



2010 Kansas City Royals Media Guide

Tichenor Enterprises

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Encyclopedia of Sports Management and Marketing Linda E. Swayne, Mark Dodds, 2011-08-08 This four volume set introduces on the management side principles and procedures of economics budgeting and finance leadership governance communication business law and ethics and human resources practices all in the sports context On the marketing side this reference resource explores two broad streams marketing of sport and of sport related products promoting a particular team or selling team and sport related merchandise for example and using sports as a platform for marketing non sports products such as celebrity endorsements of a particular brand of watch or the corporate sponsorship of a tennis tournament Together these four volumes offer a comprehensive and authoritative overview of the state of sports management and marketing today providing an invaluable print or online resource for student researchers

The Baseball Stadium Insider Matt Lupica, 2012-01-27 The Baseball Stadium Insider is the essential companion to your ballpark experience Inside you'll discover the features facts and figures that make each stadium unique From the saltwater tank filled with live cow nosed rays at Tropicana Field in Tampa Bay to the Ferris wheel and carousel at Comerica Park in Detroit exciting details await you with every turn of the page This comprehensive ballpark guide will appeal not only to fanatics of America's pastime but novice baseball admirers as well Have you ever been to a game and wondered about the retired numbers adorning the outfield wall Wonder no more The Baseball Stadium Insider explains what each of these great ballplayers did to become baseball legends Finally all of the incredible games that have etched themselves into baseball history over the decades are represented Who could ever forget Game 6 of the 1975 World Series when Boston's Carlton Fisk hit his famous extra inning home run off Fenway's left field foul pole Or when the Cleveland Indians down 14-2 in the seventh inning staged one of the greatest comebacks in baseball history to defeat the Seattle Mariners So go ahead take yourself out to the ballgame and get to know the cathedrals of baseball

South Carolina State University William C Hine, 2018-04-16 The turbulent history of one of South Carolina's historically black colleges and its significant role in the civil rights movement Since its founding in 1896 South Carolina State University has provided vocational undergraduate and graduate education for generations of African Americans Now the state's flagship historically black university it achieved this recognition after decades of struggling against poverty inadequate infrastructure and funding and social and cultural isolation In South Carolina State University A Black Land Grant College in Jim Crow America William C Hine examines South Carolina State's complicated start its slow and long overdue transition to a degree granting university and its significant role in advancing civil rights in the state and country A product of the state's separate but equal legislation South Carolina State University was a hallmark of Jim Crow South Carolina Black and white students were indeed provided separate colleges but the institutions were in no way equal When established South Carolina State emphasized vocational and agricultural subjects as well as teacher training for black students while the University of South Carolina offered white students a broad range of higher level academic and

professional course work leading to a bachelor s degree Through the middle decades of the twentieth century South Carolina State was an incubator for much of the civil rights activity in the state The tragic Orangeburg massacre on February 8 1968 occurred on its campus and resulted in the deaths of three students and the wounding of twenty eight others Using the university as a lens Hine examines the state s history of race relations poverty and progress and the politics of higher education for whites and blacks from the Reconstruction era into the twenty first century Hine s work showcases what the institution has achieved as well as what was required for the school to achieve the parity it was once promised This fascinating account is replete with revealing anecdotes more than sixty photographs and illustrations and a cast of famous figures including Benjamin R Tillman Coleman Blease Benjamin E Mays Marian Birnie Wilkinson Mary McLeod Bethune Modjeska Simkins Strom Thurmond Essie Mae Washington Williams James F Byrnes John Foster Dulles James E Clyburn and Willie Jeffries

Gathering Crowds Paul Hensler,2021-04-28 When baseball s reserve clause was struck down in late 1975 and ushered in free agency club owners feared it would ruin the game instead there seemed to be no end to the baseball fever that would grip America In Gathering Crowds Catching Baseball Fever in the New Era of Free Agency Paul Hensler details how baseball grew and evolved from the late 1970s through the 1980s Trepidation that without the reserve clause only wealthy teams would succeed diminished when small market clubs in Minnesota Kansas City and Boston found their way to pennants and World Series titles The proliferation of games broadcast on cable and satellite systems seemed to create a thirst for more baseball rather than discourage fans from going to the ballpark And as fans clicked the turnstiles and purchased more and more team licensed products the national pastime proved it could survive and thrive even as other professional sports leagues vied for the public s attention By the end of the 1980s baseball had positioned itself to progress into the future stronger and more popular than ever Gathering Crowds reveals how the national pastime moved beyond the grasp of the reserve clause to endure a lengthy strike and drug scandals and then prosper as it never had before The book also offers insight into how societal issues influenced baseball in this new era from women in the clubhouses and minorities finally named as managers to a gay player s debut at the big league level Gathering Crowds is a fascinating examination of baseball s transformation during this unprecedented era

The National Directory of Addresses and Telephone

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