

CURRICULUM VITAE

NAME: Richard M. Southall DEPARTMENT: Exercise and Sport Science RANK: Assistant Professor

DEGREES

DEGREE	DISCIPLINE	INSTITUTION	YEAR
Ed. D.	Sport Administration	The University of Northern Colorado	2001
M.A.	Pedagogy - Physical Education	The University of Northern Colorado	1997
B.A.	English - Summa Cum Laude	Western State College of Colorado	1980

EXPERIENCE

RANK/POSITION	DEPARTMENT/DIVISION	INSTITUTION	PERIOD
Assistant Professor	Department of Exercise and Sport Science	The University of North Carolina at Chapel Hill	Summer 2008 - Present
Assistant Professor	Department of Health and Sport Sciences	The University of Memphis	Fall 2004 - Summer 2008
Part-time Instructor	Department of Physical Education and Sport Studies	University of Georgia	Fall 2003 - Spring 2004
Assistant Professor	Department of Physical Education & Recreation	University of West Georgia	Fall 2000 - Summer 2004

HONORS/AWARDS

HONOR/AWARD	INSTITUTION	YEAR
Big Night Student-Presentation Faculty Advisor: College of Education	University of West Georgia	2002, 2003, 2004
Educational Commendations Summa cum Laude	Professional Association of Diving Instructors Western State College of Colorado	1992, 1995, 1996, 1997 1980

TEACHING EXPERIENCE

Major area of instruction has been Sport and Leisure Management (SLS, SLC, SPMG, EXSS), including multiple undergraduate (U) and graduate (G) classes in content areas: Sport and Leisure Governance (U), Legal and Ethical Issues in Sport (U), Area/Facility Management (G) (U), Sport Sociology (U), Applied Research in Sport & Leisure Commerce (G), Facility/Event Management (G), Sport Marketing (G) (U), and Sport-Marketing Research (U).

INNOVATIVE TEACHING INITIATIVES

2008 Scholarly Conference on College Sport (2008). Golf tournament, scholarly symposium, and conference developed in conjunction with SLC-7603, SLS 3205 and SLS 4205 course. Participants from across United States came to The University of Memphis campus to discuss college-sports issues. Student-developed, planned and managed entire four-day event.

Issues in College Sports Lecture Series (2006- 2007). Lecture/panel discussion program developed in conjunction with SLC-7603 and SLS-4155 courses. Panelists from across United States came to The University of Memphis campus to discuss college-sports issues. Student-developed program with poster-presentation colloquiums.

West Georgia Sport Marketing. (2002-2004). Metadiscrete experiential-learning "sport marketing/event management company" developed at the University of West Georgia in conjunction with SPMG 3650 course.

STUDENT ADVISING/MENTORING

Student- scholarly research activities directly supervised:

Undergraduate (7) Masters (7)

Hall, T. (2008, April). "Am I who they think I am?" *An ethnographic analysis of college-athletes' perception of how teammates, faculty, students and community members view them.* Poster presentation at the 2008 Scholarly Conference on College Sport, Memphis, TN.

Liebengood, H. C., Mower, R. L., & Southall, R. M. (2008, April). *March Madness majors: An examination of academic majors of NCAA 2006 division-I men's basketball tournament players.* Paper presented at the 2008 Scholarly Conference on College Sport, Memphis, TN.

Vaughan, E. (2007, March). *The Duke lacrosse scandal: Issues and controversies.* Paper presented at the annual meeting of The Drake Group, Cleveland, OH.

Hitchcock, A. (2006, March). *Is televised Texas hold'em harming America's future?* Paper presented at the annual meeting of the Sport and Recreation Law Association, Albuquerque, NM.

Guest, S. (2004). *Hyperzone is Hyperformance.* Unpublished masters' special project. The University of Memphis, Memphis, TN.

Eagan, K., & Folske, B. (2004, April). *Attitudes regarding sexual orientation among Division II university athletes.* Paper presented at the State University of West Georgia *Big Night 2004*, Carrollton, GA.

Taylor, H., & Geiger, L. (2004, April). *Who are they? An applied sport market research project of Georgia Force Arena Football League fans.* Paper presented at the College of Education *Big Night 2004*, State University of West Georgia, Carrollton, GA.

Eagan, K., & Tippins, T. (2003, April). *Are you ready for some football? Media re-presentation during Monday Night Football.* Paper presented at the State University of West Georgia *Big Night 2003*, Carrollton, GA.

Reid, L. A., & Robinson, S. (2003, April). *Factors affecting Carrollton Parks and Recreation, and Cultural Arts Department youth sport participation.* Paper presented at the College of Education *Big Night 2003*, State University of West Georgia, Carrollton, GA.

Smith, T., & Robinson, P. (2003, April). *The home of the Braves: Perceptions of State University of West Georgia students on native-american mascot.* Paper presented at the College of Education *Big Night 2003*, State University of West Georgia, Carrollton, GA.

Carmichael, J. (2002, April). *Perceptions of high school athletic department members: A case study.* Paper presented at the State University of West Georgia *Big Night 2002*, Carrollton, GA

Vaughn, M. (2002, April). *Organizational culture values of State University of West Georgia faculty and staff.* Paper presented at the State University of West Georgia *Big Night 2002*, Carrollton, GA

PUBLICATIONS

Books

Ammon, R., Jr., Southall, R. M., & Blair, D. A. (2003). *Sport facility management: Organizing events and mitigating risks.* Morgantown, WV: Fitness Information Technology, Inc.

Chapter in an Edited Book

- Southall, R. M., & Nagel, M. S. (in press). Using the theory of institutional logics to examine big-time college sport. In E. Smith (Ed.), *Sociology of sport and social theory*. Champaign, IL: Human Kinetics.
- Southall, R. M., Nagel, M. S., Amis, J., & Southall, C. (in press). Contradictions and Conflicts: Ethical dilemmas inherent in big-time college sport. In C. Santo, & G. Mildner (Eds.), *Sport and public policy*. Champaign, IL: Human Kinetics.
- Nagel, M. S., & Southall, R. M. (in press). Deion Sanders – The evolution of “Prime Time.” In J. W. Lee (Ed.), *Branding in sport business: Industry profiles*. Durham, NC: Carolina Academic Press.
- Southall, R. M., & Nagel, M. S. (in press). The WUSA: Why did women’s professional soccer fail in the United States? In J. W. Lee (Ed.), *Branding in sport business: Industry profiles*. Durham, NC: Carolina Academic Press.
- Southall, R. M. (in press). Case study research in sport management. In M. Ling, & B. Pitts (Eds.), *Research methods in sport management*. Morgantown, WV: Fitness Information Technology, Inc.
- Southall, R. M. (2008). Legal risk management in sport promotion and sales. In R. L. Irwin, W. A. Sutton, & L. McCarthy, *Sport promotion and sales management*, (2nd ed.) (pp. 267-296). Champaign, IL: Human Kinetics.
- Southall, R. M., & Nagel, M. S. (2007). Marketing Professional Soccer in the United States: The Successes and Failures of MLS & WUSA. In Michel Desbordes (Ed.), *Marketing and football: An international perspective* (pp. 366-394). Oxford, UK: Reed/Elsevier.

Refereed Journal Publications

- Southall, R. M., Nagel, M. S., Amis, J., & Southall, C. (in press). A method to March Madness: Institutional logics and the 2006 National Collegiate Athletic Association Division I men’s basketball tournament. *Journal of Sport Management*.
- Southall, R. M., & Nagel, M. S. (in press). A Case –Study Analysis of NCAA Division I women’s basketball tournament broadcasts: Educational or commercial activity? *International Journal of Sport Communication*, 1(4).
- Ridpath, B. D., Nagel, M. S., & Southall, R. M. (2008). New rules for a new ballgame: Legislative and judicial rationales for revamping the NCAA’s enforcement process. *Entertainment and Sports Law Journal*, 6(1), 1-15.
- McKelvey, S., & Southall, R. M. (2008). Teaching sport sponsorship sales through experiential learning. *International Journal of Sport Management and Marketing*, 4(2/3), 225-254.
- Nagel, M. S., Southall, R. M. (2007). A stadium in your front yard? Eminent domain and the potential sport marketing implications of *Kelo v. City of New London*. *Sport Marketing Quarterly*, 16(3), 115-117.
- Irwin, R. L., Southall, R. M., & Sutton, W. A. (2007). Pentagon of Sport Sales Training: A 21st Century Sport Sales Training Model. *Sport Management Education Journal*, 1(1), 18-39.
- Southall, R. M., & Nagel, M. S. (2007). Marketing professional soccer in the United States: Lessons in exchange theory and cause-related marketing. *Sport Management and Related Topics Journal*, 3(2), 54-69.

- Southall, R. M., & Sharp, L. A. (2006). The National Football League and its “culture of intoxication:” A negligent marketing analysis of Verni v. Lanzaro. *Journal of Legal Aspects of Sport*, 16(1), 101-127.
- Wells, D. E., Southall, R. M., Stotlar, D., & Mundfrom, D. J. (2005). Factors related to annual fundraising contributions from individual donors to NCAA Division I-A institutions. *International Journal of Educational Advancement*, 6(1), 3-10.
- Southall, R. M., Wells, D. E., & Nagel, M. S. (2005). Organizational culture perceptions of intercollegiate athletic department members. *Applied Research in Coaching and Athletics Annual*, 20, 65-93.
- Southall, R. M., Nagel, M. S., & LeGrande, D. (2005). Build it and they will come? The Women's United Soccer Association: A collision of exchange theory and strategic philanthropy. *Sport Marketing Quarterly*, 14(3), 158-167.
- Reese, J. T., Nagel, M. S., & Southall, R. M. (2004). National Football League ticket transfer policies: Legal and policy issues. *Journal of Legal Aspects of Sport*, 14(2), 163-190.
- Nagel, M. S., Southall, R. M., & O’Toole, T. P. (2004). Punishment in the four major professional sports leagues. *International Sports Journal*, 8(2), 15-27.
- Reese, J. T., Nagel, M. S., & Southall, R. M. (2003). Legal and marketing implications of ticket transfer policies in the National Football League. *Sport Marketing Quarterly*, 12(4), 254-255.
- Southall, R. M., Nagel, M. S., Batista, P. J., & Reese, J. T. (2003). The Board of Regents of the University of Minnesota v. Haskins: The University of Minnesota men’s basketball academic fraud scandal: A case study. *Journal of Legal Aspects of Sport*, 13(2), 121-144.
- Southall, R. M., & Nagel, M. S. (2003). Content analysis of athlete handbooks from selected NCAA division I-A athletic departments. *International Journal of Sport Management*, 4(3), 179-191.
- Southall, R. M., Nagel, M. S., LeGrande, D., & Han, M. Y. (2003). Sport management practica: A metadiscrete experiential learning model. *Sport Marketing Quarterly*, 12(1), 27-36.
- Southall, R. M. (2001). Good start, the bad, and much better: Three NCAA intercollegiate athletic department policy responses to criminal behavior by college athletes. *Journal of Legal Aspects of Sport*, 11(3), 269-284.
- Wells, D. E., Southall, R. M., & Peng, C. (2000). An analysis of factors related to attendance at division II football games. *Sport Marketing Quarterly*, 9(4), 203-210.

Book Reviews

- Southall, R. M. (2001). Sport ethics: Concepts and cases in sport and recreation. [Review of the book *Sport ethics: Concepts and cases in sport and recreation*.]. *European Sport Management Quarterly*, 1, 169-171.
- Southall, R. M. (2001). Sport ethics: Concepts and cases in sport and recreation. [Review of the book *Sport ethics: Concepts and cases in sport and recreation*.]. *Sociology of Sport Journal*, 18, 367-369.

Nonrefereed Publications/Technical Reports

- Nagel, M. S., & Southall, R. M. (2008, July 28). Boycott might open economic discussion for NCAA athletes. College Athletics Clips. Available at <http://www.collegeathleticsclips.com>

- Southall, R. M., & Nagel, M. S. (2008, July 15). Giving credit where credit may not be due. *College Athletics Clips*. Available at <http://www.collegeathleticsclips.com>
- Nagel, M. S., & Southall, R. M. (2008, May 12-19). Boycott might open economic discussion for NCAA athletes. *Street & Smith's SportsBusiness Journal*, 11(4), 25.
- Irwin, R., Drayer, J., Irwin, C., Ryan, T. & Southall, R. (2008, April 1). USA Swimming: Constraints impacting minority swimming participation report. Memphis, TN: The University of Memphis.
- Southall, R. M. (2007, April 25). The lost NCAA conference. *Sports Law Blog*. Available at <http://sports-law.blogspot.com/search?q=the+lost+conference>
- Nagel, M. S., & Southall, R. M. (2006, November 27-December 3). Audience, ratings drive TV coverage of sports. *Street & Smith's SportsBusiness Journal*, 9(30), 45.
- Nagel, M.S., & Southall, R. M. (2005, September 12-19). NCAA gets a \$56.5 million bargain. *Street & Smith's SportsBusiness Journal*, 8(19), 28.
- Southall, R. M., Le Grande, D., & Nagel, M.S. (2004, August). *Georgia Force 2004 fan psychographic and sponsorship-recognition survey report*. Memphis, TN: The University of Memphis.
- Southall, R. M., Le Grande, D., & Nagel, M.S. (2004, July). *Georgia Force 2004 fan attitudinal and game-satisfaction survey report*. Memphis, TN: The University of Memphis.
- Southall, R. M., & Le Grande, D. (2003, September). *Atlanta Beat 2003 survey report*. Carrollton, GA: West Georgia Sport Marketing, State University of West Georgia.
- Southall, R. M., & Le Grande, D. (2002, August). *Atlanta Beat 2002 survey report*. Carrollton, GA: West Georgia Sport Marketing, State University of West Georgia.
- Southall, R. M., & Le Grande, D. (2001, July). *Georgia State Soccer Association Atlanta Soccer Village survey report*. Carrollton, GA: West Georgia Sport Marketing, State University of West Georgia.
- Southall, R. M., & Le Grande, D. (2001, July). *Atlanta Beat 2001 survey report*. Carrollton, GA: West Georgia Sport Marketing, State University of West Georgia.

Manuscripts in Progress

Books

- Dick, R. J., Southall, R. M., & VanStone, J. (2008). *Bridging the Gap: Strategies and techniques used in college and professional sport-sales*. Pittsburgh, PA: Bridging the Gap.
- Ammon, R., Jr., Southall, R. M., & Nagel, M. S. (2008). *Sport facility management: Organizing events and mitigating risks*. (2nd. Ed.). Morgantown, WV: Fitness Information Technology, Inc.

Refereed Journal Publications

- Southall, R. M., Anderson, E. C., Polite, F., Nagel, M. S., Southall, C. (2008). *Sexual orientation attitudes among college athletes: An initial investigation of sexual-orientation attitudes of a sample of male and female college athletes*. Manuscript in progress.
- Reese, J. T., & Southall, R. M. (2008). *College Athletes' Understanding of NCAA Regulations*. Manuscript in Progress.

Southall, R. M., Polite, F. C., Nagel, M. S., Anderson, E. C., & Southall, C. (2008). *Investigating ethnicity as a variable related to college athletes' sexual-orientation attitudes*. Manuscript in progress.

Southall, R. M., Nagel, M. S., Anderson, E. C., Polite, F. C., & Southall, C. (2008). *Investigating sport participation as a variable related to college athletes' sexual-orientation college attitudes*. Manuscript in progress.

Southall, R. M., Nagel, M. S., & Mower, R. (2008). *What a wonderful time of the year: Institutional logics and the 2006-2007 college bowl broadcasts*. Manuscript in progress.

PRESENTATIONS

Invited Presentations

Conferences

Irwin, R. L., Southall, R. M., & Sutton, W. A. (2008, April). *Pentagon of sport sales training: A 21st century sport sales training model*. Paper presented at the annual convention of the American Alliance for Health, Physical Education, Recreation and Dance, Ft. Worth, TX.

Southall, R. M. (2007, November). *Battle of the 'facts:' Research and reform in college sport*. Paper presented at the annual meeting of the North American Society for the Sociology of Sport, Pittsburgh, PA.

Southall, R.M. (2006, November). *Risk management for special events*. Paper presented at the 2006 TRPA Conference, Paris Landing State Park: Paris, TN.

Southall, R. M., Nagel, M. S., Pitts, B., & Polite, F. (2006, March). *Economics of sport reform panel at the annual conference of The Drake Group*, Indianapolis, IN.

Southall, R. M. (2004, October). *Attitudes regarding sexual orientation among Division II university athletes*. Paper presented at the annual meeting of the Florida Association for Health, Physical Education, Recreation, Dance, and Sport, Orlando, FL.

Southall, R. M., Staurowsky, E., Nagel, M. S., Reese, J. T., & Huma, R. (2004, March). *NCAA Division I-A intercollegiate athletics: Legal and policy issues*. Paper presented at the annual meeting of the Sport and Recreation Law Association Annual Conference, Las Vegas, NV.

Southall, R. M. (2003, November). *Students v. athletes: Is there a gulf between the values of students and athletes on today's college campuses?* Paper presented at The Sports Reform Summit: Assessing the Past, Planning the Future, Lake George, NY.

Southall, R. M. (2003, November). *University of Minnesota v. Haskins: What does the University of Minnesota academic fraud scandal tell us about college sports today?* Paper presented at The Sports Reform Summit: Assessing the Past, Planning the Future, Lake George, NY.

Southall, R.M. (1999, October). *Discover our world underwater: Integrating SCUBA & snorkeling into your physical education curriculum*. Paper presented at the annual meeting of the Colorado Association for Health, Physical Education, Recreation, and Dance, Denver, CO.

Southall, R.M., & Petrozci-Bachman, A. (1999, October). *Policy making in physical education/athletics*. Paper presented at the annual meeting of the Colorado Association for Health, Physical Education, Recreation, and Dance, Denver, CO.

Other (universities/industry)

Southall, R. M. (2003, November). *University of Minnesota v. Haskins: Door number one, door number two or door number three?* Presentation to the University of Florida Sport Law Association.

Southall, R.M. (2003, June). *Survey research*. Presentation to University of San Francisco Sport Management program.

Southall, R. M. (2003, March). *Emergency management in high school athletics*. Paper presented at symposium: Taking the Next Step: Addressing Issues in High School Athletics, Atlanta, GA.

Southall, R. M., & LeGrande, D. (2002, September). *2002 Atlanta Beat survey report*. Technical report presented to the Atlanta Beat, Atlanta, GA

Southall, R. M., & Le Grande, D. (2001, July). *Georgia State Soccer Association Atlanta Soccer Village survey report*. Technical report presented at the meeting of the Georgia State Soccer Association, Atlanta, GA.

Southall, R. M., & Le Grande, D. (2001, July). *2001 Atlanta Beat survey report*. Technical report presented to the Atlanta Beat, Atlanta, GA.

Refereed Presentations

Southall, R. M., Dick, R. J., & Van Stone, J. (2008, June). *Bridging the gap: Design, development, implementation, and evaluation of a sport-ticket sales-training program*. Paper presented at the annual meeting of the North American Society of Sport Management, Toronto, ON.

Southall, R. M., & Nagel, M. S. (2008, April). *"The most wonderful time of the year:" Institutional logics and 2006-2007 NCAA division I - football bowl subdivision (FBS) football bowl games*. Paper presented at the 2008 Scholarly Conference on College Sport, Memphis, TN.

Liebengood, H. C., Mower, R. L., & Southall, R. M. (2008, April). *March Madness majors: An examination of academic majors of NCAA 2006 division-I men's basketball tournament players*. Paper presented at the 2008 Scholarly Conference on College Sport, Memphis, TN.

Southall, R. M., Nagel, M. S., & Miller, L. (2008 March). *NCAA and EA sports: It's in the game, but is it unrelated business income*. Paper presented at the annual meeting of the Sport and Recreation Law Association, Myrtle Beach, SC.

Nagel, M. S., & Southall, R. M. (2008 March). *The AAFL: Is a college degree needed to play professional football?* Paper presented at the annual meeting of the Sport and Recreation Law Association, Myrtle Beach, SC.

Southall, R. M., Nagel, M. S., Mower, R., Sordel, C., & Southall, D. J. (2007 November). *What is it all about? Dominant institutional logic behind college sport broadcasts*. Paper presented at the annual meeting of the North American Society for the Sociology of Sport, Pittsburgh, PA.

Southall, R. M. (2007, November). *Using the theory of "institutional logics" to examine college sport in the mainstream media*. Paper presented at the annual meeting of the North American Society for the Sociology of Sport, Pittsburgh, PA.

Southall, R. M., & Dick, R. J. (2007, November). *"Bridging the Gap:" A rationale for expanding sport-sales training experiential elements*. Paper presented at the annual meeting of the Sport Marketing Association, Pittsburgh, PA.

Baker, R. E., & Southall, R. M. (2007, May). *Proving our worth in sport management professional preparation programs: The case for outcomes assessment*. Paper presented at the annual meeting of the North American Society of Sport Management, Miami, FL.

- Southall, R. M., & Dick, R. J. (2007, May). *Developing a metadiscrete sports-sales training program: Utilizing research-based program evaluation*. Paper presented at the annual meeting of the North American Society of Sport Management, Miami, FL.
- Vaughan, E., & Southall, R. M. (2007, March). *The perfect storm: Duke University lacrosse*. Paper presented at the annual meeting of The Drake Group, Cleveland, OH.
- Sharp, L. A., & Southall, R. M. (2007, March). *A volatile mix: College athletics, alcohol consumption and institutional liability*. Paper presented at the annual meeting of the Sport and Recreation Law Association, Chapel Hill, NC.
- Southall, R. M., Nagel, M. S., Anderson, P. M., McCormick, R. E. (2007, March). *Can the NCAA Walk and Chew Gum? A Discussion of the NCAA's Tax-exempt Status*. Paper presented at the annual meeting of the Sport and Recreation Law Association, Chapel Hill, NC.
- Southall, R. M., Irwin, R. L., Kadlecck, J., & Dick, R. J. (2006, November). *Evaluating the effectiveness of metadiscrete sales training programs*. Paper presented at the annual meeting of the Sport Marketing Association, Denver, CO.
- Southall, R. M., Nagel, M. S., Polite, F., Medler, J., & Southall, C. (2006, November). *A Study of Attitudes Regarding Sexual Orientation among NCAA University Athletes*. Paper presented at the annual meeting of the North American Society for the Sociology of Sport, Vancouver, BC.
- Southall, R. M., Nagel, M. S., Amis, J., & Southall, C. (2006, November). *Method to the Madness? Institutional Pressures and 2006 NCAA Men's Basketball Tournament Telecasts*. Paper presented at the annual meeting of the North American Society for the Sociology of Sport, Vancouver, BC.
- Southall, R. M., Dick, R. J., & McKelvey, S. (2006, June). *Theory and practice in action: Experiential learning in sport sales training*. Paper presented at the annual meeting of the North American Society of Sport Management, Kansas City, MO.
- Southall, R. M., Nagel, M.S., & Gerdy, J. R. (2006, March). *Method to the madness? Analysis of 2005 NCAA men's basketball tournament telecasts*. Paper presented at the annual conference of The Drake Group, Indianapolis, IN.
- Southall, R. M., & Nagel, M. S. (2006, March). *David v. Goliath: MIBA v. NCAA*. Paper presented at the annual meeting of the Sport and Recreation Law Association, Albuquerque, NM.
- Hitchcock, A., & Southall, R. M. (2006, March). *Is televised Texas hold'em harming America's future?* Paper presented at the annual meeting of the Sport and Recreation Law Association, Albuquerque, NM.
- Southall, R. M. (2005, November). *Utilizing PDA technology in sport market research*. Paper presented at the annual meeting of the Sport Marketing Association, Tempe, AZ.
- Nagel, M. S., Southall, R. M., DeSchrive, T., & Nutter, M. (2005, November). *The relationship between Major League Baseball teams and their minor league affiliates*. Paper presented at the annual meeting of the Sport Marketing Association, Tempe, AZ.
- Reese, J. T., Southall, R. M., & Staurowsky, E. J. (2005, April). *Blow the Whistle on the Success of Educating College Athletes*. Paper presented at the annual meeting of The Drake Group, St. Louis, MO.
- Ridpath, B. D., & Southall, R. M. (2005, March). *Perceived lack of due process in NCAA enforcement process*. Paper presented at the annual meeting of the Sport & Recreation Law Association, Virginia Beach, VA.

- Southall, R. M., LeGrande, D., & Nagel, M.S. (2004, November). *Utilizing market research in Arena Football League fan development*. Paper presented at the annual meeting of the Sport Marketing Association, Memphis, TN.
- Southall, R. M., & LeGrande, D. (2004, November). *Relevant experiential learning in sport management: What are you waiting for?* Paper presented at the annual meeting of the Sport Marketing Association, Memphis, TN.
- Southall, R. M., Folske, B., Eagan, K., & Nagel, M. S. (2004, November). *Homophobia: Just a "thing" on United States college campuses?* Paper presented at the annual meeting of the North American Society for the Sociology of Sport, Tucson, AZ.
- Nagel, M.S., Rascher, D., & Southall, R. M. (2004, November). *Redskins: Legal, financial, and policy issues relative to Harjo v. Pro-Football, Inc.* Paper presented at the annual meeting of the North American Society for the Sociology of Sport, Tucson, AZ.
- Sharp, L. S., & Southall, R. M. (2004, March). *Are you ready for some liability? The NFL and excessive drinking*. Paper presented at the annual meeting of the Sport and Recreation Law Association, Las Vegas, NV.
- Reese, J. T., Southall, R. M., & Han, M. H. (2004, March). *Suing season ticket holders: good business or bad PR?* Paper presented at the annual meeting of the Sport and Recreation Law Association, Las Vegas, NV.
- Reese, J. T., & Southall, R. M. (2004, March). *Why the Chicago Cubs will be forced to compromise in rooftop bleachers suit*. Paper presented at the annual meeting of the Sport and Recreation Law Association, Las Vegas, NV.
- Southall, R. M., Nagel, M. S., LeGrande, D., & Kosco, H. (2003, November). *Sponsorship development and retention in the Women's United Soccer Association (WUSA)*. Paper presented at the annual meeting of the Sport Marketing Association, Gainesville, FL.
- Southall, R. M., & LeGrande, D. (2003, November). *Building a soccer fan-base utilizing market research*. Paper presented at the annual meeting of the Sport Marketing Association, Gainesville, FL.
- Southall, R. M. (2003, November). *If the broom is full of dirt, can you sweep the floor? What does University of Minnesota v. Haskins tell us about commercialized college sports?* Paper presented at the annual meeting of the North American Society for the Sociology of Sport, Montreal, Quebec, Canada.
- Southall, R. M. (2003, September). *Are your values, my values? An analysis of college and university cultural values*. Paper presented at the 5th Annual Florida State University Sport Management Conference, Tallahassee, FL.
- Eagan, K., Tippins, T. & Southall, R. M. (2003, September). *Are you ready for some football? An analysis of media representations during Monday Night Football broadcasts*. Paper presented at the 5th Annual Florida State University Sport Management Conference, Tallahassee, FL.
- Southall, R. M., LeGrande, D., & Han, M. Y. (2003, June). *Where theory and practice lead to action: Utilizing a metadiscrete experiential learning model in sport management*. Paper presented at the annual meeting of the North American Society for Sport Management, Ithaca, NY.
- Southall, R. M., & Sharp, L. A. (2003, March). *An analysis of labor developments in corporate college sports*. Paper presented at the annual meeting of the Society for the Study of the Legal Aspects of Sport and Physical Activity, Atlanta, GA.

- Southall, R. M. (2002, November). *Out of the blue and into the fire: A study of a youth soccer subculture*. Paper presented at the annual meeting of the North American Society for the Sociology of Sport, Indianapolis, IN.
- Staurowsky, E. J., Sack, A., Southall, R. M., & Reese, J. (2002, November). *Through the narrow gate: Reframing the college sport reform movement as a reform movement of the professorate and students*. Paper presented at the annual meeting of the North American Society for the Sociology of Sport, Indianapolis, IN.
- LeGrande, D., Southall, R.M. (2002, November). *Consumer profile of 2002 WUSA-Atlanta Beat fans*. Paper presented at the 4th Annual Florida State University Sport Management Conference, Tallahassee, FL.
- Southall, R. M. (2002, November). *College scuba education program risk management planning evaluation guidelines*. Paper presented at the 4th Annual Florida State University Sport Management Conference, Tallahassee, FL.
- Southall, R. M., LeGrande, D., Nagel, M. S., & Han, M. Y. (2002, October). *Consumer profile of 2001-2002 WUSA-Atlanta Beat fans*. Paper presented at the International Conference on Sport and Entertainment Business, Columbia, SC.
- Southall, R. M., LeGrande, D., Han, M. Y., & Ammon, R. (2002, June). *Taking the next step: Developing and implementing a sport business within an undergraduate sport management program as a metadiscrete experiential learning activity*. Paper presented at the annual meeting of the North American Society for Sport Management, Canmore, Alberta, Canada.
- Southall, R. M., & Nagel, M. J. (2002, March). *Scuba education program risk management and planning*. Paper presented at the annual meeting of the Society for the Study of the Legal Aspects of Sport and Physical Activity, Waco, TX.
- Southall, R. M. (2001, November). *Intercollegiate athletic department subcultures: An organizational culture and stakeholder theory analysis*. Paper presented at the annual meeting of the North American Society for the Sociology of Sport, San Antonio, TX.
- Southall, R. M., & Nagel, M. J. (2001, March). *The University of Minnesota academic fraud scandal: Legal and policy issues*. Paper presented at the annual meeting of the Society for the Study of the Legal Aspects of Sport and Physical Activity, Branson, MO.
- Southall, R. M. (2001, June). *A study of organizational culture of Mountain West Conference intercollegiate athletic departments*. Paper presented at the annual meeting of the North American Society for Sport Management, Virginia Beach, VA.
- Southall, R. M., & Sharp, L. A. (2000, November). *Criminal student-athletes: Society's ills, products of rogue coaches, or the result of systematic organizational deviance?* Paper presented at the annual meeting of the North American Society for the Sociology of Sport, Colorado Springs, CO.
- Southall, R. M., & Wells, D. E. (2000, June). *Conducting E-mail surveys in sport management research*. Paper presented at the annual meeting of the North American Society for Sport Management, Colorado Springs, CO.
- Wells, D. E., & Southall, R. M. (2000, June). *Factors affecting attendance at NCAA division II football games*. Paper presented at the annual meeting of the North American Society for Sport Management, Colorado Springs, CO.
- Sharp, L. A. & Southall, R.M. (1999, June). *The legal and policy considerations affecting the recruitment/admission of persons with prior criminal records to intercollegiate athletic programs*. Paper presented at the annual meeting of the North American Society for Sport Management, Vancouver, BC, Canada.

EXTERNAL SUPPORT

Submitted Projects

SOURCE	ROLE	AGENCY/SOURCE	AMOUNT	PERIOD
DoverMotorsports, Inc., Memphis MotorSports Park	Principal Investigator	DoverMotorsports, Inc., Memphis MotorSports Park	\$6,000.00-12,000.00	Fall-Spring 2007

Funded Projects

PROJECT	ROLE	AGENCY/SOURCE	AMOUNT	PERIOD
United States Swimming: <i>USA Swimming Minority Constraints Impacting Minority Participation in Swimming</i>	Co-Principal Investigator	United States Swimming	\$50,000.00 (Funded)	Fall 2007- Spring 2008
Memphis Grizzlies Sales Call Center	Co-Principal Investigator	Memphis Grizzlies	\$6,000.00 (Funded)	Summer 2006
Memphis RiverKings Sales Call Center	Co-Principal Investigator	Memphis RiverKings	\$5,000.00 (Funded)	Summer 2006
Memphis Redbirds Sales Call Center	Co-Principal Investigator	Memphis Redbirds	\$63,000.00 (Funded)	Fall 2005 - ongoing three years
TSSAA Economic Impact Analysis	Co-Principal Investigator	Tennessee Secondary School Athletic Association	\$1,500.00 (Funded)	Fall 2005
Women's Professional Baseball Feasibility Study	Principal Investigator	University of Georgia Sport Studies Program	\$200.00 (Funded)	October - November 2004

INTERNAL SUPPORT

Submitted Projects

SOURCE	ROLE	AGENCY/SOURCE	AMOUNT	PERIOD
TAF Innovation Grant (TIG) <i>Innovation to Excellence in Learning (IEL)</i>	Co-Principal Investigator	The University of Memphis	\$41,200.00	2006-2007
Faculty Research Grant	Principal Investigator	The University of Memphis	\$11,000.00	2007-2008

Funded Projects

SOURCE	ROLE	AGENCY/SOURCE	AMOUNT	PERIOD
College Sport Research Institute (CSRI) 2008 <i>Scholarly Conference on College Sport</i>	Co-Principal Investigator	The University of Memphis	\$6,600.00 (Funded)	2007-2008
CSRI <i>BCS Research Project</i>	Co-Principal Investigator	Hoops that Helps	\$5,000.00 (Funded)	2007

OUTREACH

PROJECT/SOURCE	ROLE	PARTICIPANTS	PERIOD	SPONSORSHIP
Georgia Force 2004 Fan Psychographic and Sponsorship-Recognition Survey	Principal Investigator	Southall, R. M., LeGrande, D. J., & Nagel, M. S.	Feb. - July 2004	\$4,800.00 (Funded)
Atlanta Beat 2003 Fan Psychographic and Sponsorship-Recognition Survey	Principal Investigator	Southall, R. M., & LeGrande, D. J., & Nagel, M. S.	Feb. - Sept. 2003	\$2,800.00 (Funded)
Atlanta Beat 2002 Fan Psychographic/Demographic Survey	Principal Investigator	Southall, R. M., & LeGrande, D. J., & Nagel, M. S.	Feb. - Aug. 2002	\$2,500.00 (Funded)
GSSA/Atlanta Beat 2001 Needs Analysis and Fan Demographic Survey	Principal Investigator	Southall, R. M., & LeGrande, D. J.	June - July 2001	\$2,800.00 (Funded)

SERVICE

UNIVERSITY OF MEMPHIS	COMMITTEE/ACTIVITY	PERIOD
Unit	Search committee for tenure-track appointment in SLS/SLC	2005-2006
	Undergraduate Curriculum Council	2004-2008
	Sport Marketing Association Conference	2004
Department	Undergraduate Council	2004-2008
College/School	Teacher Education Program Candidate Interview Process	2004-2006
University	Equity in Athletics Committee - Member	2004-2006
	Equity in Athletics Committee - Chair	2006-2008
SOCIETY/ORGANIZATION/JOURNAL	COMMITTEE/EDITORIAL BOARD/OFFICE	PERIOD
College Sport Research Institute	Director	2007-Present
Journal of Issues in Intercollegiate Athletics	Editorial Review Board	2007-Present
International Journal of Sport Management	Review Board	2006-Present
Journal of Sport Management	Guest Reviewer	2008
North American Society for Sport Management	Conference Abstract Review Committee	2004-2006
Journal of Legal Aspects of Sport	Editorial Review Board	2001-Present
Sociology of Sport Journal	Reviewer	2004-2005
Sport and Recreation Law Association	President-Elect	2003-2004
	President	2004-2005
	Past-President, Conference Program Chair	2005-2006
The Drake Group	Member, Executive Committee	2002-2007
	Associate Director	2005-2007
	Conference Program Chair	2006-2007

CONSULTING

ORGANIZATION/COMPANY	PERIOD
Bridging the Gap, L.L.C.	2007-Present
Roundtable Group, Inc.	2005-Present
Tunica Motorsports, Inc.	2004-2005
Georgia Force Football Inc. (Arena Football League)	2003-2004
Atlanta Beat (Women's United Soccer Association)	2001-2003
Georgia State Soccer Association	2001-2002

References

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