

RICHARD M. SOUTHALL
Curriculum Vitae

Professional

University of South Carolina
Department of Sport & Entertainment Management
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Education

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| Ed.D. 2001 | University of Northern Colorado, Greeley, CO.
Concentration: Sport Administration.
Dissertation: <i>A study of organizational culture values of Mountain West Conference - intercollegiate athletic departments.</i>
Research Advisors: Dr. Dianna Gray and Prof. Linda Sharp |
| M.A. 1997 | University of Northern Colorado, Greeley, CO.
Physical Education: Pedagogy. |
| B.A. 1979 | Western State College of Colorado, Gunnison, CO.
<i>Summa cum Laude</i> : English |

Professional Experience

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| 2017 – Present | Professor, Sport and Entertainment Management, University of South Carolina |
| 2013 – 2016 | Associate Professor with Tenure, Sport and Entertainment Management, University of South Carolina |
| 2007 – Present | Director, College Sport Research Institute |
| 2011 – 2013 | Associate Professor with Tenure: Sport Administration, University of North Carolina at Chapel Hill |
| 2008 – 2011 | Assistant Professor: Sport Administration, University of North Carolina at Chapel Hill |
| 2004 – 2008 | Assistant Professor: Sport and Leisure Commerce, University of Memphis |
| 2003 – 2004 | Adjunct Faculty: Department of Physical Education and Sport Studies, The University of Georgia |
| 2000 – 2004 | Assistant Professor: Sport Management, The University of West Georgia |

PROFESSIONAL CERTIFICATIONS

Professional Association of Diving Instructors

Course Director (CD-29209)	(1991 – 2008, 2017 – present)
Master Instructor	(1989 – Present)
Instructor	(1988 – Present)

MEMBERSHIP IN PROFESSIONAL SOCIETIES OR ASSOCIATIONS

European Association for Sport Management	(2018 – 2020)
North American Society for Sport Management	(1999 – 2011)
North American Society for the Sociology of Sport	(2000 – Present)
Sport and Recreation Law Association	(1998 – 2014)
Sport Marketing Association	(2002 – 2012)
Professional Association of Diving Instructors	(1987 – Present)

HONORS

Brian J.& Linda L. Mihalik Global Scholar Award	2019
Sport and Recreation Law Association Research Fellow	2013
University of West Georgia	2002, 2003, 2004
“Big Night” College of Education Outstanding Undergraduate Research Award – Faculty Advisor	
Professional Association of Diving Instructors Educational Commendation	1992, 1995, 1996, 1997

BIBLIOGRAPHY

BOOKS

In Press

In Print

1. Nagel, M. S., & Southall, R. M. (Eds.). (2024). *Introduction to sport management: Theory and practice*. (3rd ed.). Dubuque, IA: Kendall/Hunt Publishing Company.
2. Ammon, R., Jr., Southall, R. M., & Nagel, M. S. (2023). *Sport facility management: Organizing events and mitigating risks* (4th ed.). Morgantown, WV: Fitness Information Technology, Inc.
3. Southall, R. M., Nagel, M. S., Staurowsky, E. J., Karcher, R., & Maxcy, J. (2023). *The NCAA and the exploitation of college profit-athletes: An amateurism that never was*. Columbia, SC: University of South Carolina Press.

4. Ammon, R., Jr., **Southall, R. M.**, & Nagel, M. S. (2016). *Sport facility management: Organizing events and mitigating risks* (3rd ed.). Morgantown, WV: Fitness Information Technology, Inc.
5. Nagel, M. S., & **Southall, R. M.** (Eds.). (2015). *Introduction to sport management: Theory and practice*. (2nd ed.). Dubuque, IA: Kendall/Hunt Publishing Company.
6. Nagel, M. S., & **Southall, R. M.** (Eds.). (2011). *Introduction to sport management: Theory and practice*. Dubuque, IA: Kendall/Hunt Publishing Company.
7. Ammon, R., Jr., **Southall, R. M.**, & Nagel, M. S. (2010). *Sport facility management: Organizing events and mitigating risks* (2nd ed.). Morgantown, WV: Fitness Information Technology, Inc.
8. Ammon, R., Jr., **Southall, R. M.**, & Blair, D. A. (2003). *Sport facility management: Organizing events and mitigating risks*. Morgantown, WV: Fitness Information Technology, Inc.

ACADEMIC BOOK CHAPTERS

In Press

1. Corr, C., & **Southall, R. M.** (in press). Institutional work. In P. M. Pedersen (Ed.), *Encyclopedia of Sport Management* (pp. TBD). Cheltenham, UK: Edward Elgar Publishing.
2. Corr, C., & **Southall, R. M.** (in press). College recruiting. In P. M. Pedersen (Ed.), *Encyclopedia of Sport Management* (pp. TBD). Cheltenham, UK: Edward Elgar Publishing.
3. Southall, C., & **Southall, R. M.** (in press) Institutional theory. In P. M. Pedersen (Ed.), *Encyclopedia of Sport Management* (pp. TBD). Cheltenham, UK: Edward Elgar Publishing.

In Print

1. **Southall, R. M.** (2021). Institutional logics (pp. 254-255). In P. M. Pedersen (Ed.), *Encyclopedia of Sport Management*. Cheltenham, UK: Edward Elgar Publishing.
2. **Southall, R. M.**, & Southall, C. (2018). Case study research. In M. Li, & B. Pitts (Eds.), *Research methods in sport management*. Morgantown, WV: Fitness Information Technology, Inc.
3. **Southall, R. M.**, & Southall, C. (2018). The National Collegiate Athletic Association's "nothing short of remarkable" rebranding of academic success. (pp. 131-152). In R. King-White (Ed.), *Sport in the neoliberal university: Profit, politics, and pedagogy*. Piscataway, NJ: Rutgers University Press.
4. **Southall, R. M.**, & Southall, C. (2017). College sport reform: "The more things change, the more they stay the same". In G. Sailes (Ed.), *Sports in higher education: Issues and controversies* (2nd ed.). San Diego, CA: Cognella Academic Publishing.

5. **Southall, R. M.** (2012). Taking the measure of graduation rates in big-time college sport. *Phi Kappa Phi Forum*, 92(3), 18-20. In W. Breeze et al. (Ed.), *The engaged reader: Issues and conversations for composition*. Cincinnati, OH: Van-Griner Publishing.
6. **Southall, R. M.** (2012). College sport reform: Déjà vu all over again and again. In G. Sailes (Ed.), *Sports in higher education: Issues and controversies*. San Diego, CA: Cognella Academic Publishing.
7. **Southall, R. M.**, Anderson, E. C., Nagel, M. S., Southall, C, & Polite, F. C. (2012). An investigation of ethnicity as a variable related to US male college athletes' sexual-orientation behaviors and attitudes. In E. Anderson (Ed.), *Sport, Masculinities and Sexualities*. Routledge, Oxford, UK.
8. **Southall, R. M.**, Nagel, M. S., & Southall, D. J. (2012). The college sport research institute: Where theory and practice lead to action. In S. Chadwick & D. Ciletti (Eds.), *Sport Entrepreneurship*. Morgantown, WV: Fitness Information Technology.
9. **Southall, R. M.**, & Nagel, M. S. (2010). 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.
10. **Southall, R. M.**, Nagel, M. S., Amis, J., & Southall, C. (2010). 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.
11. Nagel, M. S., & **Southall, R. M.** (2010). Deion Sanders – The evolution of “Prime Time.” In J. W. Lee (Ed.), *Branded*. Durham, NC: Carolina Academic Press.
12. **Southall, R. M.**, & Nagel, M. S. (2010). The WUSA: Why did women's professional soccer fail in the United States? In J. W. Lee (Ed.), *Branding in sport business*. Durham, NC: Carolina Academic Press.
13. **Southall, R. M.** (2008). Case study research in sport management. In M. Li, B. Pitts, & Quarterman, J. (Eds.), *Research methods in sport management*. Morgantown, WV: Fitness Information Technology, Inc.
14. **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.
15. **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 PAPERS/ARTICLES

In Press

1. Corr, C., **Southall, R. M.**, & Nagel, M. S. (in press). “As long as you can qualify, we’re good with it”: Institutional work among football recruiters in the Southeastern Conference and the marginalization of educational attainment. *Journal for the Study of Sports and Athletes in Education*.

In Print

1. Corr, C., Southall, C., Hawkins, B., & **Southall, R. M.** (2024). College football “kids”: Infantilizing language in FBS bowl game broadcasts. *Sociology of Sport Journal*, 41(2), 172-179. <https://doi.org/10.1123/ssj.2022-0185>
2. Corr, C., **Southall, R. M.**, Nagel, M. S., Atwater, C., Jenkins, C., & Carroll, M. S. (2023). What are the odds? Judicial decisions involving the NCAA: 1973-2020. *Journal of Issues in Intercollegiate Athletics*, 16, 314-333.
3. Corr, C., **Southall, R. M.**, Southall, C., & Hart, R. J. (2023). Hyper-professionalized and -commodified: A case study examination of FBS bowl games and the utilization of football players as programmatic promotional material. *International Journal of Sport Communication*, 16(2), 228-238. <https://doi.org/10.1123/ijsc.2022-0200>
4. Corr, C., Atwater, C., & **Southall, R. M.** (2022). Barriers to advancement: The value of Black coaches as recruiters in SEC football. *Journal of Issues in Intercollegiate Athletics*, 15, 647-667.
5. Corr, C., Southall, C., & **Southall, R. M.** (2022). The ESPNification of football bowl subdivision college football: The adoption of an integrated marketing communication televisuality in football bowl subdivision bowl game broadcasts. *International Journal of Sport Communication*, 15(2), 139-147.
6. **Southall, R. M.**, & Nagel, M. S. (2021). NIL “reform” fails to address the NCAA’s biggest issue. *Journal of Applied Sport Management*, 13(2). 18-23.
7. Corr, C., **Southall, R. M.**, & Nagel, M. S. (2020). Southeastern Conference recruiting and the maintenance of Power-5 college sport. *Journal of Issues in Intercollegiate Athletics*, 13, 252-272.
8. Koba, T. H., Nagel, M. S., Watanabe, N. M., Yan, G., **Southall, R. M.**, & Kidd, V. K. (2020). An exploration of U.S.-based basketball players competing in Turkey. *Journal of Global Sport Management*, 1-22.
9. Nagel, M. S., **Southall, R. M.**, Rascher, D. A., Fulton, N. (2019, July-August). Cartel behavior in US college sports: An analysis of NCAA football enforcement actions from 1990 to 2011. *Journal of NCAA Compliance*, 11-20.
10. Kidd, V. D., **Southall, R. M.**, Nagel, M. S., Reynolds, J. F., Scheyett, A. M., & Anderson, C. K. (2018). Profit-athletes’ athletic role set and post-athletic transitions. *Journal of Issues in Intercollegiate Athletics*. 11, 115-141.

11. Jara-Pazmino, E. S., Heere, B., Regan, T. H., Blake, C.E., & **Southall, R. M.** (2017). Coaches' perception of organizational socialization process of international student-athletes and the effect of cultural distance: An exploratory study. *International Journal of Exercise Science*, 10(6), 875-889. <http://digitalcommons.wku.edu/ijes/vol10/iss6/6>
12. **Southall, R. M.**, Eckard, E. W., Nagel, M. S., & Randall, M. H. (2015). Athletic success and NCAA profit-athletes' adjusted graduation gaps. *Sociology of Sport Journal*, 32(4), 395-414. DOI: <http://dx.doi.org/10.1123/ssj.2014-0156>
13. **Southall, R. M.**, & Karcher, R. T. (2015). Distributive injustice: An ethical analysis of the NCAA's "collegiate model of athletics" and its jurisprudence. *International Sports Law Journal*, 15(3), 210-225. DOI 10.1007/s40318-015-0084-6
14. **Southall, R. M.**, Nagel, M. S., Southall, D.J., Reese, J. T., & Ammon, R., Jr., (2015). A model for teaching sport-event management. *Journal of Kinesiology and Wellness*, 4. <http://wskw.org/node/1932>
15. Turner, R. W., **Southall, R. M.**, & Eckard, E. W. (2015). Athlete graduation rate gaps at Division-I state flagship universities: An exploratory analysis emphasizing Black males. *Spectrum: A Journal on Black Men*, 3(2), 1-25.
16. **Southall, R. M.** (2014). NCAA graduation rates: A quarter-century of re-branding academic success. *Journal of Intercollegiate Sport*, 7(2), 120-133. <http://dx.doi.org/10.1123/jis.2014-0134>
17. Reese, J. T., & Dodds, M. A., **Southall, R. M.**, & Heisey, K. C. (2014). Enforcing club seat contracts in professional sports. *Case Studies in Sport Management*, 3, Case 8. <http://dx.doi.org/10.1123/cssm.2014-0023>
18. Southall, C., & **Southall, R. M.** (2014). Atmospheric music in the NBA servicescape: Fan involvement, team loyalty, consumer attitudes and emotional responses. *Journal of Applied Marketing Theory*, 5(1), 45-61.
19. **Southall, R. M.**, Brown, M. T., Nagel, M. S., & Southall, C. (2014). Media march madness: A comparative content analysis of 2006 and 2011 NCAA division I men's national basketball tournament broadcasts. *International Journal of Sport Management*, 15(3), 367-383.
20. **Southall, R. M.**, & Weiler, J. D. (2014). NCAA D-I athletic departments: 21st century company towns. *Journal of Issues in Intercollegiate Athletics*, 7, 161-186.
21. **Southall, R. M.**, & Staurowsky, E. J. (2013). Cheering on the collegiate model: Creating, disseminating, and imbedding the NCAA's redefinition of amateurism. *Journal of Sport and Social Issues*, 37(4), 403-429.
22. **Southall, R. M.**, Hancock, K. L., Cooper, C. G., & Nagel, M. S. (2012). College World Series broadcasts: "They are what they are." *Journal of Sports Media*, 7(2), 41-60.

23. **Southall, R. M.**, & Nagel, M. S. (2011). NCAA v. The Associated Press: Open records ruling may impact future athletic department activities. *Sport Marketing Quarterly*, 20(3), 112-114.
24. Cooper, C. G., Ross, S., & **Southall, R. M.** (2011). Revolutionizing the market: Branding strategies within NCAA athletic departments. *International Journal of Sport Management*, 12(3), 275-287.
25. **Southall, R. M.**, Dick, R. J., & Pollack, T. A. (2010). Assessing sport-sales training effectiveness: To enhance sales performance of prospective sales employees. *Journal of Applied Marketing Theory*, 1(2), 45-57.
26. Kobayashi, K., Amis, J., Irwin, R. I., & **Southall, R. M.** (2010). Japanese post-industrial management: The cases of Asics & Mizuno. *Sport in Society*, 13(9), 1334-1355.
27. **Southall, R. M.**, Anderson, E. C., Nagel, M. S., Southall, C., & Polite, F. C. (2010). An investigation of ethnicity as a variable related to US male college athletes' sexual-orientation behaviors and attitudes. *Ethnic and Racial Studies*, 34(2), 293-313.
28. Cooper, C. G., & **Southall, R. M.** (2010). The pursuit of sustainability: Examining the motivational consumption preferences for online consumers of college wrestling. *International Journal of Sport Communication*, 3(1), 1-11.
29. **Southall, R. M.**, Southall, C., & Dwyer, B. (2009). 2009 Bowl Championship Series telecasts: Expressions of big-time college-sport's commercial institutional logic. *Journal of Issues in Intercollegiate Athletics*, 2, 150-176.
30. **Southall, R. M.**, Nagel, M. S., Anderson, E. D., Polite, F., & Southall, C. (2009). An investigation of male college athletes' attitudes toward sexual orientation. *Journal of Issues in Intercollegiate Athletics – 2009 Special Issue*, 62-77.
31. **Southall, R. M.**, & Nagel, M. S. (2008). A case-study analysis of NCAA Division I women's basketball tournament broadcasts: Educational or commercial activity? *International Journal of Sport Communication*, 1(4), 516-533.
32. **Southall, R. M.**, Nagel, M. S., Amis, J., & Southall, C. (2008). A method to March Madness: Institutional logics and the 2006 National Collegiate Athletic Association Division I men's basketball tournament. *Journal of Sport Management*, 22(6), 677-700.
33. 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.
34. 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.
35. 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.

36. 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.
37. **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.
38. **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.
39. 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.
40. **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.
41. **Southall, R. M.**, Nagel, M. S., & LeGrande, D. J. (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.
42. 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.
43. 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.
44. 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.
45. **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.
46. **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.
47. **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.

48. **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.
49. 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.

REFEREED PAPERS/ARTICLES IN REVIEW OR IN PREPARATION

1. Corr, C., Stokowski, S., Staurowsky, E. J., Paule-Koba, A. L., & **Southall, R. M.** (in review). The modernization of monitorization: Technological adaption and innovation as mechanisms for college athlete surveillance. *Journal of Sport and Social Issues*.
2. Stokowski, S., Corr, C., **Southall, R. M.**, Sabin, E., & Berg, B. K. (in review). "What is the ROI on that?": Examining the lack of transition support for collegiate athletes. *Sociology of Sport Journal*.

REFEREED PRESENTATIONS/ABSTRACTS

1. Kidd, V. D., Atwater, C., Corr, C., Taškár, M., Southall, R. M., & Nagel, M. S. (Submitted for consideration). The racialization of athlete education: Examining the NCAA's use of graduation metrics to achieve strategic objectives [Conference presentation]. 2024 *North America Society for the Sociology of Sport, Chicago, IL*.
2. Nagel, M. S., Atwater, C., Corr, C., **Southall, R. M.**, & Eckstein, R. (2024, June). Meet the FARs: An examination of the background and appointment of Faculty Athletic Representatives. 2024 *North American Society for Sport Management Conference, Minneapolis, MN*.
3. Corr, C., **Southall, R. M.**, Atwater, C., Nagel, M. S., & Taškár, M. (2024, March 20). Rebranding academic success: A longitudinal examination of NCAA graduation rates. 2024 *CSRI Conference on College Sport, Columbia, SC*.
4. Corr, C., Bopp, T., Atwater, C., & **Southall, R. M.** (2023, March 23). Barriers to advancement: The value of black coaches as recruiters in SEC football. 2023 *CSRI Conference on College Sport, Columbia, SC*.
5. Corr, C., Southall, C., Hawkins, B. H., & **Southall, R. M.** (2023, March 22). College football "kids": Infantilizing language in FBS bowl game broadcasts. 2023 *CSRI Conference on College Sport, Columbia, SC*.
6. Corr, C., **Southall, R. M.**, & Nagel, M. S. (2022, March 23). Institutional work among football recruiters in the Southeastern Conference [Conference presentation]. 2022 *College Sport Research Institute Conference on College Sport, Columbia, SC, United States*.
7. Corr, C., Carroll, M. S., **Southall, R. M.**, & Jenkins, C. (2022, February 24). Identity protective cognition and judicial decisions involving the NCAA [Conference presentation]. *Sport and Recreation Law Association 2022 Conference, Atlanta, GA, United States*.

8. **Southall, R. M.** (2019, September 5). Power-5 U.S. college sport: Using managerial paternalism to justify and manage profit-athlete exploitation. *27th European Sport Management Conference of the European Association for Sport Management (EASM)*. Seville, Spain.
9. **Southall, R. M.** (2019, April 5). Power-5 college sport: Paternalism, exploitation & institutionalized racialization in an amateur disguise. *12th Annual CSRI Conference on College Sport*. Columbia, SC.
10. Corr, C., & **Southall, R. M.** (2019, April 3). All about ball: An analysis of official visit itineraries among football programs in the SEC. *12th Annual CSRI Conference on College Sport*. Columbia, SC.
11. Kidd, V. D., Corr, C., **Southall, R. M.**, & Nagel, M. S. (2019, April 3). “We need dawgs!” Narrative construction of athletic identity among Black pre-collegiate football players. *12th Annual CSRI Conference on College Sport*. Columbia, SC.
12. **Southall, R. M.**, & Nagel, M. S. (2018, November). College Sport Rebranding: 1948-2017. *Sport and Entertainment Venues Tomorrow Conference*, Columbia, SC.
13. Kidd, V. D., & **Southall, R. M.** (2018, November). Strangers in a Strange Land: Lived Experiences of US-based Men’s Professional Basketball Players in Turkey’s Basketbol Süper Ligi. *North American Society for the Sociology of Sport 39th Annual Meeting*, Vancouver, BC, CA.
14. **Southall, R. M.**, & Nagel, M. S. (2018, September). One-hundred years of rebranding big-time US college sport: Analysis of the NCAA’s marketing endeavors. *26th European Sport Management Conference of the European Association for Sport Management (EASM)*. Malmo, Sweden.
15. Kidd, V. D., **Southall, R. M.**, Koba, T., & Nagel, M. S. (2018, April 14). Profit-athletes’ athletic role set and post-athletic transitions. *11th Annual CSRI Conference on College Sport*. Columbia, SC.
16. Kidd, V., Koba, T., **Southall, R. M.**, & Nagel, M. S. (2017, October). First stage oscillating migration patterns of former US men’s collegiate basketball players – Exploring domestic enclaves. *National Alliance of Social Workers in Sports Conference*, Dallas, TX.
17. Kidd, V., Koba, T., **Southall, R.M.**, & Nagel, M. S. (2017, October). Lived experiences of two-stage oscillating migrants: Former US men’s college basketball players. *North American Society for the Sociology of Sport 38th Annual Meeting*, Windsor, Ontario, CA.
18. Kidd, V., Dincuff, I., **Southall, R. M.**, & Nagel, M. S. (2017, April 21). Two-stage oscillating migration patterns of former U.S. men’s collegiate basketball players. *Discover USC 2017*. University of South Carolina, Columbia, SC.

19. Southall, C., Kidd, V., **Southall, R. M.**, Nagel, M. S., & Folsom, T. (2017, April 12). Institutional logics and the 2016 CFP bowl games: Educational, professional, commercial, and/or hypercommercial? *10th Annual CSRI Conference on College Sport*. Columbia, SC.
20. **Southall, R. M.**, & Nagel, M. (2017, March 23). NCAA rebranding efforts: Successes and Challenges. *Sport and Entertainment Venues Tomorrow Conference*, Columbia, SC.
21. Kidd, V., Reynolds, J. **Southall, R. M.**, Nagel, M. S., & Scheyett, A. (2016, November 4). Risk and resilience: The transition of Division-I male athletes out of college sport. *North American Society for the Sociology of Sport 37th Annual Meeting*, Tampa, FL.
22. Reynolds, J., Kidd, V., **Southall, R. M.**, Nagel, M. S., & Scheyett, A. (2016, November 2). Stuck in sports: Exploring risk and resilience factors and transition for Division-I male revenue-sport athletes. *National Alliance of Social Workers in Sports Conference*. Atlanta, GA.
23. **Southall, R. M.**, Nagel, M. S., & Eckard, E. W. (2016, April 20). Examining the relationship between NCAA division-I baseball success (RPI) and adjusted graduation gaps (AGGs). *9th Annual CSRI Conference on College Sport*. Columbia, SC.
24. **Southall, R. M.** (2016, February 10). Oscillating global migration of U.S. basketball players. *3rd Annual International Sport Management Conference*. Budapest, Hungary.
25. **Southall, R. M.** (2015, Nov. 6). Global migration of former NCAA basketball players. *North American Society for the Sociology of Sport 36th Annual Meeting*. Santa Fe, NM.
26. **Southall, R. M.**, & Nagel, M. S. (2015, October 29). GSR + APR = success: The NCAA's academic-success re-branding initiative. *2015 Sport Marketing Association Annual Conference*. Atlanta, GA.
27. **Southall, R. M.**, & Karcher, R. T. (2015, April 22). Distributive injustice: An ethical analysis of the "collegiate model of athletics" and its jurisprudence. *8th Annual CSRI Conference on College Sport*. Columbia, SC.
28. **Southall, R. M.** (2015, March 26). The "new and improved" collegiate model of athletics: Institutional propaganda and rebranding in big-time college sport. *78th Annual Meeting of the Southern Sociological Society*. New Orleans, LA.
29. **Southall, R. M.** (2015, January 7). Twenty-five years of academic rebranding. *Black Student-Athlete Conference: Challenges and Opportunities*. Austin, TX.
30. Staurowsky, E. J., & **Southall, R. M.** (2014, November 6). The NCAA, O'Bannon, and the evolving science of educational opportunity. *North American Society for the Sociology of Sport 35th Annual Meeting*. Portland, OR.
31. **Southall, R. M.**, Weiler, J., & Han, P. (2014, April 25). NCAA Division-I Athletic departments: 21st century athletic company towns. *7th Annual CSRI Conference on College Sport*. Columbia, SC.

32. **Southall, R. M.**, & Staurowsky, E. J. (2014, April 25). College sport reform or collegiate model rebranding? An analysis of CAP Act and other federal legislative proposals. *7th Annual CSRI Conference on College Sport*. Columbia, SC.
33. Southall, C., & **Southall, R. M.** (2014, March 29). Atmospheric music in the NBA servicescape: Fan involvement, team loyalty, consumer attitudes and emotional responses. *Association of Marketing Theory and Practice Annual Meeting*. Hilton Head, SC.
34. **Southall, R. M.**, & Nagel, M. S. (2014, February 28). “How did we get here?” Analysis of legal and ethical issues associated with the NCAA collegiate model of intercollegiate athletics: 2003-2014. *Sport and Recreation Law Association Annual Meeting*. Orlando, FL.
35. **Southall, R. M.** (2013, November 7). A house divided cannot stand: A historical interrogation of the NCAA’s collegiate model of athletics. *Societe Nord-Americaine de Sociologie du Sport 34th Annual Meeting*. Quebec City, QC, Canada.
36. **Southall, R. M.**, Nagel, M. S., & Morris, S. P. (2013, April 18). Protecting the collegiate model: NCAA hegemony and the intercollegiate athletic enterprise. *6th Annual CSRI Conference on College Sport*. Chapel Hill, NC.
37. Southall, C., Mock, C. B., **Southall, R. M.**, & Kelley, M. (2013, March 15). National Collegiate Athletic Association governance and policy responses to college athletes’ name and likeness issues. *Sport and Recreation Law Association Annual Meeting*. Denver, CO.
38. **Southall, R. M.**, & Weiler, J. (2013, January). Division-I college athletic departments: Utopian or exploitative company towns. *National Collegiate Athletic Association 2013 Scholarly Colloquium*. Grapevine, TX.
39. **Southall, R. M.**, Staurowsky, E. J. (2013, January). The NCAA’s hegemonic ‘collegiate model of athletics’ and the creation of economic inequalities within college sport. Poster session at the *National Collegiate Athletic Association 2013 Scholarly Colloquium*. Grapevine, TX.
40. **Southall, R. M.**, Hawkins, B., & Polite, F. G. (2012, November). Plantation, oscillating migrant labor camp, brothel, or company town? An examination of the efficacy of big-time college sport exploitation. *North American Society for the Sociology of Sport 34th Annual Meeting*. New Orleans, LA.
41. **Southall, R. M.**, Eckard, W., & Nagel, M. S. (2012, June). The adjusted graduation gap (AGG): An introduction and overview. *National Association of Academic Advisors for Athletics Annual Convention*. Buffalo, NY.
42. **Southall, R. M.**, Eckard, W., Nagel, M. S., & Huffman, L. (2012, April 19). Is there a relationship between athletic success and adjusted graduation gaps (AGGs) in NCAA D-I football and men’s and women’s basketball? *5th Annual College Sport Research Institute Conference on College Sport*, Chapel Hill, NC.
43. Kelly, M., Mock, C., & **Southall, R. M.** (2012, March 3). Athlete/Agent Interaction: Today’s Legal Landscape. *Sport and Recreation Law Association Annual Meeting*,

Greensboro, NC.

44. **Southall, R. M.**, Southall, C., Mock, C., & Kelly, M. (2012, March 2). Intellectual Property Issues in College Sport: Today's Legal Landscape. *Sport and Recreation Law Association Annual Meeting*, Greensboro, NC.
45. Branch, D., Dick, R., & **Southall, R. M.** (2012, March 30). QR codes: Marketing fad or fancy? *Association of Marketing Theory and Practice Annual Meeting*, Myrtle Beach, SC.
46. **Southall, R. M.**, Nagel, M. S., Eckard, E. W., Huffman, L. T. (2012, January). Progress, problems, and prospects: Examining gaps in the NCAA academic progress program. *National Collegiate Athletic Association 2012 Scholarly Colloquium*, Indianapolis, IN.
47. **Southall, R. M.**, Hawkins, B., Polite, F., & Sack, A. (2011, April). "Pimpin' ain't easy, but it's necessary" Oscillating migrant labor & one-year grant-in-aids in college sport. *4th Annual College Sport Research Institute Conference on College Sport*, Chapel Hill, NC.
48. **Southall, R. M.** (2011, April). Forever and throughout the universe: An analysis of NCAA legislative proposals nos. 2010-9 & 2010-26. *4th Annual College Sport Research Institute Conference on College Sport*, Chapel Hill, NC.
49. **Southall, R. M.**, Hawkins, B. H, & Polite, F. C. (2010, November). "Where thieves and pimps run free:" College conference expansion and higher education. *North American Society for the Sociology of Sport 32nd Annual Meeting*. San Diego, CA.
50. Dick, R. J., & **Southall, R. M.** (2010, October). The unintended consequences of guaranteed contracts in professional sports. *Sport Marketing Association Annual Meeting*. New Orleans, LA.
51. **Southall, R. M.**, & Nagel, M. S. (2010, April). Analysis of NCAA team eligibility meeting documents: Specific to use of athletes' likenesses and images. *3rd Annual College Sport Research Institute Conference on College Sport*. Chapel Hill, NC.
52. Southall, R. M., & Nagel, M. S. (2010, March). The National Collegiate Athletic Association v. the Associated Press: Has the NCAA "Document Vault" been cracked? *Sport and Recreation Law Association Annual Meeting*, Savannah, GA.
53. **Southall, R. M.**, & Dick, R. J. (2010, March). Assessing sport-sales training effectiveness: Development of a baseline sample. *Association of Marketing Theory and Practice Annual Meeting*. Hilton Head, SC.
54. **Southall, R. M.**, Southall, C, & Dwyer, B. (2010, January). What a wonderful time of the year: Institutional Logics and the 2009 Bowl Championship Series Telecasts. *National Collegiate Athletic Association 2010 Scholarly Colloquium*. Atlanta, GA.
55. **Southall, R. M.**, Dick, R. J., & Southall, D. J. (2009, October). Metadiscrete experiential learning3.0: Integrated, yearlong sport-management curriculum. *Sport Marketing Association Annual Meeting*. Cleveland, OH.

56. Dick, R. J., & **Southall, R. M.** (2009, April). Death of a program: Hibbing Community College's failed football experiment. *2nd Annual College Sport Research Institute Scholarly Conference on College Sport*. Chapel Hill, NC.
57. Nagel, M. S., **Southall, R. M.**, & Moorman, A. J. (2009, March). Eminent domain and sports: An intriguing future? *Sport and Recreation Law Association Annual Meeting*. San Antonio, TX.
58. Southall, C., & **Southall, R. M.** (2009, March). Smile, you're on Photo Store: Legal and ethical issues related to college athletes' image rights. *Sport and Recreation Law Association Annual Meeting*. San Antonio, TX.
59. **Southall, R. M.** (2008, November). I kid you not: Analyzing fantasy football and Photo Store utilizing institutional logics theory. *North American Society for the Sociology of Sport 30th Annual Meeting*. Denver, CO.
60. **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. *North American Society of Sport Management Annual Meeting*. Toronto, ON.
61. **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. *College Sport Research Institute 2008 Scholarly Conference on College Sport*. Memphis, TN.
62. 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. *College Sport Research Institute 2008 Scholarly Conference on College Sport*. Memphis, TN.
63. **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. *Sport and Recreation Law Association Annual Meeting*. Myrtle Beach, SC.
64. Nagel, M. S., & **Southall, R. M.** (2008 March). The AAFL: Is a college degree needed to play professional football? *Sport and Recreation Law Association Annual Meeting*. Myrtle Beach, SC.
65. **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. *North American Society for the Sociology of Sport 29th Annual Meeting*. Pittsburgh, PA.
66. **Southall, R. M.** (2007, November). Using the theory of "institutional logics" to examine college sport in the mainstream media. *North American Society for the Sociology of Sport 29th Annual Meeting*. Pittsburgh, PA.
67. **Southall, R. M.**, & Dick, R. J. (2007, November). "Bridging the Gap:" A rationale for expanding sport-sales training experiential elements. *Sport Marketing Association Annual Meeting*. Pittsburgh, PA.

68. Baker, R. E., & **Southall, R. M.** (2007, May). Proving our worth in sport management professional preparation programs: The case for outcomes assessment. *North American Society of Sport Management Annual Meeting*. Miami, FL.
69. **Southall, R. M.**, & Dick, R. J. (2007, May). Developing a metadiscrete sports-sales training program: Utilizing research-based program evaluation. *North American Society of Sport Management Annual Meeting*. Miami, FL.
70. Vaughan, E., & **Southall, R. M.** (2007, March). The perfect storm: Duke University lacrosse crisis. *The Drake Group Annual Conference*. Cleveland, OH.
71. Sharp, L. A., & **Southall, R. M.** (2007, March). A volatile mix: College athletics, alcohol consumption and institutional liability. *Sport and Recreation Law Association Annual Meeting*. Chapel Hill, NC.
72. **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. *Sport and Recreation Law Annual Meeting*. Chapel Hill, NC.
73. **Southall, R. M.**, Irwin, R. L., Kadlecek, J., & Dick, R. J. (2006, November). Evaluating the effectiveness of metadiscrete sales training programs. *Sport Marketing Association Annual Meeting*. Denver, CO.
74. **Southall, R. M.**, Nagel, M. S., Polite, F. C., Medler, J., & Southall, C. (2006, November). A Study of Attitudes Regarding Sexual Orientation among NCAA University Athletes. *North American Society for the Sociology of Sport 28th Annual Meeting*. Vancouver, BC.
75. **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. *North American Society for the Sociology of Sport 28th Annual Meeting*. Vancouver, BC.
76. **Southall, R. M.**, Dick, R. J., & McKelvey, S. (2006, June). Theory and practice in action: Experiential learning in sport sales training. *North American Society of Sport Management Annual Meeting*. Kansas City, MO.
77. **Southall, R. M.**, Nagel, M.S., & Gerdy, J. R. (2006, March). Method to the madness? Analysis of 2005 NCAA men's basketball tournament telecasts. *The Drake Group Annual Conference*. Indianapolis, IN.
78. **Southall, R. M.**, & Nagel, M. S. (2006, March). David v. Goliath: MIBA v. NCAA. *Sport and Recreation Law Association Annual Meeting*. Albuquerque, NM.
79. Hitchcock, A., & **Southall, R. M.** (2006, March). Is televised Texas hold'em harming America's future? *Sport and Recreation Law Association Annual Meeting*. Albuquerque, NM.
80. **Southall, R. M.** (2005, November). Utilizing PDA technology in sport market research. *Sport Marketing Association Annual Meeting*. Tempe, AZ.

81. Nagel, M. S., **Southall, R. M.**, DeSchriver, T., & Nutter, M. (2005, November). The relationship between Major League Baseball teams and their minor-league affiliates. *Sport Marketing Association Annual Meeting*. Tempe, AZ.
82. Reese, J. T., **Southall, R. M.**, & Staurowsky, E. J. (2005, April). Blow the Whistle on the Success of Educating College Athletes. *The Drake Group Annual Conference*. St. Louis, MO.
83. Ridpath, B. D., & **Southall, R. M.** (2005, March). Perceived lack of due process in NCAA enforcement process. *Sport & Recreation Law Association Annual Meeting*. Virginia Beach, VA.
84. **Southall, R. M.**, LeGrande, D., & Nagel, M.S. (2004, November). Utilizing market research in Arena Football League fan development. *Sport Marketing Association Annual Meeting*. Memphis, TN.
85. **Southall, R. M.**, & LeGrande, D. (2004, November). Relevant experiential learning in sport management: What are you waiting for? *Sport Marketing Association Annual Meeting*. Memphis, TN.
86. **Southall, R. M.**, Folske, B., Eagan, K., & Nagel, M. S. (2004, November). Homophobia: Just a “thing” on United States college campuses? *North American Society for the Sociology of Sport 26th Annual Meeting*. Tucson, AZ.
87. Nagel, M.S., Rascher, D., & **Southall, R. M.** (2004, November). Redskins: Legal, financial, and policy issues relative to Harjo v. Pro-Football, Inc. *North American Society for the Sociology of Sport 26th Annual Meeting*. Tucson, AZ.
88. Sharp, L. S., & **Southall, R. M.** (2004, March). Are you ready for some liability? The NFL and excessive drinking. *Sport and Recreation Law Association Annual Meeting*. Las Vegas, NV.
89. Reese, J. T., **Southall, R. M.**, & Han, M. H. (2004, March). Suing season ticket holders: good business or bad PR? *Sport and Recreation Law Association Annual Meeting*. Las Vegas, NV.
90. Reese, J. T., & **Southall, R. M.** (2004, March). Why the Chicago Cubs will be forced to compromise in rooftop bleachers suit. *Sport and Recreation Law Association Annual Meeting*. Las Vegas, NV.
91. **Southall, R. M.**, Nagel, M. S., LeGrande, D., & Kosco, H. (2003, November). Sponsorship development and retention in the Women’s United Soccer Association (WUSA). *Sport Marketing Association Annual Meeting*. Gainesville, FL.
92. **Southall, R. M.**, & LeGrande, D. (2003, November). Building a soccer fan-base utilizing market research. *Sport Marketing Association Annual Meeting*. Gainesville, FL.
93. **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? *North American Society for the Sociology of Sport 25th Annual Meeting*.
Montreal, Quebec, Canada.

94. **Southall, R. M.** (2003, September). Are your values, my values? An analysis of college and university cultural values. *Florida State University Sport Management Conference*. Tallahassee, FL.
95. 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. *Florida State University Sport Management Conference*. Tallahassee, FL.
96. **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. *North American Society for Sport Management Annual Meeting*. Ithaca, NY.
97. **Southall, R. M.**, & Sharp, L. A. (2003, March). An analysis of labor developments in corporate college sports. *Society for the Study of the Legal Aspects of Sport and Physical Activity Annual Meeting*. Atlanta, GA.
98. **Southall, R. M.** (2002, November). Out of the blue and into the fire: A study of a youth soccer subculture. *North American Society for the Sociology of 24th Sport Annual Meeting*, Indianapolis, IN.
99. 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. *North American Society for the Sociology of Sport 24th Annual Meeting*. Indianapolis, IN.
100. LeGrande, D., **Southall, R.M.** (2002, November). Consumer profile of 2002 WUSA-Atlanta Beat fans. *Florida State University Sport Management Conference*. Tallahassee, FL.
101. **Southall, R. M.** (2002, November). College scuba education program risk management planning evaluation guidelines. *Florida State University Sport Management Conference*. Tallahassee, FL.
102. **Southall, R. M.**, LeGrande, D., Nagel, M. S., & Han, M. Y. (2002, October). Consumer profile of 2001-2002 WUSA-Atlanta Beat fans. *International Conference on Sport and Entertainment Business*. Columbia, SC.
103. **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. *North American Society for Sport Management Annual Meeting*. Canmore, Alberta, Canada.
104. **Southall, R. M.**, & Nagel, M. J. (2002, March). Scuba education program risk management and planning. *Society for the Study of the Legal Aspects of Sport and Physical Activity Annual Meeting*. Waco, TX.

105. **Southall, R. M.** (2001, November). Intercollegiate athletic department subcultures: An organizational culture and stakeholder theory analysis. *North American Society for the Sociology of Sport 23rd Annual Meeting*. San Antonio, TX.
106. **Southall, R. M.**, & Nagel, M. J. (2001, March). The University of Minnesota academic fraud scandal: Legal and policy issues. *Society for the Study of the Legal Aspects of Sport and Physical Activity Annual Meeting*. Branson, MO.
107. **Southall, R. M.** (2001, June). A study of organizational culture of Mountain West Conference intercollegiate athletic departments. *North American Society for Sport Management Annual Meeting*. Virginia Beach, VA.
108. **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? *North American Society for the Sociology of Sport 22nd Annual Meeting*. Colorado Springs, CO.
109. **Southall, R. M.**, & Wells, D. E. (2000, June). *Conducting E-mail surveys in sport management research*. *North American Society for Sport Management Annual Meeting*. Colorado Springs, CO.
110. Wells, D. E., & **Southall, R. M.** (2000, June). Factors affecting attendance at NCAA division II football games. *North American Society for Sport Management Annual Meeting*. Colorado Springs, CO.
111. 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. *North American Society for Sport Management Annual Meeting*. Vancouver, BC, Canada.

REFEREED PRESENTATIONS/ABSTRACTS (FORTHCOMING)

RESEARCH REPORTS

1. Corr, C., Taškár, M., **Southall, R. M.**, Nagel, M. S., & Atwater, C. (2024, March 11). 2024 Adjusted graduation gap report: NCAA Division I basketball. *College Sport Research Institute*. [Link](#)
2. Corr, C., Taškár, M., **Southall, R. M.**, Nagel, M. S., & Atwater, C. (2024, January 15). 2023 Adjusted graduation gap report: NCAA FBS football. *College Sport Research Institute*. [Link](#)
3. Corr, C., Lerner, L., Hart, R. J., **Southall, R. M.**, Nagel, M. S., & Eckard, E. W. (2023, March 1). 2022-2023 Adjusted graduation gap report: NCAA Division I basketball. *College Sport Research Institute*. [Link](#)
4. Corr, C., Lerner, L., Hart, R. J., **Southall, R. M.**, Nagel, M. S., & Eckard, E. W. (2023, January 15). 2022-2023 Adjusted graduation gap report: NCAA FBS football. *College Sport Research Institute*. [Link](#)

5. Corr, C., Eckard, E. W., **Southall, R. M.**, & Nagel, M. S. (2022, February 10). 2022 Adjusted graduation gap report: NCAA Division I basketball. *College Sport Research Institute*. [Link](#)
6. Corr, C., Eckard, E. W., **Southall, R. M.**, & Nagel, M. S. (2022, February 10). 2021 Adjusted graduation gap report: NCAA FBS football. *College Sport Research Institute*. [Link](#)
7. Corr, C., Murphy, A., **Southall, R. M.**, Eckard, E. W., & Nagel, M. S. (2021, July 19). 2021 adjusted graduation gap report: NCAA Division I basketball. *College Sport Research Institute*. [Link](#)
8. Corr, C., Eckard, E. W., **Southall, R. M.**, Nagel, M. S., & Murphy, A. (2021, June 2). 2020-2021 adjusted graduation gap report: NCAA FBS Football – College football playoff top-10 AGG = -25.7 overall Power-5 Black players = -21.5; Power-5 White players = -2.1. *College Sport Research Institute (CSRI)*. Columbia, SC.
9. Corr, C., Eckard, E. W., **Southall, R. M.**, Brown, J. R., Nagel, M. S. (2020, January 10). 2019 adjusted graduation gap report: NCAA FBS football: College football playoff top-10 cumulative AGG -26.9 overall Power-5 Black players -21.6; Power-5 White players -1.0. *College Sport Research Institute (CSRI)*. Columbia, SC.
10. Corr, C., Eckard, E. W., **Southall, R. M.**, Brown, R. J., Nagel, M. S. (2019, September 20). 2019 adjusted graduation gap report: NCAA division-I basketball. *College Sport Research Institute (CSRI)*. Columbia, SC.
11. **Southall, R. M.**, Eckard, E. W. Nagel, M. S., Kidd, V. D., Koba, T., & Corr, C. (2019, January 29). 2018 adjusted graduation gap report: NCAA FBS football: College football playoff top-10 has a cumulative AGG of -25.5: -30.8 for Black players and -9.2 for White players. *College Sport Research Institute (CSRI)*. Columbia, SC.
12. Kidd, V. K., Eckard, E. W., **Southall, R. M.**, Nagel, M. S., & Koba, T. (2018, August 30). 2018 Adjusted graduation gap report: NCAA division-I basketball. *College Sport Research Institute (CSRI)*. Columbia, SC.
13. **Southall, R. M.**, Eckard, E. W. Nagel, M. S., Kidd, V. D., & Koba, T. (2018, January 17). 2017 adjusted graduation gap report: NCAA FBS Football “Adjusted graduation gaps of Power-5 Black players 6.5 times greater than White players. College football playoff top 10 has aggregate AGG of -24.8.” *College Sport Research Institute (CSRI)*. Columbia, SC.
14. Kidd, V. D., Koba, T., **Southall, R. M.**, Eckard, E. W., Nagel, M. S. (2017, September 25). 2017 adjusted graduation gap report: NCAA division-I baseball “Since 2013, D-I baseball graduation gaps still show no sign of improvement.” *College Sport Research Institute (CSRI)*. Columbia, SC.
15. **Southall, R. M.**, Eckard, E. W., & Nagel, M. S., Kidd, V., Thompson, A., & Langston, E. (2017, April 11). 2017 adjusted graduation gap report: NCAA division-I basketball “Still madness after all these years: NCAA division-I basketball graduation gaps significantly larger since 2011.” *College Sport Research Institute (CSRI)*. Columbia, SC.

16. **Southall, R. M.**, Eckard, E. W., & Nagel, M. S., Kidd, V., Thompson, A., & Langston, E. (2016, October 19). 2016 Adjusted graduation gap report: NCAA FBS football adjusted graduation gaps of Power 5 Black players nearly 5 times greater than White players. *College Sport Research Institute (CSRI)*. Columbia, SC.
17. **Southall, R. M.**, Eckard, E. W., & Nagel, M. S. (2016, April 6). 2016 adjusted graduation gap report: NCAA division-I basketball “Lost in the *madness*: NCAA division-I basketball graduation gaps significantly larger since 2011.” *College Sport Research Institute (CSRI)*. Columbia, SC.
18. Frisella, R., Eckard, E. W., **Southall, R. M.**, Nagel, M. S., & Woodman, M. (2015, October 21). 2015 adjusted graduation gap report: NCAA FBS football. *College Sport Research Institute (CSRI)*. Columbia, SC.
19. Frisella, R., Eckard, E. W., Woodman, M., Nagel, M. S., & **Southall, R. M.** (2015, September 28). 2015 adjusted graduation gap report: NCAA D-I softball and baseball. *College Sport Research Institute (CSRI)*. Columbia, SC.
20. Woodman, M., Eckard, E. W., Nagel, M. S., **Southall, R. M.**, Peick, A., & Liu, Y. (2015, June 30). 2015 adjusted graduation gap report: NCAA women’s and men’s basketball. *College Sport Research Institute (CSRI)*. Columbia, SC.
21. **Southall, R. M.**, Eckard, E. W., Nagel, M. S., Blake, C., & Woodman, M. (2014, October 5). 2014 adjusted graduation gap report: NCAA FBS football. *College Sport Research Institute (CSRI)*. Columbia, SC.
22. **Southall, R. M.**, Eckard, E. W., Nagel, M. S. (2014, May 13). 2014 adjusted graduation gap report: NCAA D-I baseball and softball. *College Sport Research Institute (CSRI)*. Columbia, SC.
23. **Southall, R. M.**, Eckard, E. W., Nagel, M. S., Keith, E., & Blake, C. (2014, March 12). 2013-14 adjusted graduation gap report: NCAA Division-I basketball. *College Sport Research Institute (CSRI)*. Columbia, SC.
24. **Southall, R. M.**, Eckard, E. W., Nagel, M. S., Blake, C. & Keith, E. (2013, September 25). 2013 adjusted graduation gap report: NCAA Division-I football. *College Sport Research Institute (CSRI)*. Columbia, SC.
25. **Southall, R. M.**, Nagel, M. S., Exton, C. S., Eckard, E. W., & Blake, C. (2013, April 17). 2013 adjusted graduation gap: NCAA Division-I baseball and softball. *College Sport Research Institute (CSRI)*. Chapel Hill, NC.
26. **Southall, R. M.**, Nagel, M. S., Exton, C. S., Eckard, E. W., & Blake, C. (2013, January 10). Adjusted graduation gap: NCAA Division-I men’s and women’s basketball. *College Sport Research Institute (CSRI)*. Chapel Hill, NC.
27. **Southall, R. M.**, Eckard, E. W., Nagel, M. S., & Hale, J. M. (2012, September 25). 2012 adjusted graduation gap report: NCAA Division-I football. *College Sport Research Institute (CSRI)*. Chapel Hill, NC.

28. **Southall, R. M.**, Eckard, E. W., Nagel, M. S. (2012, April 19). 2012 adjusted graduation gap report: NCAA Division-I baseball and softball. *College Sport Research Institute (CSRI)*. Chapel Hill, NC.
29. **Southall, R. M.**, Eckard, E. W., Nagel, M. S., & Huffman, L. (2011, December 7). Adjusted graduation gap: NCAA Division-I men's and women's basketball. *College Sport Research Institute (CSRI)*. Chapel Hill, NC.
30. **Southall, R. M.**, Eckard, E. W., Nagel, M. S., & Huffman, L. (2011, September 1). 2011 adjusted graduation gap report: NCAA Division-I football. *College Sport Research Institute (CSRI)*. Chapel Hill, NC.
31. **Southall, R. M.**, Eckard, E. W., Nagel, M. S. (2011, April 18). Adjusted graduation gap: NCAA Division-I baseball and softball. College Sport Research Institute (CSRI). *College Sport Research Institute (CSRI)*. Chapel Hill, NC.
32. **Southall, R. M.**, Eckard, E. W., Nagel, M. S. (2010, November 16). Adjusted graduation gap: NCAA Division-I men's and women's basketball. *College Sport Research Institute (CSRI)*. Chapel Hill, NC.
33. **Southall, R. M.**, Eckard, E. W., Nagel, M. S., Lewinter, G., & Tomalski, J. (2010, August 26). Adjusted graduation gap: NCAA D-I football. *College Sport Research Institute (CSRI)*. Chapel Hill, NC.

UNREFEREED WORKS

Non-refereed Publications

1. Staurowsky, E.J., Comeaux, E., Cooper, J. N., Hawkins, B. H., Paule-Koba, A., **Southall, R. M.**, Turner, R. W. (2021, March 10). In the Supreme Court of the United States. Brief for Amici Curiae. On Writs of Certiorari to the United States Court of Appeals for the Ninth Circuit. *National Collegiate Athletic Association v. Shawne Alston*. 141 S. Ct. 2141 (2021).
2. Gurney, G., Eckard, E. W., & **Southall, R. M.** (2018, January). The hoax of NCAA graduation rates. *Legal Issues in Intercollegiate Athletics: A report of court decisions, legislation and regulations affecting collegiate athletics*, 19(3), 8-9.
3. Staurowsky, E. J., & **Southall, R. M.** (2017, March 17). CAHB1435: Athlete Protection Act letter of support.
4. **Southall, R. M.** (2015, June). Protecting student-athletes. *Congressional Digest*, 94(6). <http://congressionaldigest.com/issue/protecting-student-athletes/richard-m-southall/>
5. Staurowsky, E. J., & **Southall, R. M.** (2015, April 6). Making the case for college athletes as employees. *SportBusiness Journal*, 17(49), 21. <http://www.sportsbusinessdaily.com/Journal/Issues/2015/04/06/Opinion/Ellen-Staurowsky-Richard-Southall.aspx?hl=Southall&sc=0>
6. Staurowsky, E. J., & **Southall, R. M.** (2015, March 12). *CARE-FC Position Statement*.

7. **Southall, R. M.**, Nagel, M. S., & Staurowsky, E. J. (2014, October 31). Welcome to the big-time college sport sausage factory. *The Chronicle of Higher Education*, 61(9), A88. Available at <http://chronicle.com/blogs/conversation/2014/10/23/welcome-to-the-big-time-college-sports-sausage-factory/>
8. **Southall, R. M.** (2014, July 9). *Extended written remarks to the United States Senate Committee on Commerce, Science and Transportation*. Available at <https://www.govinfo.gov/content/pkg/CHRG-113shrg96246/html/CHRG-113shrg96246.htm>
<https://www.commerce.senate.gov/2014/7/promoting-the-well-being-and-academic-success-of-college-athletes>
9. **Southall, R. M.**, Staurowsky, E. J., & Nagel, M. S. (2014, August). College sport's tale of two cities: Looking beyond the headlines. *Athletics Administration*, 49(5), 23-25. Available at <http://1cc0efdd8e6eafede0ec-fa8fe689793b12bc6459c037d257252b.r99.cf2.rackcdn.com/NACDA-August2014/index.html#?page=26>
10. Gurney, G., & **Southall, R. M.** (2013, February 14). NCAA reform gone wrong. *insidehighered.com*. Available at <http://www.insidehighered.com/views/2013/02/14/ncaa-academic-reform-has-hurt-higher-ed-integrity-essay>
11. Staurowsky, E. J., & **Southall, R. M.** (2013, January 24). The NCAA's attack on academic freedom. *The Huffington Post*. Available at http://www.huffingtonpost.com/ellen-j-staurowsky/ncaa-academic-freedom_b_2541357.html
12. **Southall, R. M.** (2012, November). Taking the measure of graduation rates in big-time college sport. *Phi Kappa Phi Forum*, 92(3), 18-20. Available at <https://go.gale.com/ps/i.do?p=AONE&u=googlescholar&id=GALE%7CA304467371&v=2.1&it=r&sid=AONE&asid=3f80bc4b>
13. **Southall, R. M.** (2012, January 23). A real-world collegiate model. *The Huffington Post*. Available at http://www.huffingtonpost.com/richard-m-southall/college-athletes-pay_b_1210932.html
14. **Southall, R. M.** (2012, January 18). Euclidean geometry and the NCAA's collegiate model. *The Huffington Post*. Available at http://www.huffingtonpost.com/richard-m-southall/college-athletics-reform_b_1210919.html
15. **Southall, R. M.**, & Staurowsky, E. J., (2011, November 23). Turning turkey into tofu. *The Huffington Post*. Available at http://www.huffingtonpost.com/richard-m-southall/college-athletes-pay_b_1109857.html
16. **Southall, R. M.** (2011, April 10). "Not on my watch" – Big-time college sport and revenue pie. *College Athletics Clips*.
17. **Southall, R. M.**, & Nagel, M. S. (2009, December 17). Big-time college sport's contested terrain: Jock capitalism, educational values, and social good. *Human Kinetics Sport Management News*. Available at <http://www.humankinetics.com/hkarticles/hk->

[articles/big-time-college-sports-contested-terrain-jock-capitalism-educational-values-and-social-good?associate=5167](https://www.sportsbusinessjournal.com/Journal/Issues/2009/11/30/Opinion/Motivated-Plaintiff-Could-End-Ncaas-Settlement-Game.aspx)

18. **Southall, R. M.**, & Nagel, M. S. (2009, November 30-December 6). Motivated plaintiff could end NCAA's settlement game. *Street & Smith's SportsBusiness Journal*, 12(31), 38. Available at <https://www.sportsbusinessjournal.com/Journal/Issues/2009/11/30/Opinion/Motivated-Plaintiff-Could-End-Ncaas-Settlement-Game.aspx>
19. **Southall, R. M.**, & Nagel, M. S. (2009, November 30). Motivated plaintiff could end NCAA's settlement game. *College Athletics Clips*. [Reprint of *Street & Smith's SportsBusiness Journal*, 12(31), 38].
20. **Southall, R. M.**, & Nagel, M. S. (2009, August 1). Maybe two times zero is still nothing. *College Athletics Clips*.
21. **Southall, R. M.** (2008, November 25). In defense of cynicism. *College Athletics Clips*.
22. 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. Available at <https://www.sportsbusinessjournal.com/Journal/Issues/2008/05/12/Opinion/Boycott-Might-Open-Economic-Discussion-For-NCAA-Athletes.aspx>
23. Nagel, M. S., & **Southall, R. M.** (2008, July 28). Boycott might open economic discussion for NCAA athletes. *College Athletics Clips*. [Reprint of *Street & Smith's SportsBusiness Journal*, 11(4), 25].
24. **Southall, R. M.**, & Nagel, M. S. (2008, July 15). Giving credit where credit may not be due. *College Athletics Clips*.
25. **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>
26. 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.
27. 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. Available at [https://www.sportsbusinessjournal.com/Journal/Issues/2005/09/12/Opinion/NCAA-Gets-A-\\$565-Million-Bargain.aspx](https://www.sportsbusinessjournal.com/Journal/Issues/2005/09/12/Opinion/NCAA-Gets-A-$565-Million-Bargain.aspx)

Invited Speaker Presentations, Podcasts, Online Interviews

1. **Southall, R. M.** (2023, February 26). *Infantilization, Paternalism and Racialization in Power 4 College Football and Men's Basketball*. Columbia Rotary Club. Columbia, SC.
2. **Southall, R. M.** (2023, February 6). DYK Podcast Interview <https://www.dykmedia.io>

3. **Southall, R. M.** (2023, November 15). *College sports: How NIL is changing the game for student athletes*. Upside Annual NY Sports Tech Summit, Citi Field, NY.
<https://sportstechconference.co/#agenda>
4. **Southall, R. M.** (2021, April 9). *UW-Parkside Sport Management Conference*. University of Wisconsin-Parkside, Kenosha, WI.
5. **Southall, R. M.** (2021, April 8). “*Where are we now? A look inside college sport 2021*”. San Jose State University: Institute for the Study of Sport, Society and Social Change, San Jose, CA.
6. **Southall, R. M.** (2021, April 1). *Researching College Sport: Sport and Higher Education Seminar*. University of Northern Colorado, Greeley, CO.
7. **Southall, R. M.** (2021, March 9). *Power-5 College Sport*. EDHE 832: Intercollegiate Athletics and Higher Education, University of South Carolina, Columbia, SC.
8. **Southall, R. M.** (2021, February 23). *Hegemony & NCAA Litigation*. Law 7655 – Sports Law. Vanderbilt University School of Law, Nashville, TN.
9. **Southall, R. M.** (2021, February 11). *College Sport: Name, Image & Likeness Issues*. Department of Higher Education. University of Oklahoma, Norman, OK.
10. **Southall, R. M.** (2021, February 3). *Racialization in College Sport*. Department of Health, Recreation & Sport Management. Western Colorado University, Gunnison, CO.
11. **Southall, R. M.** (2020, April 17). *Experiential Learning Initiatives & Leadership and Mentoring Program (LAMP)*. Shenandoah University, Winchester, VA.
12. **Southall, R. M.** (2020, February 21). *Keynote Address: University of Cincinnati Society of Sport Leaders Sports Administration Symposium*. University of Cincinnati, Cincinnati, OH.
13. **Southall, R. M.** (2019, March 11). *2019 Penny Lecture Series: Race, sport, and social justice*. Miami University, Oxford, OH.
14. **Southall, R. M.** (2019, February 21). *Making Sense of U.S. College Sport: Institutional Racism in Power-5 College Sport*. Birkbeck University of London – Sport Business Centre, London, UK.
15. **Southall, R. M.** (2018, December 12). *Academy of Sport Management: Your Values Drive Your Decision-making*. Institute of Sport – National Research Institute, Warsaw, Poland.
16. **Southall, R. M.** (2018, December 12). *Academy of Sport Management: U.S. College Sport Primer*. Institute of Sport – National Research Institute, Warsaw, Poland.
17. **Southall, R. M.** (2018, March 26). *Introduction to U.S. college sport*. Bilkent University. Ankara, Turkey.

18. **Southall, R. M.** (2017, December 13). *Issues in U.S. college sport*. Kadir Has University, Istanbul, Turkey.
19. **Southall, R. M.** (2017, November 15). "How to fix what is broken in big-time college sports." *The News & Observer Community Voices Series*. N.C. Museum of History: Raleigh, NC.
20. **Southall, R. M.** (2017, April 19). *Sports sales and revenue generation*. Benedict College. Columbia, SC.
21. **Southall, R. M.** (2017, March 27). *Critical thinking and ethical decision making*. Benedict College. Columbia, SC.
22. **Southall, R. M.** (2017, February 13). *Sport ethics: Three ethical frameworks for sport managers*. EXSS 221: University of North Carolina at Chapel Hill.
23. **Southall, R. M.** (2017, January 25). *The NCAA's collegiate model: The confluence of rebranding, propaganda, and institutional hegemony*. Center of Sport, Tourism and Leisure Studies, University of Brighton. Eastbourne, UK.
24. **Southall, R. M.** (2017, January 23). *The US collegiate model of intercollegiate athletics: Questioning National Collegiate Athletic Association (NCAA) hegemony*. Birkbeck Sport Business Centre Public Seminar Series. Birkbeck College, University of London. London, UK.
25. **Southall, R. M.** (2016, October 3). *Sport ethics: What you need to know as a sport manager*. EXSS 221: University of North Carolina at Chapel Hill.
26. **Southall, R. M.** (2016, April 16). Understanding today's U.S. "collegiate model of athletics" – one hundred years in the making. *Spor Yönetişiminde Farklı Yaklaşımlar*. Kadir Has University. Istanbul, Turkey.
27. **Southall, R. M.** (2016, April 15). Critiquing March Madness: The National Collegiate Athletic Association's (NCAA) division-I men's basketball tournament. *Spor Yönetişiminde Farklı Yaklaşımlar*. Kadir Has University. Istanbul, Turkey.
28. **Southall, R. M.** (2016, March 25). Rebranding a "conspiracy in restraint of trade" - "fairness" and the NCAA's new and improved governance model. *College Athletes' Rights & Empowerment Conference*. Drexel University. Philadelphia, PA.
29. **Southall, R. M.** (2016, March 24). Panel: College athletes' rights for the 21st century. *College Athletes' Rights & Empowerment Conference*. Drexel University. Philadelphia, PA.
30. **Southall, R. M.** (2015, September 29). *The NCAA's collegiate model of athletics: Applying an institutional logics analysis to big-time US college sport*. Stirling University, Stirling, Scotland.
31. **Southall, R. M.** (2015, May 20). "Same as it ever was:" *Legal and ethical issues in big-money U.S. college sport*. T.M.C. Asser Institute, The Hague, The Netherlands.

32. **Southall, R. M.** (2015, April 13-14). *Dick Joyce Sports Symposium on “Big Time College sports – The Dollars and Sense of It.”* St. Bonaventure University, St. Bonaventure, NY.
33. **Southall, R. M.** (2015, March 20). *Pay for Play: Unionization and the Business of the NCAA.* Michigan State University College of Law, East Lansing, MI.
34. **Southall, R. M.** (2015, February 25). *Big-time college sport: What is it? What does it support? Where is it going?* University of North Carolina @ Chapel Hill, Chapel Hill, NC.
35. **Southall, R. M.** (2015, February 18). *Critical analysis of NCAA governance.* University of Maryland, College Park, MD.
36. **Southall, R. M.** (2015, February 18). *Big-time college sport: White privilege and exploitation of profit-athletes.* University of Maryland, College Park, MD.
37. **Southall, R. M.** (2014, November 20). *O’Bannon v. NCAA.* Panel discussion at Sport Entertainment & Venues Tomorrow Conference. University of South Carolina, Columbia, SC.
38. **Southall, R. M.** (2014, October 15). *The changing tide: Implications of recent court rulings and the NCAA on universities and their athletic programs.* Symposium conducted at Harry S. Byrd School of Business, Shenandoah University, Winchester, VA.
39. **Southall, R. M.** (2014, October 8). *Same as it ever was: From coaching to scuba diving to investigating big-time college sport.* Western State Colorado University: Leadership Speaker Series. Gunnison, CO.
40. **Southall, R. M.** (2014, October 8). *A sport-industry job: How do you get there from here?* Western State Colorado University, Gunnison, CO.
41. **Southall, R. M.** (2014, October 8). *O’Bannon v NCAA: From legal theory to class action lawsuit.* Western State Colorado University, Gunnison, CO.
42. **Southall, R. M.** (2014, October 8). *Rebranding the NCAA collegiate model.* Western State Colorado University, Gunnison, CO.
43. **Southall, R. M.** (2014, July 9). *Testimony before the U.S. Senate Committee on Commerce, Science, & Transportation.* Washington, DC. Available at http://www.commerce.senate.gov/public/index.cfm?p=Hearings&ContentRecord_id=48f489fd-720f-44d7-8a68-53efaecf8139&ContentType_id=14f995b9-dfa5-407a-9d35-56cc7152a7ed&Group_id=b06c39af-e033-4cba-9221-de668ca1978a&MonthDisplay=7&YearDisplay=2014
44. **Southall, R. M.** (2014, June 9). *Developing a cultural legacy from the 2014 FIFA World Cup.* Centro Universitário de Brasília (UniCEUB), Brasília, Brasil.

45. **Southall, R. M.** (2014, March 27). *Critically examining the NCAA collegiate model of athletics*. HRSM Research Symposium 2014. University of South Carolina, Columbia, SC.
46. **Southall, R. M.** (2014, March 21). *O'Bannon v. NCAA and current NCAA litigation*. 2nd Annual UNC Sports and Entertainment Law Symposium focusing on *Legal Issues in Collegiate and Amateur Athletics*, Chapel Hill, NC.
47. **Southall, R. M.** (2013, October 17). *Issues in college sport*. University of Southern Maine, Portland, ME.
48. **Southall, R. M.**, Nagel, M. S., & Southall, D. J. (2013, August 10). *Um roteiro para? Sport management no UniCEUB*. II Conferencia Internacional de Esporte e Saude, UniCEUB, Brasilia, Brasil.
49. **Southall, R. M.** (2013, August 9). *Copa das Confederações 2013: Questionando? corporativo-sport hegemonia*. II Conferencia Internacional de Esporte e Saude, UniCEUB, Brasilia, Brasil.
50. **Southall, R. M.** (2013, June 8). *Strengthening academic integrity on our campuses - panel*. 38th Annual N4A National Convention. Jacksonville, FL.
51. **Southall, R. M.** (2013, March 1). *NCAA legal issues and compliance*. UNC Sports and Entertainment Law Symposium: Breaking into the Industry. Chapel Hill, NC.
52. **Southall, R. M.** (2013, March 1). *Amateurism: A changing landscape*. UNC sports and Entertainment Law Symposium: Breaking into the Industry. Chapel Hill, NC.
53. **Southall, R. M.** (2013, February 2). *O'Bannon v. NCAA: Anatomy of the case*. In C. Wilson and W. Berry (Facilitators), "*Elephant in the room*": *Legal issues facing intercollegiate athletics*. 10th Annual National Meeting of the Coalition on Intercollegiate Athletics, Tampa, FL.
54. **Southall, R. M.** (2012, August 18). *The business of big-time US college sport*. I Conferencia Internacional de Esporte e Saude, UniCEUB, Brasilia, Brasil.
55. **Southall, R. M.** (2012, August 17). *Overview of U.S. intercollegiate athletics*. I Conferencia Internacional de Esporte e Saude, UniCEUB, Brasilia, Brasil.
56. **Southall, R. M.** (2011, November 17). *Legal issues in college sport: Graduation rates to use of athletes' image and likenesses*. Craig Kelly Sport & Entertainment Law Symposium. Columbia, SC.
57. **Southall, R. M.** (2011, November 7). *Issues in college sport*. Nebraska Wesleyan University, Lincoln, NE.
58. **Southall, R. M.** (2011, September 7). *Examining the NCAA's collegiate model: The line between professionalism and amateurism in intercollegiate athletics*. Parr Center for Ethics – Lunch and Learn. The University of North Carolina at Chapel Hill, Chapel Hill, NC.

59. **Southall, R. M.**, Eckard, E. W., Culbertson, H., & Nagel, M. S. (2010, April 23). *2010 Adjusted graduation gap report*. College Sport Research Institute 2009 Scholarly Conference on College Sport. Chapel Hill, NC.
60. **Southall, R. M.** (2009, November 13). *College athletes' image rights: The state of the game*. Craig Kelly Sport & Entertainment Law Symposium. Columbia, SC.
61. **Southall, R. M.**, Krane, V., Lane, J., Rankin, S. (2009, March 19). *Sport, Sexuality, & Culture: Research Issues & Trends Panel at the Sport, Sexuality, and Culture Conference: Toward A More Human and Humane Sport Enterprise*. Ithaca, NY.
62. Irwin, R. L., **Southall, R. M.**, & Sutton, W. A. (2008, April). *Pentagon of sport sales training: A 21st century sport sales training model*. American Alliance for Health, Physical Education, Recreation and Dance Annual Meeting. Ft. Worth, TX.
63. **Southall, R. M.** (2007, November). *Battle of the 'facts:' Research and reform in college sport*. North American Society for the Sociology of Sport Annual Meeting. Pittsburgh, PA.
64. **Southall, R.M.** (2006, November). *Risk management for special events*. 2006 TRPA Conference. Paris Landing State Park: Paris, TN.
65. **Southall, R. M.**, Nagel, M. S., Pitts, B., & Polite, F. (2006, March). *Economics of sport reform panel*. The Drake Group Annual Meeting. Indianapolis, IN.
66. **Southall, R. M.** (2004, October). *Attitudes regarding sexual orientation among Division II university athletes*. Florida Association for Health, Physical Education, Recreation, Dance, and Sport Annual Meeting. Orlando, FL.
67. **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*. Sport and Recreation Law Association Annual Meeting. Las Vegas, NV.
68. **Southall, R. M.** (2003, November). *Students v. athletes: Is there a gulf between the values of students and athletes on today's college campuses?* The Sports Reform Summit: Assessing the Past, Planning the Future. Lake George, NY.
69. **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?* The Sports Reform Summit: Assessing the Past, Planning the Future. Lake George, NY.
70. **Southall, R. M.** (2003, November). *University of Minnesota v. Haskins: Door number one, door number two or door number three?* University of Florida Sport Law Association. Gainesville, FL.
71. **Southall, R.M.** (1999, October). *Discover our world underwater: Integrating SCUBA & snorkeling into your physical education curriculum*. Colorado Association for Health, Physical Education, Recreation, and Dance Annual Meeting. Denver, CO.

72. **Southall, R.M., & Petrozci-Bachman, A.** (1999, October). *Policy making in physical education/athletics*. Colorado Association for Health, Physical Education, Recreation, and Dance Annual Meeting. Denver, CO.

Other (university/industry)

1. **Southall, R. M.** (2017, July 10-25). Professional Association of Diving Instructors (PADI). *Course Director Training Course*. Punta Cana, Dominican Republic.
2. **Southall, R. M.** (2014, September 18). *O'Bannon v. NCAA: Now what?* *University of South Carolina Sport and Entertainment Law Society*. Columbia, SC.
3. **Southall, R. M.** (2014, September 17). The collegiate model: Ethical and educational analyses. *Chi Sigma Alpha Brown Bag Series*. University of South Carolina. Columbia, SC.
4. **Southall, R.M.** (2003, June). Conducting survey research. *University of San Francisco Sport Management program*. San Francisco, CA.
5. **Southall, R. M.** (2003, March). Emergency management in high school athletics. *Taking the Next Step: Addressing Issues in High School Athletics Symposium*. Atlanta, GA.
6. **Southall, R. M., & LeGrande, D.** (2002, September). 2002 Atlanta Beat survey report. *Technical report to the Atlanta Beat*. Atlanta, GA
7. **Southall, R. M., & Le Grande, D.** (2001, July). Georgia State Soccer Association Atlanta Soccer Village survey report. *Technical report to the Georgia State Soccer Association*. Atlanta, GA.
8. **Southall, R. M., & Le Grande, D.** (2001, July). 2001 Atlanta Beat survey report. *Technical report to the Atlanta Beat*. Atlanta, GA.

RESEARCH CONSULTING ACTIVITIES

2017 – Present	Columbia Scuba – Consultant. Columbia, SC.
2010 – 2016	Hausfeld, LLP – Consultant for <i>O'Bannon v. NCAA</i> Litigation. San Francisco, CA; Washington, DC.
2010 – 2015	Carolina RailHawks – Consultant for Ticket Sales and Corporate Sponsorship. Cary, NC.
2007 2004	USA Swimming – Diversity Swimming Initiative. Memphis, TN. Georgia Force – Marketing Research Consultant. Atlanta, GA.
2003	Atlanta Beat – Marketing Research Consultant. Atlanta, GA.
2002	Atlanta Beat – Marketing Research Consultant. Atlanta, GA

Research Consulting Publications/Reports

1. **Southall, R.M.** & Dick, R. J. (2015, January). *Bridging the gap sales training program: Carolina RailHawks*. Cary, NC.
2. **Southall, R. M.** (2014, May). *Summary of NCAA financial-aid and cost containment efforts: Via adopted bylaws and committees*. The University of South Carolina. Columbia, SC.
3. **Southall, R. M.** (2014, May). *NCAA financial aid & employment primer*. The University of South Carolina. Columbia, SC.
4. **Southall, R. M.** (2014, April). *Graduation rates summary report*. The University of South Carolina. Columbia, SC.
5. **Southall, R. M.** (2014, April). *Clustering in NCAA D-I sports*. The University of South Carolina. Columbia, SC.
6. **Southall, R. M.** (2013-2014). *Ticket sales training program: Carolina RailHawks*. The University of North Carolina at Chapel Hill. Chapel Hill, NC.
7. **Southall, R. M.** (2011, November). *NCAA Legislative Proposals 2010-09 & 2010-26 report*. The University of North Carolina at Chapel Hill. Chapel Hill, NC.
8. **Southall, R. M.** (2010, December 15). *Summary of NCAA D-I cabinet and committee agendas and reports*. The University of North Carolina at Chapel Hill. Chapel Hill, NC.
9. **Southall, R. M.** (2010, May). *The business of big-time college sport consulting report*. The University of North Carolina at Chapel Hill. Chapel Hill, NC.
10. Irwin, R., Drayer, J., Irwin, C., Ryan, T. & **Southall, R. M.** (2008, April 1). *USA Swimming: Constraints impacting minority swimming participation report*. The University of Memphis. Memphis, TN.
11. **Southall, R. M.**, Le Grande, D., & Nagel, M.S. (2004, August). *Georgia Force 2004 fan psychographic and sponsorship-recognition survey report*. The University of Memphis. Memphis, TN.
12. **Southall, R. M.**, Le Grande, D., & Nagel, M.S. (2004, July). *Georgia Force 2004 fan attitudinal and game-satisfaction survey report*. The University of Memphis. Memphis, TN.
13. **Southall, R. M.**, & LeGrande, D. (2003, September). *Atlanta Beat 2003 survey report*. West Georgia Sport Marketing. University of West Georgia. Carrollton, GA.
14. **Southall, R. M.**, & LeGrande, D. (2002, August). *Atlanta Beat 2002 survey report*. West Georgia Sport Marketing. University of West Georgia. Carrollton, GA.

15. **Southall, R. M., & LeGrande, D.** (2001, July). *Georgia State Soccer Association Atlanta Soccer Village survey report*. West Georgia Sport Marketing. University of West Georgia. Carrollton, GA.
 16. **Southall, R. M., & LeGrande, D.** (2001, July). *Atlanta Beat 2001 survey report*. West Georgia Sport Marketing. University of West Georgia. Carrollton, GA.
 17. **Southall, R. M.** (2001, February). *Air Force Academy athletic department organizational culture report*. University of West Georgia. Carrollton, GA.
 18. **Southall, R. M.** (2001, February). *Brigham Young University athletic department organizational culture report*. University of West Georgia. Carrollton, GA.
 19. **Southall, R. M.** (2001, February). *Colorado State University athletic department organizational culture report*. University of West Georgia. Carrollton, GA.
 20. **Southall, R. M.** (2001, February). *University of Utah athletic department organizational culture report*. University of West Georgia. Carrollton, GA.
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TEACHING RECORD

COURSE INSTRUCTION (PAST TEN YEARS)

Course #	Course Name	# of Students
Summer 2024 (University of South Carolina)		
	SPTE 201 Introduction to Sport Management	
	SPTE 490 The Galapagos Islands: Sustainability, Eco-tourism, and the Diving Industry	
Spring 2024 (University of South Carolina)		
	PEDU 146 Scuba (Open Water)	7
	PEDU 154 Scuba (Advanced Open Water)	9
	PEDU 744 Coaching Administration and Management	14
	SPTE 310 Collegiate Athletics	48
Fall 2023 (University of South Carolina)		
	PEDU 146 Scuba (Open Water) 2 sections	25
	PEDU 154 Scuba (Advanced Open Water)	9
	SPTE 385 Ethics in Sport and Entertainment Business	40
Summer 2023 (University of South Carolina)		
	SPTE 201 Introduction to Sport Management	16
	SPTE 490 The Galapagos Islands: Sustainability, Eco-tourism, and the Diving Industry	7
Spring 2023 (University of South Carolina)		
	PEDU 146 Scuba (Open Water) 2 sections	22
	PEDU 154 Scuba (Advanced Open Water)	9
	PEDU 744 Coaching Administration and Management	11
	SPTE 310 Collegiate Athletics	46
Fall 2022 (University of South Carolina)		
	PEDU 146 Scuba (Open Water)	8

PEDU 154 Scuba (Advanced Open Water)	7
SPTE 240 Business Law	48
SPTE 310 Collegiate Athletics	51
SPTE 385 Ethics in Sport and Entertainment Business	53
Summer 2022 (University of South Carolina)	
SPTE 201 Introduction to Sport Management	22
SPTE 490 The Galapagos Islands: Sustainability, Eco-tourism, and the Diving Industry	8
Spring 2022 (University of South Carolina)	
SPTE 310 Collegiate Athletics	51
Fall 2021 (HBKU)	
HRSM 788 Business Analytics in HRSM	8
SPTE 736 SPTE Event Entrepreneurship (HBKU)	8
Summer 2021 (University of South Carolina)	
SPTE 201 Introduction to Sport Management	16
SPTE 310 Collegiate Athletics	17
Spring 2021 (University of South Carolina)	
PEDU 146 Scuba (Open Water) 2 sections	23
PEDU 154 Scuba (Advanced Open Water)	6
SPTE 310 Collegiate Athletics	83
SPTE 899 Dissertation Preparation	1
Fall 2020 (University of South Carolina)	
HRSM 788 Business Analytics in HRSM	10
SPTE 736 SPTE Event Entrepreneurship (HBKU)	16
SPTE 701 Management in SPTE Industry (HBKU)	7
PEDU 146 Scuba (Open Water)	10
SPTE 899 Dissertation Preparation	1
Summer 2020 (University of South Carolina)	
SPTE 320 Sport and the Law	12
SPTE 655 Social Media in SPTE	8
Spring 2020 (University of South Carolina)	
SPTE 310 Collegiate Athletics	47
SPTE 830 Seminar SPTE Law & Risk Management	7
PEDU 146 Scuba (Open Water)	18
PEDU 146 Scuba (Open Water)	10
Fall 2019 (University of South Carolina)	
SPTE 310 Collegiate Athletics	47
SPTE 385 Ethics in Sport and Entertainment Business	41
PEDU 146 Scuba (Open Water)	16
SPTE 701 Management in Sport and Entertainment Industry (HBKU)	9
Spring 2019 (University of South Carolina)	
SPTE 310 Collegiate Athletics	48
SPTE 498 Research Experience	1
SPTE 899 Dissertation Preparation	1
PEDU 146 Scuba (Open Water)	16
PEDU 154 Scuba (Advance Open Water)	14
Fall 2018 (University of South Carolina)	
SPTE 310 Collegiate Athletics	31
SPTE 635 Event Development	5

SPTE 899 Dissertation Preparation	1
PEDU 146 Scuba (Open Water)	13
PEDU 154 Scuba (Advanced Open Water)	8
Summer 2018	
SPTE 490 Sustainability, Eco-tourism and the Scuba Diving Industry	10
SPTE 495 Internship in SPTE Management	40
SPTE 798 Directed Studies	1
Spring 2018 (University of South Carolina)	
SPTE 310 Collegiate Athletics	48
PEDU 146 Scuba (Open Water)	18
PEDU 154 Scuba (Advanced Open Water)	9
Fall 2017 (University of South Carolina)	
SPTE 635 Sport & Entertainment Event Management	6
SPTE 701 Management in Sport and Entertainment Industry	20
PEDU 146 Scuba (Open Water)	12
Summer 2017 (University of South Carolina)	
SPTE 295 Practicum	40
SPTE 495 Internship	14
Spring 2017 (University of South Carolina)	
SPTE 310 Collegiate Athletics	43
SPTE 444 Sport and Entertainment Event Management	26
Fall 2016 (University of South Carolina)	
SPTE 801 Seminar in Sport & Entertainment Management	9
SPTE 635 Sport & Entertainment Event Development	4
Spring 2015 (University of South Carolina)	
SPTE 385 Ethics in Sport and Entertainment Business	33
SPTE 444 Sport & Entertainment Event Management	23
Fall 2014 (University of South Carolina)	
SPTE 801 Seminar in Sport & Entertainment Management	4
Spring 2014 (University of South Carolina)	
SPTE 310 Collegiate Athletics	40
SPTE 385 Ethics in Sport and Entertainment Business	45
Fall 2013 (University of South Carolina)	
SPTE 385 Ethics in Sport and Entertainment Business	39

STUDENT RESEARCH ADVISEMENT

PhD Level Research (Advisor/Reader/Committee Member)

1. Corr, C. PhD dissertation submitted in partial fulfillment for the degree of Doctor of Philosophy in Sport and Entertainment Management, College of Hospitality, Retail and Sport Management, The University of South Carolina. (Advisor).
2. Corr, C, **Southall, R. M.**, & Nagel, M. S. (2021). *The NCAA's dominant institutional logic and the lack of black head coaches in Power-5 football*. (Advisor).
3. Corr, C., **Southall, R. M.**, & Nagel, M. S. (2021). *Southeastern Conference football recruiting: Institutionalized role engulment among recruiters*. (Advisor).

4. Corr, C., **Southall, R. M.**, & Nagel, M. S. (2020). Southeastern Conference recruiting and the maintenance of Power-5 college sport. *Journal of Issues in Intercollegiate Athletics*, 13, 252-272. (Advisor).
5. Koba, T. H., Nagel, M. S., Watanabe, N. M., Yan, G., **Southall, R. M.**, & Kidd, V. K. (2020). An exploration of U.S.-based basketball players competing in Turkey. *Journal of Global Sport Management*, 1-22. (Co-Advisor).
6. Kidd, V. D. (2019). *We Need Dawgs!": Narrative construction of athletic identity among Black high school football players*. PhD dissertation submitted in partial fulfillment for the degree of Doctor of Philosophy in Sport and Entertainment Management, College of Hospitality, Retail and Sport Management, The University of South Carolina. (Advisor).
7. Kidd, V., & Koba, T. (2017-2018). *Lived Experiences of Former U.S. Men's College Basketball Players Playing in Turkish Basketball League (TBL)*. Research Project. (Co-Advisor)
8. Koba, T., & Kidd, V. (2017-2018). *An Exploration of Transnational Competition Levels of U.S.-Born Basketball Players in Turkey*. Research Project. (Co-Advisor)
9. Kidd, V. (2016). *Making the Transition: Pre-Collegiate Risk and Resilience Factors and Profit Athletes*. Research Proposal. (Advisor)
10. Su Jara-Pazmino, S. (2016). *Understanding the Organizational Socialization process of International Student Athletes in NCAA Division I College Sports: The Effect of Cultural Distance*. Manuscript submitted as qualifying examination requirement, Department of Sport and Entertainment Management, The University of South Carolina. (Committee Member)

Masters Level Research (Thesis Advisor/Reader/Committee Member)

1. Periano, M. (2015). *Drug Use Among Black College Football Players: The Motivations, Habits, and Effects*. Master's thesis submitted in partial fulfillment for the degree of Master of Education in Higher Education in Higher Education and Student Affairs, College of Education, The University of South Carolina. (Reader)
2. Shafer, L. (2013). *The Tie that Binds: An Examination of the Relationship between Fan Motivations and Sponsorship Recognition among College Sport Consumers*. Master's thesis submitted in partial fulfillment for the degree of Master of Arts in Department of Exercises & Sport Science in Sport Administration, The University of North Carolina at Chapel Hill. (Thesis Advisor)
3. Rong, H. (2013). *Motivations to Compete among Atlantic Coast Conference College Athletes*. Master's thesis submitted in partial fulfillment for the degree of Master of Arts in Department of Exercises & Sport Science in Sport Administration, The University of North Carolina at Chapel Hill. (Thesis Advisor)
4. Culbertson, H. (2012). *Current Practices in Division I Men's Basketball Event Staff Management: The Effect of Arena and Management Factors on Event Staffing Practices*. Master's thesis submitted in partial fulfillment for the degree of Master of Arts in

Department of Exercises & Sport Science in Sport Administration, The University of North Carolina at Chapel Hill. (Thesis Advisor)

5. Fulton, N. J. (2012). *An Analysis of National Collegiate Athletic Association (NCAA) Football Enforcement Actions from 1990 to 2011*. Master's thesis submitted in partial fulfillment for the degree of Master of Arts in Department of Exercises & Sport Science in Sport Administration, The University of North Carolina at Chapel Hill. (Thesis Advisor)
6. Culbertson, H. (2012). Current Practices in Division I Men's Basketball Event Staff Management: The Effect of Arena and Management Factors on Event Staffing Practices. *2012 CSRI Conference on College Sport*. Chapel Hill, NC.
7. Fulton, N. J. (2012). An Analysis of National Collegiate Athletic Association (NCAA) Football Enforcement Actions from 1990 to 2011. *2012 CSRI Conference on College Sport*. Chapel Hill, NC.
8. Daly, J. (2011). *An Examination of Olympic Sport Revenue-Generation Strategies at National Collegiate Athletic Association (NCAA) Football Bowl Subdivision (FBS) Athletic Departments*. Master's thesis submitted in partial fulfillment for the degree of Master of Arts in Department of Exercises & Sport Science in Sport Administration, The University of North Carolina at Chapel Hill. (Thesis Advisor)
9. Bernhard, L. (2010). *Along racial lines: A quantitative analysis of football athletes' interest and intent in coaching as a career*. Master's thesis submitted in partial fulfillment for the degree of Master of Arts in Department of Exercises & Sport Science in Sport Administration, The University of North Carolina at Chapel Hill. (Thesis Advisor)
10. Bernhard, L. (2010, April). Along racial lines: A quantitative analysis of football athletes' interest and intent in coaching as a career. *2010 Scholarly Conference on College Sport*. Chapel Hill, NC.
11. Greene, C. (2010). *An investigation of sexual-orientation attitudes of college athletes*. Master's thesis submitted in partial fulfillment for the degree of Master of Arts in Department of Exercises & Sport Science in Sport Administration, The University of North Carolina at Chapel Hill. (Thesis Advisor)
12. Greene, C. (2010, April). *An investigation of sexual-orientation attitudes of college athletes*. *2010 Scholarly Conference on College Sport*. Chapel Hill, NC.
13. Hayden, R. M. (2010). *An examination of the motives for athletic donor lapse at a large NCAA Division-I institution*. Master's thesis submitted in partial fulfillment for the degree of Master of Arts in Department of Exercises & Sport Science in Sport Administration, The University of North Carolina at Chapel Hill. (Thesis Advisor)
14. Oregon, E. (2010). *Role identity and role conflict among college athletes*. Master's thesis submitted in partial fulfillment for the degree of Master of Arts in Department of Exercises & Sport Science in Sport Administration, The University of North Carolina at Chapel Hill.

15. Oregon, E. (2010, April). Role identity and role conflict among college athletes. *2010 Scholarly Conference on College Sport*. Chapel Hill, NC.
16. Worley, B. (2010). *The organizational culture of outsourced college-sport marketing firms*. Master's thesis submitted in partial fulfillment for the degree of Master of Arts in Department of Exercises & Sport Science in Sport Administration, The University of North Carolina at Chapel Hill. (Thesis Advisor)
17. Gray, P. M. (2009). *An examination of annual athletic fund donor motivations*. Master's thesis submitted in partial fulfillment for the degree of Master of Arts in Department of Exercises & Sport Science in Sport Administration, The University of North Carolina at Chapel Hill. (Thesis Advisor)
18. 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. *2008 Scholarly Conference on College Sport*. Memphis, TN.
19. Vaughan, E. (2007, March). The Duke lacrosse scandal: Issues and controversies. *The Drake Group Annual Meeting*. Cleveland, OH.
20. Hitchcock, A. (2006, March). Is televised Texas hold'em harming America's future? *Sport and Recreation Law Association Annual Meeting*. Albuquerque, NM.
21. Guest, S. (2004). *Hyperzone is Hyperformance*. Unpublished master's special project. The University of Memphis. Memphis, TN.
22. Carmichael, J. (2002, April). *Perceptions of high school athletic department members: A case study*. *University of West Georgia Big Night 2002*. Carrollton, GA
23. Vaughn, M. (2002, April). Organizational culture values of State University of West Georgia faculty and staff. *University of West Georgia Big Night 2002*. Carrollton, GA

Undergraduate Research (Advisor)

1. Colwell, L. (2021). *The Value Gained in SEC Men's Basketball*. Undergraduate honors thesis submitted in partial fulfillment of the requirements for graduation with honors from the South Carolina Honors College. (Thesis Advisor)
2. Brown, M. T. (2012). *Media March Madness: A Media Content Analysis of Institutional Logics in the 2011 Division I Men's National Basketball Tournament*. Undergraduate honors thesis submitted in partial fulfillment of the degree of Bachelor of Science in Department of Exercise & Sport Science, The University of North Carolina at Chapel Hill. (Thesis Advisor)
3. Hill, D., & Mitchell, C. (2010, April). Investigation of roster turnover among NCAA Division-I men's basketball programs. *2010 Scholarly Conference on College Sport*. Chapel Hill, NC. (Advisor)
4. Randall, M. (2010). *Varsity Life: An Ethnographic Study of Athletic, Academic, and Social Pressures of Division I Varsity Football Players*. Undergraduate honors thesis submitted

in partial fulfillment of the degree of Bachelor of Science in Department of Exercise & Sport Science, The University of North Carolina at Chapel Hill. (Thesis Advisor)

5. Randall, M. (2010, April). Varsity Life: An Ethnographic Study of Athletic, Academic, and Social Pressures of Division I Varsity Football Players. *2010 Scholarly Conference on College Sport*. Chapel Hill, NC. (Advisor)
6. 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. *2008 Scholarly Conference on College Sport*. Memphis, TN. (Advisor)
7. Eagan, K., & Folske, B. (2004, April). Attitudes regarding sexual orientation among Division II university athletes. *University of West Georgia Big Night 2004*. Carrollton, GA. (Advisor)
8. Taylor, H., & Geiger, L. (2004, April). Who are they? An applied sport market research project of Georgia Force Arena Football League fans. *University of West Georgia Big Night 2004*. (Advisor)
9. Eagan, K., & Tippins, T. (2003, April). Are you ready for some football? Media representation during Monday Night Football. *University of West Georgia Big Night 2003*, Carrollton, GA. (Advisor)
10. Reid, L. A., & Robinson, S. (2003, April). *Factors affecting Carrollton Parks and Recreation, and Cultural Arts Department youth sport participation*. *University of West Georgia Big Night 2003*. Carrollton, GA. (Advisor)
11. Smith, T., & Robinson, P. (2003, April). *The home of the Braves: Perceptions of State University of West Georgia students on Native-American mascot*. *University of West Georgia Big Night 2003*. Carrollton, GA. (Advisor)

RESEARCH SUPPORT

1. **Southall, R. M.**, Nagel, M. S, & Sudduth, E. (\$200,000.00). HRSM award. Assessment and Processing of the Jerry Tarkanian Archival Collection (Submitted Fall 2023 – Funded).
2. **Southall, R. M. (PI)**, Nagel, M. S. (Co-PI) (\$35,000). College Sport Research Institute. Conference Registration, and Donor and Membership Support. (Awarded 2023-2024).
3. **Southall, R. M. (PI)**, Nagel, M. S. (Co-PI) (\$31,000). College Sport Research Institute. Conference Registration, and Donor and Membership Support. (Awarded 2022-2023).
4. **Southall, R. M. (PI)**, Nagel, M. S. (Co-PI) (\$36,000). College Sport Research Institute. Conference Registration, and Donor and Membership Support. (Awarded 2020-2021).
5. Sudduth, E., (Co-PI), **Southall, R. M.** (Co-PI), Nagel, M. S. (Co-PI), & Lankes, D. (\$92,374.90). ASPIRE-II Grant: Assessment and Processing of the Jerry Tarkanian Archival Collection (Submitted February 2020 – Not funded).

6. **Southall, R. M. (PI)**, Nagel, M. S. (Co-PI) (\$36,500). College Sport Research Institute. Conference Registration, and Donor and Membership Support. (2019-2020).
7. **Southall, R. M. (PI)**, Nagel, M. S., (Co-PI), Southall, D. J. (Co-PI). (\$11,000). College Sport Research Institute, College Sport Collections: Lois and Jerry Tarkanian Collection (February 2019).
8. **Southall, R. M. (PI)**, Nagel, M. S. (Co-PI), Southall, D. J. (\$38,500). College Sport Research Institute. Conference Registration, and Donor and Membership Support. (2018-2019).
9. **Southall, R. M. (PI)**, Nagel, M. S. (Co-PI) (\$40,500). College Sport Research Institute. Conference Registration, and Donor and Membership Support. (2017-2018).
10. **Southall, R. M. (PI)**, Nagel, M. S. (Co-PI) (\$25,500). College Sport Research Institute. Conference Registration, and Donor and Membership Support. (2016-2017).
11. **Southall, R. M. (PI)**, Nagel, M. S. (Co-PI) (\$21,500). College Sport Research Institute. Conference Registration, and Donor and Membership Support. (2015-2016).
12. **Southall, R. M. (PI)**, Nagel, M. S. (Co-PI) (\$38,500). College Sport Research Institute. Conference Registration, and Donor and Membership Support. (Awarded 2014-2015).
13. **Southall, R. M. (PI)**, Nagel, M.S. (Co-PI), & Scheyett, A. (Co-PI) (\$19,000). College Sport Research Institute. NCAA Division-I Football, Men's Basketball and Baseball Players: Risk and Resilience Factors. **Provost Social Science Research Grant: University of South Carolina.** (Awarded 2015).
14. **Southall, R. M. (PI)** (\$4,290). College Sport Research Institute. U.S. Big-time College Sport and Collective Bargaining: The Possibilities of Social Dialogue. **College of HRSM: Faculty Innovation Research Initiative.** (Awarded 2014).
15. **Southall, R. M. (PI)**, Nagel, M. S. (Co-PI), Scheyett, A. M. (Co-PI), Whittaker, P. (Co-PI) (\$20,000). College Sport Research Institute. Developing and Evaluating a Model Program for Decreasing Intimate Partner Violence Incidents Among College Football Players. **National Collegiate Athletic Association.** (Not funded 2014).
16. **Southall, R. M. (PI)**, Nagel, M. S. (Co-PI) (\$42,500). College Sport Research Institute. Conference Registration, and Donor and Membership Support. (Awarded 2013-2014).
17. Gillentine, A. et al. (PI), **Southall, R. M.** (Co-PI) (\$10,000). Venue Management School: Monograph Review Project. **Venue Management School.** (Funded 2014).
18. **Southall, R. M. (PI)**, Nagel, M.S. (Co-PI), & Scheyett, A. (Co-PI) (\$20,000). College Sport Research Institute. University of South Carolina Revenue-Sport Athletes: Risk and Resilience Factors. **Provost Social Science Research Grant: University of South Carolina.** (Not funded 2013).

19. **Southall, R. M. (PI)** (\$5-10,000). Developing Collegiate Sport Course Utilizing Literature and Film. **HRSM Teaching Innovation Grant.** (Not funded 2013).
20. **Southall, R. M. (PI)**, Nagel, M. S. (Co-PI) (\$43,500). College Sport Research Institute. Conference Registration, and Donor and Membership Support. (Awarded 2012-2013).
21. Guskiewicz, K. et al., **Southall, R. M. (Co-PI)** (\$99,767,940). Center for the Study of Retired Athletes and the Injury Prevention Research Center. Advancing the Frontiers of Research in Professional Football: Safeguarding the Health of Active and Former NFL Players. **National Football League.** (Not funded 2013).
22. **Southall, R. M. (PI)**, Nagel, M. S. (Co-PI) (\$43,000). College Sport Research Institute. Conference Registration, and Donor and Membership Support. (Awarded 2011-2012).
23. **Southall, R. M. (PI)**, Nagel, M. S. (Co-PI) (\$5,000). College Sport Research Institute. Examining Academic Performance: Are NCAA Division I Athletes Just Like “Other” Students? **Knight Commission on Intercollegiate Athletics.** (Not funded 2011).
24. Turner, R. W. (PI), **Southall, R. M. (Co-PI)**, Hawkins, B. J. (Co-PI), Nagel, M. S. (Co-PI), Polite, F. G. (Co-PI) (\$25,000). College Sport Research Institute. NCAA Revenue-Generating Athletes: Are They Who We Think They Are? **Knight Commission on Intercollegiate Athletics.** (Not funded 2011).
25. **Southall, R. M. (PI)**, Nagel, M. S. (Co-PI) (\$40,000). College Sport Research Institute. Conference Registration, and Donor and Membership Support. (Awarded 2010-2011).
26. **Southall, R. M. (PI)**, & Nagel, M. S. (Co-PI) (\$45,287). College Sport Research Institute. Conference Registration, and Donor and Membership Support. (Awarded 2009-2010).
27. **Southall, R. M. (PI)**, & Nagel, M. S. (Co-PI) (\$65,482). College Sport Research Institute. Conference Registration, and Donor and Membership Support. (Awarded 2008-2009).
28. **Southall, R. M. (PI)**, Greene, C. (Co-PI), & Southall, D. J. (Co-PI) (\$7,500). Sexual orientation attitudes among Atlantic Coast Conference athletes. **UNC-CH Junior Faculty Research Award.** (Awarded 2009).
29. **Southall, R. M. (PI)**, & Nagel, M. S. (Co-PI) (\$48,270). College Sport Research Institute. Conference Registration and Donor Support. (Awarded 2008-2009).
30. **Southall, R. M. (PI)**, Nagel, M. S. (Co-PI), Staurowsky, E. (Co-PI), & Rascher, D. (Co-PI) (\$72,600). Knight Commission on Intercollegiate Athletics: College Sports 101. **Knight Commission on Intercollegiate Athletics.** (Not Funded 2009).
31. Irwin, R. I. (PI), Drayer, J. (Co-PI), Irwin, C. (Co-PI), Ryan, T. R. (Co-PI), & **Southall, R. M. (Co-PI)** (\$50,000). USA Swimming minority swimming constraints impacting minority participation in swimming. **United States Swimming.** (Awarded 2007).
32. **Southall, R. M. (PI)** (\$12,000). Role of ticket sales training in motorsports revenue generation. **Dover Motorsports, Inc., Memphis Motorsports Park.** (Not Funded 2007).

33. **Southall, R. M. (PI)**, & Nagel, M. S. (Co-PI) (\$25,500). College Sport Research Institute. Conference Registration and Donor Support. (Funded 2007-2008).
34. **Southall, R. M. (PI)**, Nagel, M. S. (Co-PI) (\$6,800). College Sport Research Institute initiative. **Vice-Provost Office: The University of Memphis**. (Funded 2007).
35. **Southall, R. M. (PI)** (\$11,000). Sexual orientation attitudes of NCAA D-I athletes. **Faculty Research Grant. The University of Memphis**. (Not Funded 2006).
36. Southall, R. M. (PI) (\$41,600). Content analysis of college sport broadcasts. **TAF Innovative Grant (TIG) Research Initiative: The University of Memphis**. (Not Funded 2006).
37. Irwin, R. I. (PI), & **Southall, R. M.** (Co-PI) (\$6,000). Effect of metadiscrete experiential learning on ticket-sales effectiveness. **Memphis Grizzlies, Inc.** (Funded 2006).
38. Irwin, R. I. (PI), & **Southall, R. M.** (Co-PI) (\$5,000). Ticket-Sales Training Grant. **Memphis RiverKings, Inc.** (Funded 2006).
39. Irwin, R. I. (PI), & **Southall, R. M.** (Co-PI) (\$63,000). Development of cooperative ticket-sales program in minor-league baseball. **Memphis Redbirds, LLC**. (Funded 2005).
40. Irwin, R. I. (PI), & **Southall, R. M.** (Co-PI) (\$1,500). TSSAA Fan Demographic Research Project. **Tennessee Secondary School Athletic Association**. (Funded 2005).
41. **Southall, R. M. (PI)** (\$5,000). Bowl-Championship Series committees' tax-exempt status study. **Hoops that Helps, Inc.** (Funded 2005).
42. Hawkins, B. H. (PI), & **Southall, R. M.** (Co-PI) (\$200). Women's professional baseball feasibility study. **University of Georgia**. (Funded 2004).
43. **Southall, R. M. (PI)**, LeGrande, D. J. (Co-PI), & Nagel, M. S. (Co-PI) (\$4,800). Georgia Force fan psychographic and sponsorship-recognition survey project. **Georgia Force, LLC**. (Funded 2004).
44. **Southall, R. M. (PI)**, LeGrande, D. J. (Co-PI), & Nagel, M. S. (Co-PI) (\$2,800). Atlanta Beat 2003 fan psychographic and sponsorship-recognition survey project. **Atlanta Beat Football Club**. (Funded 2003).
45. **Southall, R. M. (PI)**, LeGrande, D. J. (Co-PI), & Nagel, M. S. (Co-PI) (\$2,500). Atlanta Beat 2002 fan psychographic and sponsorship-recognition survey project. **Atlanta Beat Football Club**. (Funded 2002).
46. **Southall, R. M. (PI)**, LeGrande, D. J. (Co-PI), & Nagel, M. S. (Co-PI) (\$2,800). GSSA/Atlanta Beat needs analysis and fan demographic survey project. **Georgia State Soccer Association and Atlanta Beat Football Club**. (Funded 2001).

PROFESSIONAL SERVICE

SERVICE TO THE PROFESSION

Journal Reviewer Activities

2020 – Present	Sociology of Sport Journal (Expert Reviewer)
2023	Journal of Intercollegiate Sport (Expert Reviewer)
2023	International Journal of Sport Communication (Expert Reviewer)
2023	Journal of Sport and Social Issues (Expert Reviewer)
2017 – 2020	Sociology of Sport Journal (Editorial Board Member)
2013	University of Washington, Center for Leadership in Athletics, Working Paper Series (Expert Reviewer)
2008 – Present	Journal of Sport Management (Expert Reviewer)
2008 – 2009	European Sport Management Quarterly (Expert Reviewer)
2007 – Present	Journal of Issues in Intercollegiate Athletics (Editorial Board Member)
2006 – 2012	Journal of Sports Media (Editorial Board Member)
2012 – 2020	Journal of Sports Media (Expert Reviewer)
2006 – 2019	International Journal of Sport Management (Editorial Board Member)
2003 – 2004	Sociology of Sport Journal (Guest Reviewer)
2001 – 2012	Journal of Legal Aspects of Sport (Editorial Board Member)

Professional Organization Activities

2009 – 2012	Sport Marketing Association (Conference Abstract Reviewer)
2009 – 2012	North American Society for the Sociology of Sport (Finance Committee)
2008 – Present	College Sport Research Institute (Conference Abstract Reviewer)
2007 – Present	College Sport Research Institute (Director)
2006 – 2007	The Drake Group (Conference Program Chair)
2005 – 2007	The Drake Group (Associate Director)
2005 – 2006	Sport and Recreation Law Association (Past-President, Conference Program Chair)
2004 – 2006	North American Society for Sport Management (Conference Abstract Reviewer)
2004 – 2005	Sport and Recreation Law Association (President)
2004	Sport Marketing Association (Conference Program Director)
2003 – Present	Sport and Recreation Law Association (Conference Abstract Reviewer)
2003 – 2004	Sport and Recreation Law Association (President-Elect)
2003	Sport and Recreation Law Association (Conference Host)
2002 – 2007	The Drake Group (Executive Committee)

SERVICE TO THE UNIVERSITY

Committee Participation

2022 – Present	University of South Carolina: SPTE Tenure & Promotion Committee
2020 – 2022	University of South Carolina: SPTE Tenure & Promotion Committee – Chair
2018 – 2019	University of South Carolina College of Hospitality, Retail and Sport Management: Tenure and Promotion Committee – Chair
2018 – Present	University of South Carolina: SPTE PhD Program Committee
2017 – Present	University of South Carolina: Social Sciences Grant Review Committee
2016 – 2021	University of South Carolina: Committee on Libraries - Chair
2016 – 2018	University of South Carolina: Humanities, Social Sciences, Education and Related Professional Programs Committee
2015 – 2019	University of South Carolina: University Faculty Senate Representative

2015 – 2016 University of South Carolina College of Hospitality, Retail and Sport Management: Faculty Research and Grants Committee

2014 – 2017 University of South Carolina Sport and Entertainment Law Society: Faculty Advisor

2014 – 2019 University of South Carolina College of Hospitality, Retail and Sport Management: Tenure and Promotion Committee

2014 – Present University of South Carolina Department of Sport and Entertainment Management: Curriculum Committee

2014 – 2017 University of South Carolina College of Hospitality, Retail, & Sport Management: Admissions Committee

2013 – 2015 University of South Carolina Department of Sport and Entertainment Management: Sport and Entertainment Management Student Community Faculty Advisor

2013 University of South Carolina Department of Retailing: Department Chair Search Committee

2010 – 2013 Sport-Administration: Adopt-a-Highway Program Faculty Advisor

2010 – 2011 University of North Carolina Department of Exercise and Sport Science Earey Award Committee

2009 University of North Carolina Department of Exercise and Sport Science Sport Administration Vacancy Search Committee

2008 – 2013 University of North Carolina Department of Exercise and Sport Science Graduate Specialization Coordinator Committee

2008 – 2013 University of North Carolina Department of Exercise and Sport Science Graduate Sport Administration Specialization Coordinator

2008 – 2013 University of North Carolina Department of Exercise and Sport Science Graduate Curriculum Committee

2006 – 2008 University of Memphis Equity in Athletics Committee Chair

2005 – 2006 University of Memphis Department of Health and Sport Sciences Sport and Leisure Management Vacancy Search Committee

2004 – 2008 University of Memphis Department of Health and Sport Sciences Undergraduate Curriculum Council

2004 – 2006 University of Memphis Equity in Athletics Committee

2004 – 2006 University of Memphis College of Education Teacher Education Program Candidate Interview Process

2003 – 2004 University of West Georgia 1-in-4 Men’s Group Faculty Advisor

2002 – 2004 University of West Georgia Sexual Assault Response Team Committee

2001 – 2004 University of West Georgia General University Matters Committee

2001 – 2004 University of West Georgia University Admissions Appeal Sub-Committee

2001 – 2004 University of West Georgia Department of Physical Education and Recreation Curriculum Committee

2002 – 2004 University of West Georgia College of Education Big Night Steering Committee

2002 – 2004 University of West Georgia College of Education Big Night Faculty Advisor

2002 – 2003 University of West Georgia Faculty/Staff Club Committee

2001 University of West Georgia Council on Undergraduate Research Representative

GOVERNANCE/LEGISLATIVE/DIPLOMATIC SERVICE

2024 Summit on Sickle Cell Trait Screening in the NCAA – Durham, NC: June 17-8, 2024
2019 U.S. Department of State [Sports Diplomacy Division](#) Program: Workshop – Charleston, SC
2015 Advised SC State Senator Marlon Kimpson re: S0171 and H3546
2014 Offered Testimony before the U.S. Senate Committee on Commerce, Science, & Transportation. Washington, DC

Media Exposure (2006-Present)

AL.com
Aljazeera America
Atlanta Journal-Constitution
Bend Weekly News
Black Athlete Sport Network
Bloomberg
Carolina Parent
Chronicle of Higher Education
CNN
CNBC
College Athletics Clips
Columbia Journalist
Congressional Record
Congressional Quarterly Weekly
CoSIDA News
Daily Tar Heel
Durham Sun Herald
Endeavors
ESPN – Outside the Lines
ESPN - The Magazine
Government Accountability Project
Greensboro News and Record
Houston Chronicle
Indianapolis Star
insidehighered.com
Las Vegas Review Journal
Los Angeles Times
Miami Herald
Memphis Commercial Appeal
Memphis Daily News
Miller-McCune.com
NACDA Report
New York Times
NHK – Japanese Broadcasting Corporation
NPR: Online NewsHour with Jim Lehrer
PolitiFact
Pittsburgh Tribune Review
San Diego Union-Tribune
Schooled: The Price of College Sport (documentary)
Sports Law Blog

Stanford Magazine
Street & Smith's Memphis Business Journal
Street & Smith's SportsBusiness Journal
Street & Smith's SportsBusiness Daily
Street & Smith's Triangle Business Journal
Time Magazine
Unfogged.com
UNCUT.com
USA Today
Wall Street Journal
Washington Post
WCNC – NBC
WCHL