreign Policy* by Toby C. Rider, *Olympika: The International Journal of Olympic Studies* XXV.

Congelio, B. (2016). Review of *More Than Just Games: Canada and the 1936 Olympics* by Richard Menkis and Harold Troper, *Journal Of Sport History* 43(3).

Congelio, B. (2015). Review of *NFL Football: A History of America’s New National Pastime*, by Richard Crepeau, *Sport History Review* 46(2).

Congelio, B. (2015). Review of *The Harrell Wars: Feuding in Texas and New Mexico*, by David Johnson, *Journal of the West* 118(3), 237.

Congelio, B. (2015). Review of *Base ball: A Journal of the Early Game*, by John Thorn, *Journal of Sport History* 43(1), 145.

## **PEER REVIEWED – ARTICLE REVIEWS**

Congelio, B. (2012). Review of “The Olympics and the Cold War: Moscow versus Los Angeles,” by Nicholas Evan Sarantakes in *Olympika: The International Journal of Olympic Studies*, XXI.

Congelio, B. (2011). Review of “Managing Colonial Contradictions: French Attitudes towards El Ouafi’s 1928 Olympic Victory,” by T. Terret & A. Roger in *Olympika: The International Journal of Olympic Studies*, XX.

Congelio, B. (2011). Review of “Padres on Mount Olympus: Los Angeles and the Production of the 1932 Mega-Event,” by Sean Dinces in *Olympika: The International Journal of Olympic Studies*, XX.

Congelio, B. (2010). Review of “Photographs, Materiality, and Sport History: Peter Norman and the 1968 Mexico City Black Power Salute,” by Gary Osmond in *Olympika: The International Journal of Olympic Studies*, XIX.

## **WORKS UNDER REVIEW AND/OR IN PREPARATION**

Congelio, B. “Examining the Impact of SoFi Stadium on Local Property Prices using Socio-Economic Stratification, Data Analytics, and the Zillow ZTRAX Database,” Under review. Invited submission to the *Journal of Business, Economics, and Technology*

Congelio, B. “Predicting the Impact of a New Stadium on Surrounding Neighborhoods Through the Use of a  $k$ -means Clustering Unsupervised Algorithm.” Data is collected and compiled from ZTRAX and ‘tidycensus’. The construction of the model is ongoing. Planning to submit for peer review to the *Journal of Sport Management* by January 2022.

## **Conference Presentations**

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### **PEER REVIEWED – INTERNATIONAL**

Congelio, B. (October 2018). *Up, Up, Down, Down, Left, Right, Left Right, B, A: Exploring the Symbiotic Relationship Between the Olympics and eSports*. Paper presented at the 14<sup>th</sup> International Symposium for Olympic Research, London, Ontario, Canada.

Congelio, B. (April 2017). *In Defense of a Neoliberal America: Ronald Reagan, Domestic Policy, and the 1984 Soviet Bloc Boycott*. Paper presented at the annual International Society for the History of Physical Education and Sport Congress, Alexandria, Egypt.

Congelio, B. (May 2014). *More Than A Retaliatory Story: Reagan’s Foreign Policy at the 1984 Olympics*. Paper presented at the annual North American Society for Sport History Convention, Halifax, Nova Scotia.

Congelio, B. (October 2012). *An Olympic Scandal’s Ancestry: Anchorage, Alaska and the Bidding for the 1992 Olympic Winter Games*. Paper presented at the 11<sup>th</sup> International Symposium for Olympic Research, London, Ontario, Canada.

Congelio, B., Mahoney, R., Archer, J. (March 2012). *Olympic Knowledge Production: Graduate Student Research*. Paper presented at the Annual Health Sciences Research Day, London, Ontario, Canada.

Congelio, B. (January 2011). *The Games Mustn't Go On: A Study of Avery Brundage, South African Apartheid, and the IOC Sect*. Paper presented at the Macintosh Sociology of Sport Day Conference, Kingston, Ontario, Canada.

### **PEER REVIEWED – NATIONAL**

Congelio, B. (February 2022 – scheduled to present). *Predicting the Impact of a New Stadium on Surrounding Neighborhoods Through the Use of a k-means Clustering Unsupervised Algorithm*. Paper scheduled for presentation at the annual Applied Sport Management Association Conference, Indianapolis, IN.

Congelio, B. (October 2021). *Examining the Impact of SoFi Stadium on Local Property Prices using Socio-Economic Stratification, Data Analytics, and the Zillow ZTRAX Database*. Paper presented at the annual National Association of Business, Economics, and Technology Conference, State College, PA.

*\*\*Submission judged as Runner Up for Best Paper Award*

Congelio, B. (October 2020). *A Five-Ringed Market: A Regression Analysis of the 2002 Salt Lake City Olympics' Impact on Home Values using Data Analytics*. Paper presented at the annual National Association of Business, Economics, and Technology Conference, State College, PA.

Congelio, B. (November 2019). *Finding the Content Gap: The Use of Content Marketing and Data to Market to Digital Natives*. Paper presented at the annual National Association of Business, Economics, and Technology Conference, State College, PA.

Congelio, B. (May 2019). *A Little Damned Either Way: (Re)Examining Brundage and the 1972 Munich Massacre Through Media Framing Theory*. Paper presented at the annual North American Society for Sport History Convention, Boise, ID.

Congelio, B. (May 2016). *Still a Beacon, Still a Magnet: Ronald Reagan, the 1984 Los Angeles Olympic Summer Games, and the American Moral Compass*. Paper presented at the annual North American Society for Sport History Convention, Atlanta, GA.

Congelio, B. (May 2015). *A Group of Nobodies in Los Angeles: The Political and Propaganda Activities of the Ban the Soviets Coalition*. Paper presented at the annual North American Society for Sport History Convention, Miami, FL.

Congelio, B. (June 2012). *The Final Frontier's Dancing Moose: Rick Mystrom's Bid to Bring the Games to Alaska*. Paper presented at the annual North American Society for Sport History Convention, Berkeley, CA.

### **Other Lectures/Presentations**

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Congelio, B. (March 2021). *Using Big Data, Analytics, and the ZTRAX Database to Explore the Impact of Professional Stadiums on Local Real Estate Values*. Research presented at the Kutztown University College of Business Research Workshop, Kutztown, PA.

Congelio, B. (September 2019). *Perhaps More Than Games: Using eSports as a Tool of Recruitment and Retention in Higher Education*. Research presented at the Kutztown University College of Business Research Workshop, Kutztown, PA.

Congelio, B. (November 2016). *The Long Twilight Struggle: Sport and the Cold War*. Paper presented at the Keystone College Faculty Colloquia, La Plume, PA.

Congelio, B. (September 2015). *The American Way: Marketing Baseball to the World Via the 1936 Nazi Olympic Games*. Paper presented at the Annual Christy Mathewson Day Baseball Symposium, La Plume, PA.

Congelio, B. (October 2013). *The Long Twilight Struggle: The Reagan Doctrine and the 1984 Los Angeles Olympics*. Paper presented to the Kinesiology Department, Pennsylvania State University Berks.

## **In the Media**

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Quoted on Rochester First (CBS-Affiliate news station, 2021), “Feldman’s Favorites: Week 2,” <https://bit.ly/3koj6QF>

Quoted on *Yardbarker* (2021), “Steelers HC Mike Tomlin discusses team calling just one blitz in win over Bills,” <https://shorturl.at/hxNQW>

Quoted on Baltimore Ravens’ website (2021), “Late for Work 7/26: Ravens Linked to Chandler Jones After Trade Request.” <https://bit.ly/3i9pwSQ>

Quoted in *Sports Illustrated* (2021), “Jared Goff Was Most Accurate Red-Zone Passer in 2020.” <https://bit.ly/3rzqrii>

Quoted in *USA Today* (2021), “Jared Goff was the NFL’s most accurate QB in the red zone in 2020.” <https://bit.ly/3i3MjiV>

Quoted in *USA Today* (2021), “Browns passing offense converts third downs at a high rate.” <https://bit.ly/3x51egQ>

Quoted in *USA Today* (2021), “Jared Goff was more aggressive than Matthew Stafford on 3rd down in 2020.” <https://bit.ly/2VbEhLM>

Quoted in *Raising Zona* (FanSided Network, 2021), “Kyler Murray can blame himself for the pressure he faced in 2020.” <https://bit.ly/2W98Wd5>

Congelio, B. (2021). “Analytics explain why Texans need to reconcile with QB Deshaun Watson immediately.” Article in *USA Today*. <https://bit.ly/3kxNWoH>

Quoted in *Pittsburgh Post Gazette* (2020). “Steelers mailbag: Is this team about to break another sack record?” <https://bit.ly/3l6HkzX>

Quoted in *ABC News* (2018). “50 Years after raised fists at Olympics, legacy of protest continues with Kaepernick.” <https://abcn.ws/2PGcADn>

Congelio, B. (2017). “They Should Stop Their Crying, They Hate Their Country: This cache of letters about John Carlos and Tommie Smith from 1968 sounds like it was written by Colin Kaepernick’s haters.” Column on *Slate.com*. <https://bit.ly/337kvRE>

Quoted in *Bangor Daily News* (2017). “This young Mainer’s video game passion earned him a college scholarship.” <http://bit.ly/2kEKZVV>

Congelio, B. (2016). “No gold medal for the IOC process,” guest column, *The Times-Tribune*, Scranton, PA. <http://bit.ly/2bxMQd6>

## **Grants**

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### **PROJECTS**

Congelio, B. (2013). *Before The World Was Quiet: Ronald Reagan, the Olympic Games, and Cold War Foreign Policy*. Funded by the Ian Buchanan Memorial Scholarship from the International Society of Olympic Historians: \$2,500.00.

### **PROFESSIONAL DEVELOPMENT**

Congelio, B. (2020). Enrolled in “Introduction to R Programming” as part of the Data Analytics certificate from the University of California, San Diego. Funded by the Kutztown University of Pennsylvania Professional Development Committee: \$600.00

### **TRAVEL**

Congelio, B. (2019). Travel to State College, PA for the annual National Association of Business, Economics, and Technology Conference. Funded by the Kutztown University of Pennsylvania Professional Development Committee: \$400.00

Congelio, B. (2019). Travel to Boise, ID for the annual North American Society for Sport History Convention. Funded by the Kutztown University of Pennsylvania Professional Development Committee: \$1,000.00.

## **Courses Taught**

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### **KUTZTOWN UNIVERSITY**

Introduction to Sport Management, SPT 160

Personal Selling in Sport, SPT 236

Sport and Society, SPT 270

Sport Analytics, SPT 313

Event and Facility Management, SPT 330

### **KEYSTONE COLLEGE**

Introduction to Sport and Recreation Management, SRM 1110

Facility Management and Design, SRM 2115

Principles of Marketing, BUSN 2115

Sport Marketing and Promotion, SRM 3120  
Sport Governance, SRM 3130  
Sport Sales, SRM 3155  
Modern Olympic History, SRM 3160  
Organizational Behavior, BUSN 4115  
Sport Business Practices, SRM 4135  
Sport Public Relations, SRM 4140  
Dynamics of Leadership, LEAD 4910  
Graduate Writing and Research, SLM 6000  
Contemporary Leadership in Sport, SLM 6100  
Ethical Sport Leadership, SLM 6110  
Media Relations in Sport, SLM 6150  
Graduate Research Project, SLM 6810

## **Student Research Supervision**

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Alyssa Hughes (2017). *A Sport Marketing Case Study of Professional Football in Los Angeles*, served as primary advisor, research fulfilled requirements for completion of Keystone College Honors Program and was submitted for inclusion in the Undergraduate Research Day Celebration, Keystone College.

Neil Elms (2016) *Sowing The Seeds of Sustainable Agritainment: An Imaginative Approach to Revenue Diversification Supporting the Ironstone Farm Mission*, served as primary advisor, research fulfilled partial requirement for graduate degree in Sport Leadership and Management, Keystone College.

Tiana Genetti (2015). *The Lincoln Mobawks: A Case Study of our Pastime's Town Ball Organizational Structure and History*, served as primary advisor, research fulfilled requirements for completion of Keystone College's Honors Program.

## **Service**

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### **INTERNATIONAL**

*Olympika: The International Journal of Olympic Studies*

- Book Review Editor (2015 – 2020)
- Article Review Editor (2011 – 2012)

North American Society for Sport History

- Book Award Committee, Chair (2018)

### **KUTZTOWN UNIVERSITY**

*University-Wide*

- University Conduct Board (2020 - Present)
- Undergraduate Academic Dishonesty Committee (2020 – Present)
- Professional Development Committee (2019 – Present)
- Business Idea Competition Judge (2019, 2020, 2021)

- University General Education SLO Reviewer (2019)

*Department of Sport Management and Leadership Studies*

- COSMA Committee, Chair (2021 - Present)
  - Completed COSMA Annual Report (2021)
  - Completed COSMA Five-Year Self Study (2021)
- Departmental Social Media Coordinator (2021 - Present)
- Sport Management Task Force (2020 - Present)
- COSMA Committee (2018 – 2021)
- Internship Committee (2018 – Present)
- Temporary Faculty Evaluation Committee
  - George Rogol,
    - Member, Fall 2020
  - Jeffrey Whitmoyer
    - Chair, Spring 2020
    - Member, Fall 2021
  - Scott Bradshaw
    - Member, Spring 2020
    - Member, Fall 2020
    - Member, Fall 2021

*Course Creation*

- Sport Analytics, SPT 313 (being taught for first time in Spring 2022)

**KEYSTONE COLLEGE**

*College-Wide*

- Provost's Committee on Scholarship (2016)
- Vice President of Enrollment Search Committee (2015)
- Graduate Policy Development Committee (2015)
- Honors Committee (2014)
- Christy Mathewson Day Committee (2014)

*Department of Sport and Recreation Management*

- Sport Management Faculty Search, Chair (2018)
- Undergraduate Program Chair, (2015 – 2018)
- Director of Graduate Degree, (2015 – 2018)