

ROBIN HARDIN

VITA

EDUCATION

- Ph.D. Communications, University of Tennessee, 2000
Dissertation: Promoting Golf in the Golden Age: A Frame Analysis of the Writings of O.B. Keeler and Grantland Rice
 - M.S. Human Performance and Sport Studies, University of Tennessee, 1998
Graduate Research Project: Competition in the Sports Section: Women vs. Men
 - M.S. Communications, University of Tennessee, 1996
Thesis: A Thematic Analysis of Published Responses by Three Newspapers to Vietnam and Press Issues during the Persian Gulf War
 - B.S. Mass Communications (Journalism) and Political Science, East Tennessee State University, 1993
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ACADEMIC APPOINTMENTS

- August 2007 – Present Associate Professor
Sport Management Program Director
University of Tennessee
- Summer 2008 Visiting International Scholar
Chonnam National University
Gwangju, Korea
- August 2001 – July 2007 Assistant Professor
University of Tennessee

PUBLICATIONS IN REFEREED JOURNALS

- Andrew, D.P.S., Koo, G., **Hardin, R.**, & Greenwell, T.C. (2009). Analyzing Motives of Minor League Hockey Fans: The Introduction of Violence as a Spectator Motive. *International Journal of Sport Management and Marketing* 5 (1/2), 73-89.
- **Hardin, R.** (2008). America's First Golf Hero: Francis Ouimet and the 1913 U.S. Open. *International Social Science Review* 83 (3/4), 158-170.
- Garant-Jones, S., Koo, G., Kim, S. Andrew, D., & **Hardin, R.** (2008). Motivations of International Student-Athletes to Participate in Intercollegiate Athletics. *Journal of Contemporary Athletics* 3 (4), 295-314.
- Koo, G. & **Hardin, R.** (2008). Difference in Interrelationship between Spectators' Motives and Behavioral Intentions based upon Emotional Attachment. *Sport Marketing Quarterly* 17 (1), 30-43.
- Bemiller, J., Hull, G. & **Hardin, R.** (2007). Improvement of Peak Performance in the Pole Vault. *Scholastic Coach & Athletic Director* 76 (10), 56-60.
- **Hardin, R.**, Koo, G., King, B. & Zdroik, J. (2007). Sport Volunteer Motivations and Demographic Influences at a Nationwide Tour Event. *International Journal of Sport Management* 8 (1), 80-94.
- **Hardin, R.** (2004). Crowning the King: Grantland Rice and Bobby Jones. *Georgia Historical Quarterly* 88 (4), 511-529.
- Prault, T., Stevens, S., Freeman, M., Cassada, D., **Hardin, R.** & Goldman, M. (2004). Open versus Endo: Early Experience with Endovascular Abdominal Aortic Aneurysm Repair beyond the Clinical Trials. *The Heart Surgery Forum* 7(5), E459-E461. (Statistician)

- **Hardin, R.** & Zuegner, C. (2003). Life, Liberty and the Pursuit of Golf Balls: Magazine Promotion of Golf in the 1920s. *Journalism History* 29 (2), 82-90.

- **Hardin, R.** & McClung, S. (2002). Collegiate Sports Information: A Profile of the Profession. *Public Relations Quarterly* 47 (2), 35-39.

- **Hardin, R.** (2001). Creating Myth and Legend: O.B. Keeler and Bobby Jones. *American Journalism* 18 (4), 45-67.

- **Hardin, R.** & Hinton, M. (2001). The Squelching of Free Speech in Memphis: The Life of a Black Post-Reconstruction Newspaper. *Race, Gender and Class* 8(3), 78-95.

PUBLICATIONS IN REFEREED ELECTRONIC VENUES

- Waller, S., Dzikus, L. & **Hardin, R.** (2008). Collegiate Sport Chaplaincy: Problems and Promise. *Journal of Issues in Intercollegiate Athletics* 1, 107-123.

PUBLICATIONS IN EDITED VOLUMES

- Bemiller, J. & **Hardin, R.** (2007). Ace in the Hole: Contract Issues in Hole-in-one Promotional Contests. In B. Pitts (Ed.), *Sport Marketing in the New Millennium* (pp. 115-124). Morgantown, WV: Fitness Information Technology, Inc.

- Lentych, T. & **Hardin, R.** (2005). Factors for Attending Minor League Baseball Games. In J. Wilson (Ed.) *Atlantic Marketing Association: Vol. 21. Marketing: From Fantasy to Future* (pp. 86-90). Madison, WI: Omnipress, Inc.

- McClung, S., **Hardin, R.** & Mondello, M. (2004). Marketing on the Web: Collegiate Athletic Sites. In B. Pitts (Ed.), *Sharing Best Practices in Sport Marketing* (pp. 73-81). Morgantown, WV: Fitness Information Technology, Inc.

PUBLICATIONS IN REFEREED CONFERENCE PROCEEDINGS

- **Hardin, R.**, Piercy, A., & Koo, G. (2009, Accepted) Donor Motivations and Women's Athletics. *Proceedings of the American Institute of Higher Education 3rd International Conference*.
- Koo, G., **Hardin, R.**, McClung, S., Jung, T., Cronin, J. & Vorhees, C. (2007). Effects of Dimensions of Service Quality on Spectators' Cognitive and Affective Responses: Minor League Baseball. *Proceedings of the Academy of Marketing Science Annual Conference*, 99-102.
- Koo, G., **Hardin, R.** & Bemiller, J. (2006). Effect of the Image Fit of Super Bowl/Sponsors on Consumer Based Outcomes. *Proceedings of the Southeast Decision Sciences Institute, USA*, 425-430.

PUBLISHED ABSTRACTS

- Andrew, D.P.S., Koo, G., **Hardin, R.** & Bemiller, J. (2008). Motivations for Participating in Basic Instruction Programs: Academic Benefit Factor. *Research Quarterly for Exercise and Sport* 79 (1), A88.
- **Hardin, R.**, Koo, G. King, B., Zdroik, J., & Bemiller J. (2007). Motivations and Demographic Profile of Volunteers at a Nationwide Tour Event. *Research Quarterly for Exercise and Sport* 78 (1), A-112 – A-113.
- **Hardin, R.** (2000). "Promoting Golf in the Golden Age: A Frame Analysis of the Writings of O.B. Keeler and Grantland Rice," *Journalism and Mass Communication Abstracts* 38.

RESEARCH REPORTS

- **Hardin, R.**, Andrew, D. & Koo, G. (2007, December). Demographic Profile and Motivations of Spectators at Neyland Stadium. Football Messaging Committee, Tennessee Athletic Department.

ACCEPTED FOR PUBLICATION

- **Hardin, R.** & Bemiller, J. (2009, Accepted). The Governance of College Sport. In J. Lee (ed.) *Power, Politics, Policy and Problems in Sport*. Durham, NC: Carolina Academic Press.
- Bemiller, J. & **Hardin, R.** (2009, Accepted). Risk Management in the Original Extreme Sporting Event: The Pole Vault. *Journal of Physical Education, Recreation & Dance*.
- **Hardin, R.**, Koo, G., Pancratz, M., & Andrew, D. (2009, Accepted). Parental Motivations and Summer Collegiate Basketball Camps. *Applied Research in Coaching and Athletics Annual*.
- Koo, G., **Hardin, R.**, McClung, S., Jung, T., Cronin, J., Vorhees, C. & Bourdeau, B. (2009, Accepted). Examination of the Causal Effects between Dimensions of Service Quality and Spectator Satisfaction in Minor League Baseball. *International Journal of Sports Marketing and Sponsorship*.
- Koo, G., Andrew, D.P.S., **Hardin, R.** & Greenwell, T.C. (2009, Accepted). Classification of Sports Consumers on the Basis of Emotional Attachment: A Study of Minor League Ice Hockey Fans and Spectators. *International Journal of Sport Management*.
- **Hardin, R.**, Andrew D.P.S., Koo, G. & Bemiller J. (2008, Accepted). Motivational Factors for Participating in Basic Instruction Programs. *The Physical Educator*.

MANUSCRIPTS IN REVIEW

- Ruihley, B., Hill, S. & **Hardin, R.** (April 2009, Submitted). Media Use in the Fantasy Sport Experience. *Games & Culture*.
- Love, A., **Hardin, R.**, Koo, G., & Morse, A. (April 2009, Submitted). Effects of Motives on Satisfaction and Behavioral Intentions of Volunteers at a PGA TOUR Event. *International Journal of Sport Management*.

- **Hardin, R.**, Koo, G., McMillin, A., Cooper, C., & Hultquist, C. (April 2009, Submitted). Training and Exercise Motivation: Collegiate Female Student-Athletes and the Female Student Population. *Women in Sport and Physical Activity Journal*.
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ENCYCLOPEDIA ARTICLES

- **Hardin, R.** (2008). "Bobby Jones," in J. Ciment (Ed.) *Encyclopedia of the Jazz Age: 1918-1929*. Armonk, NY: M.E. Sharpe.
 - **Hardin, R.** (2008). "Henry Chadwick," in S. Vaughn (Ed.) *Encyclopedia of American Journalism*. New York: Routledge.
 - **Hardin, R.** (2007). "Billie Jean King /Bobby Riggs Tennis Match," in J. Ciment (Ed.) *Postwar America: An Encyclopedia of Social, Political, Cultural, and Economic History*. Armonk, NY: M.E. Sharpe.
 - **Hardin, R.** (2007). "Arnold Palmer," in S. Reiss, M. Adelman & P. Vertinsky (Eds.). *Encyclopedia of North American Sport*. Armonk, NY: M.E. Sharpe.
 - **Hardin, R.** (2006). "Jess Willard," in J. Ciment (Ed.) *The Home Front Encyclopedia: United States, Britain, and Canada in World Wars I and II*. Santa Barbara, CA: ABC-CLIO.
 - **Hardin, R.** (2005). "Francis Ouimet," in J. Buenker & J. Buenker (Eds.) *Encyclopedia of the Gilded Age and Progressive Era*, vol. 1, Armonk, NY: M.E. Sharpe, 744-745.
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OTHER PUBLICATIONS

- **Hardin, R.** & Kozar, A. (2008). George Cafego: Never Take "Guff" from Anybody. *College Football Historical Society* 21 (3/4), 1-4, 8-12.
- **Hardin, R.**, & Happel, L. (2006). "Press Releases," *University of Tennessee Sports Information Office Operations Manual*, 22-25.

- **Hardin, R.** (2003). “Rockne of Notre Dame,” Book Review, *Journal of Football Studies* 6 (2), 81-83.

- **Hardin, R.** (2003). “Johnnie Jones Looks Back 20 Years Ago,” *Volunteers Magazine* (October), 6-8.

- **Hardin, R.** (2002). “Neyland Claims His First Championship,” *Volunteers Magazine* (October), 16.

- **Hardin, R.** (2001). “Herman Hickman,” *College Football Historical Society* 15 (3), 11-15.

- **Hardin, R.** (2000). “The Flaming Sophomores of Tennessee,” *College Football Historical Society* 14 (1), 1-5.

INVITED PRESENTATIONS

- **Hardin, R.** (2009, May). Symbiotic Relationship between Sport and Media. Public Relations Student Society of America, Lee University. Cleveland, Tenn.
- **Hardin, R.** (2008, November). Survey Research and Physical Activity. Department of Health, Physical Education and Sport Science, Kennesaw State University. Kennesaw, Ga.
- **Hardin, R.** (2008, August). Initial Eligibility and the NCAA. Big Orange Warm-Up and More. Outreach and Continuing Education, University of Tennessee. Knoxville, Tenn.
- **Hardin, R.** (2006, July). The Media's Role in the Growth of Sport during the 1920s. Department of Electronic Media Communication, Middle Tennessee State University. Murfreesboro, Tenn.

INTERNATIONAL/NATIONAL PRESENTATIONS

- Love, A., Koo, G., **Hardin, R.**, & Morse, A. (2009, May). Mediating Effects of Satisfaction on the Relationship between Motivation and Behavioral Intentions for Volunteers at a PGA TOUR Event. North American Society for Sport Management. Columbia, S.C.
- **Hardin, R.**, Koo, G., McMillin, A., Cooper, C., & Hultquist, C. (2009, April). Physical Training Motivations: Female Student-Athletes and the Female Student Population. College Sport Research Institute Conference. Chapel Hill, N.C.
- Bemiller, J., Goble, A., & **Hardin, R.** (2009, April). Title IX and Student-Athlete Sexual Misconduct. College Sport Research Institute Conference. Chapel Hill, N.C.
- **Hardin, R.**, Koo, G., Pancratz, M., & Andrew, D. (2008, November). Parental Motivations and Summer Collegiate Basketball Camps. Sport, Entertainment, and Venues Tomorrow, Columbia, S.C.

- Goble, A., Bemiller, J., Koo, G.Y., **Hardin, R.** (2008, May). Institutional Liability for Student-Athlete Sexual Misconduct. 23rd Annual North American Society for Sport Management Conference, Ontario, Canada.

- Koo, G. Y., Diacin, J. M., & **Hardin, R.** (2008, May). The Effects of Internship Satisfaction on Affective Commitment and Behavioral Intentions. 23rd Annual North American Society for Sport Management Conference, Ontario, Canada.

- **Hardin, R.** & Dzikus, L. (2008, May). Knute Rockne, the BCS and Strength of Schedule. 36th Annual Conference for the North American Society of Sports History, Lake Placid, N.Y.

- Waller, S., Dzikus, L. & **Hardin, R.** (2008, April). Collegiate Sport Chaplaincy: Problems and Promise. College Sport Research Institute 2008 Scholarly Conference. Memphis, Tenn.

- Andrew, D.P.S., Koo, G., **Hardin, R.** & Bemiller, J. (2008, April). Motivations for Participating in Basic Instruction Programs: Academic Benefit Factor. American Alliance for Health, Physical Education, Recreation, and Dance Annual Conference. Fort Worth, Texas.

- Koo, G., Rauhley, B., Pratt, A., & **Hardin, R.** (2008, February/March) Communication with Donors: Donor Motivations and Athletic Development Web Sites. Summit on Communication & Sport. Clemson, S.C.

- Andrew, D.P.S., Koo, G., **Hardin, R.**, & Greenwell, T.C. (2007, November). Analyzing motives of minor league hockey fans: The introduction of violence as a spectator motive. 5th Annual Sport Marketing Association Conference: Pittsburgh, Pa.

- **Hardin, R.**, Koo, G., & McClung, S. (2007, November). Spectator Satisfaction of Service Quality at Minor League Baseball Games. 5th Annual Sport Marketing Association Conference: Pittsburgh, Pa.

- Bemiller, J., **Hardin, R.**, Koo, G. & Andrew, D.P.S. (2007, October). Pole Vault Safety - Should Helmets Be Mandatory? Using a Legal Analysis to Examine the Issue. International Conference on Sport and Entertainment Business: Columbia, S.C.

- Kirkham, N., Luther, C. & **Hardin, R.** Differential News Coverage of Male and Female Athletes during the 2004 Olympic Games (2007, August). Association for Education in Journalism and Mass Communication Annual Conference. Washington, D.C.

- **Hardin, R.**, Koo, G., King, B., Zdroik, J. & Bemiller, J. (2007, March). Motivations and Demographic Profile of Volunteers at a Nationwide Tour Event. American Alliance for Health, Physical, Education, Recreation and Dance Annual Conference, Baltimore, Md.

- Bemiller, J., Love, A., **Hardin, R.** & Koo, G. (2007, March). “*Attorney General v. Massachusetts Interscholastic Athletic Association* (1979) Revisited: Should Boys and Girls Be Allowed to Compete Together? In looking back over the last quarter century, did the Supreme Court of Massachusetts get it right?” Sport and Recreation Law Association, Chapel Hill, N.C.

- Koo, G., **Hardin, R.** & Seok, B. (2006, August/September). Interrelationships between Constructs of Service Quality and Behavioral Intentions. Asian Association for Sport Management. Waseda University International Conference Center, Japan.

- Bemiller, J. & **Hardin, R.** (2006, June). Managing the Original Extreme Sport: Pole Vault Safety and Recommendations for the Sport Manager. North American Society of Sport Management, Kansas City, Mo.

- Bemiller, J., Hull, G. & **Hardin, R.** (2006, March). Improvement of Peak Performance in the Pole Vault. 2nd European Pole Vault Conference, Cologne, Germany.

- Bemiller, J. & **Hardin, R.** (2005, November). Ace in the Hole: Contract Issues in Hole-in-one Promotional Contests. Sport Marketing Association, Tempe, Ariz.

- Lentych, T. & **Hardin, R.** (2005, October). Factors for Attending Minor League Baseball Games. Atlantic Marketing Association Annual Conference, Salem, Mass.

- **Hardin, R.** (2004, November). Spectator Experiences at Tennessee Men's Basketball Games. Sport Marketing Association, Memphis, Tenn.

- McClung, S. & **Hardin, R.** (2004, November). The Efficacy of Marketing on College Bowl Web Sites: How Far Do the Bowls Have to Go? Sport Marketing Association, Memphis, Tenn.

- **Hardin, R.** (2004, April). The Evolution of Image in Sports Media. Broadcasters in Education Association, Las Vegas, Nev.

- McClung, S., **Hardin, R.** & Mondello, M. (2003, November). Marketing on the Web: Collegiate Athletic Sites," Sport Marketing Association, Gainesville, Fla.

- Stratta, T. & **Hardin, R.** (2003, May). Communicating with Ethnic Minority Spectators of Major League Baseball. North American Society of Sport Management, Ithaca, N.Y.

- **Hardin, R.** & Zuegner, C. (2002, October). Life, Liberty and the Pursuit of Golf Balls: How Magazines Promoted Golf in the 1920s. American Journalism Historians Association, Nashville, Tenn.

- Stratta, T. & **Hardin, R.** (2002, June). Gender Presence on Intercollegiate Web Sites. North American Society for Sport Management, Canmore, Alberta, Canada.

- **Hardin, R.** & Hinton, M. (2000, October). Hate or Heritage: Newspaper Coverage of the Confederate Flag Debate. Popular Culture Association in the South and American Culture Association in the South, Nashville, Tenn.

REGIONAL PRESENTATIONS

- **Hardin, R.**, McMillin, A., Koo, G., & Hultquist, C. (2009, February). Training Motivations of Collegiate Female Student-Athletes. Southeast Chapter for the American College of Sports Medicine. Birmingham, Ala.

- Koo, G., Andrew D.P.S., **Hardin, R.**, & Bemiller J. (2007, November). Marketing Implications of Motivational Factors for Participating in Basic Instruction Programs. Tennessee Association of Health, Physical Education, Recreation, and Dance Annual Conference: Franklin, Tenn.

- **Hardin, R.** (2006, March). Journalists' Role in Creating Golf's First Hero: Francis Ouimet and the 1913 U.S. Open. Association for Education in Journalism and Mass Communication Southeast Colloquium, Tuscaloosa, Ala. (Awarded History Division Top Faculty Paper)

- Bemiller, J., Catignani, E., **Hardin, R.**, Kelley, D., Koo, G. (2006, February). The Use of Experiential Learning in a Sport Management Curriculum. Southeastern Association of Educational Studies, Knoxville, Tenn.

- **Hardin, R.** (2005, July). Media Portrayal of Bobby Jones. Appalachian Writers Association, Bristol, Va.

- Parton, S., **Hardin, R.** & Hinton, M. (2005, April). Employment Decisions and the Effects of Expectations Set by Previewing a Resume on the Interaction of Speech Style and Gender. Southern States Communication Association, Baton Rouge, La. (Awarded Gender Studies Division Top Paper)

- Parton, S., **Hardin, R.** & Clendenning, L. (April, 2005). Effects of Previewing a Resume and Power-of-Speech on Employment Interview Outcomes," Southern States Communication Association, Baton Rouge, La.

- **Hardin, R.** (2004, March). Crowning the King: Grantland Rice and Bobby Jones. Association for Education in Journalism and Mass Communication Southeast Colloquium, Tampa, Fla. (Awarded History Division Top Faculty Paper)

- **Hardin, R.** (2002, November). Collegiate Sports Information: Desired Communication Competencies and Demographics of the Profession. Tennessee Association for Health, Physical Education, Recreation, and Dance, Cookeville, Tenn.

- **Hardin, R.** (2002, March). Skills Assessment for the Converging Environment: A Survey of Collegiate Sports Information Directors. Association for Journalism and Mass Communication Southeast Colloquium, Gulfport, Miss.

- Hinton, M. & **Hardin, R.** (2001, March). Read All About It: Hannah E. Brooks and Social Reform in Kentucky,” Grote Symposium for the Advancement of Women, Morehead, Ky.

- **Hardin, R.** (2001, March). Creating Myth and Legend: Newspaper Coverage of Bobby Jones. Association for Education in Journalism and Mass Communications Southeast Colloquium, Columbia, S.C.

- **Hardin, R.** (2000, March). Making a Hero: Coverage of Bobby Jones in the Atlanta Journal, 1923-1930. The University of Tennessee College of Communications 22nd Annual Communications Research Symposium, Knoxville, Tenn.

- **Hardin, R.** & Chambers, T. (1999, March). Competition in the Sports Section: Women versus Men. Association for Education in Journalism and Mass Communications Southeast Colloquium, Lexington, Ky.

- **Hardin, R.** & Hinton, M. (1999, March). The Squelching of Free Speech in Memphis: The Life of a Black Post-Reconstruction Newspaper. Association for Education in Journalism and Mass Communications Southeast Colloquium, Lexington, Ky.

- **Hardin, R.** (1997, September). The Change in Information Flow from Soldier to the Media: 1976-1991. Tennessee Speech Communication Association, Nashville, Tenn.

ADDITIONAL SCHOLARLY ACTIVITY

- Editorial Board, International Journal of Sport Communication, beginning 2006 to present.

- Ad Hoc Reviewer, Electronic Journal of Communication, Special Issue: New Directions in Communication and Sport, 2008.

- Manuscript Reviewer, History Division, Association for Journalism and Mass Communication Annual Conference, Chicago, Ill., 2008.

- Manuscript Reviewer, International Communication Division, Association for Journalism and Mass Communication Annual Conference, Chicago, Ill., 2008.

- Ad Hoc Reviewer, Western Journal of Communication, Special Issue: Sport Communication, 2007.

- Ad Hoc Reviewer, International Journal of Sport Management Marketing, Special Issue: The Attraction of Sport, 2007.

- Manuscript Reviewer, History Division, Association for Journalism and Mass Communication Annual Conference, Washington, D.C, 2007.

- Manuscript Reviewer, International Communication Division, Markham Competition (Student Paper Competition), Association for Journalism and Mass Communication Annual Conference, Washington, D.C, 2007.

- Content Expert and Manuscript Reviewer, *Strategic Sport Communication*, Human Kinetics Publishing, 2006.

- Manuscript Reviewer, Newspaper Division, Association for Journalism and Mass Communication Annual Conference, San Francisco, Calif., 2006.

- Manuscript Reviewer, *Georgia Historical Quarterly*, beginning October 2005.

- Proposal Reviewer, Event Management textbook, Holcomb Hathaway Publishers, 2005.

- Research Coder, Member of research team responsible for coding 37 international newspapers for the International Sports Press Survey presented at the Play the Game World Communication Conference held in Copenhagen, Denmark, October 2005.

- Manuscript Reviewer, Newspaper Division, Association for Journalism and Mass Communication Annual Conference, San Antonio, Texas, 2005.

- Manuscript Reviewer, Rodman, G. (2005). *Mass Media in a Changing World*. McGraw Hill: Boston.

- History Division Chairman, American Association for Journalism and Mass Communication Southeast Colloquium, Athens, Ga., 2005.

- Manuscript Reviewer, Magazine Division, American Association for Journalism and Mass Communication Southeast Colloquium. Gulfport, Miss., 2002.

- Initial Inventory of Lindsey Nelson Papers for donation to the University of Tennessee, 2003.

PROFESSIONAL ACTIVITIES

- Tennessee Athletic Department

Assistant to the Associate Athletic Director for Sports Information – Assist in editing and designing media guides. Coordinate Tennessee player interviews following football games. Official statistics for Tennessee men’s basketball games. Provide input into the management of media relations of other events hosted by the athletic department including the NCAA Baseball Regional, SEC Swimming & Diving Championships, SEC Track & Field Championships, Sea Ray Relays, and Coca Cola Tournament of Champions.

- *Neyland’s First Championship*, awarded Best in the District IV by the Collegiate Sports Information Directors Association for historical feature, October 2003.
- *Vols Claim National Crown*, with T. Mattingly, awarded Best in the Nation by the Collegiate Sports Information Directors Association for event coverage, July 1999.

- Knoxville Open

Organizing Committee Member – Coordinate students who are working at Knoxville Open as part of an Event Management class in the Sport Management curriculum. Responsible for job assignment and management of more than 50 students during the week of the tournament. The Knoxville Open is a part of the PGA’s Nationwide Tour.

CLASSES TAUGHT

- *Introduction to Communications*: An introductory course designed to provide an overview of the structure and functions of the media in the United States. Students gain a basic knowledge of the United States media industry including radio, television, books, magazines, film, newspapers, advertising, public relations, and the World Wide Web. The effects of the media as well as the political and economic forces that influence them are also examined.

- *First Year Studies*: A class offered to first year students to assist in the successful transition from high school to college. The instructor aids in introducing students to the campus, its services, resources, and facilities. The instructor also aids students with their academic planning and selection of academic majors.

- *Communications in an Information Age*: This course is designed to develop an understanding of the full range of traditional and emerging communication systems and their operations. The goal is to increase media literacy, the ability to critically evaluate and utilize the full range of media and communications systems to find, evaluate, and utilize information effectively.

- *Communication Research Methods*: Students are taught how to translate communication problems into questions that can be answered with systematic research and how to find information on communication problems and solutions. Students are also taught various data gathering methods used in social science research and when to apply them. Students gather data and are taught how to analyze and interpret the results.

- *Sport Communication*: Students are taught the basics of communications in the sports environment. The class is devoted to skills such as writing press releases and developing positions on issues related to sports and media. Topics also included the exploration of sociological issues involving sport and media.

- *Intercollegiate Athletics*: The class is an overview of the collegiate athletic structure in the United States. All levels of the NCAA (I, II, III), the NAIA and Junior Colleges are examined.

- *Event Management*: Study of the various principles involved in the organization, promotion, and management of sporting events. Students combine theory and practice through experience with an actual sporting event.
- *Media Issues and Sport*: A graduate level course in which issues such as race and gender are explored in context with media and sport. The development of sport media and media influence on sport are also examined.
- *Research Techniques in Sport*: Evaluate, compare, and contrast research techniques in sport with consideration for and experiences in appropriate review, design, and analytical procedures, and proposal development

SERVICE

Professional Organizations

January 2008 – present. Board of Directors, Tennessee Association of Health, Physical Education, Recreation, and Dance.

University

- Fall 2008 – present. Intuitional Review Board
- Fall 2008 – present. Scholarly Communications Committee

College

- Spring 2006 – present. College of Education, Health, and Human Sciences Undergraduate Curriculum Committee

Department

- Spring 2006 – Search Committee Member for Sport Management faculty position
- Fall 2005 – Search Committee Chairman for Opportunity Hire faculty position
- Summer 2005 – Search Committee Member for Faculty Associate position
- Spring 2005 – Search Committee Member for two Sport Management faculty positions
- 2001 – present. Sport Management Graduate Admissions Coordinator
- 2001 – 2002. Sport Management Undergraduate Admissions Committee

Dissertation Committees

- Wenner, Daryl (2008, May) – Creating Tradition: NHL Hockey in the South
- Christie Kleinmann (2005, May) - An Analysis of Gender Frame Sponsorship in Sport

Theses Directed

Dawkins, Stephanie (2009, May) – The Relationship of Body Image and Self Esteem to Susceptibility to Eating Disorders in College Female Student-Athletes

- Lovette, Melissa (2007, May) – ESPN’s Ability to Get Fans “Inside Sports”: A Framing Analysis of College Gameday
- Ito, Massura (2005, May) – An Investigation of Sponsorship Opportunities in Athletic Training Rooms of NCAA Universities
- Lentych, Tim (2004, May) – Demographics and Motivations of Minor League Baseball Fans

Theses Committees

- Bishop, Neil (2009, May) – Distributive Justice in Intercollegiate Athletics: Perceptions of Sport Management Students
- Goble, Ashlie (2008, May) – Institutional Liability of Student-Athlete Sexual Misconduct: A Legal Discussion of Events and Recommendations
- Turner, Nicole (2008, May) – The Impact of Organizational Structure on College Female Athlete Satisfaction
- Garant-Jones, Stephanie (2007, May) – Motivational Factors Influencing International Student-Athletes to Participate in the National Collegiate Athletic Association
- Galloway, Brennan (2006, December) – An Analysis of Female Roles in Sport Video Games
- Kirkham, Nathan (2005, December) – Framing Athletics and Gender: A Study of Newspapers and the 2004 Olympics
- Lehman, Brian (2003, May) – Sports Nutrition Practices of Selected Division I Elite Athletic Departments