



The Sport Administrator

Official Newsletter of the Sport Administration Program in the
Department of Kinesiology and Sport Studies and
WSU College of Education

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Schaus Discusses Athletic Trends

WSU Athletics Director Jim Schaus addressed approximately 35 sport administration students on March 3 in the Champions Club at Koch Arena. The unique opportunity for one-on-one discussion was sponsored by the Sport Administration Student Association.

Schaus talked for 45 minutes on a variety of topics ranging from career advice to future direction for the Shocker athletic program to the current scandals at schools like Baylor and Colorado.

On the subject of careers, Schaus counseled students to find something they love and do it well. Don't choose a career because of how much money you can make or because your parents want you to, he said. "If you are passionate about your job and you do it well, the money will come."

Showing excitement for the current state of Shocker athletics, Schaus identified long-term competitiveness as his current goal for the department. It's great that WSU had conference champions in several sports last year, he said, "But can we do it over three years."

Schaus stated that in today's highly scrutinized environment, universities must operate with a high degree of integrity if they wish to avoid embarrassing media attention. One mistake, he said, can cause millions of dollars of damage to the university in terms of negative publicity and lost revenue from decreased enrollment and alumni donations.

Summer Schedule Released

Registration begins April 5 for summer classes at WSU. Sport Administration has scheduled six courses for this summer. All courses are subject to cancellation if a minimum number of students do not enroll or if instructors cannot be found.

Students enrolling in KSS 520 this summer will again have the opportunity to work during the National Baseball Congress World Series at Lawrence-Dumont Stadium. Students enrolling in KSS 526 will be expected to work the Preferred Health Systems Wichita Open in media relations, July 29-Aug. 1.

Undergraduate and graduate students may also take KSS 750L as elective credit. For more information on that course, see page 3.

In addition, students may also enroll in internship, co-op education and special topics courses this summer. A complete list of Summer 2004 Sport Administration classes is to the right of this article.



SASA president Travis Redeker presents Athletics Director Jim Schaus with a sport administration t-shirt and autographed copy of *Marketing Outrageously* following Schaus' talk with sport admin students.

Inside this Issue...

- ◆ SASA Tailgate Planned
- ◆ Faculty Search
- ◆ Faculty Update
- ◆ Summer 2004 Catalog Error
- ◆ Olympic Movement Seminar Offered
- ◆ Spring 2004 Interns
- ◆ Tentative Fall 2004 Schedule
- ◆ Undergraduate Curriculum Changes
- ◆ Alumni News

KSS 520, Tourn. & Event Mgt. (Shaad), Saturdays, 10:00-1:00, 2nd Session

KSS 526, Sport Public Relations (Dittmore), Daily, 2:30-4:40, 2nd Session

KSS 528, Sport Finance (TBD), Daily, 8:00-12:50, Presession

KSS 711, Structuring & Sched. Sport Tournaments (Rokosz), Online

KSS 750L, Seminar in Olympic Movement (Dittmore), Daily, 2:30-4:40, 1st Session

KSS 760, Sport in Society (Stoldt), Daily, 4:50-7:00, 1st Session

Lineup Card

The Wichita State Sport Administration program is a part of the Department of Kinesiology and Sport Studies (KSS) housed in the College of Education.

You may find us in Heskett Center Room 106 or by contacting:

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Faculty member, graduate program coordinator and graduate student advisor (KSS 726, KSS 803)

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Faculty member, undergraduate program coordinator and graduate student advisor (KSS 112, KSS 380, KSS 565)

Frank Rokosz, Associate Professor (x5443) **frank.rokosz@wichita.edu**
Faculty member (KSS 210, KSS 711)

Dr. Lori Miller, Professor and Associate Dean (x3340)
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Faculty member

Spring 2004 Lecturers
John Lee, KSS 525; Alex Reed, KSS 770;
Steve Shaad, KSS 520; Mark Vermillion, KSS 475; Jackie Williams, KSS 560

SASA spring tailgate set for April 28; Elections for 04-05 officers to be held

By Travis Redeker, SASA President

SASA is looking forward to a busy semester as there are several things going on this spring. On Wednesday, April 28, SASA has the center field pavilion reserved at Eck Stadium for a cookout during the WSU-Arizona State baseball game. All sport administration students are invited to attend. We would love to have everyone there.

Currently, SASA is conducting a fundraising event in conjunction with the Wichita Stealth. Students are selling Stealth football tickets, with half of the cost of the ticket going to SASA's account. This is good sales experience for sport admin students. Anybody interested in selling tickets and making money for SASA can contact me at 978-5278 or tjredeker@wichita.edu for more information.

Elections for next year's SASA officers will be held this spring as well. This is a great opportunity for anyone who wants to gain leadership experience and get more involved in SASA next year. The election will be open to SASA members only, so if you haven't joined, it's not too late.

Thanks to Jim Schaus and everyone who attended his presentation at Koch Arena. We had a great turnout.

Faculty Update

Lori Miller, associate dean of the COE and professor of sport administration, received the Honor Award at the Sport and Recreation Law Association conference March 3-6 in Las Vegas, Nev. The award is given to a SRLA member who has provided outstanding service to the organization ... Several members of the WSU Sport Administration program collaborated on a proposal that has been accepted for presentation at the annual North American Society for Sport Management conference in Atlanta, June 2-5. Faculty member Clay Stoldt, lecturer Mark Vermillion, graduate student Mike Ross and faculty member Steve Dittmore will present "Newspaper Sports Coverage Patterns: Implications for Media Relations Professionals" at the event ... Clay Stoldt co-authored an article titled "Professional Sport Leagues: Reflection on the Past, Anticipating the Future" in the winter issue of the *International Journal of Sport Management*.

Faculty Search

Members of the sport administration faculty search committee are optimistic the search is entering its final phases. The last finalist for the position will be on campus for interviews March 15. The committee intends to make its recommendation soon thereafter. The individual selected will join the faculty for the Fall 2004 semester.

Summer 2004 Catalog Error

The Summer 2004 catalog and online listing of courses erroneously lists KSS 750L, Seminar in Olympic Movement, as a two-credit hour course. It is a three-credit hour course. Students who enroll in the class will receive three credit hours of either graduate or undergraduate elective credit upon completion of the course. For more information on the course, see article on page 3.

Tentative Fall 2004 Schedule of Classes

The Sport Administration program has announced its tentative list of classes for Fall 2004. Exact times are subject to change and classes are subject to cancellation if not enough students enroll or if instructors are not found. Please consult the official WSU schedule and your advisor before making any plans for Fall 2004.

KSS 112, Intro to Sport Administration, TuTh, 9:30-10:45
KSS 210, Practicum, Arranged
KSS 465, Psychology of Sport, MWF, 10:30-11:20
KSS 475, Sport in American Culture, MW, 12:30-1:45
KSS 520, Sport Tournament & Event Management, M, 4:30-6:55
KSS 525, Sport Facility Management, W, 7:05-9:45
KSS 526, Sport Public Relations, MWF, 11:30-12:20
KSS 528, Sport Finance, MWF, 9:30-10:20
KSS 545, Organization and Administration of Sport, MW, 8:00-9:15
KSS 560, Legal Aspects of Sport, TuTh, 8:00-9:15
KSS 565, Marketing of Sport, TuTh, 11:00-12:15
KSS 711, Structure & Schedule of Sport Tournaments, Online
KSS 800, Recent Literature in Profession, M, 7:05-9:45
KSS 801, Leadership/Management of Sport, M, 7:05-9:45
KSS 803, Sport Marketing, Tu, 7:05-9:45
KSS 835, Legal Issues in Profession, Th, 7:05-9:45

In addition, students may enroll in internships (KSS 547 and KSS 847), co-op education (KSS 481 and KSS 781), seminar in sport business (KSS 540), independent study (KSS 590), and special topics (KSS 890) with advisor permission.

Spring 2004 Interns

WSU Sport Administration students are conducting a broad range of internships this semester, from college sports to pro sports and from recreation to marketing agencies. Congrats to the following students who are working hard this semester in the sport industry.

Undergraduates Students

Rachel Androes (East YMCA, Wichita); Juanell Beal (WSU Heskett Center); Preston Crawford (Wichita Stealth, Wichita); Jenny Follin (Derby Recreation, Derby, Kan.); Kristin Glasgow (Wichita Stealth, Wichita); Raeven King (LeadDog Marketing, New York City); Amy Kratzer (WSU Athletics); Crystal Lampe (Maize Recreation, Maize, Kan.); Kacy Roe (Kansas City T-Bones; Kansas City, Kan.); John Roushkolb (DC United, Washington, D.C.)

Graduate Students

Leigh Ashman (Disney's Wide World of Sports, Orlando, Fla.); Matt Baxter (Wakefield HS, Wakefield, Kan.); Ryan Berg (WSU Heskett Center); Kelli Clay (WSU Athletic Training Program); Matt Esau (WSU Athletics Operations); Shannon Hansen (USD 259 Athletics, Wichita); DeAnn Huxman (Bethel College Athletics, North Newton, Kan.); Karl Kandt (WSU Athletic Student Services); Alfredo Malcom (Curtis MS/Southeast HS Athletics, Wichita); Melissa McKallagat (WSU Athletic Ticket Office); Darice Pratt (Dixie State College Athletics, St. George, Utah); Brandon Raupe (Okarche HS Athletics, Okarche, Okla.); Travis Redeker (WSU Intramurals); KJ Richey (Independent School Athletics, Wichita); Mike Ross (WSU Athletics Media Relations); Wes Simoneau (WSU Athletics Facilities); Gary Thomason (Redlands CC Athletics, El Reno, Okla.); Tyler Waltz (Sports Claims, Amarillo, Texas).

Sport Admin Offers Seminar on Olympic Movement

Undergraduate and graduate students will have the opportunity to learn more about the Olympic Movement



during a special seminar this summer. The seminar, KSS 750L, may be taken for elective credit and will focus on the history, philosophies, organization and structure of the Olympic Games. The XXVII Olympiad takes place this August in Athens, Greece, site of the first Olympiad in 1896.

Steve Dittmore, sport admin instructor who has worked two Olympic Games, will lead the class. Dittmore interned with the U.S. Olympic Committee in college and spent nearly three years working for USA Wrestling before being employed by organizing committees for both the Atlanta and Salt Lake Games. He has made several presentations to IOC commissions.

Much of the class will explore the current state of the Games, including drug use, marketing, television rights and structure and governance issues. However, it will also explore the sociopolitical history of the Games by studying factors which made the 1980 U.S. Olympic hockey team's victory in Lake Placid so important for the country. That team is the subject of the current hit movie "Miracle." Students will also examine the politically-charged 1972 Munich Games which included a terrorist takeover of a portion of the Olympic Village.

Sport Administration Mission:

To provide students with knowledge, understanding, and appreciation of the sport industry that will provide career advancement opportunities. The tools and resources provided to the students will occur in a positive learning environment combining both theory and practice.

Notice of nondiscrimination: Wichita State University does not discriminate in its programs and activities on the basis of race, religion, color, national origin, sex, age or disability. The following person has been designated to handle inquiries regarding nondiscrimination policies: Director, Office of Equal Employment Opportunity, Wichita State University, 1845 Fairmount, Wichita, KS 67260-0145; Telephone 316-978-3371.

Alumni Directory to be updated

The Sport Administration Alumni Directory is being updated again this spring. Any graduate - bachelor's or master's recipient - is eligible for inclusion. Those who would like to be listed should send the following information to Clint Presley, sport admin graduate assistant, at cjpresley@wichita.edu:

- * Name, Job Title, Organization
- * Work or Home Address, Phone, Email
- * Memories of the program or advice for current students (optional)

Jermaine Goodwin (U 03) has been hired as a seasonal assistant by the Kansas City Royals.

Nathan Buche (G 03) was hired as ticket manager for Oklahoma City Redhawks.

Mike Ross (U 02) was promoted to assistant director of athletics media relations for WSU.

Koni Overstreet (G 00) is associate director-student services in the athletics department at Southern Methodist University in Dallas.

WSU Sport Administration

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Undergraduate Curriculum Changes

The Sport Administration program received approval from the university curriculum to go forward with several changes to the undergraduate curriculum effective Fall 2004 semester.

Undergraduate sport administration students are no longer required to take Management & Organizational Behavior (MGMT 360), Marketing (MKT 300) and Selling & Sales Force Management (MKT 608) as required courses. This change reduces the number of required credit hours from 57 to 48 and increases the number of elective credit hours from 25 to 34.

Students currently in the program who have not yet taken the above courses may choose to take those or other appropriate electives. Students with questions about their program of study should contact undergraduate advisor Carol Pitetti.

In addition, KSS 380 (Organization & Administration of Sport) has been renumbered to KSS 545. The course description and content will remain the same. This change was made to be consistent with the K-12 degree option and exercise science degree option, both of which have Org and Ad classes numbered in the 500 range.

An added benefit to the change is for graduate students who will be able to choose KSS 545 as elective credit. Students wanting to do so should meet with their advisor.