

# Maria J. Veri

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## Education

Ph.D.	1998	University of Tennessee, Knoxville Major: Cultural Studies in Education Areas of Study: Cultural Studies, Critical Sport Studies, Qualitative Research
M.S.	1994	University of Tennessee, Knoxville Major: Human Performance and Sport Studies Area of Study: Psychology of Sport
B.A.	1992	University at Albany, State University of New York Double Major: English and Psychology, <i>cum laude</i>

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## Professional Appointments

- *Professor*, San Francisco State University; Department of Kinesiology; August 2020 – present.
  - *Associate Professor*, San Francisco State University; Department of Kinesiology; August 2014 – 2020.
  - *Assistant Professor*, San Francisco State University; Department of Kinesiology; August 2008 – 2014.
  - *Lecturer*, San Francisco State University; Department of Kinesiology; 2001 – 2008.
  - *Adjunct Professor*, University of San Francisco; Sport Management Program; 2003-2007.
  - *Lecturer*, California State University, East Bay; Department of Kinesiology; 2003-2006.
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## Publications

### *Books*

**Veri, M.J.**, & Liberti, R. (2019). *Gridiron Gourmet: Gender and Food at the Football Tailgate*. University of Arkansas Press: Little Rock, AR.

### *Peer-Reviewed Journal Articles*

**Veri, M.J.** & Williams, D.L. (2024). Prologue: Have you heard about the Cotillion? *Kinesiology Review*, 13, 317-318.

**Veri, M.J.**, Williams, D.L., Hudson, J., Bennett, R.S., DePauw, K.P., Wughalter, E.H., & Zwiren, L. (2024). 'A secret in plain sight': Origin Stories from the Amy Morris Homans Cotillion.

- Kinesiology Review*, 13, 319-329.
- Veri, M.J.** & Williams, D.L. (2024). The Cotillion community. *Kinesiology Review*, 13, 330-340.
- Williams, D.L., **Veri, M.J.**, & Hudson, J. (2024). From the closet to the center. *Kinesiology Review*, 13, 341-344.
- Veri, M.J.**, Taylor, S.D., Eliason, M., Bolter, N., & Van Olphen, J. (2022). 'I can't unsee what I've seen:' Doing Social Justice Pedagogy in the research methods classroom, *Teaching in Higher Education*.
- Bolter, N.D., Taylor, S.D., Gomez, D. H., Eliason, M., Van Olphen, J., **Veri, M.J.**, & Hermoso, J. (2021). Transforming undergraduate research methods courses using social justice pedagogy: A pre-post analysis. *Journal on Excellence in College Teaching*.
- Taylor, S.D., **Veri, M.J.**, Hermoso, J., Bolter, N.D., Eliason, M., & Van Olphen, J. (2019). The Social Justice Syllabus Design Tool: A First Step in Doing Social Justice Pedagogy. *Journal Committed to Social Change on Race and Ethnicity* (JCSCORE).
- Veri, M.J.** (2016). Got Athletes?: The Use of Male Athlete Celebrity Endorsers in Early Twentieth-Century Dairy-Industry Promotions. *Journal of Sport History*, 43(3), 290-305.
- Willard, J., Walsh, D., & **Veri, M.J.** (2015). The Kinesiology Career Club: Undergraduate Student Mentor Perspectives on a Physical Activity-based TPSR Program. *The Physical Educator*, 72(2), 317-339.
- Burns, K.A. & **Veri, M.J.** (2014). A Queer Analysis of HBO's *Flight of the Conchords*. *Journal of Gender Studies*.
- Veri, M.J.**, & Liberti, R.M. (2013). Tailgate Warriors: Exploring constructions of masculinity, food, and football. *Journal of Sport & Social Issues*, 37, 227-244.  
Podcast interview: <http://jss.sagepub.com/site/misc/Index/Podcasts.xhtml>
- Walsh, D., **Veri, M.J.**, & Scobie, D. (2012). Impact of the Kinesiology Career Club: A TPSR-based possible futures program for youth in underserved communities. *Agora*.
- Veri, M.J.**, & Walsh, D. (2012). Intersections between Sport Management and Youth Development. *Journal of Physical Education and Sports Management*, 3(4), 50-55.
- Zieff, S.G., & **Veri, M.J.** (2009). Obesity, health, and physical activity: Discourses from the United States. *Quest*, 61, 154-179.
- Veri, M.J.** (2006). Etched impressions: Student writing as engaged pedagogy in the graduate sport management classroom. *Quest*, 58(4), 444-465.
- Veri, M.J.** (1999). Homophobic discourse surrounding the female athlete. *Quest*, 51, 355-368.

### *Book Chapters*

**Veri, M.J.** (2017). "Sons of Oakland: The Raiders and the Rais/zing of a City." In R. Liberti & M. Smith (Eds.), *San Francisco Bay Area Sport History*, Little Rock: University of Arkansas Press.

### *Manuscripts in Progress*

**Veri, M.J.** (editor). *Setting the Table: Essays at the Intersection of Sport and Food*. University of Illinois Press. [forthcoming]

**Veri, M.J.** (editor). *Queering Sport/Physical Culture*. McFarland.

**Veri, M.J.** "Milk for Every Body?: Gender, Race, and Sport Representation in mid-20th Century U.S. Dairy Promotions," chapter for inclusion in forthcoming edited volume, *Setting the Table: Essays at the Intersection of Sport and Food*, University of Arkansas Press.

### *Selected Conference Proceedings and Presentations*

Jones, T., Nzindukiyimana, O., **Veri, M.J.**, & Paraschak, V. (2025). "Decolonial and anti-racist pedagogies in sport history" (themed session). NASSH Annual Convention, Gatineau, Quebec.

**Veri, M.J.** (2025). "Plenary Panel: The Role of NASSH in the Current Moment." [panelist] NASSH Annual Convention, Gatineau, Quebec.

**Veri, M.J.** (2025). "Queering Sport History" plenary session. NASSH Annual Convention, Gatineau, Quebec. [organizer & facilitator]

Williams, D.L. & **Veri, M.J.** (2024). "Dancing in the Face of Oppression: Stories of the Amy Morris Homans Cotillion." WSPECW Conference, Oakland, CA.

**Veri, M.J.** (2024). "Queering Sport History" plenary session. NASSH Annual Convention, Denver, CO. [organizer & facilitator]

**Veri, M.J.** (2023). "Milk for Every Body?: Gender, Race, and Sport Representation in mid-20<sup>th</sup> Century U.S. Dairy Promotions." ASFS Conference, Boston, MA.

**Veri, M.J.**, Williams, D., Bennett, R., DePauw, K., Hudson, J., & Wughalter, E. (2023). Dance like No One is Watching: An Oral History of the Amy Morris Homans Cotillion (1982-2014). NASSH Annual Convention, Washington, D.C.

**Veri, M.J.**, Taylor, S., & Bolter, N. (2022). 'I Can't Unsee What I've Seen:' Doing Social Justice Pedagogy in the Research Methods Classroom. NCORE, Portland, OR.

**Veri, M.J.** (May 24-28, 2019). "Black Athlete Activism and the SF State Student Strike of 1968." NASSH Annual Convention, Boise, ID.

**Veri, M.J.** (May 25-28, 2018). "Dixieland Symbols, Indigenous Appropriation, and the Frito Bandito: How Marginalized Groups are 'Othered' in Tailgate Culture." NASSH Annual

Convention, Winnipeg, Manitoba.

**Veri, M.J. & Liberti, R.** (May 26-29, 2017). "Serving Up the Pigskin Picnic: Women and the Evolution of Football Tailgating, 1970s-1980s." NASSH Annual Convention, Fullerton, CA.

Liberti, R., & **Veri, M.J.** (May 27-31, 2016). "'As Welcome as Lunch at the Ritz': A History of Tailgating Culture in the U.S." NASSH Annual Convention, Atlanta, GA.

**Veri, M.J. & Liberti, R.** (Nov. 4-7, 2015). "Representations of Masculinity in Tailgating Commercials." NASSS Annual Conference, Santa Fe, NM.

**Veri, M.J. & Liberti, R.** (Nov. 5-8, 2014). "'A Man, a Can, a Tailgate Plan': Constructions of Gender and Ethnicity in Best-Selling Tailgate Cookbooks." NASSS Annual Conference, Portland, OR.

Liberti, R., & **Veri, M.J.** (May 31, 2014). "'Fan Fare': 1970s Era Tailgate Cookbook Constructions of Gender and Ethnicity." NASSH Annual Convention, Glenwood Springs, CO.

**Veri, M.J.** (May 25, 2013). "Joe Louis as Ringside Dairyman: An Analysis of a 1935 Free Milk Fund for Babies Promotional Photograph." North American Society for Sport History (NASSH) Annual Convention, Halifax, Nova Scotia, Canada.

**Veri, M.J.** (June 3, 2012). "The Use and Representation of Athlete Endorsers in Food Industry Print Advertisements." North American Society for Sport History (NASSH) Annual Convention, Berkeley, CA.

**Veri, M.J., & Liberti, R.** (November 2010). "Tailgate Warriors: Exploring the masculine Construction of Food and Football." North American Society for Sport Sociology (NASSS) Conference, San Diego, CA.

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## Media Appearances/Commentary

### *Radio*

- *KQED: The Two-Way*, "Sons of Oakland," June 10, 2023: [https://omny.fm/shows/kqed-segmented-audio/kqed-newscast-cb7b2f55-69c1-4244-9c47-f34bb6be417c?in\\_playlist=kqed-newscast](https://omny.fm/shows/kqed-segmented-audio/kqed-newscast-cb7b2f55-69c1-4244-9c47-f34bb6be417c?in_playlist=kqed-newscast)

### *Podcasts*

- *Edge of Sports with Dave Zirin*, "The politics of tailgating," with Rita Liberti, premiered May 30, 2021: <https://podcasts.apple.com/us/podcast/the-politics-of-tailgating/id280938935?i=1000523614560>.
- *New Books Network*, Politics and Society, "Gridiron Gourmet," with Rita Liberti, January 30, 2020: <https://newbooksnetwork.com/maria-veri-and-rita-liberti-gridiron-gourmet-gender-and-food-at-the-football-tailgate-u-arkansas-press-2019>.

### *Television*

- *ABC7 News*, commentary on Title IX and Trans Athletic Participation, aired July 9, 2025: <http://abc7news.com/videoClip/17042595/>
  - *Edge of Sports* (The Real News Network), "Gender Politics and Tailgating," premiered June 28, 2023: <https://youtu.be/fgezHd3vJcM>
  - *ABC7 News*, commentary on Cleveland Cavaliers' hiring of Lindsay Gottlieb, aired June 12, 2019: <https://abc7news.com/sports/cal-womens-basketball-coach-gottlieb-accepts-coaching-job-with-cleveland-cavaliers/5344678/>.
  - *ABC7 News*, commentary on Nike sponsorship of Colin Kaepernick, aired September 4, 2019: <https://6abc.com/sports/nike-faces-backlash-for-just-do-it-ad-featuring-colin-kaepernick/4146138/>.
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### **Teaching @ SFSU**

*Kin 322: Sport in America* (3 units)  
*Kin 457: Culture, Gender, & Movement* (3 units)  
*Kin 490: Introduction to Sport & Fitness Management* (3 units)  
*Kin 502: Sport & Social Issues* (3 units)  
*Kin 504: Sport & Exercise Psychology* (3 units)  
*Kin 510: Sport, Movement, & Screen Culture* (3 units; online)  
*Kin 795: Graduate Seminar in Kinesiology* (3 units)