

THE ANDERSON SPORT PERFORMANCE LECTURE

Overview:

The curriculum of the Department of Kinesiology includes the study and practice of sport. It is clearly understood that sport is a significant element of our culture and that it is conducted in a variety of settings and for a variety of purposes. Therefore, this lecture is established to provide all interested individuals an opportunity to broaden their understanding of this culture phenomenon.

Purposes:

1. This activity is designed to supplement the department's educational mission through presentations and interactions with significant professionals from various areas of the sport culture.
2. This activity is designed to recognize significant professionals from the area who are making contributions to our sport culture and can provide different perspectives relative to sport performance.
3. This activity is designed to develop more interaction with sport enterprise outside the department and the university.

Previous Anderson Sport Performance Lectures:

- 17th Fall 2004 Mr. Scott Murray, B.S., NBC5 Sports Director/Anchor, 1980- 2003, President/ CEO of Scott Murray Productions, Senior Vice President of Public Affairs for PlainsCapital Corporation, "Sports and Ratings: Show Me the Money"
- 16th Spring 2004 Dr. Don G. Kyle, Department of History, The University of Texas at Arlington, "Ancient Olympics and Their Relevance for the Modern Olympics"
- 15th Fall 2003 Mr. Kevin G. Abelbeck, B.A., President, InfoTech, Las Vegas, NV, "The Evolution and Design of Fitness Equipment"
- 14th Spring 2003 Dr. Craig A Depken II, Department of Economics, The University of Texas at Arlington, "The Economics of Sports Arenas: A Property Rights Approach"

- 13th Fall 2002 Dr. James R Morrow, The University of North Texas, "Health of Hispanic Youth in Texas: Participation and Training in Health (Project PATH)"
- 12th Spring 2002 Dr. Jan Suffolk Todd, The University of Texas at Austin, "Ironmaidens: An Illustrated History of Women & Strength Training"
- 11th Fall 2001 Mr. Brad Mayne, B.S., President & CEO of Center Operating Co., "The American Airlines Center Project: A Public-Private Partnership"
- 10th Spring 2001 Dr. Dale G. Pease, University of Houston, "Threat or Challenge: Your Approach to Competition?"
- 9th Fall 2000 Mr. Eric Nadel, B.A., Texas Rangers Major League Baseball Club, Radio Play by Play Announcer, Arlington, TX, "The Professional Athlete and Society: His Relationship with the Fans and the Media"
- 8th Spring 2000 Dr. David H. Arnott, Dallas Baptist University, "Corporate Cults: Supply and Demand in Professional Sports"
- 7th Fall 1999 Dr. Peter G. Snell, The University of Texas Southwestern Medical Center, "Watching Sports Rather than Playing: A Challenge for Physical Education in the New Millennium"
- 6th Spring 1999 Dr. Mark A. Thompson, University of Kansas, "Finding the Good: Psychological Skills for Coping in Sport and Life"
- 5th Fall 1989 Dr. William P. Morgan, University of Wisconsin-Madison, "The Role of Hypnosis in Exercise and Sport Science"
- 4th Spring 1989 Dr. Abu B. Yilla, Department of Exercise, Sport & Health Studies, The University of Texas at Arlington, "The Development of the Lightweight Wheelchair"
- 3rd Fall 1997 Dr. Don G. Kyle, Department of History, The University of Texas at Arlington, "The Pentathlon at the Ancient Greek Olympics: Performance and Problems"
- 2nd Spring 1997 Dr. David Cook, President of Mental Advantage, Inc., Fort Worth, TX, "The Mindset of a Champion"
- 1st Fall 1996 Mr. Mark Holtz, B.A., Texas Rangers Major League Baseball Club Television Play by Play Announcer, Arlington, TX, "The Media Perspective in Sport"



The Departments of Kinesiology & Communication

present

The 17th Anderson Sport Performance Lecture

with

Mr. Scott Murray, B.S.

NBC5 Sports Director/Anchor, 1980 – 2003
President/CEO of Scott Murray Productions
Senior Vice President of Public Affairs for
PlainsCapital Corporation

**“Sports and Rating:
Show Me the Money”**

Wednesday, October 20, 2004 – 12 Noon

Lone Star Auditorium
Activities Building

DR. EUGENE W. ANDERSON (1932 – 1997)

Dr. Eugene W. Anderson was Professor and Chair of the Department of Exercise, Sport and Health Studies at The University of Texas at Arlington from 1978-1994. At the time of his death, Dr. Anderson was in the cherished position of a modified service-retired Professor (50% employment) in his 19th year in our Exercise, Sport and Health Studies department. His professional career of over 40 years included service as an assistant vice-president for academic affairs, university department chair, college coach, high school instructor and high school coach.

Eugene W. Anderson received his Bachelor of Science in Physical Education in 1954 and the Master of Science in 1959 from Fort Hays State University in Kansas. He received the Doctorate in Education in Physical Education from Arizona State University in Tempe, Arizona in 1970.

Dr. Anderson's Sport Performance career began with the Kinsley, Kansas Coyotes where he participated in four years each of football, basketball and track. He continued in the athletic world at Fort Hays State University by participating in football (one year), basketball and track where he finished fourth in the high jump at the NAIA National Meet. After serving two years in the United States Army in Fort Bliss, Texas, Dr. Anderson taught history, health, drivers' education, boys and girls physical education and coached the Wildcats in Hanover, Kansas. He then was a high school instructor of history and coached football, basketball and track for two years in Hays, Kansas. Upon the completion of his Masters' Degree, he was employed at Olivet College in Olivet, Michigan from 1960-64 as an assistant professor of physical education and assistant football coach, head basketball coach and golf coach. He then became an assistant professor of physical education and basketball coach at Chico State College in Chico,

California (1964-68). In 1968, Dr. Anderson became Chair of the Physical Education Program and subsequently in 1972, Professor and Chair of the Division of Health, Physical Education and Athletics at Southwest State University in Marshall, Minnesota. In 1977-78, he was the Assistant Vice President for Academic Affairs at the same institution.

Dr. Anderson was very prominent in the development of our current Exercise, Sport and Health Studies academic program. During his tenure at UTA, the Health Education and Dance minors were developed. The Bachelor of Science in Exercise Science degree was started for students in the Allied Health Sciences. The physical education-athletic coaching degrees, along with certification for teaching K-12 were shaped and refined. Dr. Anderson's expertise and appreciation for science in sport and performance created the popular Biophysical Principles of Human Movement class (there are currently two lecture and five laboratory sections per semester). His understanding of the acquisition of motor skills dramatically influenced the pedagogy curriculum. His experiences in sport and coaching directly impacted the departmental performance curriculum. Perhaps Dr. Anderson's most intense interest, in addition to curriculum, was in how the curriculum affected facility development. In the 1981-85 academic years, he gave numerous hours to the planning of an educational facility for our ESHS academic unit. The facilities' blueprint included numerous laboratories, classrooms, learning centers, student, faculty and activity areas that would have provided an educational setting that would be comparable to the academic program he helped create. The facilities' plans continue to be a model for our departmental future.

MR. SCOTT MURRAY

Mr. Scott Murray is best known for his 22 years in front of the camera as Sports Director and Sports Anchor for NBC television in Dallas/Fort Worth. Scott Murray is a legend in North Texas for his love of sports, commitment to the community, and support of numerous charitable causes.

Mr. Murray attended the University of Rochester in Rochester, New York receiving a Bachelor of Science degree in Psychology with the intent of attending medical school to receive training to practice pediatric medicine. From ages 13 -16, Scott volunteered at the University of Rochester Medical Center. While attending the University of Rochester, Scott served an internship with the pre-med society and started a program to mentor young adults at the New York State Hospital. Scott also worked at the St. Joseph Villa four days a week as a counselor at a "Lena Pope" type home in Rochester. In addition to his college studies and volunteering time for the medical profession, Scott worked as a disc jockey plus announced high school and college football and basketball games for a local radio station. He discovered that radio and television announcing and commentating and sports were a primary love. Scott subsequently accepted a position in Washington, D.C. on a local NBC station (1975- 1980) which involved frequent travel. Because he wished to spend more time with his wife and two young children, Scott accepted a position with NBC5 in Dallas/Fort Worth as their Sports Director and Sports Anchor in 1980. This was the pre-ESPN and 24 hour sports programming era. Scott started the 30 minute Sunday evening "Sports Extra" program on a 13 week trial basis. The television station agreed to continue the extended format after the trial basis and it rose to the number one sports show in the DFW Metroplex. Needless to write, the plans for medical school did not materialize.

Scott has been acknowledged professionally on numerous occasions for his talent, creativity, and leadership. He has been named Sportscaster of the Year seventeen times by the Associated Press, United Press International, Dallas Press Club, NATAS, and the National Sportswriters and Sportscasters Association. Selected additional Professional Awards include Emmy Award Winner: Best Broadcast in 2000 and 2001, Silver Circle Lifetime Achievement Award - National Academy of Television Arts and Sciences, Honorary Member of the Texas Baseball Hall of Fame, Tom Landry Award of Excellence, Distinguished Service Award –

Dallas, All Sports Association, Bob Galt PGA Journalism Award, Man of the Year Award -Star Telegram, and Citizen of the Year Award -KRLD Radio.

Scott has long been a sought-after motivational speaker in the corporate community, averaging approximately 200 events per year over the last 20 years. From Rotary Clubs to corporate giants, grade school DARE programs to High School/College Commencement Ceremonies, Scott has addressed hundreds of thousands including the American Cancer Society, American Diabetes, American Heart Association, Arlington (Dallas, Fort Worth, Plano) Independent School Districts, Fellowship of Christian Athletes, Muscular Dystrophy Association, National Paralysis Foundation, Salesmanship Club of Dallas, Southwest Airlines, Texas Instruments, Texas Special Olympics, and United Way.

Although Scott has retired from television news, he hasn't left the broadcast world completely behind. Working with the award-winning Dallas based 7 Sky Production and Talent, Scott formed Scott Murray Productions. This new television and video production company operates as a division of Constellation Communications, the parent company of which Scott founded and serves as President and CEO. Scott Murray Productions is directly involved in the creation, production and syndication of new television programming, as well as corporate and non-profit video production.

In addition, Scott serves as Senior Vice President of Public Affairs for PlansCapital Corporation, a Texas-based bank, mortgage and financial company. Scott also remains very much involved in the philanthropic community, serving on the board of trustees and advisory boards of a number of charitable, non-profit organizations, including his own Scott's Kids and The Scott Murray Foundation.