

Candace Parker Women In Sports

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Candace Parker Shane Frederick 2020 When Candace Parker beat out all the boys at the McDonald's All-American slam dunk contest in 2004, she became the first female player to win the event. In the years that followed, Parker's list of achievements became long and ever-growing. She was WNBA rookie of the year, a two-time WNBA most valuable player, a two-time Olympic gold medalist, and more. Parker is also a mother, broadcaster, and role model. Discover more about Parker's amazing life in this inspiring biography.

The Professionalisation of Women's Sport Ali Bowes 2021-09-20 The Professionalisation of Women's Sport draws upon the expertise of a range of scholars from the fields of sport sociology, sport history, sport economics to critically discuss the complex and often fragmented histories of women's involvement in professional sport.

Routledge Handbook of the Business of Women's Sport Nancy Lough 2019-05-21 Combining knowledge from sport management, marketing, media, leadership, governance, and consumer behavior in innovative ways, this book goes further than any other in surveying current theory and research on the business of women's sport around the world, making it an unparalleled resource for all those who aspire to work in, or understand, women's sport. Featuring international perspectives, with authors from North America, South America, Europe, Asia, and Oceania, and insightful, in-depth profiles of real leaders within different sectors of women's sport in the global sport industry, the Routledge Handbook of the Business of Women's Sport offers an integrated understanding of the ways traditional media and social media impact both the understanding and advancement of women's sport properties, businesses, teams, and athletes. Innovative case studies show how societal issues such as gender, power, and framing impact the business of women's sports and those who work in women's sport. An essential reference for any researcher or advanced student with an interest in women's sport or women in business, and useful supplementary reading for researchers and advanced students working in sport

business, sport management, mainstream business and management, or women's studies.

Playing While White David J. Leonard 2017-06-07 *Playing While White* argues that whiteness matters in sports culture, both on and off the field. Offering critical analysis of athletic stars such as Johnny Manziel, Marshall Henderson, Jordan Spieth, Lance Armstrong, Josh Hamilton, as well as the predominantly white cultures of NASCAR and extreme sports, David Leonard identifies how whiteness is central to the commodification of athletes and the sports they play. Leonard demonstrates that sporting cultures are a key site in the trafficking of racial ideas, narratives, and ideologies. He identifies how white athletes are frequently characterized as intelligent leaders who are presumed innocent of the kinds of transgressions black athletes are often pathologized for. With an analysis of the racial dynamics of sports traditions as varied as football, cycling, hockey, baseball, tennis, snowboarding, and soccer, as well as the reception and media portrayals of specific white athletes, Leonard examines how and why whiteness matters within sports and what that tells us about race in the twenty-first century United States.

Women and Sport Staurowsky, Ellen J. 2016-06-07 *Women and Sport: Continuing a Journey of Liberation and Celebration* is a comprehensive textbook for interdisciplinary courses that focus on women and gender studies in sport. It provides readers with thought-provoking discussions about the history, evolution, and current role of women in sport.

Women's Sports Jaime Schultz 2018-08-01 Although girls and women account for approximately 40 percent of all athletes in the United States, they receive only 4 percent of the total sport media coverage. SportsCenter, ESPN's flagship program, dedicates less than 2 percent of its airtime to women. Local news networks devote less than 5 percent of their programming to women's sports. Excluding Sports Illustrated's annual "Swimsuit Issue," women appear on just 4.9 percent of the magazine's covers. Media is a powerful indication of the culture surrounding sport in the United States. Why are women underrepresented in sports media? Sports Illustrated journalist Andy Benoit infamously remarked that women's sports "are not worth watching." Although he later apologized, Benoit's comment points to more general lack of awareness. Consider, for example, the confusion surrounding Title IX, the U.S. Law that prohibits sex discrimination in any educational program that receives federal financial assistance. Is Title IX to blame when administrators drop men's athletic programs? Is it lack of interest or lack of opportunity that causes girls and women to participate in sport at lower rates than boys and men? In *Women's Sports: What Everyone Needs to Know*®, Jaime Schultz tackles these questions, along with many others, to upend the misunderstandings that plague women's sports. Using historical, contemporary, scholarly, and popular sources, Schultz traces the progress and pitfalls of women's involvement in sport. In the signature question-and-answer format of the *What Everyone Needs to Know*® series, this short and accessible book clarifies misconceptions that dog women's athletics and offers much needed context and history to illuminate the

struggles and inequalities sportswomen continue to face. By exploring issues such as gender, sexuality, sex segregation, the Olympic and Paralympic Games, media coverage, and the sport-health connection, Schultz shows why women's sports are not just worth watching, but worth playing, supporting, and fighting for.

Gender Inequality in Sports Kirstin Cronn-Mills 2022-04-05 “We trained just as hard and we have just as much love for our sport. We deserve to play just as much as any other athlete. . . . I am sick and tired of being treated like I am second rate. I plan on standing up for what is right and fighting for equality.” –Sage Ohlensehlen, Women’s Swim Team Captain at the University of Iowa Forty years ago, US president Richard Nixon signed Title IX into law, making it illegal for federally funded education programs to discriminate based on sex. The law set into motion a massive boom in girls and women’s sports teams, from kindergarten to the collegiate level. Professional women’s sports grew in turn. Title IX became a massive touchstone in the fight for gender equality. So why do girls and women—including trans and intersex women—continue to face sexist attitudes and unfair rules and regulations in sports? The truth is that the road to equality in sports has been anything but straightforward, and there is still a long way to go. Schools, universities, and professional organizations continue to struggle with addressing unequal pay, discrimination, and sexism in their sports programming. Delve into the history and impact of Title IX, learn more about the athletes at the forefront of the struggle, and explore how additional changes could lead to equality in sports. “Girls are socialized to know . . . that gender roles are already set. Men run the world. Men have the power. Men make the decisions. . . . When these girls are coming out, who are they looking up to telling them that’s not the way it has to be? And where better to do that than in sports?” –Muffet McGraw, Head Women’s Basketball Coach at Notre Dame “Fighting for equal rights and equal opportunities entails risk. It demands you put yourself in harm’s way by calling out injustice when it occurs. Sometimes it’s big things, like a boss making overtly sexist remarks or asserting they won’t hire women. But far more often, it’s little, seemingly innocuous, things . . . that sideline the women whose work you depend on every day. You can use your privilege to help those who don’t have it. It’s really as simple as that.” –Liz Elting, women’s rights advocate

The Anatomy of Competition in Sports Christopher B. Doob 2015-06-17 This book examines different professional sports leagues in the United States and the role of competition within that league—in the history of the league, for children learning and competing in the sport, for individuals competing to join a pro league, and the pros themselves meeting the various challenges of their career.

On Top of Glass Karina Manta 2021-10-19 An insightful memoir from a figure skating champion about her life as a bisexual professional athlete, perfect for readers of *Fierce* by Aly Raisman and *Forward* by Abby Wambach. Karina Manta has had a busy few years: Not only did she capture the hearts of many with her fan-

favorite performance at the U.S. Figure Skating Championships, she also became the first female figure skater on Team USA to come out as queer. Her Modern Love essay "I Can't Hate My Body if I Love Hers" was published in the New York Times, and then she joined the circus--Cirque du Soleil's on-ice show, AXEL. Karina's memoir covers these experiences and much more. Attending a high school with 4,000 students, you'd expect to know more than two openly gay students, but Karina didn't meet an out-lesbian until she was nearly seventeen--let alone any other kind of queer woman. But this isn't just a story about her queerness. It's also a story about her struggle with body image in a sport that prizes delicate femininity. It's a story about panic attacks, and first crushes, and all the crushes that followed, and it's a story about growing up, feeling different than everybody around her and then realizing that everyone else felt different too.

Fair Play Robert L. Simon 2018-09-03 Addressing both collegiate and professional sports, the updated edition of *Fair Play: The Ethics of Sport* explores the ethical presuppositions of competitive athletics and their connection both to ethical theory and to concrete moral dilemmas that arise in actual athletic competition. This fourth edition has been updated with new examples, including a discussion of Spygate by the New England Patriots and recent discoveries on the use of performance enhancing drugs by top athletes. Two additional authors, Cesar R. Torres and Peter F. Hager, bring to this edition a discussion of the moral issues involved in youth sports and the ethics of being a fan, as well as a fresh perspective on the theories of broad internalism and the quest for excellence. Furthermore, major criticisms of broad internalism by philosophers William J. Morgan and Scott Kretchmar add a new dimension to the discussion on the moral foundations of winning.

Digital Media Sport Brett Hutchins 2013-09-05 Live broadband streaming of the 2008 Beijing Olympics accounted for 2,200 of the estimated 3,600 total hours shown by the American NBC-Universal networks. At the 2012 London Olympics, unprecedented multi-platforming embraced online, mobile devices, game consoles and broadcast television, with the BBC providing 2,500 hours of live coverage, including every competitive event, much in high definition and some in 3D. The BBC also had 12 million requests for video on mobile phones and 9.2 million browsers on its mobile Olympics website and app. This pattern will only intensify at future sport mega events like the 2014 FIFA World Cup and 2016 Summer Olympics, both of which will take place in Brazil. Increasingly, when people talk of the screen that delivers footage of their favorite professional sport, they are describing desktop, laptop, and tablet computer screens as well as television and mobile handsets. *Digital Media Sport* analyzes the intersecting issues of technological change, market power, and cultural practices that shape the contemporary global sports media landscape. The complexity of these related issues demands an interdisciplinary approach that is adopted here in a series of thematically-organized essays by international scholars working in media studies, Internet studies, sociology, cultural studies, and sport studies. .

Women's College Softball on the Rise Mark Allister 2019-05-10 Sidestepping the inflated egos and scandal that have infiltrated many men's sports, college female softball players exhibit power and grace on the field as well as camaraderie, high achievement and vulnerability off the field. This balance not only makes the game compelling to watch, but it also elevates women's softball as an aspirational model for other sports. Focusing on the 2018 season, this book explores gender performance and sexuality in softball, how the influx of money from the sport's growth has reshaped expectations of success, and traditional media coverage of women's sports.

Jet 2006-04-10 The weekly source of African American political and entertainment news.

Women's Sports Jaime Schultz 2018-08-01 Although girls and women account for approximately 40 percent of all athletes in the United States, they receive only 4 percent of the total sport media coverage. SportsCenter, ESPN's flagship program, dedicates less than 2 percent of its airtime to women. Local news networks devote less than 5 percent of their programming to women's sports. Excluding Sports Illustrated's annual "Swimsuit Issue," women appear on just 4.9 percent of the magazine's covers. Media is a powerful indication of the culture surrounding sport in the United States. Why are women underrepresented in sports media? Sports Illustrated journalist Andy Benoit infamously remarked that women's sports "are not worth watching." Although he later apologized, Benoit's comment points to more general lack of awareness. Consider, for example, the confusion surrounding Title IX, the U.S. Law that prohibits sex discrimination in any educational program that receives federal financial assistance. Is Title IX to blame when administrators drop men's athletic programs? Is it lack of interest or lack of opportunity that causes girls and women to participate in sport at lower rates than boys and men? In *Women's Sports: What Everyone Needs to Know®*, Jaime Schultz tackles these questions, along with many others, to upend the misunderstandings that plague women's sports. Using historical, contemporary, scholarly, and popular sources, Schultz traces the progress and pitfalls of women's involvement in sport. In the signature question-and-answer format of the *What Everyone Needs to Know®* series, this short and accessible book clarifies misconceptions that dog women's athletics and offers much needed context and history to illuminate the struggles and inequalities sportswomen continue to face. By exploring issues such as gender, sexuality, sex segregation, the Olympic and Paralympic Games, media coverage, and the sport-health connection, Schultz shows why women's sports are not just worth watching, but worth playing, supporting, and fighting for.

Sports Around the World John Nauright 2012 This multivolume set is much more than a collection of essays on sports and sporting cultures from around the world: it also details how and why sports are played wherever they exist, and examines key charismatic athletes from around the world who have transcended their sports. * Nearly 900 entries cover most aspects of sport from around the world * Contributions from more than 200 distinguished scholars, such as Mark

Dyreson, Henning Eichberg, Malcolm MacLean, S.W. Pope, and Rob Ruck * Entries on players, stadiums, arenas, famous games and matches, major scandals, and disasters * Lists of Olympic medalists for all events since 1896 as well as lists of winners of major events such as the FIFA World Cup and MLB World Series * Further reading selections provide direction for in-depth analysis of each event, sport, personality, or issue discussed

Sum It Up Pat Head Summitt 2014-03 The former head coach of the Tennessee Vols women's basketball team describes how her upbringing helped her to develop a balanced coaching style and recounts her recent personal battle against early-onset Alzheimer's disease.

The Routledge History of American Sport Linda J. Borish 2016-10-04 The Routledge History of American Sport provides the first comprehensive overview of historical research in American sport from the early Colonial period to the present day. Considering sport through innovative themes and topics such as the business of sport, material culture and sport, the political uses of sport, and gender and sport, this text offers an interdisciplinary analysis of American leisure. Rather than moving chronologically through American history or considering the historical origins of each sport, these topics are dealt with organically within thematic chapters, emphasizing the influence of sport on American society. The volume is divided into eight thematic sections that include detailed original essays on particular facets of each theme. Focusing on how sport has influenced the history of women, minorities, politics, the media, and culture, these thematic chapters survey the major areas of debate and discussion. The volume offers a comprehensive view of the history of sport in America, pushing the field to consider new themes and approaches as well. Including a roster of contributors renowned in their fields of expertise, this ground-breaking collection is essential reading for all those interested in the history of American sport.

Women and Leadership Julia Gillard 2021-02-02 A powerful call to action for achieving equality in leadership. Women make up fewer than ten per cent of national leaders worldwide, and behind this eye-opening statistic lies a pattern of unequal access to power. Through conversations with some of the world's most powerful and interesting women--including Jacinda Ardern, Hillary Rodham Clinton, Christine Lagarde, Michelle Bachelet, and Theresa May--Women and Leadership explores gender bias and asks why there aren't more women in leadership roles.

Out of Bounds: Racism and the Black Athlete Lori Latrice Martin Ph.D. 2014-04-17 This collection of essays highlights the controversies surrounding racism in sports and African American athletes, examining the racial discrimination that exists in one of the most public arenas in the 21st century. • Enables readers to comprehend how sports influence--and are influenced by--society, and grasp that both race and sports are powerful social constructions • Contains contributions from sociologist and social theorist Joe Feagin, a highly respected authority on the subject of race • Identifies and

discusses the institutional barriers and personal practices regarding African Americans that perpetuate racism in sports and our society at large

Dust Bowl Girls Lydia Reeder 2017-01-24 “Thrilling, cinematic . . . I loved every minute I spent with the bold, daring women of the Cardinals basketball team . . . The stuff of American legend” (Karen Abbott, New York Times–bestselling author). The Boys in the Boat meets A League of Their Own in this true story of a Depression-era championship women’s team. During the drought and financial crisis of the 1930s, Oklahoma basketball coach Sam Babb traveled from farm to farm recruiting talented, hardworking young women and offering them a chance at a better life: a free college education in exchange for playing on his basketball team, the Cardinals. And as Babb coached the Cardinals, something extraordinary happened. These remarkable athletes found a passion for the game and a heartfelt loyalty to one another and their coach—and they began to win. Combining exhilarating sports writing and exceptional storytelling, *Dust Bowl Girls* takes readers on the Cardinals’ intense, improbable journey all the way to an epic showdown with the prevailing national champions, helmed by the legendary Babe Didrikson. Lydia Reeder captures a moment in history when female athletes faced intense scrutiny from influential figures in politics, education, and medicine who denounced women’s sports as unhealthy and unladylike. At a time when a struggling nation was hungry for inspiration, this unlikely group of trailblazers achieved much more than a championship season. “A compelling, heartwarming story of a group of college students determined to accomplish the impossible. This is a book you can’t put down.” –The Denver Post “[A] great sports story about an underdog whose triumphs inspired a community that badly needed a lift in the midst of hard economic times. I can’t wait for the movie.” –The Oklahoman

Losers Mary Pilon 2020-08-18 “It’s easy to do anything in victory. It’s in defeat that a man reveals himself.” –Floyd Patterson Twenty-two notable writers—including Bob Sullivan, Abby Ellin, Mike Pesca, Sir Arthur Conan Doyle, Louisa Hall, and Gay Talese—examine the untold stories of the losers, and in doing so reveal something raw and significant about what it means to be human. The locker rooms of winning teams are crowded with coaches, family, and fans. Reporters flock to the athletes, brimming with victory and celebration, to ask, How does it feel? In contrast, the locker rooms of the losing teams are quiet and awkward, and reporters tend to leave quickly, reluctant to linger too long around loss. But, as sports journalists Mary Pilon and Louisa Thomas argue, losing is not a phenomenon to be overlooked, and in *Losers*, they have called upon novelists, reporters, and athletes to consider what it means to lose. From the Olympic gymnast who was forced to surrender her spot to another teammate, to the legacy of Bill Buckner’s tenth-inning error in the 1986 World Series, to LeBron James’s losing record in the NBA Finals, these essays range from humorous to somber, but all are united by their focus on defeat. Interweaving fourteen completely new and unpublished pieces alongside beloved classics of the genre, *Losers* turns the art of sports writing on its head and proves that there is inspiration to be found in stories of risk, resilience, and getting up after you’ve been knocked down.

Jet 2006-04-10 The weekly source of African American political and entertainment news.

Sport Is Life with the Volume Turned Up Joan Cronan 2015-11-30 In *Sport Is Life with the Volume Turned Up*, Joan Cronan offers a refreshing and innovative perspective on strengthening performance and achieving success in both the business world and everyday life. During her twenty-eight years as Women's Athletics Director for the University of Tennessee, Cronan built one of the most prominent and respected women's athletics programs in the nation, resulting in ten NCAA titles and twenty-four SEC Tournament Championships for the Lady Vols during her tenure. She reveals in her book what happened behind the scenes in constructing a successful, nationally renowned women's athletics program—and it turns out that game days were only part of the story. Cronan's lighthearted stories and succinct business tips will draw you in until you feel like you are present for every victory she describes on the court and in the workplace. Cronan's business acumen and passionate approach to positive change will arm you with the outlook and the tools you need to revolutionize the professional and personal spheres in your life.

Don't Let the Lipstick Fool You Lisa Leslie 2009-02-24 Foreword by Earvin "Magic" Johnson "Absolutely one of the best players ever to play the game." -- Bill Walton A three-time Olympic gold medalist, three-time MVP of the WNBA, and the first woman ever to dunk in a professional basketball game, Lisa Leslie is considered one of the greatest players in the history of women's basketball. But before the superstar was the child growing up too fast in South Central Los Angeles. Over six feet tall in the sixth grade, with a father Lisa never knew, and a sister she couldn't trust, her life seemed destined to go nowhere fast--another failed statistic in the American dream. Today, Lisa is a poised, beautiful, assertive, six-foot-five-inch basketball powerhouse. Her elegance and charm have made her a favorite with fans, the fashion world, and even Hollywood. With hard-won candor and confidence, Lisa Leslie shares in her own words her empowering story about finding grace under pressure, and exceeding expectations--including your own--by playing like a girl. "There are a lot of young girls out there who look up to Lisa Leslie. I think it's great that they can look at Lisa and say we don't have to make sacrifices." --Sheryl Swoopes, Houston Comets and U.S. Olympic Team "Lisa is doing for women what Michael Jordan has done for young men." --Michael Cooper, Lakers great and L.A. Sparks head coach "She has it all: beauty, brains, and athleticism. She brings class, fashion, and she's sassy in her own way. She has all that and the championship rings to back it up." --Nancy Lieberman, ESPN analyst and Hall of Famer "Lisa Leslie is absolutely one of the best players ever to play the game. She is a leader who works hard, plays hard, and carries herself with incredible poise, grace and dignity. She is an icon and a perfect role model." --Bill Walton, ESPN commentator and NBA Hall of Famer Larry Burnett is an Emmy award-winning journalist and sports broadcaster. He has known Lisa for fifteen years and has been the radio and television play-by-play announcer for her L.A. Sparks' games for the past nine seasons. Burnett has anchored Sports Center and The NBA Today Show for ESPN, and he has hosted the Lakers' radio broadcasts and The Phil

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Jackson Show.

Candace Parker Mary R. Dunn 2016-01-01 "Simple text and full-color photographs briefly describe the life of Candace Parker and her career as a professional basketball player"--

Big Book of WHO Basketball The Editors of Sports Illustrated Kids 2015-05-05 From the editors of Sports Illustrated Kids comes The Big Book of Who: Basketball, a 128-page collection of basketball's brightest stars, past and present. Profiles, facts and stats will bring the best players in pro basketball history to life with all of the classic touches that Sports Illustrated Kids is famous for--terrific, age-appropriate writing and exciting sports photography. Court greats from LeBron James to Michael Jordan, Candace Parker to Allen Iverson, Shaq to Magic Johnson, will be profiled. Written in a fun question and answer format, kids will be able to stump their friends. The Big Book of Who: Basketball is a book young sports fans will return to again and again as a lively, exciting resource.

Erotic Revolutionaries Shayne Lee 2010-08-04 This book steers black sexual politics toward a more sex-positive trajectory, navigating the uncharted spaces where social constructionism, third-wave feminism, and black popular culture collide to locate a new site for sexuality studies that is theoretically innovative, politically subversive, and stylistically chic.

Ball Don't Lie Matt de la Peña 2007-12-18 Newbery Award-winning and New York Times bestselling author Matt de la Peña's *Ball Don't Lie* "is a must-read." [The Bulletin] Sticky is a beat-around-the-head foster kid with nowhere to call home but the street, and an outer shell so tough that no one will take him in. He started out life so far behind the pack that the finish line seems nearly unreachable. He's a white boy living and playing in a world where he doesn't seem to belong. But Sticky can ball. And basketball might just be his ticket out . . . if he can only realize that he doesn't have to be the person everyone else expects him to be. Matt de la Peña's breakout urban masterpiece, *Ball Don't Lie* takes place where the street and the court meet and where a boy can be anything if he puts his mind to it. ★"[An] inspiring story. Sticky is a true original, and de la Peña has skillfully brought him to life."-School Library Journal, Starred "Riveting...Teens will be strongly affected by the unforgettable...basketball action; and the questions about race, love, self-worth, and what it means to build a life without advantages."-Booklist "Stunningly realistic."-VOYA "Gritty and mesmerizing."-Kirkus Reviews "I have never before seen blacktop ball depicted so well. In this novel, you will find its flash, its power, and its elegance without chains. This is powerful stuff."-Antawn Jamison, forward for the Los Angeles Clippers "Truly authentic in its examination of both the game I love and the invariable missteps toward manhood. You cannot fail to be moved by the eloquence and truth of this story."-Rick Fox, former forward for the Los Angeles Lakers An ALA Best Book for Young Adults An ALA Quick Pick for Reluctant Readers

Ice 'n' Go Jenny Moshak 2013-05-30 The 1972 passage of Title IX, the federal law that prohibits sex discrimination in education, was a gamechanger for women and girls in athletics. In the forty years since the law was enacted, participation in sports—especially of girls and women—has grown dramatically. With that growth have come challenges. In *Ice-n-Go: A Perspective on Sports and Life*, Jenny Moshak, celebrated trainer of the legendary Lady Vols basketball team and associate athletic director for sports medicine at the University of Tennessee, Knoxville, reflects on the role of sports in society and addresses the high stakes and costs of winning in sports today. *Ice-n-Go* is a culmination of the breadth of knowledge and unique insight from Moshak's more than twenty-five years of work in major college sports. In this highly readable new book, she covers social issues, medical concerns, motivational techniques, gender roles and expectations, the impact of sports on our children, and how the body works, heals, and recovers. Though she writes on serious subjects in a serious way, Moshak's tone is always upbeat and positive with surprisingly simple strategies for improving the athletic experience for all, especially kids. An outstanding athlete herself, she shares lessons learned on her own demanding coast-to-coast bicycle ride across the United States. In sharing her stories, sound advice and fresh ideas, Moshak seeks to do for us what she has always done for the players in her care: to help protect, nurture, and grow the athlete who is in each one of us. Jenny Moshak is the celebrated trainer of the legendary Lady Vols basketball team and associate athletic director for sports medicine at the University of Tennessee, Knoxville. A frequent speaker at workshops and conferences across the country, Moshak is an adjunct professor in the exercise science department at the University of Tennessee. The U.S.A. Olympic Committee cited Moshak for "Outstanding athletic training support" at the United States Olympic Festival. Now retired from the University of Tennessee, Knoxville, Debby Schriver was the first woman to be elected president of the National Orientation Directors Association. She is the author of *In the Footsteps of Champions: The University of Tennessee Lady Volunteers, the First Three Decades*.

Sports Publicity Joe Favorito 2012-11-27 Effective communications skills are essential for any organization. In this fully revised and updated edition of his groundbreaking guide to communications in sports, Joe Favorito introduces the skills, knowledge and techniques needed to become a successful communicator. Drawing on nearly thirty years of professional experience, including work with the International Baseball Federation, New York Knicks, Philadelphia 76ers, Bloomberg Sports and the US Tennis Association, as well as projects with the NFL, USOC, NASCAR, MLB, MLS and many other elite groups and brands in sports and entertainment, Favorito outlines the history of sports communications, explores all the most important professional themes, topics and issues, and highlights exciting opportunities for future growth and development. With a strong emphasis on professional practice and the day-to-day realities of working in sports and entertainment, the book covers all the core functional areas such as: Effective writing and speaking Building and Marketing brands Developing contacts and networks Social and Digital Media Strategy Gaining experience and internships Crisis management Successful pitching Press

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conferences Working with individual athletes, teams and league organizations Agents, Broadcast Networks and Agencies Understanding the global sports market The second edition includes brand new material on using social media, gaming, and brand integration, as well as extended real-world case studies and interviews with trailblazing PR professionals. No other book offers such a valuable insider's view of the sports communications industry or the importance of PR and media relations in building successful sports organizations. Sports Publicity is essential reading for all students working in sport business, marketing or communications, and any PR practitioner looking to improve their professional skills and technique.

Candace Parker Shane Frederick 2020 When Candace Parker beat out all the boys at the McDonald's All-American slam dunk contest in 2004, she became the first female player to win the event. In the years that followed, Parker's list of achievements became long and ever-growing. She was WNBA rookie of the year, a two-time WNBA most valuable player, a two-time Olympic gold medalist, and more. Parker is also a mother, broadcaster, and role model. Discover more about Parker's amazing life in this inspiring biography.

Teaching Sports Economics and Using Sports to Teach Economics Matheson, Victor A. 2022-04-19 There is a dire need for a comprehensive pedagogical resource both on diverse approaches to teaching sports economics and the use of sports to teach broader principles of economic concepts. This book does exactly that. The contributions from leading scholars and teachers in both fields will help all instructors looking to raise their teaching game.

Love Him, Hate Him Jason Whitlock 2004 This book contains columns dealing with personal stories, memorable events, key issues, and defining moments in KC sports filtered through Jason's eyes. There is celebration, criticism, predictions, challenges, and humor. Any serious discussion of the last ten years in Kansas City sports would have to include Jason Whitlock, and this book is the perfect place to begin that discussion.

The Final Season Maria Cornelius 2016-09-30 With 1,098 wins and eight national championships, Lady Vol Coach Pat Summitt has left a remarkable legacy of perseverance, leadership, and passion for the game—but her victories on the court aren't the only legacy she has left in her wake. Since the beginning of her career as Lady Vol head coach at twenty-two years old, Pat Head Summitt effectively established the University of Tennessee Lady Vols as the top women's athletics program in the nation. The winningest coach in the history of NCAA basketball, Summitt overcame one obstacle after another on the road to every victory, but it is the lives she has impacted along the way that tell the story of her true legacy. Forever a role model for young women, expecting nothing but the best from her players and from those around her, her legacy has never faltered—not even during her final season as head coach, when she faced her fiercest adversary yet: the diagnosis of early-onset Alzheimer's disease. In *The Final Season: The Perseverance of Pat Summitt*, Maria M. Cornelius tells the story of her final coaching season through the eyes of those who know her

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best, from players to support staff to Summitt's closest friends and advisors. Beginning with the diagnosis that shook the Tennessee community in the summer of 2011 and continuing through to the final game of the 2011–12 season, *The Final Season* presents readers with a behind-the-scenes look at the conclusion of Summitt's coaching career, detailing from the perspective of a sports writer how her diagnosis impacted her players and her staff as well as her fans. With forewords by former Lady Vol Candace Parker and Swish Appeal editor Mike Robinson, *The Final Season* reveals how Summitt's remarkable story of perseverance not only united a team of young women but also brought an entire sports following together, revealing an incredible support system that spanned far beyond Summitt's Tennessee community. The coach's determined spirit, selfless love, and sense of humor shine through the pages of Cornelius's book, painting for readers the picture of a beloved leader and detailing the personal moments of defeat and triumph that make Summitt a true champion.

Sports Media Andrew C. Billings 2012-01-25 Looking toward a future with increasingly hybridized media offerings, *Sports Media: Transformation, Integration, Consumption* examines sports media scholarship and its role in facilitating understanding of the increasingly complex world of sports media. Acknowledging that consumer demand for sports media content has influenced nearly every major technology innovation of the past several decades, chapters included herein assess existing scholarship while posing important future questions about the role sports media will play in the daily lives of sports fans worldwide. Contributions from well-known scholars are supplemented by work from younger researchers doing new work in this area. Developed for the Broadcast Education Association's Electronic Media Research series, this volume will be required reading for graduate and undergraduate students in media, communication, sociology, marketing, and sports management, and will serve as a valuable reference for future research in sports media.

G.O.A.T. Women's Basketball Teams Matt Doeden 2021-01-01 From the Minnesota Lynx to the Phoenix Mercury, which women's basketball team is the greatest? Follow along in this fun and informational ranking to see which team is number one.

After Artest David J. Leonard 2012-05-01 Explores how the NBA moved to govern black players and the expression of blackness after the "Palace Brawl" of 2004.

Give Me Ten Days: Every Breakup Does Not Have to Break You Candace Parker 2021-02-03 What kind of sicko dumps someone on a Wednesday? That's the question 29-year old Candace Parker asks herself when the handsome, charming man of her dreams unceremoniously breaks up with her via text message - on the day of Bible Study! Candace - a staunch believer in Disney-like love stories is devastated. But she gives herself 10 days to get over "Charm" with the help of her two best friends - the idealistic "Dreamer", the take no prisoners "Stay Woke" - and her dog, Charlie, whom she imagines giving her advice with a side of eye roll. During these 10 days, Candace experiences every emotion from weepy sadness and blind outrage to self-doubt and quixotic hope. Just as Candace

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begins to pick herself back up, she receives another fateful text from Charm - "Hey, Beautiful!" and just like that, the overwhelming chemistry and strong feelings come flooding back. Will Candace set aside her pain and give Charm another chance? Or, will she remember the lessons she's learned and walk away for good? Give Me 10 Days is broken into two parts: a hilarious memoir about friendship and first love set in suburban Detroit; the second, a self-help section with Candace's hard-won tips and tricks for surviving heartbreak. The story will resonate with all women navigating their way through love and life.

Maya Moore Jeff Savage 2012-01-01 Presents the life and accomplishments of the female basketball player.

Candace Parker Heather Rule 2022 This exciting book introduces readers to the life and career of WNBA superstar Candace Parker. The book also includes a table of contents, a Paving the Way special feature, an At a Glance section, informative sidebars, quiz questions, a glossary, additional resources, and an index. This Focus Readers series is at the Navigator level, aligned to reading levels of grades 3-5 and interest levels of grades 4-7.