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Sport Management Alumnus
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Sport Management alumnus Mitch Germann, SVP at FleishmanHillard, a Public Relations and Integrated Marketing Communications company in

San Francisco California; is attending the 2014 Olympic Games in Sochi Russia. He was up close and personal as he took this picture of the lighting of the Olympic flame. Here is his tweet about it:

From @WSUSportMgmt grad RT @MCG5
Cool to be so close to the lighting of the Olympic flame tonight #Sochi2014
pic.twitter.com/wWA8NpmiOH

Sport Management Students Start Campaign To Bring ESPN's College Gameday To Koch Arena



A lot of attention is on the Wichita State Basketball team. One class on the WSU campus is trying to bring even more of a spotlight to the Shockers. Mike Ross' Sports Public Relations class, offered by the Department of Sport Management, is turning to social media to try to bring ESPN's College Gameday to Wichita. Their campaign was originally a school assignment, but it has moved far beyond the walls of the classroom.

"We're hitting all the social media platforms first like Twitter, Facebook, Instagram, all those things," said Sophomore Josh Radford. "We're going to make YouTube videos, Vines, we're on Pinterest."

The group has over 5,000 likes on their Facebook page, and over 350 followers on Twitter.

Gameday is supposed to be in Stillwater, Oklahoma that day, but the class thinks it's possible to cover both schools.

"They've split it up into two segments before, a day and a night, so we're trying to get them to do that," said Junior Chandler Kowalski. "They're going to be in Stillwater, it's only two hours away, so it looks like it could be a good chance if we can get some good attention to them."

As a member of both the team and the class, Senior Forward Cleanthony Early hopes fans are excited about the possibility.

"It'd be cool," Early said. "It's been excited and packed lately, so hopefully we can keep up that trend and this will only do that."

Ross says the ultimate goal is to teach his students valuable tools, like social media, that can be used post-graduation. Earning a little publicity for the school along the way is just an added benefit.

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Dr. Richard Laptad – Assistant Professor Emeritus

I think Gameday will eventually be here," Ross said. "Whether it happens on March 1st or not, is one thing, but we'll open some eyes hopefully and maybe they'll think of us next year."

*Source: www.kake.com.
<https://www.twitter.com/GameDay2Wichita>.

Dr. Lori Miller –
Professor Emeritus

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