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Mediated Nostalgia :
**The Media, Idealized Pasts and Threatened
Extinction of Professional Sporting Teams**

When professional sports teams are threatened with relocation, amalgamation or elimination, the media waxes lyrical in its portrayal of a nostalgic past of a team, community and even nation. This paper examines the specific use of nostalgic representation in the media coverage of the Ottawa Rough Riders of the Canadian Football League, the Winnipeg Jets of the National Hockey League, the Baltimore Colts and Cleveland Browns of the National Football League and the Footscray Bulldogs, Melbourne Demons and Hawthorn Hawks of the Australian Football League. It theorizes about the mediated presentation of sporting nostalgia in crises to communities, regions and nations as professional sporting structures undergo dramatic changes in the 1990s.

The role of a nostalgized history of the 1950s and 1960s in all of these contexts is particularly important. The reality of professional sports and communities in this period needs to be read against the particular representations of the late 1980s and 1990s in assessing the role of sports in specific uses and abuses of the past in the present and for various economic and political purposes.