

Spring 2012



Mississippi State University

Department of Kinesiology

Our State...Our News

Sport Administration and Sport Studies Newsletter

A Message from the Program

Greetings to our alumni and students. We want to provide a brief update on the status of our undergraduate and graduate programs, both of which have experienced significant growth in recent years. In the fall of 2009, we revised the undergraduate sport studies program to provide students with the option of seeking a specialized cognate area in either sport business or sport communication. Specifically, the sport business track is designed to prepare students to work in fields related to management, development, sponsorship, marketing, planning, organizing, budgeting, operations, and leadership at the professional, collegiate, and recreational levels of the sport industry. The sport communication track, meanwhile, is designed to prepare students to work in such fields as sport journalism, broadcasting, public relations, media relations, and videography. Since the updated curriculum was instituted, our undergraduate enrollment in sport studies has grown from 71 students in the spring of 2009 to 172 students at the end of the fall 2011 semester. At the graduate level, our sport administration master's degree program continues to maintain a high-standard of success with 18 graduates during 2011. Later in this newsletter, you can find updates from some of our recent graduates. We realize that a strong base of alumni is a key to the success of any academic program, and we would appreciate your input. We would love to hear from you if you have any professional updates or other news to share. Also, if you have any questions in general, please feel free to contact us any time via phone or email.



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Sport Studies Society: *New Student Group Gains Momentum in 2012*

After its official founding in 2011, the student-led Sport Studies Society has made leaps and bounds in its progress as the representative group for career interest in sport on the MSU campus. After a year of hard work as the president of the Sport Studies Society, Stevie McKinnis now must relinquish her duties to a new leader who will be elected in the fall semester of 2012. With her final semester of school winding down, Stevie reflects on her involvement with the Sport Studies Society and hopes her enthusiasm for the group will reflect on other students, and furthermore allow for the continued building and success of the program.



SSS 2011-2012 President Stevie McKinnis shown with Mississippi State mascot, Bully.

“The Sport Studies Society is undoubtedly still a new organization that is working towards being a successful, well-known club on campus. My time as president of the organization has definitely been a learning experience because I helped start this club from the ground up. The process of making the Sport Studies Society into an official campus organization was long and tedious, but well worth it in the end. Now, the organization has the ability to run events on campus and participate in different organization fairs throughout the year. This past school year has been spent trying to cultivate as much interest in the organization as possible in order to make it into the thriving club that I know it can be. We have had multiple meetings to try to get as much involvement as possible, but with everyone’s busy spring schedules it has not been easy. We have talked of taking trips to visit professional sport organizations, creating an intramural-type tournament on campus, and bringing in guest speakers. All members of the organization had many great ideas, so I know that beginning in the fall semester, this club will be very active. It is my hope that the Sport Studies Society will continue to generate new ideas about trips or events and continue to grow in membership, so even more events will be possible.

Stevie McKinnis

Sport Studies Society President 2011-2012

Sport Business 2012

Freshman Sport Studies Student Undertakes Daunting Task

Allie Ring (*Sport Business 2015*) found herself heading up the coordination of the Spring 2012 Special Olympics at Mississippi State. In her first year of school, Allie made it a point to hit the ground running. Here is what she had to say about the event:

“As a freshman, taking on the responsibilities of Event Coordinator for the Special Olympics could have been a hassle, but with the hard work and the incredible outcome of the events, it has been nothing but rewarding. Seeing the faces of the athletes when they do well is the most rewarding part of this job, because it keeps me inspired to do better for this organization. Of course none of these events would be able to take place without the help of our student volunteers.”

Student Internships:

Several Students Take Advantage of Local Sports Opportunities for Internships

The Starkville Parks and Recreation Department has offered its office to several Sport Studies students over the last year for internship opportunities. Day-to-day job responsibilities with SPRD include typical office duties, such as answering phones and filing papers, as well as business duties, such as going out to find field sponsors, organizing information for the many youth and adult sport programs, and collaborating with the full-time staff on finding efficient marketing schemes for SPRD hosted events. Students who work with SPRD all agree that the opportunity will undoubtedly pay off for them in their long-term career plans and goals.



Several Sport Studies students have performed internships with the Starkville Sportsplex.

Ben Price, SPRD Intern Fall 2011 | Sport Communication 2012

“My experience with the Starkville Parks and Recreation Department was pretty eye opening. You don’t realize how much work so many people put in just to have a little league baseball season. You get to see the people who work weeks in advance for events that most people take for granted. In some instances you get to be an important part of personally setting up events and really making them happen. It’s not working for a professional sports team or a nationally known entity, but the concepts are the same anywhere you go and you actually get to work hands-on at the Sportsplex. I don’t think I could have gotten the work experience that I got with the SPRD from anywhere else.”

Devin Hodo, SPRD Intern Spring 2012 | Sport Communication 2012

“My internship was spent mostly assisting the Starkville Parks and Recreation Department in planning, organizing, and supervising different events around the community. I was frequently asked to help perform tasks such as setting up for events, planning and organizing game schedules for teams and officials, as well as supervising different athletic competitions and other events. The working relationship amongst the interns at the Starkville Sportsplex and the staff was very involved. They really made me feel like I was a part of the organization and trusted me to perform tasks in an efficient manner with the freedom to learn from any mistakes. It was an excellent experience that gave me a chance to learn about the sports industry with a hands-on approach.”

McAlpin Pairs with MSU Institute of Golf at S.N.A.G. Kids Camp

Brent McAlpin (*Sport Communication 2012*) took advantage of an opportunity to stand out as an intern when he took on the task of pairing SPRD with the MSU Institute of Golf for the Starting New at Golf (S.N.A.G.) kids golf training camp.

“The camp involved SPRD and the MSU Institute of Golf teaming up to offer a free opportunity for kids to learn a game they may not ever get the opportunity to learn. Not everyone fell in that category, but that was the idea behind the camp. The kids got to use equipment that showed them how to swing and putt properly.”

Student Internships:

Students Volunteer to Broadcast Starkville Area Youth Basketball Tournament

For two Sport Studies students, a desire for a career in sport broadcasting may have gotten a boost when they found themselves calling a television broadcast of the Starkville Area Youth (SAY) Basketball Tournament. Carew Ferguson and Samuel Haase were quick to jump on the opportunity to call the games only a couple hours after receiving the email asking for volunteers. The tournament, hosted at the Starkville Sportsplex, consisted of several games with male and female kids ranging in ages from 4-18. While some of the games were low scoring and low action, both Ferguson and Haase broadcasted their games with enthusiasm and a strong knowledge of basketball and its terminology. Starkville Parks and Recreation staff were pleased with the mindset the two volunteers came into the building with and applauded the work they did. Ferguson and Haase agree that the opportunity only further solidified their career choice.

Samuel Haase | Sport Communication 2013

“I definitely gained some important experience and had a lot of fun working the SAY Tournament. Working the tournament definitely confirmed that I am pursuing the right career path.”

Carew Ferguson | Sport Communication 2014

“I really enjoyed working with the crew from the MSU TV Center. It was good to gain some experience and help out the community at the same time. The Sportsplex has done a great job in continuing its tradition of televising the games, and furthermore for recognizing the kids for their effort. I would definitely do it again.”

Smith Interns with Humphrey Coliseum Gameday Operations Crew

As many Bulldog fans know, Mississippi State athletic events can sometimes get loud and fans must be controlled. Fortunately, there's a crew to control and maintain crowd stability for every MSU athletic event. In 2011, Jesse Smith (*Sport Business 2012*) began interning with the gameday operations crew. His experience was one to remember.

“The main thing is paying attention to detail on the small stuff. For instance, setting out seat back covers on the benches, monitoring the crowds for antagonistic behavior, trying to look out for things that are out of place, and looking for things that could be a hazard before it becomes a problem. I really enjoyed working with Shaun Taylor and the operations crew, and the experience was definitely beneficial toward my future in working with sports.”



Jesse with MSU mascot, Bully.

Student Internships:

Preston Finds Sports Home with Internship

When it comes to jobs in sports, the opportunities are competitive and hard to find. When Zach Preston (*Sport Communication 2012*) applied for an internship with the Atlanta Spirit LLC, he knew he would have to be seen as a stand out to get the position. After weeks of waiting for a call, Preston finally got the news he had been hoping to hear: he had been accepted to the Atlanta Spirit LLC internship program for the Spring of 2011. His experience with the organization was a pleasant combination of hard work and group fun, which he says makes him more sure of his desire to work in sports.

“In the spring of 2011, I interned with the Atlanta Spirit LLC., which at the time was comprised of the Atlanta Hawks of the NBA, Atlanta Thrashers of the NHL and Philips Arena. I worked under and reported directly to Shawn Doss of the Inside Sales Department and Corey Breton of the New Season Ticket Sales Department. I interned for almost four months starting January 5th, and running until after each of the teams’ seasons had concluded in late April.

I was personally responsible for calculating sales reps’ revenue and phone calls placed for each week and compiling them for weekly, monthly, and yearly totals within both departments. I worked side by side with each rep every morning, and I feel being exposed to that atmosphere on a daily basis helped me to gain a competitive advantage in a field which I plan on pursuing my career in.

Another aspect of my job that I was responsible for was seat tagging. Every home game, I was responsible for the design, printing, and distribution of up to 1,000 seat tags to be placed on open seat locations for prospective season ticket sales. Reps would use these tags “in game” to try and make a sale or “up sale” one of their existing clients to better seats they saw tagged.

I also contributed to the company’s Green Week Slogan. We were divided into intern groups and were given one week to come up with a slogan that was suitable for all aspects of the company so it had to cover both teams and the Arena’s LEED certification. Our team came up with the “Follow Our LEED” name and was selected as the winners. The company used this slogan on posters, t shirts, ads, billboards, and in game activities, and it was awesome to see firsthand the contribution I made.

My fondest memory was being able to go to all the hockey and basketball games and see firsthand all the excitement that professional sports can bring to a city. We also participated in the company 3 vs. 3 basketball tournament on the Atlanta Hawks’ court, and my team won the tournament and met the owner and were rewarded with courtside seats to a game.

Overall, I am thankful to MSU and the Atlanta Spirit for giving me the opportunity to make these contacts and build my network within the professional sporting industry. I am hoping my internship will be a spring board that will launch me onto a successful career in the sports industry for many years to come.”



Zach, with his girlfriend Megan, at Phillips Arena, home of the Atlanta Hawks.

A Gameday Tour: *The Humphrey Coliseum*

K.C. Mayer, (*Sport Administration 2012*) organized a gameday tour for students on March 3, 2012, with the help of Mississippi State Athletics. This tour provided a behind the scenes look at a basketball game day at The Hump, when the Bulldogs hosted the Arkansas Razorbacks. Here is his report on the tour.

“As you know, these games don’t just happen on their own. The tour was made available to everyone, and six students took advantage of this great opportunity. The objective was to have a tour of the facility with speakers along the way, to give students a first-hand look of the facility while also seeing and hearing about the preparation and coordination that is necessary for a game to take place. The speakers also spoke about the various duties and responsibilities of their job, as well as during or in preparation of the basketball games. The tour began at the ticket office with Mr. Chad Thomas, Assistant Athletic Director of Marketing at Mississippi State University, speaking to the students about the various marketing and promotional elements involved with a basketball game. Each student also got a glimpse of the promotional timing sheet utilized by the marketing staff for the pregame, halftime, and timeout situations during the game. Next, students were escorted to the court where Mr. Bennie Ashford, Coordinator of Sports TV at Mississippi State University, gave the students an inside look at all of the electronic and video productions that take place during the game. Mr. Ashford spoke about the various cameras utilized during the game, and then showed the students the video room where the direction of all the live shots, replays, graphics, and video elements are coordinated for the game. I then took the students to the tunnel area and I explained to the students some of my responsibilities during the game, showing them where all of the audio controls are located and how they are utilized (music volume, video board volume, microphone(s) volume, etc.). They also saw some of the promotional tools used for the in-game/



Six students took part in the tour of the Humphrey Coliseum, which was led by Mayer, shown on far right.



The Humphrey Coliseum, home to Mississippi State men's and women's basketball.

halftime entertainment, marketing, promotional, sponsorship, and fan experience elements. Next, the students were taken to the hospitality area in the newly constructed Mize Pavilion at Humphrey Coliseum, and Ms. Megan Odom, the Suites Director of Bulldog Suites, spoke about the various hospitality elements at basketball, as well as Bulldog Suites at football and baseball. Next, Mr. Straton Karatassos, the Associate Athletic Director of Development, spoke about his duties and responsibilities as an employee of the Bulldog Club. Near the new weight room, Mr. Jay Logan, who was instrumental in helping to organize this event, spoke about his role as the Director of Humphrey Coliseum and Basketball Game Management, and the amount of time, effort, and coordination involved in making a game possible. Lastly, I escorted the group to an office area to hear Mr. Don Williams, the General Manager of Bulldog Sports Properties, as he spoke about the sales and sponsorship arm of Mississippi State Athletics.”

Alumni Updates:

Where Are They Now?

Bo Bounds (*M.S. in Sport Administration, 2001*) is the host of The Out of Bounds Show on ESPN 105.9 The Zone, and the owner of Out of Bounds Sports, LLC & Y'all Lifestyle, LLC. Bo hosts his show 15 hours a week, while also managing to sell corporate sponsorships for the show, and manage its staff. Outside of the radio show, Bo has successfully built the Y'all Lifestyle LLC brand in the South through use of the internet, social media, and retail stores.

Alex Farned (*M.S. in Sport Administration, 1999*) is the Athletic Director for the Tupelo Parks and Recreation Department. Alex runs, organizes and maintains the youth soccer program at TPRD, as well as oversees two employees that handle youth flag football, youth baseball, youth basketball, youth softball, adult softball, adult flag football, and adult kickball.

Kim Groceman (*M.S. in Sport Administration, 2001*) is the CEO of the Duneland Family YMCA in Chesteron, Indiana. Kim is responsible for all operations of the YMCA, including youth and adult sports leagues, membership, facility management, pool programs, fitness programs, preschool and school-aged childcare programs, summer camps, teen programming, and senior programming.

Richard Groves (*B.S. in Sport Communication, 2004*) is the Assistant Managing Editor at IMG College. Richard is responsible for the production of various marketing materials for Division I athletic programs. Most of the production revolves around game programs, brochures, and posters. Richard's publishing team handles all of the publishing needs for all of the schools assigned to his team, which currently include Texas, Baylor, Western Kentucky, Kansas, and TCU, as well as the Big Ten, Big 12, and Western Coast Conference. Also overseen by his team is Dave Campbell's Texas Football magazine and other assorted NCAA publications.



<http://kinesiology.msstate.edu/sports/>

Alumni Updates:

Where Are They Now?

Joshua Harris (*M.S. in Sport Administration, 2007*) is the Event Coordinator for Event Services with the Superdome Management Group (SMG). Joshua is responsible for ensuring each of his events is a high quality experience. He is in charge of staffing, cost estimates, set-up, parking, and the implementation of whatever else is deemed necessary to the success of the event.

Christina Martin (*M.S. in Sport Administration, 2002*) is the Coordinator of Assessments for the College of Health and Human Services and an Assistant Professor of Sport and Fitness Management at Troy University. With her role as Coordinator of Assessments, she assists with collecting, analyzing and reporting internal and external data related to the CHHS's academic programs. Additionally, Christina teaches one class each fall and spring within either the B.S. Sport and Fitness Management program or the M.S. Sport and Fitness Management program. As a part of her duties, she has coordinated specialized accreditation efforts for the BS SFM and MS SFM programs and helped to secure sport management accreditation through the Commission on Sport Management.

Jim Tennison (*M.S. in Sport Administration, 2000*) is the Mascot Manager for the Dallas Mavericks. Jim is responsible for performing at all Dallas Mavericks home games, as well as overseeing other Mavericks mascot characters.

Marshall Welch (*M.S. in Sport Administration, 2011*) is the Marketing and Communications Manager at the Junior Sports Corporation. Marshall develops and manages the communications and public relations for the JSC and its three branches: the International Junior Golf Tour, the Hank Haney International Junior Golf Academy, and the Ivan Lendl International Junior Tennis Academy. Additionally, Marshall manages the new media and digital marketing initiatives for the corporation, including social media, digital advertising, and SEO.

We've started a group for MSU Sport Administration and Sport Studies on LinkedIn, which we hope can serve as a networking resource for alumni and current students in the program.

The group can be found at www.linkedin.com/groups?gid=4012990.

ALSO

You can like the program on Facebook by going to <http://www.facebook.com/msusportstudies>

OR

You can follow us on Twitter by following @MSUSportStudies or by going to

<http://www.twitter.com/MSUSportStudies>



Special thanks to William Pochop (*Sport Communication 2012*) for his work in creating this newsletter.