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Bringing Kinesiology and Physical Activity to the Public Square

100 Citizens promises fitness to adults and their children, jobs for kinesiology graduates, and a popular image for kinesiology



There's a good chance that someone strolling through Recreation Park in San Fernando, California, will come across adults hard at work on nontraditional exercise machines or moving to Latin-inspired calorie-burning Zumba on lush lawns and playgrounds, all under the watchful eyes

of college students, many sporting T-shirts emblazoned with the definition of kinesiology. The students hail from the AKA-member kinesiology department at California State University at Northridge. They are part of the teaching core for 100 Citizens, the brainchild of Steven Loy, professor of

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PRESIDENT'S PERSPECTIVE

International Perspectives on Kinesiology and its Constituent Elements

Wojtek Chodzko-Zajko, PhD, AKA President



Wojtek Chodzko-Zajko

As I sit down to write this month's President's column for the KT I am preparing to leave for the World Congress on Physical Activity and Aging that will be held in Glasgow, Scotland, August 13 to 17, 2012.

The Glasgow congress marks the eighth time that scholars from all corners of the globe have come together to exchange ideas, share research findings, and explore new programs and practices in the area of healthy aging. The academic community organizes such a World Congress approximately every four years. Previous congresses have been held in West Point, New York (1984); Budapest, Hungary (1988); Jyväskylä, Finland (1992); Heidelberg, Germany (1996); Orlando, Florida (1999); London, Ontario, Canada (2004); and Tsukuba, Japan (2008). The theme for the upcoming conference is A Celebration of Diversity and Inclusion in Active Aging. I am pleased to be able to represent the American Kinesiology Association at an

event that provides an extraordinary opportunity for individuals to come together to share ideas and perspectives. This event is of particular importance to me personally because it is centered on topics related to physical activity and aging, which has been the primary focus of my own research for the past 25-30 years.

Whenever the international community of scholars and practitioners comes together at a World Congress, one question that comes to mind concerns the similarities and differences between how we approach our field in various parts of the world. To what extent is the academic preparation of kinesiology students in the United States similar to or different from that of kinesiology students in other countries and cultures? In the area of aging and physical activity, there are without question many areas of commonality regarding the preparation and training of individuals who work with older people. Several years ago I served on a committee that developed curriculum guidelines for professionals working in the area of physical activity for older adults. Eventually, the World Health Organization and the International Society for Aging and

Physical Activity adopted these guidelines; they have come to serve as the foundation for numerous courses and programs of study at institutions in many countries around the world.

In the May 2012 president's column I wrote about our current efforts to develop a core curriculum for undergraduate kinesiology programs in the United States. We are working hard to achieve agreement on the essential elements of the undergraduate core in the kinesiology major. The AKA has identified the following areas of knowledge that should be included in the core of all undergraduate kinesiology programs:

1. Knowledge about physical activity in health, wellness, and quality of life
2. Knowledge about the scientific foundations of physical activity
3. Knowledge about cultural, historical, and philosophical dimensions of physical activity
4. Knowledge and experiences related to the practice of physical activity

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We Had it Wrong: NFL Players Live Longer

For years, conventional wisdom backed up by (as it turns out) spurious research had it that NFL players had reduced mortality, presumably the result of all of the body crunching and head banging that they endure in their careers. Since at least 1990 the National Football League Players Association, anxious to use the pain, disability, and early death endured by players as bargaining chips in negotiations with the NFL, has pegged the life expectancy of retired NFL players at 58 years, well below that of the average male (75). Now, a comprehensive study based on a pool of 3,439 retired NFL players (334 deceased), funded by the National Institute of Occupational Safety and Health, has presented data showing precisely the opposite: **Overall**, retired players from the 1959 through the 1988 seasons showed a decreased all-cause and cardiovascular disease (CVD) mortality compared to a referent population of men in the United States. There were some reasons for concern, however. When examining CVD mortality by position played, they found that defensive linemen had a 42% higher death rate than the referent population of

U.S. men; offensive linemen showed no increase. The research team found that those with a body mass index of 30 or more had two times the CVD mortality risk of other players. After adjusting for differences in BMI, African American players had a higher CVD mortality risk compared to other players. The higher mortality for defensive linemen seemed unrelated to their generally large body builds since the differences remained after controlling for playing-time BMI.

Lacking confirmatory evidence from autopsies and other medical records, the investigators were left to hypothesize why linemen tended to show higher CVD mortality rates. They suggest that isometric training, an important component of linemen's athletic training, may be a contributing factor, as may be anabolic androgenic steroid use. *Overall decreased mortality* may be explained by low levels of cigarette smoking among retired players, their body composition (high BMIs but larger proportion of muscle mass), and generally higher levels of fitness. Many of the differences in mortality between offensive and defensive linemen were accounted for by a steeper



decrease in CVD mortality for offensive linemen (compared to defensive linemen) from the 1970s through the 1990s. The authors note that since 2000 the CVD mortality risk for defensive linemen has been similar to that of other players, something the authors attribute to a “positive impact from the increased media attention and expanded health promotion campaigns by the NFL Players Association.”

How much weight should be given this new study is open to question because the investigators possessed no data on players' CVD risk factors such as smoking, family history, cholesterol levels, and diabetes. Also, they lacked data on retired players' physical activity histories and note

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Wimberley: The Fittest Little Town in Texas

Siv Schwink, KT Writer

Wimberley, Texas, is a little town known for big things, like the natural beauty of its cypress-lined creeks, its Hill Country vistas, its many local art galleries, and its annual open-air Shakespeare productions at the EmilyAnn Theater and Gardens. For the past few years, Wimberley has also been known for its commitment to health and wellness. In fact, mayor Bob Flocke will tell you, it's "the fittest little town in Texas."

Wimberley is a community between Austin and San Antonio with about 2,600 residents. "We're a retirement community. The average age of residents is 60 to 65 years on the latest census," says Flocke. "We wanted people to make healthy choices in terms of eating good food, getting off their butts and exercising, and quitting smoking. It's about wellness."

Flocke helped put together the Mayor's Fitness Council four years ago, when he was serving on the city council. Flocke continued to support the Mayor's Fitness Council after he was elected mayor in 2010; he was re-elected last May for a two-year term.

In 2008, in response to the state's rising obesity rates, the governor's office made

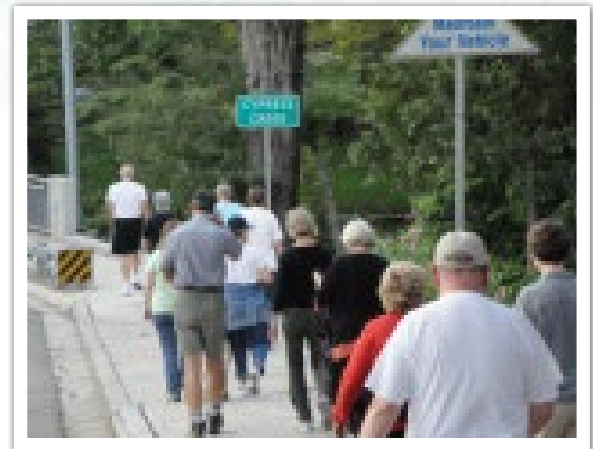


Mayor Bob Flocke
Wimberley, TX

grant money available to towns with Mayor's Fitness Councils. Many larger towns and cities were putting together extensive programs with corporate partners. It was a local resident, the late Betsy Martinez, who first came up with the idea to do the same for Wimberley. She was an employee at Home Health Services and recognized a need in her community:

"Betsy Martinez came to me and said some of the elderly patients in town were sitting at home just waiting to die," says Flocke. "She found out about a program in Austin. When she looked into it, she saw that it wasn't for us—it involved big corporations [that offered worksite wellness programs] with wellness folks. But she did find out about grants that were available from the Governor's Advisory Council on Physical Fitness."

With the then-mayor's approval, Flocke set about putting together a special council



with nine members, making sure various age groups were represented, and that the local school district, health care providers, and local gyms and yoga studios all had seats at the table. Martinez was among those first advisory council members.

Flocke and Martinez wrote up a grant application to the governor's council and secured \$7,000 to fund a survey of local residents on their fitness habits. The survey asked residents about their regular weekly habits—how much physical activity they engaged in, how much TV they watched, whether they smoked, and so on.

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Rafer Lutz (1969-2012)

Dr. Rafer Lutz, chair and associate professor of the department of health, human performance, and recreation at Baylor University, died on May 23, 2012, after a year-long struggle with melanoma. Dr. Lutz was a quiet and consistent leader in all areas of his life. He served as department chair since 2008 and was active in AKA, serving on the membership committee and regularly participating in the AKA annual workshop.

Rafer was born August 10, 1969, and grew up in Sun Valley, Idaho. He attended preparatory school in Pebble Beach, California, and received his BA in psychology from the University of Washington (1993) and his MS and PhD (2001) in exercise and sport psychology from Arizona State University. Rafer combined his passion for golf with his passion for teaching and research, and he excelled at both. While an undergraduate at the University of Washington, Rafer was an All-American scholar on the golf team and qualified for the USGA amateur championship. He authored dozens of book chapters, journal articles, and conference presentations and helped organize one of the World Scientific Congress of



Dr. Rafer Lutz

Golf conferences. Dr. Lutz also served as a consultant for several of Baylor's athletic teams and community athletic groups. His life was one of unending service. Dr. Jon Engelhardt, dean of the School of Education at Baylor, perhaps said it best: "A gentle soul, Rafer was a person of deep convictions and personal strength. In May 2011 he was diagnosed with mucosal melanoma cancer, an ultimately fatal diagnosis for which he demonstrated for all of us how to face our own mortality as a steadfast Christian—being realistic about his situation yet positive in his faith and charity towards others." Rafer is survived by his wife, two sons, and numerous colleagues and friends.

Billie Jean King, winner of 20 Wimbledon championships, is heralding the 40th anniversary of Title IX, the 1972 law that prohibits gender-based discrimination in federally funded educational programs or activities. Noting that the number of women in college athletics grew from 32,000 in 1972 to more than 166,000 in 2007, King says, "I ask young people about Title IX and get a lot of 'What's that?' I tell them, 'How are you going to shape the future if you don't know the past?'"

AARP: The Magazine, June/July 2012

Clark Named Dean at University of Maryland

Jane Clark, who recently ended her 10-year stint as department head and 2-year role as faculty member in the kinesiology department at the University of Maryland, is the newly appointed dean of its School of Public Health. She has been charged with leading her school in a collaboration with the University of Maryland School of Medicine in Baltimore—an arrangement that will double the size of the two respective master's of public health programs.

The plan to merge the two programs stemmed from a charge from the state legislature to the board of regents to develop a plan for influencing the economy, job market, and next generation of innovators. Ultimately a framework was designed for increasing collaboration between the two campuses (University of Maryland MPowering the State at <http://mpowermaryland.com>). the new Collaborative School of Public Health is the first project to emerge from the new framework. The program will be jointly overseen by the School of Public Health at College Park and the School of Epidemiology and Public Health in the UMD School of Medicine in Baltimore. Among the tasks facing Clark is securing accreditation for the new Collaborative School of Public Health,



Jane Clark

research and service. Her research has focused on development of motor skills in young children, with a special focus on those with movement difficulties. Her passion is to help children achieve the competence and confidence to be physically active throughout their lives. She has been an influential leader in AKA.

"We are delighted that Jane Clark has agreed to guide one of the most important initiatives at this university—the development of a Collaborative School of Public Health, one with an enhanced capability of meeting the needs of the state and each institution's students," says UMD president Wallace Loh. "This appointment is a measure of our respect and confidence in Jane's academic and administrative capabilities."

"Jane is a highly respected campus

a complex multiyear process.

Clark previously served as a professor in the School of Public Health. As chair of the department of kinesiology, she received national recognition for her

citizen who brings integrity, energy, and commitment to this position along with the skills and desire to build a strong working relationship with UMB," adds College Park's senior vice president and provost Ann Wylie.

Asked about her new role, Clark says, "The challenge is to take two great units, retain their unique characters and independence, and forge a new union. Our two programs are complementary, and this collaboration will make our offerings, expertise, and capacity far stronger. We have a real opportunity here, and I look forward to working with my colleagues in Baltimore."

Jane sees a critical role for kinesiology in public health, especially in its potential for helping stem the tide of adult and childhood obesity, reminding us that physical education is a daily delivery system for public health.

Nurturing the collaborative effort is merely one of many challenges facing Jane. The School of Public Health at College Park has expanded rapidly since its founding five years ago. Clark says the school's growth has been "astronomical. You can

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The House That Taxpayers Built

Amy Rose, KT Writer

Taxpayers aren't necessarily getting what they pay for when public funds are used to build a new sports stadium in their town. According to a study published in 2008 by Kurt Rotthoff of Seton Hall University and John Jasina of Claflin University, the local economic boom promised by local politicians and team owners when the new stadium opens simply does not exist. There is also no evidence of an economic letdown when a team leaves town, either. Yet, in the NFL alone, 23 of the 32 franchise teams play in arenas that were more than 50% financed by the public, according to a 2011 report by the Marquette Law school.

The study by Rotthoff and Jasina narrowed the scope of previous studies to employment and wages at the county level. It also focused on five major industries likely to be affected by the appearance of a professional sports team: hotels and lodging, restaurants, drinking establishments, liquor stores, and retail apparel shops. Cities that either gained or lost a team in professional leagues of the MLB, NBA, NHL, or NFL between 1986 and 2005 provided economic data for the study. This contained information from 58 counties in the United States, several of which have had more than one franchise at any given time.

The study supports previous research that has held consistent over the last 15 years or more. "The economic impact just simply doesn't exist," says Rotthoff. The data gathered shows no difference between when the team was in town and when it wasn't. Employment rates and salaries in these areas all remained unchanged. Rotthoff and Jasina found that while many new businesses did open near the stadiums, similar businesses closed in other sections of town to maintain the status quo. This also explains why revitalization projects associated with new stadiums appear to work. The stadium works in terms of restoration of businesses near the stadium, but businesses are lost elsewhere in the city.

The authors conclude that the results mostly reflect budget constraints of consumers. "Sports spending substitutes for other types of spending in the economy. If a family spends \$400 at a sporting event, that is 400 fewer dollars spent in industries



Kurt Rotthoff
Seton Hall University

such as museums, theaters, restaurants, and performing arts. Because of this substitution, there ends up being no employment or income gains," says Jasina.

Higher taxes imposed on local restaurants and hotels are often used to help pay for the stadium construction. According to Jasina, politicians and others argue that these hospitality taxes do not negatively affect the local economy because those taxes are being imposed on tourists. "The fact is that taxes decrease the amount of economic activity regardless of who pays the tax. Higher taxes on restaurants and hotels mean that overall spending on restaurants and hotels will decrease," Jasina says.

The authors point out that there are other positive benefits to the host town of a professional sports franchise. There may be some impact to the housing market based on sports fans who want to live closer to the new stadium. There is also community pride



John Jasina
Claflin University

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The New Faces of Exercise

Not Your Grandma's Exercise Routines

Have calisthenics been relegated to the dustbin of history? Each year more creative (and presumably better) ways to derive health benefits from moving your body are brought to market. Here are a few examples along with proprietary testimonials and web-sites. Most of these routines are considerably more expensive but whether they are more productive than the old regimens of calisthenics, aerobics, and stretching awaits examination by kinesiologists.

Piloxing.com

The brainchild of Swedish dancer and celebrity trainer Viveca Jensen, "Piloxing" mixes Pilates and boxing moves into a fat-torching, muscle-sculpting, core-centric interval workout. In addition to Pilates and boxing movements, it incorporates the use of weighted gloves that add to the workout by toning the arms and maximizing cardiovascular health. Twelve sessions cost \$200.

AntiGravityYoga.com

Turn your world upside down with your own "AntiGravity" hammock! Hang out with us and you will grow up to an inch and a half!

Invoke flight dreams as you lead yourself to greater health. This revolutionary product, invented by Broadway aerial choreographer Christopher Harrison, has been developed with over 12 years of research. There are 6,000 "AntiGravity" yoga practitioners daily around the world safely practicing this technique. Over half a million people have taken an AntiGravity yoga class.

Powerstrike.com

"Powerstrike" has been hailed by *the New York Times*, *Wall Street Journal*, *Shape*, *Today Show*, and *Good Morning America*, and its workouts are available in fitness facilities around the world and through the "Powerstrike" DVD series. "Powerstrike" kickboxing combines martial arts and fitness aerobics into a heart-pumping energizing hour of choreographed punches and kicks. Guided through multiple series of repetitive martial arts moves, students are encouraged to exceed physical limits to realize inner potential. For those who want a high-intensity experience, "Powerstrike" kickboxing allows students to maintain their target heart rate throughout 90 percent of the workout.



Students in YMCA "Air Fit" class in Charlotte do aerial workouts to develop strength and flexibility.

Photo Credit: Diedra Laird/The Charlotte Observer

Soul-Cycle.com

Founded in 2006 by a real estate agent and a Hollywood talent scout, Soul-Cycle incorporates various upper-body and core exercises into 45-minute indoor cycling routines accompanied by ramped-up music, all served up in dimly lit environments. Their five-class one-month series costs \$160; the 50-class series costs \$3,000. They have hired 200 employees (60 full-time instructors, most of whom lack degrees in kinesiology), are located in eight studios (mostly in New York City), and have plans to double their size this year and expand to 60 locations by 2015.

EXECUTIVE DIRECTOR'S CORNER

More on Brandology

Amelia Lee, Executive Director



Amelia Lee

Many of us agree that it is time for kinesiology-related departments and schools to be clear about defining who we are and what our unique qualities and characteristics are. The theme of our leadership workshop

in January 2012 was Branding Kinesiology at Your Institution. The take-home message was that leaders in our field must unite to create and promote an effective brand strategy. This strategy will communicate how we want the general public and future students to perceive kinesiology as an academic discipline. From my perspective, accomplishing this goal will be somewhat challenging but possible with committed individuals who have a shared sense of mission and purpose. In the spring 2012 issue of *Kinesiology Today*, editor Shirl Hoffman warned that without some definitive planning, we might become an academic discipline or profession without a recognizable brand. As Shirl mentions, not all departments use the kinesiology label to

communicate to the world at large what we do and how we do it. It is not uncommon to find labels such as exercise and sport science, integrative physiology, physical education, human performance and recreation, and human movement sciences as names for departments. While searching recently for information on branding in higher education, I came across two articles that gave me an updated, more informed viewpoint that might serve us well as we develop our branding strategies.

One interesting article, "Branding in Higher Education,"¹ describes how it might be possible for an organization to have and manage multiple brands while maintaining their individuality but still send the message that the group wants to project to the extended audience. This might be what we have in our field presently: a "house of brands" with kinesiology as the parent brand and with all other labels being secondary but clearly linked to the major organizational brand. In this situation, the endorsed brand, kinesiology, would strive to support and add credibility to the sub-brands. The secondary brand leaders would work in partnership with the parent brand to unify around a plan to promote the study of physical activity and advance

its many applications.

The second article, "Brand Strategy,"² argues that all subsidiaries, or sub-brands, must be combined to create an overall brand strategy that is relevant and believable. A brand position can be created by identifying the one word that an organization can own. Our brand position is physical activity and everyone in our broad field must be able to explain the brand (kinesiology) and the brand position (physical activity) clearly and consistently.

At this time we have a respectable brand, but there is still work to be done before the benefits of kinesiology are clearly understood by the outside world. Our brand is our reputation, and it should be our goal to always look for ways to better communicate what we stand for.

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Fitness and Your Finances

Siv Schwink, KT writer



Jim Schultz
Finance Professor
Winthrop University

According to Winthrop University finance professor Jim Schultz, the strategies that build financial health can also work to improve physical fitness (and vice versa). The 29-year-old competitive bodybuilder holds three degrees in finance: a

bachelor of science and a master's degree in business administration from Central Michigan University and a PhD in finance from the University of Memphis.

"It dawned on me three or four years ago that I've spent a huge part of my life on two areas that most people could use help in," says Schultz. "I wanted to see if I couldn't put these together in a unique way."

Schultz is the founder and CEO of Fitness & Your Finances (link to <http://fitnessandyourfinances.com> here). Through his company, Schultz has developed motivational seminars and workshops that address the two areas of our lives that so many find challenging to manage.

Schultz is at once an optimist and a realist, and his message—delivered with energy and humor—does make good sense. He isn't selling any gimmicks or shortcuts. He works hard to achieve his own goals, and he earnestly hopes to inspire others across the nation to do the same.

"Everybody has these big dreams, and I honestly think people think they are just going to happen one day," says Schultz. "But you've got to work to make things happen. You absolutely *can* make your dreams happen—with hard work."

Schultz says honest self-evaluation is the first step for anyone who wants to see improvement in either area: "Whether you are talking about fitness or finance, everybody wants to talk about setting goals, and that is critical. But first, you have to have a realistic idea of where you are. Then you can set realistic goals."

Continued self-assessments at regular intervals are also an essential component of progress toward goals in either area. Keeping track of what you put in (whether it's calories or savings) and how much headway that represents is the only realistic way to achieve a goal.

It may sound like a lot of extra work, but Schultz says it doesn't have to be. "When it comes to fitness, the number one thing is to track nutrition and count calories. It's a tremendous commitment, but it makes the process of meeting goals so simple. If the scale isn't going the way you want it to, you need to change your numbers. Similarly in finance, before you can start saving and investing, you have to track your expenses. Starbucks coffee and a candy bar—that stuff adds up. If there is no money left over at end of the month to invest, you need to change your spending."

Schultz says these days, if improved fitness and personal finances are your goal, there is no excuse for *not* tracking calories and expenses, since there are several good online sites that will do most of the work for you. "I use www.mint.com—it's free and secure personal expense tracking software. There are other online tracking sites that are also good; that just happens to be the one I use. It takes a couple hours to set up. You link it to your bank and it becomes effortless to track what you are spending. Once a week, you check where your money is going and see that your total spending is within budgetary constraints."

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EDITORIALLY SPEAKING

Will Kinesiology Make It to the Big Show?

Shirl J. Hoffman, Editor, *Kinesiology Today*



Shirl Hoffman

By some standards of measure, kinesiology has finally begun to make its mark on the public conscience. The sheer size of undergraduate programs in colleges and universities has made it impossible to ignore kinesiology in the halls of the academy. Increasingly, it is becoming common to hear references to kinesiology professors in news releases in mainstream media. *Inside Higher Education* ran a story in 2010 on the growth of the field (at AKA's urging, we should note). Recognition of kinesiology by the National Research Council has solidified (if not cemented) the place of kinesiology in higher education.

But it remains to be seen if elevating the status of kinesiology in the academy will lead to an elevated status of the field in society at large. Surely establishing a solid academic reputation is a necessary but hardly sufficient condition for solidify-

ing status in the public domain. And by my lights, kinesiology still has a ways to go before society beyond the academy grants it the status it so desperately wants and needs.

First the obvious: There has been and probably will continue to be confusion over the label of kinesiology. Steven Loy, under whose direction the 100 Citizens program has thrived in California (see lead story in this issue), tells how his conversations with health and recreation agencies invariably began with this question: What is kinesiology? If you're like me, you've had the same question directed at you, probably more times than you can count.

But label confusion is largely a public relations problem that will be solved in time, especially when more departments choose to use kinesiology as a departmental designation. The status problem—our success in situating kinesiology in the public square so that it is recognized as a depository of excellence in matters related to exercise, sport, and physical activity—is much more complex. We will have succeeded only when kinesiologists are automatically sought out

by media, government, parents, health care specialists, and other organizations hoping to find answers to critical questions in the areas of sport, exercise, and physical activity. This will require more than a public relations effort. It will require us to revise the way we think about our field and our responsibilities to the public domain.

There is ample evidence of our failure as spokespeople for the field. Public recognition means that a field has cornered the market on certain areas of expertise; they are the “go-to” people. But “experts” lacking little if any training in kinesiology continue to be sought after, showing up on CNN, Fox, MSNBC, and other networks, giving often uninformed advice or commentary on sport, fitness and physical activity. Magazine racks overflow with fitness magazines authored by those with little scientific training in kinesiology. *Sports Illustrated* continues to be the boots-on-the-ground source of sport sociology. We may claim to be the experts in the study of sport in society but as far as the public is concerned, the real experts seem to be the Buzz Bissingers, and John Feinsteins, and Frank Defords.

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The Biggest Scandal in American Higher Education

Robert Malekoff, EdD, Chair, associate professor of sport studies, Guilford College

This article first appeared in the July 2012 issue of *College Sports Business News*.



Robert Malekoff

Big-time college football finally has its long awaited winner take all tournament. After years of often acrimonious debate, a Presidential Oversight Committee unanimously approved a plan to institute a 4-team

football playoff designed to more fairly choose a national champion. But the ultimate approval of the playoff has less to do with finding a more equitable way to determine the best team—indeed, any approved playoff iteration will come with plenty of critics—and almost everything to do with generating more revenue, with estimates ranging from a pool of \$600 million—\$1.5 billion in “new” money to somehow divvy up for those schools that play at the

Division I-A level. In the “spend what you make” world of college sports, this move promises little more than to postpone the next financial crisis.

The biggest scandal in American higher education is not a star quarterback being paid by a booster, the relatively low graduation rates of football and men’s basketball players, and certainly not a historically muddled method of choosing a national football champion. The real indignity at our “big time” universities is the fact that exorbitant spending increases in college sports dwarf new financial support for overall institutional needs, and that—at many schools – unchecked athletic expenditures come at a time when faculty, class offerings, financial aid, and student services are being severely cut. But no matter, college presidents continue to support—in some cases, even embrace—a college sports financing model that is woefully unsustainable.

Recent happenings at the University of Missouri provide a helpful illustration of this continuing conundrum. In 1907 Missouri was one of five charter members of the

Big 8 (later Big 12) Conference and stayed part of the grouping for over 100 years, enjoying regional rivalries with schools like Nebraska, Iowa State and most notably the University of Kansas. In November 2011 Missouri chose to leave the Big 12 and join the football dominant Southeastern Conference (SEC). Geographic lunacy aside, the primary motivation behind the move is the opportunity to earn more revenue through lucrative SEC football television contracts. Perhaps not coincidentally, on the same day the presidents were patting themselves on the back in celebration of the new playoff system, officials at Missouri announced a \$200 million “master plan” to enhance athletics with much of the money earmarked to expand and add luxury seating to Memorial Stadium. The project will reportedly in no small part be funded by revenue bonds and anticipated luxury seating receipts. So in order to pay off its debt Missouri, currently ranked near the bottom of the SEC in terms of athletic budgets, must win big, and in order to do so will have to spend the way the big kids in places like Tuscaloosa and Baton

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Short Shots

Digging Deep for Those Olympic Tickets

According to Time magazine, tickets at Olympic events this summer generated over \$1 billion. Prices have ranged from \$31 for table tennis finals to a reported \$3,119 for opening and closing ceremonies. Attending the women's soccer final cost \$194; men's gymnastics final or women's swimming final, \$698. A reported 970 ticket sellers are being investigated for scalping forgery. Fortunately, spectators 16 and under could pay their age for tickets, and those over 60 paid a flat rate of \$25.

New Hope for Spinal Cord Injuries

Neuroscientists in Switzerland have been able to design a training regimen to help rats with spinal cord injuries that impaired their hind legs regain their ability to walk. For some years researchers have known that electrical stimulation and training can improve locomotor ability after spinal cord injuries, but the new study is the most exhaustive to suggest that spinal cord injuries (not complete severing of the

cord) can be rehabilitated through use of an electrochemical neuroprosthesis and a robotic postural interface. Automated treadmill-restricted protocols that did not engage cortical neurons failed to promote recovery. Whether the same effects will be observed in humans is open to question, but the investigators are optimistic: "By encouraging active participation under functional states, our training paradigm triggered a cortex-dependent recovery that may improve function after similar injuries in humans."

Van den Brand, R. et al. (2012). Restoring voluntary control of locomotion after paralyzing spinal cord injury. *Science*, June 1, 336 (6085), 1182-1185.

Exercising and Using Computers Helps Keep Cognitive Decline at Bay

A study reported in Mayo Clinic Proceedings found older people who engage in moderate exercise and use computers are less likely to suffer mild cognitive impairment (MCI). The investigators had previously found that exercise and computer use were independently related to decreased MCI and wondered whether there might be a synergistic effect in which older people

who engaged in both might show an even stronger resistance to cognitive decline. The study sample consisted of 926 nondemented individuals ages 70 to 93 who completed a self-report questionnaire regarding physical exercise, computer use, and caloric intake in one year of the study. The regression model they used adjusted for caloric intake, age, sex, education, medical comorbidity, and depression. Participants were classified as being cognitively normal or having mild cognitive impairment. Physical activity was self-reported as having occurred once or twice per week and as being mild, moderate, or vigorous. (Definitions were provided to participants.) Moderate physical exercise included brisk walking, hiking, aerobics, strength training, golfing without a golf cart, swimming, doubles tennis, yoga, martial arts, using exercise machines, and weightlifting. Engagement in mentally stimulating activities was self-reported regarding type and frequency (once or twice per week). Computer use was selected as a critical variable because of its widespread use among older people. Median daily caloric intake was significantly higher in participants with MCI. Those participants who engaged in both moderate physical exercise and computer use had significantly decreased odds of having MCI compared with computer use or exercise alone.

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Still Too Fat to Fight

A 2010 report warning that an alarming number of young people were being rejected for military service because they were too fat has been updated by project Mission Readiness (www.missionreadiness.org), and the results show that little has changed. Seventy-five percent of 17- to 24-year-olds are rejected for a variety of reasons, including fitness, failure to graduate from high school, and criminal records. One in four is rejected because they exceed the weight limit. Hundreds are discharged from the military each year because of weight gains and fitness issues resulting in an estimated \$60 million loss to the military. The generals spearheading Mission Readiness continue to declare it a national security threat. A new report scheduled to be released in a few weeks focuses on food served at school lunches and in vending machines. The group has released another report, *Lazy Days of Summer: A National Security Threat*, which focuses on the loss in academic achievement and weight gain in school children during the summer. The report is at http://g.virbcdn.com/f/files/8a/FileItem-262985_LazyDaysofSummerANationalSecurityThreat.pdf

All Hail the Generalist

Business and academic leaders have long pointed to “domain expertise” as the essential element for success in the corporate world. Now Vikram Mansharamani, a lecturer at Yale and blogger for Harvard Business Review, wants us—not just business people but those in higher education, medicine, and law to consider the value of generalists as well. Specialists with “deep expertise have ruled the roost,” he says. “To advance one’s career, it was most efficient to specialize.” Now, generalists rather than specialists may have the edge, claims Mansharamani. Interconnected global economies place a premium on those able to think from a broader perspective. They also may be more flexible, unlike specialists who toil within a singular tradition and apply formulaic solutions that often require “intellectual acrobatics to justify one’s perspective in the face of conflicting data.” But the generalist’s real advantage, says Mansharamani, is being better able to navigate uncertainty. He points to a 20-plus-year study of 284 professional forecasters who were asked to make predictions both within and outside of their areas of expertise. Analysis of more than 80,000 forecasts showed that experts were less accurate predictors than

nonexperts. Researchers concluded that “those who know many little things draw from an eclectic array of traditions, and accept ambiguity and contradictions” and are able “to successfully navigate vague or poorly defined situations.”

Harvard Business Review:

http://blogs.hbr.org/cs/2012/06/all_hail_the_generalist.html

Female Athletes at Greater Risk for Concussion

The risks of concussion extend far beyond the head banging that occurs in football, and they extend far beyond male athletes. Tracy Covassin and her colleagues in the department of kinesiology at Michigan State University administered baseline neuropsychological tests to athletes over the course of two years. Three hundred of those athletes eventually suffered concussions and were quizzed using three computerized neuropsychological tests, which assess recall of words and designs similar to those used by the NFL and NHL to assess head trauma.

They found females 14 to 23 years old performed worse than males of equal age on the visual memory tests and exhibited more of the common concussion symptoms,

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including headaches, confusion, imbalance, dizziness, and memory loss. This may be due to anatomical and hormonal differences, Covassin said, but further study is needed in order to understand why women are at greater risk of concussions and take longer to recover from them.

Covassin told Wired.com, “Most of the literature talks about football and hockey players, (but) people don’t realize that female athletes are more at risk.” Her advice to coaches and athletic trainers: “If you are on the fence of ‘Should I return the kid or not return the kid?’ don’t return him. Play it safe.”

Special Moment in High School Sports

Ohioan Meghan Vogel had just taken first place in 1600 meters race and was trailing in 3200 meters. She was outpaced by fellow competitor Arden McMath, who collapsed ahead of her. In an act of compassion, Vogel helped McMath to her feet and supported her across the finish line. “I

knew any girl on that field would do that for me, so I was going to do that for Arden.”

See video at www.huffingtonpost.com/2012/06/05/meghan-vogel-ohio-track-star-carries-runner-video_n_1570857.html

Graduate Students Face Mounting Debts

Research by doctoral students in the School of Education at the University of Georgia and reported in the *Chronicle of Higher Education* indicates that graduate students are accumulating massive amounts of debt to fund their studies. According to the study, on average the cumulative debt of master’s degree students is over \$50,000; it’s \$77,000 for doctoral students. Average borrowing, \$19,178 in 1999-2000, rose to \$42,000 in 2007-2008. The percentage of PhD students who borrowed to support their education fell from 42% in 1999-2000 to 35% in 2007-2008; doctoral students pursuing EdD degrees and other professional doctorates rose from 46% to 64% in the same period. The percentage of graduate students (doctoral and master’s) who took out loans in 2008 varied by discipline: education 44%, biological and biomedical sciences 34%, and health professions 52%. The greatest increase

in borrowing was by master’s students; 55% of those who completed degrees in 2007-2008 had taken out student loans compared to 42% in the earlier period. Federal Stafford loan subsidies for student loans were set to expire on July 1, but Congress recently extended the program, which sets interest rates at 3.4% for the 2012-2013 school year.

Patten, Stacey. (July 6, 2012). Loan changes may curb graduate study. *Chronicle of Higher Education*.

Gait Changes Could Signal Onset of Cognitive Decline

A collection of studies reported in July at the Alzheimer’s Association International Conference in Vancouver suggest that changes in physical movements such as walking can precede symptoms of cognitive decline. One study by the Basel Mobility Center in Switzerland looked at nearly 1,200 patients being treated for memory and mobility problems. They tested participants’ gaits on an electronic pathway containing integrated pressure sensors under two conditions: normal walking and walking while simultaneously counting backward out loud or naming animals. All participants walked slower in the multitask-

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ing condition, but those with Alzheimer's walked slower than those with mild cognitive impairment who, in turn, walked more slowly than cognitively healthy cohorts. A second study by researchers at the Mayo Clinic examined over 1,300 patients by measuring stride length, cadence, and speed of walking. Over a 15-month period, participants showing declines in global cognition, memory, and executive function were more likely to walk at a lower speed and have a shorter stride length. Study researcher Dr. Rodolfo Savica told *USA Today* that "walking and movements require a perfect and simultaneous integration of multiple areas of the brain, and walking changes happen when dementia interferes with the circuitry between various brain regions."

A third study by Japanese researcher Kenichi Meguro examined the link between gait and cognitive function in 525 community-dwelling adults aged 75 and older in Japan. As in the other studies, researchers found that people's walking speed slowed significantly as the severity of dementia symptoms increased. The research team also found that degeneration of the patients' entorhinal cortex, the section of the brain associated

with memory and navigation, was significantly correlated with walking velocity. "Gait should no longer be considered a simple, automatic motor activity that is independent of cognition. They are linked," said Meguro.

Dr. William Thies, chief medical and scientific officer of the Alzheimer's Association, points out that gait measurements are inexpensive and don't take a lot of time to assess. "Given the research, they could be a valuable way for busy doctors to identify early cases of cognitive decline. Tests of walking speed don't take the place of comprehensive neurological exams for diagnoses of Alzheimer's, but . . . observing elderly patients' gait could help doctors make such diagnoses and monitor the effects of treatment or disease progression."

Read more: <http://healthland.time.com/2012/07/16/what-does-your-walking-speed-say-about-your-alzheimers-risk/#ixzz22tayAsLI>

Charity Primary Motivation for Endurance Events

A Harris Interactive Survey commissioned by Eventbrite (an online event registration and ticketing service) released in July asked people what motivated them to take part in endurance events such as marathons, 10K runs, and bike races.

Of the 2,200-plus U.S. adults surveyed, 34% said raising money for a good cause was their primary motivation. Increasing fitness was the motivation for 32%. And 28% cited "the challenge" as the reason for their participation; weight loss was the reason given by 27%. Interestingly, those aged 18 to 34 (50%) were nearly twice as likely as those 35 and over (26%) to cite charity as the prime motivation.

Nearly three-quarters (71%) said they would consider participating in an endurance event, but only 32% said they have actually done so. Shortage of time (37%), cost of participation (32%), and lack of motivation or laziness (27%) were the top three inhibitors. Unexpectedly, single people (43%) were significantly more likely than married people (34%) to say they don't have the time, but parents of children under 18 are over twice as likely (37% to 15%) as those without children to say that family commitments get in the way.

Press release at www.marketwire.com/press-release/charity-beats-vanity-motivating-adults-participate-endurance-events-races-1683054.htm

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Hippotherapy Improves Balance in Children With Movement Disorders

A recent study found that hippotherapy—a form of adaptive or therapeutic horseback riding—may be an effective clinical intervention for improving balance in children with problems in walking and other movement disorders. The three-dimensional movements of a walking horse passively move the child's pelvis in a way that mimics walking. As the rider's center of gravity is shifted in the sagittal, frontal, and transverse planes, the rider must make adaptive movements. Also, translocation of the child through

space is thought to help by requiring riders to respond to and integrate a variety of somatosensory, vestibular, and visual stimuli. Sixteen riders with documented movement disabilities (e.g., cerebral palsy, Down syndrome, developmental delay, visual problems) were involved. Treatment sessions of 40 to 45 minutes were held twice weekly for six weeks. Both balance and functional performance of daily life skills were administered before and after. Significant improvements in balance and functional performance were observed in children participating in the program.

Silkwood-Sherer, D.J. et al. (May 2012). Hippotherapy—an intervention to habilitate balance deficits in children: A clinical trial. *Journal of Physical Therapy*, 707-717.

Pay to Play Keeping Kids Out of School Sports

A new national poll sponsored by University of Michigan C.S. Mott Children's Hospital found that nearly 1 in 5 lower-income parents report that they have cut back on their children's participation in school sports because of recently instituted pay-to-play arrangements. Over 61% of children were charged a pay-to-play fee. The average fee was \$93 although 21% paid upwards of \$150. When costs of equipment, uniforms, and other expenses were taken into account, the average cost for a child's sport participation was \$381. Only 6% of participants received a waiver of fee.

Source: Science Daily: www.sciencedaily.com/releases/2012/05/120514104945.htm.

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Bringing Kinesiology and Physical Activity to the Public Square

kinesiology at CSUN.

100 Citizens ventures where many in kinesiology haven't dared to tread, forging the expertise of kinesiology departments with public recreation in an effort to motivate people unlikely to visit gyms or exercise centers to make physical activity and healthy eating part of their daily lives. Thanks to the success of the program along with a creative public relations video produced by Loy and his colleagues, the program has captured the attention of First Lady Michelle Obama. Soon Loy will head to the White House to claim the Popular Choice Video Award in conjunction with Obama's national effort called Let's Move!

"In a way, the goal of 100 Citizens isn't all that novel," says Loy. "We have had a lot of experience administering physical activity and fitness programs for firefighters and patients at rehabilitation centers. We are able to create physical activity solutions to a specific problem." The beauty of 100 Citizens is that it can be customized for every community based on their needs and the expertise in any kinesiology department.

The program is novel, too, in that it forges kinesiology with recreation, areas that, at least since the mid-1960s, have developed

into separate disciplines. In his 1988 book *The Business of Physical Education*, Mike Ellis, former dean of the School of Health and Human Development at University of Illinois, called for sweeping changes in the way the fields of physical education, health education, and recreation have organized themselves. Ellis recalls that he wrote the book because he believed that any profound impact on society's health and physical activity culture required "a collegium to enhance human development writ large" (that is, a blending of what were then rigid barriers between fields of study). Unfortunately, says Ellis, each field opted to "maintain their sovereignty and, like politicians, kick the reform can down the road." Whether or not Loy's modest efforts at CSUN can reignite interest in interdisciplinary health and physical activity programming remains to be seen, but it is a start.

Parents as Physically Active Role Models

Unlike most fitness programs, 100 Citizens offers its free services in a park environment. Helping adults to adopt a healthy, active lifestyle through direct intervention is not the only goal Loy and his associates have in mind. They also see the program as a way to create physically active parental role models for children. To this end,

Loy believes that direct involvement of parents in physical activity is critical. Not only must these programs be offered in local, safe, convenient, and environmentally pleasing venues and at no cost to families, Loy believes that they also must directly involve parents in exercise and health education programs. "Parents will decide to be role models," he says, "when they experience and see the changes that physical activity brings to their own lives. How can parents hope to be role models unless their children can see the positive effects of exercise and good nutrition on their own (parents') lives? And how can they help educate their children in health-related fitness unless they understand the principles themselves?"

A research study published around the same time that Loy launched the 100 Citizens program suggests that the effort to develop physically active parents as a way to reach children has scientific support. Bernard Fuemmeler's team at Duke University's department of community and family medicine correlated the physical activity patterns of parents with the patterns of their children using improved direct measures of physical activity (accelerometers) instead of self-report methods typically used in such studies. They found greater levels of moderate to vigorous physical activity in

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Bringing Kinesiology and Physical Activity to the Public Square

parents to be associated with increased levels of moderate to vigorous physical activity in their children.

The free 100 Citizens program has been in operation since June 2011. It targets adults—and indirectly children—from underserved, low-income communities where many parents fail to model healthful, physically active lives for their children. The program couples exercise with nutrition education and currently includes free basic fitness classes for adults and seniors. Zumba, body sculpting, and cycling classes are available for a small fee. Health club chain 24 Hour Fitness has donated 40 bikes to the cause.

Judging from the testimonials by parents who appear on the 100 Citizen video (<http://communities.challenge.gov/submissions/6815-100-citizens-role-models-for-the-future>), the program is realizing its effects. One mother reports, “In my house my son has seen the improvement that I’ve made and now he is doing exercising too.” Another says that she tries to pass along what she has learned to her family.

Germination of an Idea

The 100 Citizens program grew out of painstaking grassroots efforts. In conversa-

tions with the mayor of San Fernando, Loy broached the idea of converting sections of parks into adult playgrounds. The mayor was receptive to the idea, and the city’s department of parks and recreation liked the idea almost immediately. Loy thought if he could get just 100 people involved, it would be a great start. Even though he has exceeded that number, it remains the name for the program.

Recreation departments play an integral part in 100 Citizens, but Loy is passionate about the critical contributions that kinesiology specialists make to the program. “Recreation personnel typically don’t have the scientific underpinnings to organize and lead such programs.” Thus it wasn’t surprising when the city government agreed to outfit the parks. Loy held firm in his negotiations, insisting that the city hire at least one kinesiology graduate to oversee the programs within two years. An operations manager was hired, and Loy has hired a second to oversee the physical activity programs. “Public health will come along slower as there is less awareness of kinesiology and thus greater resistance in that arena. But as we drive public health through the parks, they will begin to cooperate, and administrative positions will open up because of the lack of exercise expertise currently in departments of public health.”

Expanding job opportunities for kinesiology graduates has been part of the 100 Citizens vision from the onset of the program. “Almost half of the roughly 1,500 students in our department are exercise science and applied fitness majors,” he says. “Well-paying jobs for graduates in this area are fairly scarce. It is my dream that 100 Citizens will become the model for kinesiology programs providing solutions to the public health crisis of physical inactivity and obesity and that, ultimately, it will create jobs for our students, too many of whom go on to other fields such as PT, OT, and nursing.”

In scoping out the employment landscape for kinesiology graduates, Loy has run headlong into kinesiology’s public image problem. It isn’t so much that it has a bad image, he says. “In some public agencies where kinesiology graduates could serve important roles, it has no image at all.” Too often the response to his inquiries is “What is kinesiology”? Plans are to implement 100 Citizens at two more parks in Los Angeles County and launch three 100 Citizens programs in Pasadena in three of their parks in the fall, all taught by paid kinesiology-educated staff. Los Angeles County has purchased exercise equipment for their parks and hired three students as supervisors.

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Bringing Kinesiology and Physical Activity to the Public Square

If his ambitions are realized, 100 Citizens eventually will become a statewide program. At this time, he has confirmation from the 20 kinesiology departments and one exercise and nutrition sciences program in the CSU system to launch their own 100 Citizens programs pending acquisition of funding. He stresses the students' delivery of the program is key to its no-cost status. He also stresses that students derive great on-the-job experience and demonstrate what they can do to help their communities while in school, and he wants everyone to understand what kinesiology professionals are capable of in improving the public's health. Loy is encouraged that he has garnered the support of the president of CSUN and the executive director of the California Parks and Recreation Society. He is in preliminary talks with ACSM about national expansion of the program. "Who knows?" says Loy. "If we can do it in California, maybe it will catch on with kinesiology departments around the country."

Loy hopes this "boots on the ground" approach will make at least a modest contribution to efforts to stem the tide of obesity and diabetes, which, according to estimates from the Centers for Disease Control and Pre-



Steven Loy
Professor of Kinesiology
at CSUN

vention, rob people of their quality of life and cost society up to \$150 billion a year. The potential of the program to reach kids encouraged him to enter the Let's Move! Communities on the Move Video Challenge. The contest, announced by Michelle Obama, challenged faith-based, community, and other organizations to create inspiring videos about their efforts to reverse the trend of childhood obesity. First-prize winner chosen by the contest's panel of judges was Macedonia Missionary Baptist Church in Eatonville, Florida. The 100 Citizens program won the Popular Choice Award, which was determined by number of online votes. Seven other videos (from more than 60 entries) were selected for honorable mention. (Winners and honorable mention videos can be viewed at <http://communities.challenge.gov>.) For Loy's department, it means a \$1,000 travel reimbursement to Washington, DC, for Loy and one other person from his group to attend an awards ceremony where the 100 Citizens video will be featured.

He hopes the award will bring needed attention to the field of kinesiology. "I thought



if we could win, we could help those at the White House and Let's Move! understand what kinesiology is and what we do. Right now, he is gearing up for the trip to Washington. "I think we have a great perfect storm brewing here," says Loy. "We must capitalize on it."

-SJH

A global television audience of 250 million watched Spain play Italy in the European Championship final, beating the 237 million average audience for Spain's title-winning victory against Germany four years ago. The 2012 Super Bowl drew a record television audience of 111 million.

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International Perspectives on Kinesiology and its Constituents Elements

How does the U.S. perspective on the academic core of kinesiology compare with those found in the kinesiology curricula in other countries? I suspect that there are both similarities and differences. Kinesiology is increasingly an international area of study with researchers from around the world working on the development of new knowledge and understanding related to the relationship between physical activity and health, the scientific underpinnings of exercise science, and on the sociocultural context of physical activity participation. Accordingly, it is likely that kinesiology students in many different countries are learning from the same cutting-edge research papers, using the same textbooks, academic journals, and online sources. In this sense, globalization has done much to increase access to knowledge and to help to diminish differences between academic programs around the world.

What are some of the key differences between Kinesiology programs around the world? In the United States over the past 30 years, the kinesiology curriculum has evolved to include an increased focus on the scientific basis of the relationship between physical activity and health. To

some extent these changes have been market driven. Many of our undergraduate students are choosing to advance to postgraduate education in medicine and other health-related professions. In response, many departments have perceived a need to offer courses that adequately prepare our students to be competitive in their applications for these postgraduate programs. For many American students, kinesiology is viewed as an ideal stepping-stone to a career in the health-related sciences.

In many other countries, however, medicine and the health-related professions remain bachelor's degree entry professions. Decisions about future careers in these professions are usually made well before going to university, often while still in high school. There are considerably fewer opportunities for kinesiology graduates to pursue careers in medicine, physical therapy, and other health-related professions. I believe it may be for this reason that kinesiology programs in many countries around the world have maintained a greater focus on sport participation, coaching, elite athletic performance, and preparation of physical education teachers than most programs do in the United States.

For some, the move in the United States to embrace a more health-centric curriculum is viewed as a significant plus, while others

express concerns that we are gradually moving away from our roots in physical education, coaching, and sports. I suspect that there is probably some validity to both sides of this argument. It would be entirely inappropriate to suggest that one country's approach to the preparation and training of undergraduate students in our field is in some way superior to another's. The AKA recognizes that there are many different factors that need to be considered when developing a curriculum for students pursuing undergraduate degrees in kinesiology. It remains unclear whether the AKA core curriculum will serve as a model for other programs worldwide. However, the AKA is certain that there is much to be gained from sharing information and opinions with colleagues from other countries and cultures, and we are pleased to participate in this dialogue.

I look forward to representing the AKA in the meetings in Glasgow next week.

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We had it Wrong: NFL Players Live Longer

that the long-lasting effects of injuries such as arthritic joints may have contributed to lower levels of this critical variable.

Despite the findings, some retired players remain convinced that they are doomed to early death. Former Hall of Fame lineman Joe Delamielleure, 61, told *USA Today*: “I think it’s bogus. Just think of the guys who have died before they got into their 60s or 70s. Don’t tell me we live longer. I don’t believe it.”

Baron, S.L. et al. (2012). Body mass index, playing position, race, and the cardiovascular mortality of retired football players. *American Journal of Cardiology*, 109, (6), 869-896.

-SJH

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Wimberley: The Fittest Little Town in Texas

“So we did the survey, and it was admittedly not very scientific. We did a mailing, and we handed some out. In the end, we got about 900 back,” says Flocke.

The results were not as bad as Flocke had anticipated. “We were a lot more fit than I thought we were. That was four years ago. We want to do another assessment to see where we are now.”

The Mayor’s Fitness Council put together a plan to get the town exercising together. But as it turned out, the phase 1 grant money could not be used toward any programming.

Flocke says, “The grant was used toward administrative costs, such as copying and mailing. But since the city donated much of that, we ended up returning about \$4,000.”

Still, the grant money did what it was ultimately intended to do: It brought together a council of nine committed individuals to create a self-funding community fitness program. Wimberley took it from there—and invited its closest neighbors. All programs are open not only to the town’s residents but also to everyone in the same area code (about 13,000 people total).

The fitness council was careful not to take on more events than they could manage while still providing something for everyone. They started by organizing an annual

community health fair held each February. Local exhibitors—including vendors from the farmers’ market, doctors, and dentists—turn out to provide information and goods.

“At the health fair, residents learn good grocery shopping habits. They learn to pick their foods from along the outside wall—the center of the store is where the processed foods are,” says Flocke.

Every second Monday of every month, the fitness council sponsors a two-mile moonlit walk to get residents moving together in a positive direction. These are as much social events as they are group-exercise opportunities.

Last spring marked the town’s fourth annual volksmarch, or people’s walk, based on a European tradition. Sponsored by a walking club in a German community about 20 minutes away, these 5- and 10-kilometer walks do not cost the town of Wimberley anything to host.

The scenic little town also has a year-round walk that is advertised on the American VolksSports website: “People come from all over the world to do our little walk. We have a 3.1-mile hike and bike trail—that’s 10 kilometers round trip,” says Flocke.

For the last two years, the fitness council has also offered an exercise class for people of all ages three times a week at the community center. The cost is only \$2

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Wimberley: The Fittest Little Town in Texas

per person, and that covers the cost of the room rental (at a discounted price) as well as a small stipend for the teacher, who is trained in yoga.

"We might even make a little money occasionally. A requirement of this program is there can be no negative drain on the budget," says Flocke. "That was a condition from the city council. So the trinkets and handouts have to come out of money generated by the activities. There is some income generated from exhibitor-space rental at the health fair as well."

Last April, the fitness council also sponsored a first annual walk for local Boy Scouts and Girl Scouts. The program is at once promoting health and building a stronger community. While the results have not been scientifically measured, the anecdotal evidence is overwhelming. "Just from talking to people, I know there are older folks who go to the classes and evening walks who say they feel better and have fewer aches and pains," says Flocke.

There is even one older woman who comes regularly to the exercise classes with her walker.

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Clark Named Dean at University of Maryland

measure our progress as you would the speed of light. Fast! Very fast!" The number of departments in the school has doubled, and several new research centers have been created, including the CDC-funded Prevention Research Center, the Herschel S. Horowitz Center for Health Literacy, and the new Maryland Center for Health Equity.

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The House That Taxpayers Built

that provides a positive social impact for local residents. "It brings hope and value to a city that can rally around the home team," says Rotthoff. Experts estimate that 10% of the value of the stadium is based on how people feel about having a team in their hometown. "However, that's not worth as much as we are spending on these stadiums."

Although construction has slowed during the past few years of economic downturn, both authors predict that it will be business as usual for professional teams and politicians when the economy picks up again. "There is a lot of money at stake, and the owners of sports teams will do all they can to get some of that money. Politicians, on the other hand, never shy away from an opportunity to get their names in the newspaper or on

television," says Jasina. When it comes to seekers of information about economic truths, Rotthoff says he's more likely to be contacted by skeptical journalists debating the use of public funds for stadiums rather than local officials wanting straight answers on the issue of economic impact.

Both men insist that despite hate mail to the contrary, they are sports enthusiasts and are not trying to discourage the addition of sports teams or the building of new stadiums. "Sport economists do research because we like sports. Sports give us an opportunity to apply our economic knowledge to a topic we enjoy. Research in the area of stadiums and economic impact of stadiums simply comes from the argument proposed by stadium boosters and politicians. Sport economists are simply trying to measure the effects that stadium boosters claim exist," Jasina says.

The research team is currently working on a new study to measure the employment and income effects of the NHL lockout. "Based on the arguments put forth by stadium boosters and politicians, we should see a large negative effect on employment and income in NHL-related industries due to an entire season being canceled," Janisa says. The research is ongoing in this area, and they both remain committed to revealing truthful statistical data to influence the future development of the sporting world.

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Fitness and Your Finances

To track his daily caloric intake, Schultz uses www.FitDay.com, though he also recommends www.MyFitnessPal.com.

“The number one excuse I hear is ‘I don’t have time to count.’ I monitored the time it took me in one day and it was four and a half minutes. Mind you, I’ve been at it a long time, so I am very efficient. When you first start, it takes more time, but within a few months, you get more efficient,” says Schultz.

Of course, none of this works unless the effort is sustained over months and years.

“That hard work needs to happen consistently over time, whether building up money or muscles. It’s all about driving from within. When you wake up each day, your attitude is your choice,” says Schultz.

Even with strong internal motivation, everyone will have days where they don’t want to exercise or stick with a budget. But those are the best days to work toward long-term success. “I relish obstacles. An obstacle is an opportunity to prove to myself once again that I’m committed—that’s what ultimately builds confidence and success. When you’re feeling great and on cloud nine, it’s easy to work out. The trick is when you’re not feeling great, you have

to decide you’re going to dominate today in everything you do. You’re going to break through everything today and finish with your head held high.”

In his seminars, Schultz draws on his personal experiences to get his points across. For him, financial security is really about accepting adult fiscal responsibilities. “Everybody wants to retire someday. My father is 72. He didn’t save, and he still works. He’s a great role model—he taught me the value of hard work—but that’s one area where I don’t want to be like my dad. I may choose to work after retirement age, but I want to have the choice. I think a lot of people go around thinking even if they do nothing, it will happen. But in fact, you need to make sacrifices today to have a better life then. You need the powers of time to compound money into the future.”

Schultz applies the same principles to developing a healthy body. He grew up with loving parents and three sisters in a home where junk food was always readily on hand. He was chubby throughout most of his youth. And as much hard work as he has put into getting to his current fitness level, Schultz said that’s nothing compared with the tremendously positive effect it’s had on his relationships with family and friends. “It ripples through every area of your life,” he says.

Schultz can be contacted at jimschultz@fitnessandyourfinances.com.

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Will Kinesiology Make It to the Big Show?

In an age when sport spawns critical issue after critical issue, the most widely read op-eds are written largely by those from other fields of study. At a time when sport appears to be suffering a severe moral breakdown, kinesiology-based sport philosophers have been largely AWOL from print, broadcast, and digital media. Many, perhaps most, coaches who make it to the upper ranks of college and professional sports seem to have succeeded quite well without degrees in kinesiology.

The public may understand that kinesiology has something to do with movement and exercise, but the stars of the exercise and fitness industry have little if any formal training in our field. Shelves in Barnes & Noble overflow with books on exercise written not by kinesiologists but by bodybuilders and self-styled fitness gurus. Denise Austin, whose books and DVDs fill more than 12 pages on Amazon.com, is much more likely to be identified as someone who knows about fitness than a prominent member of ACSM. (For the record, I should note that several decades ago Austin did obtain a BS in physical education, but apparently she has no graduate training in exercise physiology.) On a wall in the hallway outside the fitness center at my local YMCA hang the photos and brief resumes of the

nine personal trainers who work in the center. None have ACSM certifications and only two have degrees in kinesiology or a related field. And now we learn that part of Congressman Paul Ryan's limited work experience in the private sphere was as a fitness instructor. His degree from Miami University (Ohio) is in economics.

None of this is to give short shrift to the attention the media recently has showered on UNC Chapel Hill's Kevin Guskiewicz and his associates for their work on football-related concussions. His prestigious MacArthur Award brought recognition to the field in a way that truckloads of research published in journals of diminishing circulation could never do. The appearance of Penn State's Larry Kenny and University of Connecticut's Doug Casa in recent NPR interviews are models worthy of emulating. And the recent announcement that Steve Loy and his associates at California State University at Northridge will be going to the White House to accept the Let's Move! Popular Choice Award for their video that highlights the contributions kinesiology can make in the war on obesity is another notch in our collective belt of recognition. These are encouraging signs to be sure, but not nearly enough to move kinesiology to center stage.

Given the outcry over burgeoning tuition

costs, it seems clear that the higher education of the future will be shaped by popular forces demanding that professors prove their usefulness to society. Like it or not, that proof—at least in the public's mind—is more likely to be sought in articles written for popular magazines, newspapers, and books for the mass market than in research articles placed in limited-circulation research journals. Obviously, respect earned in the academy through rigorous research and excellent teaching is the first order of business for kinesiology, but we ignore the obligation to speak clearly, even entertainingly, to problems that society finds important at our peril.

Kinesiology Today publishes responses to *"Editorially Speaking."* Send comments to AmyR@hkusa.com.

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The Biggest Scandal in American Higher Education

Rouge do. Missouri officials went as far as to laud the SEC for “helping decide what needed to be done to meet conference expectations,” which is akin to your next door neighbor instructing you to arrange for an addition to your house so the value of his own home might be enhanced. And you can take it to the bank that any time other SEC schools up the ante (and make no mistake about it, they will) by paying a coach a few more million, further expanding staffs and facilities, etc, the pressure will be on Missouri officials to keep up with the Jones’s. And please, spare us the tired argument that institutional money is not used to support athletics.

But here’s the real rub. While the university spends opulently on athletics, Missouri students are facing a 5.5 percent tuition increase (what are the odds that students or their parents are receiving a comparable boost in wages?) while state funding for the university is cut by 8.1 percent. How might the university deal with the cuts? Well, apparently by placing them on the backs of students. Three ideas being considered are reductions in financial aid, an additional student surcharge, and the capping of slots for in-state students. Which all begs

the question: Now that the presidents have accommodated powerful coaches and conference commissioners, when might they consider standing up for Joe Student?

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