

Dr. FRITZ G. POLITE
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Work

ADDRESS: The University of Tennessee
College of Education Health & Human Sciences
1914 Andy Holt Ave.
342 HPER Bldg
Knoxville, TN 37996

HIGHLIGHTS:

- * Solid Academic Background
- * International Business Experience
- * Research/Scholarly Activity
- * Community Service/Mentoring
- * Professional Coaching Experience
- * Professional Playing Experience
- * Eclectic International Background

EDUCATION:

Ph.D. The Florida State University, **Sport Management**, Tallahassee, FL, 2002
Concepts: *The Impact of Brand Alliance on Sporting Events & Sponsorship.*
Dissertation: *The Effects of Participation in an After School Peer Mentoring Program on Academic Performance and Self-Efficacy of African-American Student – Athletes Defined as at Risk.*
3.70 GPA

M.P.A. Troy State University, **Public Administration**, Troy, AL, 1989
Thesis: *Analysis of the Department of Defense Equal Employment Opportunity Program.*
4.0 GPA

B.A. Simpson College, **Management** Indianola, IA, 1982

EXPERIENCE:

2006-Present: Assistant Professor, Exercise, Sport and Leisure Studies, The University of Tennessee, Knoxville Tennessee.

Assistant Professor responsible for instruction, advising and support. Program offers a joint Masters of Business Administration (MBA) from the College of Business Administrations and Masters of Science (MS) in Sport Management from the College of Education, Health and Human Sciences.. Directly responsible for the formulation and inception of The Institute for Leadership, Ethics and Diversity (I-LEAD-Director). This

is a unique and distinct program that distinguishes itself as the only one of its kind. The focus is in the areas of leadership, ethics and diversity.

COURSES TAUGHT

UNDERGRADUATE

Theory & Practice of Sport Management SM-350 (5)
Freshman Seminar (2) Leading in a Changing Global Environment
Business Development (1)
Haslem Honors Program (1)

2002-2006: Assistant Professor, DeVos Sport Business Management Program, College of Business Administration (MBA), University of Central Florida

Assistant Professor in the Department of Sport Business Management. Responsible for instruction, advising and support for cohort program (65 students). Program offers a joint Masters of Business Administration and Masters of Science in Business Sport Management. Directly responsible for all aspects of the Community Service program. This program encompasses student participation in philanthropic and community service to identified constituents. These include: Inner City All-Stars-Mayors' Office, Project TEAMWORK- National Consortium for Academics & Sport, RDV Sports (Orlando Magic), NBA Read to Achieve Program, Orlando Boys and Girls Clubs, Junior Achievement, and Walt Disney's Wide World of Sport and Recreation. Directly responsible for student intern evaluations to include these organizations: Maloof Entertainment (Sacramento Kings), New Orleans Saints, NASCAR, NBA, NFL, NHL, MLS (Front Offices), NFL Players Association, Orlando Sports Commission, Walt Disney Sports and Recreation, LPGA, PGA, and USTA. The DeVos Program was ranked as one of the top five graduate programs in the country by The Wall Street Journal, ESPN the Magazine, and the Sports Business Journal.

COURSES TAUGHT

GRADUATE

Moral & Ethical Issues in Sport	Diversity Management
Diversity Issues in Sport	TEAMWORK Institute (Executive MBA Program)
Social Issues in Sport	Executive Diversity Work Shops (MBA)
Event & Facility Management	Leadership In Sport
Independent Study (Brand Marketing)	Intro to Sport Business Management

UNDERGRADUATE

Moral & Ethical Issues in Sport	Independent Study (Facility Management)
Diversity Issues in Sport	Independent Study (Sport Marketing)

Social Issues in Sport Independent Study (Action Sports)
Event & Facility Management Intro to Sport Business Management
Independent Study (Business Development)
Freshman Seminar- Leadership in a Changing Global Environment (2)

2002-2006: Associate Director- Institute for Diversity & Ethics in Sport, College of Business Administration, University of Central Florida

Directly responsible to the Director in the accumulation and analysis of research and data. Integrally involved in multiple studies to include: Race & Gender Report Card, Collegiate graduation rates for baseball, basketball and football. Responsible for Nationally/Internationally acclaimed research regarding hiring practices, gender, and legal/ethical issues regarding sports. Assist Director in media/news releases and support for distribution to media outlets. Conduct intensive diversity, gender workshops to identified educational and professional agencies.

2005-2006: (NBC) Dew Action Sports Tour(DAST)

Research Associate for the DAST research TEAM responsible for the dissemination, retrieval, sponsorship effectiveness, and customer interaction. This mega event was a five city tour sponsored by Mountain Dew and presented by Clear Channel Communications and NBC Television. This research measured action sports consumption behaviors, media consumption, music and web preferences.

1999-2002: P.E.E.R. Program Manager

Florida State University P.E.E.R. after school mentoring program. Directly responsible for the overall management and supervision of the program that mentored and tutored youth defined as “at risk”. Provided academic and career counseling to program students and interns. Tutored students during study hall and served as a mentor during social issues and discussions. Responsible for recruitment of under graduate students to assist in individual projects. Instrumental in the realignment of the present grant to include Windrush Academy (At Risk Alternative School). Direct liaison between AT&T and Florida State University to ensure grant compliance.

1998–Present: Career Consultants Inc. (National Football League)

Contracted by the New York Football Giants to advise, evaluate and test top collegiate players in conjunction with the annually held NFL Draft. This includes aptitude testing, psychological testing and physical testing. Responsibilities include traveling to games and gathering data/information on targeted players/positions and relaying analyzed information to the Director of Player Personnel for evaluation. Events include: Senior Bowl (Mobile, Ala.), Gridiron Classic (Orlando, Fla.) Blue/Gray, Montgomery, Ala.), East / West, Palo Alto, Ca.) Annual NFL Combines (Indianapolis, Ind.).

1999-2000: Harlem Globetrotters International (HGI)

Participated in the Millennium World Tour 2000. Held title of Tour Manager, responsible for all facets regarding the World Tour. This was to include all travel arrangements,

hotel accommodations, public appearances, media engagements, per diem allowances, customs clearance, fines/violations, security, and financial settlements. The tour consisted of 130 cities (USA), 14 cities (Canada) and 12 countries (Europe).

1998-1999: Walt Disney's Wide World of Sports Complex

Accepted to 6-month internship program (12 out of 1200 applicants). Due to the high volume of events assigned to my responsibility, an extension of 1 year was granted. Served as Asst. Sports Program Manager. Responsibilities included assisting in acquiring new clients and events to the company. Research of existing venues, events, reporting, recording and analyzing of this data. Service and maintenance of existing accounts, clients and events. Directly involved in the event, logistics, financial planning, pre/post evaluations and recommendation stages of several events to include:

- National Football League sponsored Quarterback Challenge
- National Football League sponsored Air It Out Competition
- NFL Alumni sponsored Pop Warner Super Bowl
- Bryant Gumbel UNCF Celebrity Golf Tournament
- Women's American Basketball League All Star Game
- Atlantic Coast Conference Baseball Blast
- ESPY Awards
- NFL Europe Training Camp
- Harlem Globetrotters Annual Training Camp

1997-2002: The Florida State University, Department of Sport Management, Recreation & Physical Education (Teaching Assistant).

Responsible as a Graduate Assistant to instruct undergraduate students in courses and curriculum. Responsibilities were to include advisement and instruction. Courses taught include:

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|--------------------------------|---|
| Soccer | Sport Governance (Theory Course) |
| Flag Football | Race & Ethnicity in Sport (Theory Course) |
| Aerobic Conditioning | Theory & Practice of Football |
| Weight Training & Conditioning | Theory & Practice of Basketball |

1995 - 1997: Swiss American Football Verband (SAFV), Basel, Switzerland

Selected Head Coach National Team Switzerland (football). Also responsible as Offensive Coordinator working directly with quarterbacks and receivers. Responsible for the selection and supervision of six additional coaches at the National level. Selected to initiate National Team (Switzerland) project. Under the direction of the Federation, responsible for the Education, Promotion, Marketing and Training of the National Team, Switzerland.

Program consisted of the selection, recruitment, logistics and budget analysis (sf 150,000). Team competed in the Euro-Bowl playoffs (International). Competed against France, Germany, Italy, Austria and Belgium (1997).

1990-1994: American Football Verband Deutschland (AFVD), Frankfurt /Neu Isenburg, Germany.

Coached professionally for two International Football teams (Frankfurt Gamblers and Neu Isenburg Jets). As the Athletic Director / Head Coach was responsible for all aspects of day-to-day operations to include budgeting, recruitment, training, marketing, public relations and special events. Assisted with operations for four American Bowls (National Football League) in Berlin, Germany. Conducted several professional camps, clinics and seminars throughout Europe.

1990-1992: World League of America Football (WLAF), Frankfurt, Germany

Responsible for game day event & facility management. This encompassed security, crowd control and half time transitions. Transporting of game officials to and from the site. Provided logistical support to Operations Manager to ensure that the facility (stadium) operated in an efficient and professional manner. Assisted with the operations for American Bowls (NFL) played in Berlin, Germany

1991-1993: Department of the Army, Hanau, Germany

Army College Education System (ACES)- Regional Testing Evaluation And Monitoring (TEAM) Coordinator directly responsible to the Regional Director. Overall duties and responsibilities included direct supervision, coordination and monitoring of educational activities and services. Monitor performance through Quality Control Plan to ensure quality educational support services were provided to meet the needs of the regulatory agencies. Directly involved in meeting various educational and professional goals by presenting both theory and practical application in specified areas. Qualified and cleared by five universities (University of Maryland, Central Texas College, Big Bend Community College, City Colleges of Chicago and Embry Riddle Aeronautical University) to instruct forty-three courses (undergraduate) relating to Business Administrations and Management field.

Courses Taught:

Introduction to Business	Time Management
Introduction to Management	Stress Management
Personnel Management	Consumer Economics
Personnel Counseling	Financial Planning
Personal Finance	Career Exploration
Introduction to Marketing	

1989-1991: Department of Defense, Frankfurt, Germany.

Management and Manpower Analyst, Frankfurt Army Regional Medical Center, responsible for conducting complex manpower studies relative to the mission functions, work processes, methods and procedures. Determine data and source of data to be collected. Analyzed and interpreted data identifying trends and projecting future developments. Advised and informed management officials and directors on effective manpower utilization, requirements, developments and trends. Functions included planning, programming, distribution, allowances and staffing.

1989-1982: United States Army (Orthopedic Technician), Columbia, South Carolina and Frankfurt, Germany.

Management of clinic and treatment of patients under the supervision of the Orthopedic Surgeon. Prepared and conducted primary and continuing education and training programs. Assisted in supply, budget procedures and fiscal matters. Provided administrative assistance and support to the Senior Commissioned Officer. Reviewed and submitted monthly and quarterly reports. Collected and maintained statistical data used for manpower surveys.

AWARDS

Army Commendation Medal (2)	Expert Marksman (1)
Army Good Conduct Medal (3)	Commander Soldier of the Quarter (1)
Army Achievement Medal (1)	Army Medical Regiment Leader (1)
Honorable Discharge	

PRESENTATIONS:

International

Polite, F.G., Koo, Y. Hardin, R.,(March, 2008). Global Sport Management: Collaborating via Mega Sporting Events. International Convention on Science, Education and Medicine in Sport. Beijing, China (submitted).

Polite, F.G., Rider, R., Modell, S., Lattimer, C., (September, 2008). A Study of Attitudes Regarding Social Responsibility and Social Accountability Amongst NCAA University Athletes and Administration.16th EASM Conference- European Association of Sport Management, Bayreuth/Heidleberg, Germany.

Polite, F.G., Lattimer, C., (September, 2008). The Dark Side of Title IX: Participation Disparity of African-American Female Athletes. 16th EASM Conference- European Association of Sport Management, Bayreuth/Heidleberg, Germany.

Rider, R., **Polite, F.G.,** (September, 2007). International and Intercultural Initiatives Ready For the World: Bridging the Cultural Divide via Collaborations in International Sport Business Management. International Sport Congress, Yonsei University, Seoul, S. Korea.

Hawkins, H., **Polite, F.G.,** Lattimer, C.,(November, 2006). Black Athletes in Collegiate Athletics: Economic Commodity & Endorsers of Academic Programs. (NASSS) North American Society for the Sociology of Sport, National Conference, Vancouver, Canada.

Southall, R, Nagel, M., **Polite, F.G.,** (November,2006). Attitudes and Sexual Orientation among University Athletes. (NASSS) North American Society for the Sociology of Sport, National Conference, Vancouver, Canada.

Goss, B., **Polite, F.G.**, Jubenville, J.B. (November,2006) The World Baseball Classic as a Global Branding Promotional Strategy for Major League Baseball. International Society of Business Disciplines (ISOBD). Las Vegas Nevada.

Polite, F.G. (2004). Regional Impact of NASCAR Races: Daytona Beach Metro Area. Hawaii International Conference on Business. Honolulu, Hawaii.

Polite, F.G., (2003). Agents on Campus: Where Do We Go From Here? North American Society for the Sociology of Sport (NASSS) National Conference, Montreal, Quebec, Canada.

Polite, F.G. (2003). The Race & Gender Report Card: Women's Perspectives & Are We Playing Fair? (NASSS) North American Society for the Sociology of Sport, National Conference, Montreal, Quebec, Canada

Polite, F.G., & Jackson, E.N. (2002). Applying Brand Equity Concept to National Football League Europe. 10th EASM Congress, International Conference. Jyvaskyla, Finland.

Polite, F.G., (2002) Florida State University, Global Sport Management Program, Global Sport Marketing Course (PET 6931r), Paris, France. Summer 2002.

National

Polite, F.G., Nagel, M., Campos, L., Rhoades, M., Shropshire, K., (April, 2008). Conducting the Business of College Sport "Well" Trends and Issues in College Sport. College Sport Research Institute. Memphis, Tennessee.

Polite, F.G., (April, 2008). The Black Student Athlete & Community Partnerships: A Platform for Social and Behavioral Change. College Sport Research Institute. Memphis, Tennessee.

Polite, F.G., (November, 2007). Black Scholars and Sports. Wharton Sport Business Initiative. The University of Pennsylvania, Wharton School of Business. Philadelphia, Pennsylvania.

Polite, F.G., (Sept. 2007). Ethnicity as a Variable Related to Attitudes Regarding Sexual Orientation Among College Athletes. The North American Society For Sport Sociology. Pittsburgh, Pennsylvania.

Polite, F.G., (April, 2007). Division I Recruiting: The Good, The Bad and The Ugly. University of Memphis Chapter of The Sport Marketing Association (SMA). Memphis Tennessee.

Lattimer, C., **Polite, F.G.**, (March, 2007). Track and Basketball: Socio-cultural factors contributing to participation rates between African-American and Caucasian Female Collegiate Athletes. The 3rd Annual Conference, The Drake Group, Cleveland, Ohio.

Corbett, D., Polite, F.G., Hill, S., Daniels, R., (April, 2007). European Women's Football. AAHPERD National Convention, National Association for Girls & Women In Sport. Baltimore MD.

Polite, F.G., Wolff E.,(2006). Athlete Development: Practical Tools for Athletes- Life Beyond Competition. National Disability Sport Conference (NDSC) Educational Sessions, Atlanta Georgia.

Goss, B., **Polite, F.G.**, Jubenville, J.B., (2006). The Black Quarterback in the South: Paving the Hard Road to Glory. The Drake Group. Indiana University/Purdue University, Indianapolis Indiana.

Nagel M.S., Southall R.M., Pitts, B., **Polite, F.G.**, (2006). College Sport Reform Panel. The Drake Group. The Economics of Sport. Indiana University/Purdue University, Indianapolis Indiana.

Goss, B.D., Jubenville,C.B., **Polite, F.G.** (2006, November). The World Baseball Classic as a Global Branding Promotional Strategy for Major League Baseball. Fall 2006 Conference of The International Society of Business Disciplines in Las Vegas, NV.

Goss, B., **Polite, F.G.**, Sutton, W., (2005). Positioning the National Basketball Association as a Global Brand. The Association for Global Business, National Conference, Miami Beach, Florida.

Goss, B., **Polite, F.G.**, (2005). Judging the Book? An Investigation of Alleged Racial Stereotyping in Portrayals of Black NBA Players on Sport Illustrated Magazine Covers, 1970-2003. National Association for Sport Convention & Exposition. Chicago, Illinois.

Polite, F.G., (2005). From Jack Johnson to Marion Jones: Gains Made-Struggles Remain for African-Americans In Sport. Ithaca College Sport Management & Media Symposium. Ithaca, NY.

Polite, F.G., Jackson, E.N., Collum, R.,Weir, J. (2004). Brown v. Board of Education. From Pollard to Vick: Trials and Tribulations of the Black Quarterback. North American Society for the Sociology of Sport, National Conference, Tucson Arizona.

Jisha, J., Kane, J., **Polite F.G.**, Jackson, E.N., (2004). Compensation Issues in Sport Management. North American Society for Sport Management National Conference, Atlanta, GA.

Southall, R.M., Staurowsky, E., Nagel, M.S., **Polite, F.G.**, Reese, J. T., Huma, H., (2004). NCAA Division 1-A Intercollegiate Athletics: Legal and Policy Issues. Sport & Recreation Law Association Conference, Las Vegas, NV.

Pedersen, P., Whisenant, W., **Polite, F.G.**, (2004). Undergraduate and Graduate Educational Positions in Sport Management: An Examination of Professional Announcements and Employment. National Association of Physical Education in Higher Education (NAPEHE), National Conference, Clearwater, FL.

Polite, F.G., Goss, B., Macbeth, J., Jubenville, C., E.N., (2004) Black Quarterbacks: Sacked or Surging? Trends Within the National Football League and Participation Patterns in Amateur Sport. AAHPERD 119th National Convention., New Orleans, LA.

Polite, F.G., Jackson, E.N. Quarterman, J., & Pettaway, K. (2004). Agents & Ethical Issues Involving Student Athletes. AAHPERD 119TH National Convention, New Orleans, LA.

Jackson, E.N., **Polite, F.G.**, McWashington, A., & Adams, R. (2004). Cultural Impact on Brand Extension of Professional Sport Organizations. AAHPERD 119TH National Convention, New Orleans, LA.

Polite, F.G., Jackson, E. N., & Quarterman, J. (2003) Bridging Partnerships Between Universities and Communities: Responsibility Addressing Socially At-risk Students. A paper presented at the Southern District Association Conference, (AAHPERD), Savannah, GA.

Goss, B., Jubenville, C., Jackson, E. N. & **Polite, F.G.** (2003). Is It All Good? A Panel Discussion on Race and Sport In America. Southern District Association Conference, (AAHPERD), Savannah, GA.

Jackson, E. N., **Polite, F.G.**, & Barber, A. (2003). Crossing the Legal Line: Issues Involving Tailgating. A paper presented at the 16th Annual Sport, Physical Activity, Recreation and Law Conference (SSLASPA). Atlanta, GA.

Jackson, E.N., **Polite, F.G.**, & Quarterman, J. (2003). Partnerships Between Community and College AT-Risk Minority Youth. National Association of Physical Education in Higher Education (NAPEHE) National Conference. Long Beach, CA.

Polite, F. G., Jackson, E. N., Lapchick, R., Pitts, B., & Staurowski, E. (2003). Implementing Socio-Cultural Courses in a Sport Management Curriculum. A paper presented at the 18th North American Society of Sport Management (NASSM) National Conference, Cornell University, Ithaca, NY.

Jackson, E. N., Chepyator-Thomson, R., & **Polite, F. G.** (2003). Diversity in Academic Institutions: The Recruitment of Persons of Color. A paper presented at the AIESEP International Congress 2003, Endicott College, Beverly, MA.

Polite, F. G., Rider, B., Hickey, B., (2002). Accountability for Educating Academically and Socially At-Risk African-American Students: “A Shared Responsibility”. American Association for Colleges of Teacher Education,(AACTE), New York, NY

Regional

Polite, F.G., Lattimer, C., (Jan, 2007). Branding 101: Marketing Your Future. Clifton M. Jones Student Leadership Conference. The University of Tennessee. Knoxville TN.

Polite, F.G., Waller, S.,Lattimer, C., (Jan, 2007). Ready for The World Initiative: A Game Plan for the Future (I-LEAD). Clifton M. Jones Student Leadership Conference. The University of Tennessee. Knoxville TN.

Polite, F.G., (April, 2007). Branding Your Self in a Changing Global Market. Sport Administration Society, Loch Haven University, Pennsylvania.

Polite, F.G., (Jan, 2006). Branding 101- Marketing Your Future Clifton M. Jones Student Leadership Conference. The University of Tennessee. Knoxville TN.

Polite, F.G., Harris, K., Hall, C., (2005) Race Relations Summit: One Race, One People, One Peace. Mayor’s Initiative on Race Relations. Tallahassee, FL.

Polite, F.G., Cooney, M., Edwards, D., Loft, S. (2005) Sport casting Your Future. University Of North Florida Sport Management Alliance. Jacksonville, FL.

Polite, F.G., (2005). Ethical Issues in Sport & Entertainment. 3rd Annual Entertainment, Arts & Sports Law Industry (EASI) Conference, Tallahassee Law School, Tallahassee, FL

Polite, F.G., Garnes, M. (2005). Ethical Issues in Sport, 3rd Annual Entertainment, Arts & Sports Law Industry (EASI) Conference, Tallahassee Law School, Tallahassee, FL

Polite, F.G., Park, T., Wills (2005). The Arms Race in Sport, 3rd Annual Entertainment, Arts & Sports Law Industry (EASI) Conference, Tallahassee Law School, Tallahassee, FL

Polite, F.G., (2005). A Discussion Between the Hip Hop Generation and the Civil Rights Era. The Elements Organization, The University of Central Florida, 2005.

Troutman K., **Polite, F.G.,** (2004) A Students’ Perspective: Establishing & Developing Leadership Qualities/Traits. Florida Alliance, Health, Physical Education, Recreation, Dance & Sport, (FAHPERD-S), Orlando, FL.

- Ramsankar, R., **Polite, F.G.**, (2004) Another Day, Another Dollar- The Impact of Illegal/Legal Gambling on College Campuses. Florida Alliance, Health, Physical Education, Recreation, Dance & Sport, (FAHPERD-S), Orlando, FL.
- Polite, F.G.**, (2004). Sport Facility Operations. Mayor's Sport Initiative, Daytona Beach & Halifax Area Chamber of Commerce, Daytona Beach, FL.
- Polite, F.G.**, Alto, T., Howard, C., Ramsberger, T., Rogers, L., (2004). Player/Agent Perspectives, 2nd Annual Entertainment, Arts & Sports Law Industry (EASI) Conference, Tallahassee Law School, Tallahassee, FL.
- Polite, F.G.**, Minnix, B., Garnes, M., Jackson, E.N., (2004). Race & Gender in Athletics. 2nd Annual Entertainment, Arts & Sports Law Industry (EASI) Conference, Tallahassee Law School, Tallahassee, FL.
- Polite, F.G.**, Jackson, E.N., (2003). Race Relations Summit 2003: The Power of One Community. Mayor's Initiative on Race Relations. Tallahassee, FL.
- Polite, F.G.**, Riordin, J., Connaughton, D. Kent, A., & Todd. S. (2003). Academic Panel: Issues Surrounding Sport Management Programs. The Florida State University Annual Sport Management Conference, Tallahassee, FL.
- Polite, F.G.**, Lopez, A.M., Negy, C., Stevens, D., Wright, E., Jentch, K., Long, T., Wooten W., (2003). Free Your Mind, University of Central Florida Psychological Society, Orlando FL.
- Polite, F.G.**, (2003). Connecting Community: Segregation, Integration & Inclusion. University of Central Florida Diversity Week. Orlando, FL.
- Kane, J., **Polite, F.G.**, Jackson, E.N., Jisha, J., Pedersen, P. (2003). Panel Discussion: Improving Field Based Experiences for Sport Management Candidates. Florida Alliance, Health, Physical Education, Recreation, & Dance, (FAHPERD), Jacksonville, FL.
- Polite, F.G.**, Lee, K (2003) Overview of the National Consortium for Academics & Sport. Florida Alliance, Health, Physical Education, Recreation, & Dance, (FAHPERD), Jacksonville, FL.
- Polite, F.G.** (2003). Diversity in Sport: Future Implications & Concerns. The Florida State University Annual Sport Management Conference, Tallahassee, FL.
- Polite, F.G.**, (2003). Probing for Internships. The Florida State University Annual Sport Management Conference, Tallahassee, FL.
- Polite, F. G.**, (2003). Meeting the Crisis: Issues of Agents on our Campus. Race, Sports, & Hip Hop in the New Millennium. The Louisiana State University, Baton Rouge, LA.

Polite, F. G. (2002). P.E.E.R. Project Overview: Mentoring of Student Athletes Defined as At – Risk., Florida Alliance, Health, Physical Education, Recreation & Dance (FAHPERD), Daytona Beach, FL.

Polite, F. G., (2002) Brand Marketing and its Impact on Sporting Events. (FAHPERD) Florida Alliance, Health, Physical Education, Recreation, Dance, and Driver Education, Jacksonville, FL.

PUBLICATIONS:

Polite, F.G., (2007). The Re-branding of a Franchise: The Tampa Bay Buccaneers. The Journal of Sport Management And Recreation Topics (SMART) 4(3) 2008.

Polite, F.G., (2008). The Harlemlglobetrotters: A Truly Global Brand. The Journal of Sport Management And Recreation Topics (SMART). **(accepted)**.

Southall, R.M., Anderson,E.C., **Polite, F.G.**, Nagle,M.S., (2007). Homophobia Among College Athletes: An Initial Investigation of sexual orientation attitudes of a sample of male and Female College Athletes (submitted to The Journal of Sport Management).

Southall, R.M., Anderson,E.C., **Polite, F.G.**, Nagle,M.S., (2007). Homophobia Among College Athletes: Investigating ethnicity as a Variable Related to College Athletes' Sexual-orientation. (submitted to The Journal of Sport Sociology).

Polite, F.G., Koo, Gi-Yong, Hardin, R., Building a Sport Management Programs Brand Via Media and Communication Outlets: Super Bowl XLI. (re-submitted to The International Journal of Sport Communications).

Bennett, G, Polite, F.G., (Dec, 2007). Brand Use Among Targeted Markets: Mountain Dew and Action Sports Sponsorship. The Sport Marketing Quarterly (re-submitted, Dec 2007).

Goss, D.B., Jubenville, B.C. **Polite,F.G.**, (2007) Applying an Advertising Creativity Model to the NFL's Black Quarterbacks and Postmodern Sport Marketing Practices. Marketing and Management Journal 17 (1) 65-81.

Polite, F.G., (2005). Athletics and Social Mobility. Encyclopedia of Race and Racism. Macmillan Reference USA.

Polite, F.G., (2005). Genetics and Athletic Performance. Encyclopedia of Race and Racism 20 (1) 40-43. Macmillan Reference USA.

Polite, F.G., (2004) Serena & Venus Williams: Sport Icons. Encyclopedia of African-American Culture and History: The Black Experience in the Americas. Macmillan Reference USA.

Brooks D.D., & Althouse, R. (2007).- Chapter: Ethnic Minority Opportunities in College and Professional Sports: A Business Imperative (111-129).

Brooks D.D., & Althouse, R. (2007). Chapter: The Globalization of Sport: A Bridge to Advancing Cultures (253-275).

Lapchick, R., **Polite, F. G.**, (2004). New Game Plans for College Sports-Chapter: Agents on Campus.

Sutton, W.A., **Polite, F.G.**, (2004) A Model for Establishing, Activating and Extending Brand Association for Professional Sport Teams. Association Espanol de Estudios de Mercado Marketing Y Opinion (AEDEMO).

Polite, F. G., Imwold, C., & Hickey, B. M. (2003). The Effect of an After-school Tutoring Program on Academic Performance of the High School Student-Athlete. Florida Alliance For Health, Physical Education, Recreation & Dance (FAHPERD), 41 (3), 8-10.

Polite, F. G., (2003). Sport Management: Past , Present and Future. Florida Alliance For Health, Physical Education, Recreation & Dance (FAHPERD), 41 (3), 24-25.

Polite, F. G., (2003). Eddie Robinson: The Man. African American National Biography, W.E.B. DuBois Institute for African American Research, Harvard University, Oxford University Press. Cambridge, Massachusetts.

PUBLISHED – REFEREED PROCEEDINGS

Polite, F.G., Rider, R., Modell, S., Lattimer, C., (September, 2008). A Study of Attitudes Regarding Social Responsibility and Social Accountability Amongst NCAA University Athletes and Administration.16th EASM Conference- European Association of Sport Management, Bayreuth/Heidleberg, Germany.

Polite, F.G., Lattimer, C., (September, 2008). The Dark Side of Title IX: Participation Disparity of African-American Female Athletes. 16th EASM Conference- European Association of Sport Management, Bayreuth/Heidleberg, Germany.

Jackson, E. N., **Polite, F. G.**, & Barber, A. (2003). Crossing the Legal Line: Issues Involving Tailgating. A paper presented at the 16th Annual Sport, Physical Activity, Recreation and Law Conference (SSLASPA). Atlanta, GA

Jackson, E.N., **Polite, F. G.**, & Quarterman, J. (2003). Partnerships Between Community and College AT-Risk Minority Youth. National Association of Physical Education in Higher Education (NAPEHE) National Conference. Long Beach, CA.

Polite, F. G., Jackson, E. N., Lapchick, R., Pitts, B., & Staurowski, E. (2003). Implementing Socio-Cultural Courses in a Sport Management Curriculum. A paper presented at the 18th North American Society of Sport Management (NASSM) National Conference, Cornell University, Ithaca, NY.

Polite, F. G., Rider, B., (2002). Accountability for Educating Academically and Socially At-Risk African American Students: “A Shared Responsibility”. American Association for Colleges of Teacher Education, (AACTE), New York, NY.

Polite, F. G., & Jackson, E.N. (2002). Applying Brand Equity Concept to National, Football League Europe. 10th EASM Congress, International Conference. Jvquaskyla Finland.

WORKS IN PROGRESS

Polite, F.G., (2008). Dr. Harry Edwards: What Happened to the Socially Responsible Athlete? (Submitted).

Polite, F.G., (2008). Sport Brands. The Emergence of Under Armor (Submitted).

PUBLICATIONS- BOOK REVIEWS

Polite, F.G., (Nov. 2007). [Review of book: Money Players: A Guide to Success in Sports, Business and Life for Current and Future Pro Athletes]. By Marc Isenberg. A Game Publishers, Los Angeles.

Polite, F.G., (Oct. 2007). [Review of book: Sport in Consumer Culture]. By John Horne. Palgrave Macmillan, Houndsmill.

Polite, F.G., (Sept.2006). [Review of Text: Diversity In Sport Organizations]. Holcomb Hathaway Publishers. George Cunningham.

Polite, F.G., (2004) [Review of Chapter: Engaging Leadership], Prentice Hall Business Publishing.

Polite, F.G., (2004) [Review of text: Becoming Multi-culturally Responsible on Campus: From Awareness to Action]. Parker, W., Sager, S.

Polite, F. G., (2002) [Review of book: Counseling College Student – Athletes: Issues and Interventions]. Academic Athletic Journal, 16(1), 27-28.

INVITED PRESENTATIONS/LECTURES:

Polite, F.G., (Oct. 2007). Distinguished Lecture Series: Branding of Sport Management Programs via Mega Events. The University of Alabama. Tuscaloosa, Alabama.

Polite, F.G., (February, 2007). Issues in Sport Communication (SK500). Indiana University, Bloomington, Indiana.

Polite, F.G., Lattimer, C. (February, 2007). 601 Research Seminar: Institute for Leadership, Ethics, and Diversity: The Playbook. The University of Tennessee, Knoxville, TN.

Polite, F.G., (March, 2006). Current Issues in Collegiate Athletics. The University of Memphis, Memphis TN.

Polite, F.G., (April, 2007). International/Global Aspects of Sport and Leisure Studies. The University of Tennessee, Knoxville, TN.

Polite, F.G., (2006). Sport Management 511. Marketing & Branding in Sport Management. The University of Tennessee, Knoxville TN.

Polite, F.G., (2006). Introduction to Sport & Exercise Psychology. Identify psychological issues importance to peak sport and life competencies (Interview). The University of Tennessee, Knoxville TN.

Polite, F.G., (2006). Principles of Marketing (MN 2866), Valencia Community College, Orlando Florida.

Polite, F.G., (2006). Diversity as a Business Imperative. Valencia Community College, Orlando, Florida.

Polite, F.G., (2006). Creating a Business Plan. Full Sail Entertainment & Recording. Orlando Florida.

Polite, F.G., (2006). Values, Goals & Ethics. Holy Trinity Episcopal Academy. Melbourne, Florida.

Polite, F.G., (2006). Leading in the new Millinium. Sport Marketing Professional Club. College of Business Administration, The University of Central Florida, Orlando Florida.

Polite, F.G., (2006). Navigating Your Career in Sport. Greek Pan Hellenic Council, The University of Central Florida, Orlando, Florida.

Polite, F.G., (2006). Issues in College Sport: Lecture Series Forum on Racism. Department of Health and Sport Sciences, The University of Memphis, Memphis, TN.

Polite, F.G., (2005). Navigating Your Journey in Sport. Marketing Professional Services (SMPS). Department of Marketing. University of Central Florida, Orlando, Fl.

Polite, F.G., (2005). Leadership & Ethics: High School to College. Jones High School, Orlando, Florida.

Polite, F.G., (2005). Marketing Yourself 101. Valencia Community College, Orlando, Florida.

Polite, F.G., (2005). Creating a plan for the Business of Sports. Full Sail Entertainment & Recording. Orlando Florida.

Pinkston, K.A., **Polite, F.G.,** (2004). Playing the Game or Being Played: The Realities of Race in the Media. Showcase of Undergraduate Research Excellence. The University of Central Florida, Orlando FL.

Polite, F.G., (2004). Sport Marketing: Creating Your Brand. Society for Marketing Professional Services (SMPS). Department of Marketing. University of Central Florida.

Polite, F.G., Eller, J. Sherrard, P., Wade, C., (2004). Jobs in Sports & Promotions Panel, Quotes Club, Nicholson School of Communication, University of Central Florida

Polite, F.G., (2004). Job placement in the Sport Management Field. An examination of the historical significance, present and future trends for the sport management field. The course (Introduction to Sport Management) was taught by Dr. Paul Pedersen. Palm Beach Atlantic University, West Palm Beach, FL.

Polite, F.G., (2004). An examination of the various aspects of facility event management in the field of sport business management. The course (Sport Event & Facility Management - BSM 2003) was taught by Dr. Paul Pedersen. Palm Beach Atlantic University, West Palm Beach, FL.

Polite, F.G., (2004). An examination of the values of branding, volunteering, internships and networking in the field of sport management. The course (Management & Organization of Sport- BSM 4003) was taught by Dr. Paul Pedersen. Palm Beach Atlantic University, West Palm Beach, FL.

Polite, F.G., (2003). Future Implications for the Sport Management Field. An examination of the historical significance, present and future trends for the sport management field. The course (Introduction to Sport Management) was taught by Dr. Paul Pedersen. Palm Beach Atlantic University, West Palm Beach, FL.

Polite, F.G., (2003). Race, Sport & Gender: Sociological Implications. Discussed how the disciplines of Cultural Anthropology and Sport intersect. The course (Introduction to Anthropology) was taught by Dr. Rosalyn Howard. The University of Central Florida, Orlando, FL.

Polite, F.G., (2002) Florida State University, Global Sport Management Program, Global Sport Marketing Course (PET 6931r), Paris, France. Summer 2002.

Dissertation Committees (Doctoral):

Mr. Kenneth Riley-The Influence of Time Management and Interscholastic Sports Participation on the Academic Success of High School Student-Athletes(2006).

Thesis Committees (Masters):

Mr. Jason Scott- *Chillin aint Misbehavin'*: Understanding Passive Leisure Behavior through the Lens of At-Risk Youth (2007).

SERVICE

University:

UTK Athletics- Recruiting Process. Knoxville TN. Jan. 2008.

Vine Magnet Middle School Career Week: Making the Right Decisions. Knoxville Tennessee, Feb. 2008.

Community-University-School Partnerships, The University of Pennsylvania, Feb. 2008

Super Bowl XLII, Theory to Practice. Scottsdale AZ. Feb 2008.

Super Bowl XLI, Theory to Practice. Miami FL. Feb 2007.

Project GRAD Knoxville Funders Luncheon. Knoxville, TN. Nov. 2007

UTK Academic Engagement Subcommittee. Knoxville TN. Dec. 2007

Math and Science Regional Center- Sport Management Workshop/Seminar. Knoxville, TN. June, 2007.

McNair Post Baccalaureate Achievement Program, Knoxville, Tennessee, July, 2007.

McNair Summer Research Institute Workshop, Knoxville, Tennessee, June, 2007.

Chancellors Academic Outreach and Engagement Council- 2007 present

Chancellors Administrative Committee- 2007-2008

Commission For Blacks- 2007 present

The Literacy Imperative Inc. Renovation Celebration, Knoxville Tennessee. June 2007

UTK Research Seminar- I-LEAD Program. Knoxville, TN. Feb. 2007.

UTK Athletics- Recruiting Process. Knoxville TN. Dec. 2007.

UTK- Student Athletes Advisory Committee(SAAC) Faculty Recipient. Knoxville TN. March, 2007.

UTK- Student Athletes Advisory Committee (SAAC) Receptient. Knoxville, TN. February, 2007.

Office of Minority Student Affairs- African American History Scholars Bowl (moderator). The University of Tennessee, Knoxville TN. February, 2007.

Common Cause Athletics Luncheon- Knoxville , Tennessee. October, 2006.

Office of Minority Student Affairs- Ms. Phi Beta Sigma (Judge). The University of Tennessee, Knoxville TN, Nov 2006.

Junior Achievement/DeVos College Shadow Day, The University of Central Florida, Orlando, Florida, 2006.

JT Washington Diversity Lunch Committee, The University of Central Florida, Orlando, Florida, 2006

Dr. John Washington Community Service Awards and Scholarship, The University of Central Florida, Orlando, Florida.

Summer Mentoring Fellowship, Graduate Studies, The University of Central Florida, Orlando, Florida. 2006

Showcase of Undergraduate Research Excellence, Office of Undergraduate Studies, The University of Central Florida, Orlando, Florida, 2006

Ronald McNair Scholars Recognition Committee, The University of Central Florida, Orlando, Florida, 2006

1st Annual SGA Black Faculty & Staff Appreciation Dinner, 2006

John C. Andrews Mentoring Breakfast, The University of Central Florida, 2006

Diversity Leadership Education, University Center, The University of Central Florida, Orlando FL. 2006

Mentoring Diverse Students, Minority Programs in Education, The University of Central Florida, 2005.

National Conference on Leadership Diversity, Rosen Centre Hotel, Orlando Florida, 2005

TEE Collins Mentoring Scholarship Committee , The University of Central Florida, 2005.

Junior Achievement/DeVos College Shadow Day, The University of Central Florida, Orlando, Florida, 2005.

Faculty Advisor, The Society for Marketing Professional Services, The University of Central Florida, 2005

Alumni Faculty Member, Delta Sigma Pi- Business Fraternity, (Theta Sigma Chapter) 2004.

Undergraduate Research Summer Academy, University of Central Florida, 2004.

Faculty Advisor, UCF Soccer Club, University of Central Florida, 2004- 2006.

African American Studies Advisory Committee, University of Central Florida, 2003-2006.

Faculty Advisor, UCF Hockey Team, University of Central Florida, 2003-2006.

Faculty Mentor, Research and Mentoring Program (RAMP), University of Central Florida, 2003-2006.

Faculty Advisor, Lead Scholars, University of Central Florida, 2003-2006.

Secretary, College of Business, Faculty Assembly, University of Central Florida, 2002-2003.

Faculty Advisor, DeVos Sport Business Management Program (MBA), University of Central Florida, 2002-2006

Professional / State / Government / Local:

Fulton High School: Focus on the Falcons- Marketing and Branding for College. Knoxville, Tennessee (February, 2008).

Full Service Community School Conference- E. Hill School & Community Center. Knoxville, Tennessee. December, 2007.

Board Member: Mentathlete Corporation-Helping youth become majors in life, sport, and academics. Tampa, Florida. October, 2007.

Governors Mentoring Initiative. Youth Villages. Knoxville TN. Dec. 2007.

Faculty Summit on Intercollegiate Athletics. The Knight Commission on Intercollegiate Athletics. NW Washington D.C. Oct. 2007.

Editorial Review Board- CHOICE Current Reviews for Academic Libraries. Knoxville TN. Sept. 2007.

NASSS Book Review Committee. Knoxville TN. Jan 2007.

Fort Sanders Safety Day. Knoxville TN. Nov. 2007.

Project GRAD 7th Annual Walk for Success. Knoxville TN. Sept. 2007).

Editorial Review Board- Journal of Issues in Intercollegiate Athletics. August, 2007 to present.

College Sport Research Institute Executive Board. 2007 to present.

North American Society for Sport Sociology (NASSS) Racial / Ethnic Diversity & Climate Committee, 2004-present.

Orlando Magic Youth Foundation (OMYF)- Black Tie & Tennes Charity Gala, Orlando FL. 2006

Neighborhood Center for Families (Facilitator) Orlando, Florida, 2006.

Atlantic Coast Conference Inaugural Championship Game- Operations/Facilities Jacksonville Florida 2006.

Conference USA Inaugural Championship Game- Operations- Orlando, Florida 2006.

Editorial Review Board- Sport Management and Related Topics- 2005-Present.

Editorial @ Advisory Board -Florida Alliance for Health, Physical Education, Recreation, Dance & Sport Management (FAHPERDS) 2004-2006 , Jacksonville Florida.

Inaugural Florida Classic Symposium presented by the MEAC, Florida Citrus Sports & Walt Disney World Resort 2005.

Georgia Southern Sport Management Conference, Savannah, GA. 2006

Parramore Kidz Zone Briefing for the Robert Wood Johnson Site Visit. Orlando Florida 2006.

Nominations Committee- North American Society of Sport Sociologists (2005-present).

Florida Music Festival and Conference, Orlando Florida, 2006

African American Chamber of Commerce M-Powerment Luncheon, Wyndham Orlando Resort, Orlando Florida, 2006.

Miami XLV Host Committee, Miami Florida, 2006

The Atlanta Sport Summit.Coca-Cola, Velocity Sports & Entertainment, Georgia Tech University, Atlanta Spirit. Atlanta Georgia, 2006.

Orlando Young Professionals Leadership Group (OYP). Navigating Your Path to Success. Orlando Florida, 2006

Tampa Bay Devil Rays, MLB Leadership Development. Tropicana Field, St. Petersburg, FL. 2005.

Champs Sports Bowl, Citrus Bowl, Orlando, FL. 2005

City of Orlando: Terry Bowden's Coaches Appreciation Event. Recreation Division and Orlando After-School All-Stars. Orlando Florida, 2005.

National Football Foundation- Selected to the National Football Leagues Coaching Academy (Carolina Panthers, Tampa Bay Buccaneers). Program focus was on development of youth development via sport and life skill attainment 2005-Present.

Dew Action Sports Tour (DAST) Research Team, Orlando Florida. 2004-2005.

FAHPERDS 2005 University Educator of the Year, Florida (Sport).

Tavistock Cup Presented By Huges Supply, The World Golf & Country Club Championship, Isleworth Country Club, Orlando Florida, 2005.

North American Society for Sport Sociology (NASSS) Book Review Committee, 2006-Present

National Prime Time Reading Program, National Endowment for The Humanities, Louisiana, 2005.

National Football League, Super Bowl XXXIX Host Committee, Jacksonville Florida, 2004.

National Football League, Super Bowl XLI Host Committee, Miami, Florida, 2007.

Sport Management Council- AHPERD Southern District (At Large Member), 2003-2005.

Polite, F.G., (2004). Social Impact of Sport on a Community. Mayors Sport Initiative, Daytona Beach & Halifax Area Chamber of Commerce, Daytona Beach Florida.

Polite, F.G., (2004). Sport Facility Operations in the Community. Mayors Sport Initiative, Daytona Beach & Halifax Area Chamber of Commerce, Daytona Beach Florida.

Orlando Mayor's Children's Coalition, (Board Member) Orlando Florida, 2004-2006.

President Sport Association – Florida Alliance for Physical Education, Recreation, Dance & Sport (FAHPERDS), Florida 2003-2004.

Professional Development Activities

Billie Grace Goodrich Distinguished Lecture Series. Dr. Ira Harkavy: University-School-Community Partnerships: Strategies for Realizing The Mission of Higher Education and The Promise of American Democracy. Knoxville TN. Sept 2007.

Black Cultural Programming: Lady Ruby Dee. The University of Tennessee. Sept. 2007.

Black Cultural & Issues Committee: Angela Davis. The University of Tennessee, April 2007.

Research Seminar: Effects of Power Generation on Evaluating Impact. The University of Tennessee, April, 2007).

National Football Foundation & College Hall of Fame Ceremony, Knoxville, Tennessee, March, 2007.

Adidas Partners in Sports Conference, Knoxville, Tennessee, April, 2007.

Marketing Communication in a Diverse Society Interest Group, Students Union Center, The University of Tennessee, Nov. 2006.

Academy of Management, New York, 2006

The Fourth Annual Partners in Sports Conference, The University of Tennessee, 2006

Executrack Leadership Presentation, The University of Tennessee, 2006

A Celebration of Negro League Baseball, Carson Newman-College, TN.2006

ESLS Seminar- Building a Research Agenda, The University of Tennessee, February, 2006.

ESLS Seminar- The Communications of a Great Coach: An Observational Study of Pat Summit, The University of Tennessee, January, 2006.

ESLS Seminar- Leadership in Sport, The University of Tennessee, December, 2006.

ESLS Seminar- Sport for Life in Israel: In the Midst of Conflict, The Girls Played in Peace. The University of Tennessee, October, 2006.

ESLS Seminar- IRB Procedures at The University of Tennessee, September, 2006.

ESLS Seminar- Enhancing the Cultural Competence of Public Health Personnel to Eliminate Health Disparities, The University of Tennessee, September, 2006.

Black Board Training, IT, The University of Tennessee, 2006

Cummins Leadership Development Series: Valuing Diversity and Making Our Differences Work: Unleashing the Power of Inclusiveness. The University of Tennessee 2006.

Project GRAD Walk for Success. The University of Tennessee. 2006

Dave Brown (ESPN)- Broadcast Executive Forum, The University of Tennessee 2006.

Ready for The World-University of Tennessee Branding Campaign, The University of Tennessee, Knoxville, TN. 2006

University of Tennessee Black Congress, The University of Tennessee, 2006

Professional Development Series, Atlanta Spirit, Coke, Velocity Sports & Entertainment, Georgia Tech University. Atlanta, GA. 2006.

Dr. MLK Distinguished Lecture Series: Dr. Cornell West, Why Democracy Matters for the Hip Hop Generation, University of West Georgia, 2006

Race, Class & Culture Identity in the Pan-African Congress Movement, Orlando Fl, 2006

Georgia Southern Sport Management Conference, Statesboro, Georgia, 2006.

The Weldon Johnson Scholars Lecture Series, The University of Central Florida. Orlando, FL. 2006.

Black Atlantic Film Series, Orlando Fl, 2006

The Truth: The History of the Black Seminoles, The University of Central FL. 2006

DeVos Speaker Series-Tom Farrey, ESPN, Author, The University of Central Florida Orlando FL. 2006.

DeVos Speaker Series- Lee Cockrell, Sr. VP Operations, Walt DisneyWorld. The University of Central Florida Orlando FL. 2006.

DeVos Speaker Series-Bernard Franklin, NCAA Senior VP for Governance & Membership, 2006

DeVos Speaker Series-Coaches Bill Yoast & Herman Boone, "Remember the Titans", 2006

DeVos Speaker Series- Pete Williams, USA Today, Baseball Weekly, Sports Weekly, Street & Smith's Sports Business Journal, 2006

DeVos Speaker Series-Floyd Keith, Black Coaches Association, 2006

DeVos Speaker Series-Bill Curry, ESPN Analyst, 2006

DeVos Speaker Series- Cari Coats, Chief Operating Officer, CNL Real Estate Advisors, 2005

DeVos Speaker Series- Mr. Richard DeVos, Owner, Orlando Magic, RDV Sports, Magic Aviations Group, 2005.

DeVos Speaker Series-Otis Smith, General Manager, Orlando Magic (NBA), 2005

DeVos Speaker Series- John Thomas- President-Maloof Sports & Entertainment (Sacramento Kings & Monarchs/NBA/WNBA), 2005

DeVos Speaker Series- Al Weiss, President, Disney's World wide Operations, 2005

FAHPERD-S- Editorial Board (Sport Management) 2004-2005

Graduate & Professional School Enrollment Management Corporation, 2005

John T. Washington Community Service & Scholarship Luncheon, 2005

Joseph C. Andrews Mentoring Breakfast, Transforming Lives-Past, Present & Future, 2005, Orlando FL. 2005

DeVos Speaker Series-Nancy Hogshead-Makar- Title IX Expert, 4 time Olympic Gold Medalist, 2005

Florida Classic Symposium- Damon Evans, AD, University of Georgia, Orlando FL. 2005

Florida Classic Symposium- Charles Davis, Sport Analyst TNT/TBS, Orlando FL. 2005

Genocide and Slavery in Sudan, Francis Bok, The University of Central FL. 2005

Diversity Management Training, DeVos MBA Program, The University of Central Florida, Orlando Florida, 2005.

DeVos Speaker Series- Reggie Williams, Sr. VP, Disney's Wide World of Sports, The University of Central Florida, Orlando, FL. 2004

DeVos Speaker Series- John Cherwa, Past President of the Associated Press Sports Editors & Senior Editor, Tribune Sports. The University of Central Florida, Orlando, FL. 2004

DeVos Speaker Series- Arnie Fielkow, Senior VP, New Orleans Saints. The University of Central Florida, Orlando, FL. 2004

DeVos Speaker Series- Keith Lee, COO The National Consortium for Academics and Sport & Former NFL Player Representative New England Patriots. The University of Central Florida, Orlando, FL. 2004

NCAS- Mr. Ralph Wiley, ESPN, Sports Ill. Writer, Journalist, Scholar, 2004

CAB Presents: Michael Moore- Slackers, 2004

Faculty Center for Teaching & Learning- The First and Every Class, 2004

Faculty Center for Teaching & Learning- Handling Negative Feedback, 2004

Faculty Center for Teaching & Learning- Problems Only a Group Can Solve, 2004

Faculty Center for Teaching & Learning –From Goals to Assessments- Course Design & Syllabus Construction,2004

Neil Pilson, Former President CBS/President/CEO Pilson Communications, 2004

Mason Ash- Sports Agent, 2004

Leadership Institute: From Leadership to Prominence: Leadership Diversity, 2004

NCAAP & The UCF Chapter- Bamboozled – Spike Lee, 2004

UCF Lecture Series- Brown v Board of Education, Dr. Cornell West, 2004

President's Eminent Scholars Series- A Multi-racial Society with Segregated Schools:
Are we losing the dream? Dr. Gary Orfield ,2004

Diversity Management Training, DeVos MBA Program, The University of Central
Florida, Orlando Florida, 2005.

Diversity Leadership – Mentoring & Leading, DeVos MBA Program, The University of
Central Florida, Orlando Florida, 2004.
2004

Celebration of the Legacy, Arthur Pappy Kennedy Prayer Breakfast, Orlando FL. 2006

LSU Chancellor's Distinguished Lecture Series- Sport as a Bridge to the Racial Divide.
Dr. Richard Lapchick- 2003

Grants

PEER/ Project GRAD Grant: AT&T- Partners for Enhancing Educational Resources
(\$28,000). The University of Tennessee, Knoxville (2008).

International and Intercultural Initiative Grant: Ready For the World: Bridging the
Cultural Divide via Collaborations in International Sport Business Management (\$5,000).
The University of Tennessee, Knoxville (2007).

McNair Summer Mentoring Fellowship (\$3,250). The University of Central Florida.
2006

Research and Mentoring Program Grant- \$500.00 (RAMP)- SWOT Analysis of the NBA
and its Cultural Impacts. The University of Central Florida- 2005

General Mills Champions Youth Nutrition & Fitness Grant \$10,000 (NEETO Program)
Orlando After School All-Stars. The University of Central Fl-2003.

Student Government Association Research Travel Grant- (\$500.00). The Florida State
University (2000)

Student Government Association Research Travel Grant- (\$1000.00). The Florida State
University (2002)

Media-

Newspaper- The Seymour Herald- UT Students Get Insider View of Super Bowl XLII.
(Jan 2008).

Newspaper- The Knoxville Sentinel- UT Students again Helping Stage Super Bowl
Activities. (Jan, 2008).

Newspaper- The Daily Beacon- UT Students Gain Valuable Experience at Super Bowl. (Feb, 2008).

Newspaper- The Tennessee Journalist, UT Students to Work at the Super Bowl. (January 14, 2008).

Newspaper- Lexington Herald Leader- Cost of College Coaching Explodes (Apr. 2007).

Newspaper- The Daily Beacon- Students Work at Super Bowl XLI (Jan, 2007).

Newspaper- Knoxville News Sentinel- Students Practice at Super Bowl XLI (Jan, 2007).

Newspaper- College of Education, Health and Human Sciences Connection (Jan, 2007).

Newspaper- The Knoxville Sentinel- New Program Focuses on Leadership (Oct, 2007).

Newspaper- The Daily Beacon- Program Addresses Leadership In Athletes (Nov, 2007)

Newspaper- The Orlando Sentinel- Daytona Adds Perks to Lure Richer Fans. (Feb,2006)

Newspaper- The Cup Scene Daily- Makeover: Daytona Infield to Receive Immense Facelift this Summer (Mar. 2006).

Newspaper- Business North Carolina- Colleges keep running up the score on coaches' pay (July 2006).

Newspaper- Cal State Fullerton Daily Titan- NCAA/MLB Participation rates of African American Players. (Apr. 2006).

Newspaper- Times Union Jacksonville- Economic Impacts of Spring Training (Feb. 2006).

Newspaper- Orlando Sentinel- Focus on the Make over of The Daytona 500 and the direction of marketing/brand image of the leadership (Jan, 2005)

Newspaper- Treasure Coast Business Journal: Branding, parity help put NFL into a class by itself (2004).

Newspaper- The New York Times: Study Reports Decline of Blacks in Baseball. (May 2004).

Newspaper- Street & Smith's Sport Business Journal: Class In Session: Students drawn to Business Schools in Search of Careers in Sports. November, 2004).

Newspaper- The Times Picayune- FSU's Gardner Working to Catch NFL's Attention (Jan.2003).

Newsletter- UT College for the College of Education, Health and Human Sciences: UT Students Work Behind the Scenes at Super Bowl In Miami (Jan. 2007)

Television-

Television- WBIR UT Students Get Behind the Scenes Gig at Super Bowl XLII.- NBC Affiliate. Knoxville, Tennessee. (January 28, 2008).

Television- WBIR UT Students Experience Super Bowl XLI- NBC Affiliate. Knoxville, Tennessee. (February 1, 2007).

Television- The Knightly News (Bright House)- The Working Truth. Analysis of Club Hockey as a Intercollegiate Sport. The University of Central Florida. Orlando Florida (June,2006).

Television- The Knightly News (Bright House)- Graduation rates and Race. The University of Central Florida. Orlando Florida (Apr 2006).

Television- ESPN Outside The Lines- NFL Combines: Probing & Testing of top Draft able Collegiate Athletes (Jan, 2005).

Television- 13 Central Florida News - Focus of story was on the multiple negative incidents that had taken place within the past week and its impact on the brand of the Orlando Magic (June, 2004)

DVD- Insomniac Productions (Israel Vasquetelli)- Cult Brand Following: Sports & Entertainment. (July,2006). Orlando Florida.

Radio- WNOX- Super Bowl XLI- Theory to Practice, UTK students bring theory to life. Jan 2007.

Radio- WUOT-91.9fm- Sports and Society- I-LEAD and UTK, Knoxville, Tennessee (November, 2007).

Radio WIVK- UTK Students travel to Super Bowl XLI in Miami, Feb 2007.

Radio- WROK- Kevin Simms Sports Talk Show (The BEAT). Interview concerning the trade of Steve Mcnair from the Tennessee Titans to the Ravens and the win at all costs philosophy. The notion of education/academics and college sports was also addressed by Dr. Robert Rider) Sacramento, CA (June 8, 2006).

Radio- Q102FM- Israel Vasquatelli (IZ): Cult following and brand in relationship to the commercialization and culture of Hip-Hop (June 17, 2006)

Radio- ESPN-740, Jeff Bowden: Sports Talk, Importance of Sport to young children and to promote the free Football Camp for the City of Orlando (June, 2004).

Radio- ESPN, National: What Ever Happened to The White Running Back? Discussion on the sociological vs. physiological context (Sept, 2004)

Internet- WBIR.COM- UT Students Get Behind the Scenes Gig at Super Bowl XLII. <http://www.wbir.com/printfullstory.aspx.storyid=53891>. (Jan, 2008).

Internet- UTK News- UT Students to Get Insiders View of Super Bowl XLII. <http://.utk.edu/news/article.php.id=4405> .(Jan, 2008).

Internet- Journal of Electronic Journalism- JEM Students Have Chance for Super Bowl XLII. <http://tnjn.com/sept/2007/jem-students-have-chance-for-s/> (Jan, 2008)

Internet- Bet the NFL Super Bowl 2008- UTK Students Have Chance to Work for Super Bowl XLII-2008. <http://bet-the-nfl-super-bowl.com/> (Jan, 2008)

Internet- UT News- University of Tennessee Communications- UT Students Get Insider's View of Super Bowl XLII. (Jan, 2008).

Internet- TEAM UT Blog web site.

Internet-New Jersey.COM

Internet-University of Tennessee Today Site

Internet- Miami Super Bowl XLI Web Page

Internet- e Torch: News and Information for Alumni and Friends of the University of Tennessee: UT Goes to Super Bowl. <http://pr.utk.edu/etorch/2007/05/superbowl.shtml> (May, 2007).

Internet- (College Connection)- Super Bowl XLII. <http://www.superbowl.az.com> (Feb.2007).

Internet- College of Business Administration Website (MBA) <http://www//.utk.edu.mba>. Dec, 2007.

Internet- UT People in the News- College of Business Administration- CBA Students Work Behind the Scenes at Super Bowl. http://bus.utk.edu/cba/people_news.htm (Jan, 2007).

Internet-adidas Partners in Sport web site- http://web.utk.edu/-partners/super_bowl_07/announcemet_012707 Jan, 2007.

Internet- The University of Tennessee Communications- UT Students to Work Behind the Scenes at Super Bowl XLI. <http://www.tennessee.edu/news/tntoday> Jan, 2007.

Internet- Sports Illustrated. Com (SI.Com) - Arizona Dreamin: Cactus League Lures Teams Away from Sleepy Florida <http://si.com+MLB-JL>, (February, 2007).

Internet- TEAM UT- Super Bowl XLI Experience- <http://teamut.blogspot.com/> February, 2007.

Internet- The College Connection- Super Bowl XLI Host Committee <http://www.superbowlhost> (July, 2006)

PROFESSIONAL AFFILIATIONS:

*= current

- *National Football Foundation (NFF/NFL)- Coaches Academy
- *European Association of Sport Management (EASM)
- *North American Society for the Sociology of Sport (NASSS)
- *Academic Keys, Who's Who in Business Higher Education (WWBHE)
- *The Association of Public Administrators (ASPA).
- *Pi Alpha Alpha (Business Honor Society)
- *Delta Sigma Pi (Professional Business Fraternity)
- *Pi Lambda Theta (Education Honor Society)
- *American Alliance for Health, Physical Education, Recreation & Dance (AAHPERD)
- * North American Society for Sports Management (NASSM)
- *Florida Alliance for Physical Education, Recreation, Dance& Drivers Ed. (FAHPERD) (President- Elect 2002-Sport Association)
- *Florida Alliance for Health, Physical Education, Recreation, Dance& Drivers Ed. (FAHPERD) (President- 2003-Sport Association)
- *International Council for Health, Physical Education, Recreation, Sport, and Dance (ICHPER-SD)
- * Phi Beta Sigma Fraternity Incorporated.
- * Member NFL Alumni Association
- *European American Football Coaches Association (Co- Founder) (EAFCA)
- *American Football Coaches Association (AFCA)
- *Vision International Projects (VIP) (Founder & President)
- *Black Coaches Association
- *Orlando Black Chamber of Commerce

*Worked directly with multiple professional organizations to include:

- Host Super Bowl Committee XXXIX (2004, Jacksonville,FL)
- Host Super Bowl Committee XLII (2008, Phoenix, AZ).
- Host Super Bowl Committee XLI (2007,Miami, FL)
- Dew Action Sports Tour (DAST)

- Atlantic Coast Conference
- Conference USA
- New York Giants (NFL)
- Tampa Bay Buccaneers (NFL)
- Carolina Panthers (NFL)
- Career Consultants (NFL)
- NFL International/American Bowl Operations
- NFL-Europe (NFLE)
- Frankfurt Galaxy (WLAF)
- Orlando Predators (AFL)
- World League of American Football (WLAF)
- Swiss American Football Verband (SAFV)
- European Football Association (EFA)
- American Football Federation Deutschland (AFVD)
- Appointed Director of Operations for the Inaugural Florida State Alumni Charity Bowl Football Game
- Walt Disney's Wide World of Sport Complex
- Harlem Globetrotters Inc.
- Orlando Magic (NBA)
- Orlando Mayor's Office
- Daytona Mayor's Office
- Tallahassee Mayor's Office

COMMUNITY SERVICE:

- Involved in community service / philanthropic projects
- Literacy Imperative (Knoxville, TN)
- Project GRAD (Graduation Really Achieves Dreams)(Knoxville TN)
- NEETO Community Partnership (Orlando, FL)
- Orlando Mayor's Children's Coalition (Orlando, FL)
- Boys & Girls Club (Orlando, FL)
- Junior Achievement (Orlando, FL)
- NBA Read to Achieve Program (Orlando, FL)
- Deliver The Dream (Orlando, FL)
- Restore Orlando Children's Initiative (Orlando)
- Development of programs geared toward assisting troubled youths while incorporating sports as an instrument for social change (Europe)
- PEER Mentoring Program (Tallahassee, FL)

References

Dr. Robert Rider

Dean, College of Education, Health and Human Sciences

Claxton Bldg

The University of Tennessee

Knoxville Tennessee, 37996-3400

865-974-7341

brider@utk.edu

Dr. Paul Pedersen

Editor, International Journal of Sport Communication

Associate Professor, Sport Communication

Indiana University

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Bloomington, IN 47405

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