

SECTION A: CAREER SINCE 1985

A. GRANTS/CONTRACTS/ENTREPRENEURIAL

| | | |
|--------|-------------|---|
| 2000 - | \$10,000+ | M-Hoopla! So far we have raised over \$10,000 in sponsorship money to run this organization. |
| 2000 | \$2,000 | Center for Education of Women, undergraduate research opportunity |
| 1999 | \$10,000 | Rackham grant for innovative course development. Current Issues in Sport |
| 1998 | \$5,000 | Cyber learning animation development project (Sports Biomechanics) |
| 1997 | \$5,000 | <i>Feasibility study for the establishment of an International Institute for Research on Sport in Society (with Joe Roberson as Co-project director).</i> |
| | (A) \$2,500 | Division of Kinesiology, (approved) |
| | (B) \$2,500 | Intercollegiate Athletics (approved) |
| 1996 | \$30,000 | International Racquet Sports Association (HIRSA) Stages of Exercise project (funded) |
| 1995 | \$30,000 | International Racquet Sports Association (HIRSA) Exercise identity project (funded) |
| 1994 | \$27,000 | International Racquet Sports Association (IRSA) Consumer interest project (funded) |
| | \$15,000 | IRSA (1991 Simmons data translation project) (funded) |
| | \$4,000 | World Publications (1991 Simmons data translation project) (Funded) |
| 1993 | \$1,500 | Windsurfing industry prospect market strategy study (funded) |
| 1990 | \$15,300 | Towards and understanding of the endurance market: triathletes. Triathlon Today Magazine (Funded) |
| 1988 | \$3,000 | Office of the Vice President for Research Grant for readying the Simmons 1986 database of adult physical activity behavior for U of M computers, (Funded) |
| 1988 | \$25,000 | United States Olympic Committee: A marketing strategy for introducing synchronized swimming into the parks and recreation structure. (Funded) |
| 1987 | \$14,000 | An investigation into the potential use of a planned health club facility by the residents of Portage, Michigan. (Funded) |
| 1987 | \$10,000 | United States Olympic Committee: An investigation into strategies for increasing youth participation in minor Olympic sport — a case study: The United States Synchronized Swimming Inc. (Funded) |

B. PUBLICATIONS

BOOKS:

Brooks, Christine M. *Sports Marketing—Successful business strategies for sports* (Prentice Hall), Feb. 1994. 2nd edition is now in progress.

Brooks, Christine M. *Sport and Exercise Participant Marketing* (in progress).

Cyber Learning Courses

1995 - 1997: Introduction to Sports Marketing: Cyber learning option (Mac Version). This course was deployed at the University of Michigan in January 1998.

1997 – 1998: Introduction to Sports Biomechanics (cyber learning option). Course deployed September, 1998. This received a 2000 Smithsonian Institution Technology Innovation Award

1999: Introduction to Sports Marketing: Cyber learning option – cross platform development. Deployed September, 1999

2000: Introduction to Sports Marketing: Cyber learning option – Version 2. Deployed Winter 2001.

a) Working papers written that are yet to be submitted to trade magazines (all these papers are presently available on my web site).

1. The five components of marketing active lifestyles
2. The market conditions that influence demand for active lifestyles?
3. Four growth strategies for fitness and sports participation
4. Using age trend data to market active lifestyles
5. Key psychological issues influencing people to consume active lifestyles

b) Refereed articles in progress:

- 1) Stages of active lifestyle adoption (with *Mari Lindenfeld*). Data have been collected and analyzed.
- 2) Why we watch sports: Sources of emotion (in progress)
- 3) Brooks, Christine, Martin Lewison, and Mari Lindenfeld. Active lifestyle intimidation: A proposed theory (Needs revision)

2001 (Note: I am continuing work on version 2 of sports marketing course and completing of the 2nd edition of text)

Brooks, Christine M. Marketing to the heart. (Commissioned by Fitness Management Magazine: Due April 1st)

Brooks, Christine M. *Active lifestyle marketing: Using emotion as the marketing strategy* (Commissioned by Fitness Management Magazine: Submitted January for April issue)

Brooks, Christine M. *Using sexual appeals as a marketing strategy for women's sport*, Women in Sport Journal (Refereed and now in press)

2000 (Note: I worked on version 2 of sports marketing course and 2nd edition of text book)

Brooks, Christine M. Marketing active lifestyle products: Do you know your theory? Fitness Management (April 2000, p.32 – 37) Commissioned article.

1999 (Worked on cross platform conversion of sports marketing course)

Brooks, Christine and Mari Lindenfeld. *The intimidation factor*. Fitness Management (April, 1999, pp32-36). Commissioned article

1998

Brooks, Christine M. *Marketing Application of Sport/Exercise Identity Theory — Theory formation and theoretical justification*. Sports Marketing Quarterly (March, 1998, pp38 - 47).

Brooks, Christine M and Kellee K. Harris. *Celebrity athlete endorsement: An overview of the key theoretical issues*: Sports Marketing Quarterly (July, 1998)

Brooks, Christine M. *Researching commercial sponsorship: A conceptually interpretive review*. Sports Marketing Quarterly (July, 1998)

1996 - 1997

Introduction to sports marketing CD ROM option. This course was deployed at the University of Michigan in January 1998. The course has an individual learning and class room option. Materials developed on the two year development period to accompany my textbook include:

Student workbook

Teacher lecture guide

Four CD ROM discs of lecture material

1996. Research Reports commissioned and published by the International Health and Racquet Sports Association (IHRSA). Available from IHRSA and also available on my web site.

- *Why people feel intimidated by health and sports clubs*
- *Similarities and differences in why people feel intimidated by worksite fitness facilities and health and sports clubs.*
- *Stages of Sport and Exercise Adoption*

1995

Brooks, Christine M. *Exercise Identity and Participation*, IDEA, July/August (July/August, p18 -24)

Brooks, Christine M. *The Role of Exercise Identity on the Decision to Windsurf* (Journal of Aquatics Education, Introductory issue, 1995)

1994

Brooks, Christine M. *Impact of the Age Wave on the Commercial Exercise Facility Industry*, Fitness Management, March 1994

1993

Brooks, Christine M. *Motivations and Markets*, Sailboard Retailer, Vol. 5, No. 1, Winter 1993 (pp 8-10)

1992

Brooks, Christine M. *How Consumers Evaluate Exercise Facilities*, Fitness Management (July, 1992) Commissioned article.

Brooks, Christine M. *Active Lifestyle Motivation*. Fitness Management (May, 1992). Commissioned article.

1991

Brooks, Christine M. *Sport Markets* . Athletic Business (March, 1991)

Brooks, Christine M. *Structuring the Inactive Adult Exercise Market*. Fitness Management (January, 1991). Commissioned article.

Brooks, Christine M. *Strategic Plays for the Sport Consumer Market Share Game*. Athletic Business (January, 1991)

1990

Brooks, Christine M. *New Aerobic Markets*. Fitness Management, January 1990, pp. 28-31

- Brooks, Christine M. *Sponsorship: strictly business*. Athletic Business, October, 1990, pp. 59-62.
- Brooks, Christine M. *Designing Sponsorship Packages*. Athletic Business (December, 1990)
- Brooks, Christine M. *Marketing to the Deconditioned*. The Canadian Fitness Network (December, 1990)

1989

- Brooks, Christine M. The deconditioned market. *Club Business International*, May, 1989. The entire magazine was devoted to this project.
- Brooks, Christine M. A segment analysis of the family market: in *The Family Market: how to capture and keep family members*. An IRSA Publication: Boston, Mass 1989. pp. 20-29.

1988

- Brooks, Christine M. Armchair quarterbacks. *American Demographics*, March, 1988. pp.28-31.
- Brooks, Christine M. Adult physical activity behavior: a trend analysis, *Journal of Clinical Epidemiology*, Vol. 41, No. 4, 1988. pp. 385-392.
- Brooks, Christine M. A causal modeling analysis of sociodemographics and moderate to vigorous physical activity behavior of American adults, *Research Quarterly for Exercise and Sports*, Vol. 59, No. 4, 1988. pp. 328-337.

1987

- Brooks, Christine M. Leisure time physical activity assessment of American adults through an analysis of time diaries collected in 1981. *American Journal of Public Health*, April, Vol. 77, No. 4, 1987. pp. 455-460.
- Brooks, Christine M. Promoting physical activity: a lifestyle approach. *Fitness Management*, March/April, 1987, pp. 20-25.
- Brooks, Christine M. Adult participation in physical activities requiring moderate to high levels of energy expenditure, *The Physician and Sportsmedicine*, Vol 15, No. 4, April, 1987. pp.118-132.
- Brooks, Christine M. Promoting physical activity in the United States: Challenge to Physical Education: *University of Oregon Microform Publications*, College of Human Development and Performance, University of Oregon, 1987

1986

- Brooks, Christine M. How Americans evaluate their physical condition: a preliminary investigation. *Fitness in Business*, August, 1986. pp. 3-10.

Reports for IHRSA

1. The deconditioned market. *Club Business International*, May, 1989.
2. How Consumers View Health and Sports Clubs — 1994
3. Why People Feel Intimidated by Health and Sports Clubs — December, 1995
4. Similarities and Differences in why people feel intimidated by Worksite Fitness Facilities and Health and Sports Clubs — February, 1996
5. Understanding Exercise Adoption Behavior — October 1996

PRESENTATIONS

1986

Brooks, Christine M. *Keynote speaker: New directions in motivational research for fitness promotion* — The Fitness and Health Promotion Show, San Francisco, August 21, 1986

1987

Brooks, Christine M. *Marketing fitness*, Association for Marketing Educators Convention, Buffalo, New York, October 21st, 1987

Brooks, Christine M. *Lifestyles and fitness promotion*, North American Society for Sport Management Conference, May 28th 1987

Brooks, Christine M. *Sports equipment ownership, purchase and use: implications for fitness promotional campaign*, North American Society for Sport Management Conference, May 29th, 1987.

1988

Brooks, Christine M. *Television sport preference of men and women*, North American Society for Sport Management Conference, March 27th, 1988

Brooks, Christine M. Invited testifier (written). Department of Health and Human Services - Center for Disease Control. National Health Objectives — 2000, February, 1988

1989

Brooks, Christine M. *Invited speaker: The deconditioned market*, International Racquetsports Convention, March 4th, Reno, Nevada, 1989

Brooks, Christine M. *Invited speaker: The dimensions of physical activity behavior*. University of London, Ontario, March 13, 1989

Brooks, Christine M. *Invited speaker: Marketing physical activity to the deconditioned adult*. University of Windsor, Windsor, Canada, October 11th, 1989

Brooks, Christine M. *Invited speaker: Moving amateur sports organizations from a product orientation to a consumer orientation*. United States Olympic Committee — USSSI convention, September 23rd, 1989.

1990

Invited Participant. *Health Promotion Research: Priorities, Data Sources, Funding and Methodology*, May 23-25th, 1990. Ralph A. MacMullen Conference Center, Roscommon, Michigan.

Brooks, Christine M. *Enhancing Knowledge Development in Sport Management*. National Society for Sport Management, May 31, University of Kentucky, 1990

Brooks, Christine M. Invited speaker. *Conceptualizing Sport Management as a field of study*. Presented to The Ohio State University students and faculty — July 9th, 10th. 1990

1991

Brooks, Christine M. Invited speaker. *Marketing Physical Activity to the Deconditioned*. Fitness Administrators Development Program The Business of Fitness in the 90's. Toronto, November 2, 1991

Brooks, Christine M. Invited Speaker. *Needs Assessment Analysis of Physically Active Adults*. Presented to the marketing research staff of Quaker Oats, November 12th, 1991

1993

Brooks, Christine M. Invited Speaker. *Prospect image of windsurfing*. Presented to the Directors of the Windsurfing industry, San Francisco, CA October 1993

1994

- Brooks, Christine M.. Invited Speaker. *Consumer image of the health clubs and what the industry must do to reposition itself for the 21st century*. Reno Nevada, March 1994
- Brooks, Christine M. Invited Speaker. *Marketing windsurfing — now and in the future*. Ocean City, MD., American Windsurfing Industries Association, Oct., 1994.
- Brooks, Christine M. Invited Speaker. *Research topics in the field of sport marketing*, University of Oregon School of Business, Nov 5th, 1994.
- Brooks, Christine M. Invited Speaker. *Marketing the Triathlon*, International Triathlon Union World Championship Workshop. Wellington, New Zealand, Nov 27th, 1994.

1995

- Brooks, Christine M.. The University of Windsor, CA. (*Class was bought down for a special lecture*), Feb., 17th, UM, *The diversity of sports marketing knowledge*
- Brooks, Christine M.. International Health and Racquet Sports Assn. March 15th, San Francisco, CA. Three lectures given: *Marketing to women ; Future demand for health clubs; Marketing health clubs*
- Brooks, Christine M... *Invited Speaker: Sport Identity and the decision to take up windsurfing*. American Windsurfing Industries Association Trade Show, San Francisco, October, 1995.

1996

- Brooks, Christine M.. International Health and Racquet Sports Assn. March 20th — 23rd, San Diego, CA. Two lectures given: *The role of sport.exercise identity as a barrier to health club use ;*

1997

- Visiting professor — sports marketing. Massey University School of Business, Albany Campus, New Zealand. Feb - April, 1997
- NASSM Conference — The future of cyber learning: Implications for sports management, San Antonio, May 28th, 1997
- EASM Conference — Sport/Exercise self-concept: Participation marketing applications. Glasgow: Scotland: September 14-16, 1997.
- Invited guest speaker — Griffith University, Gold Coast, Australia, August, 1997

1998

- NASSM Conference. — The self-destroying processes of sports sponsorship. June 2nd, Buffalo, NY.

SERVICE

Service within the University

- Chairperson, Search Committee, Department of Sport Management, 1987
- Division of Kinesiology Executive Committee, 1987-88
- Chair, Graduate Committee, 1989 - 1992
- Board in Control of Intercollegiate Athletics, 1992-1995 (Presidential Appointment)
- Chair, Academic Performance Committee, Board in Control of Intercollegiate Athletics, 1994-'95
- _President's steering committee for NCAA certification (Presidential Appointment)
- _Information technology committee
- _Division of Kinesiology Executive Committee: 1995 — 1997
- _Athletic Counselor Search Committee (March/April)
- Academic Integrity Committee (NCAA Certification): 1995 — 1997
- Exploring the Center for Sports Research concept committee: 1997 - ongoing

Service outside the University

- Journal Reviewer: Validity and Reliability of self-report measures of physical activity: an information-processing perspective. Reviewed for Research Quarterly for Exercise and Sport. 1987
- Book Review: *Sport Management*. Reviewed for Benchmark Press, 1988
- Book Review: *Contemporary Sport Management*, reviewed for Times Mirror College Publishing, 1988
- _Education Advisory Board, American Council on Exercise: 1995—1998
- _Jackson Business Marketing Club. *How business can use sports to market their products* (March 27th, 1995)
- Two sports career panels for the Athletic Department, 1995
- Article Review: *Injuries in sport and exercise: perceptions, rates and statistics*. Reviewed for Research Quarterly for Exercise and Sport, 1995
- Article Review — Hockey spectators. Reviewed for Journal of Sports Management, 1996
- Article Review — Celebrities in sport advertising: Reviewed for Sports Marketing Quarterly, 1997
- Guest Editor, Research Trends issue, Sports Marketing Quarterly, 1997, published June, 1998

PROFESSIONAL HONORS

- 1969 University of Otago - most outstanding research project for undergraduate students
- 1976 Ambler Olympic Club — outstanding contribution to women's track and field award
- 1979 U.S. National Coach — U.S. Junior Team vs. USSR
- 1976-1980 National U.S. Olympic Development Coach — Women's Hurdling
- 1990 Fitness Magazine fitness industry contribution recognition
- 1990 Health and Fitness Industry Service Award (IRSA) for research contribution to the health and fitness industry.

SECTION B: CAREER PRIOR TO 1985

A. GRANTS AND CONTRACTS

| | | |
|------|---------|--|
| 1979 | \$2,000 | Olympic Development Committee Grant for starting block force analysis study, |
| 1978 | \$500 | Olympic Development Committee Grant for starting technique analysis of elite athletes, |
| 1978 | \$500 | Lefler Enterprises Grant for "high Back" starting block study: |
| 1976 | \$500 | U.S. Track Coaches Association: High Film analysis of NCAA distance runners, |
| 1975 | \$1,600 | Olympic Development Grant: Biomechanics analysis of Top U.S. women hurdlers. |

B. PUBLICATIONS

BOOKS:

Brooks, Christine M. *Championship hurdling for women: novice to champion*. (Leisure Press) 1982.

B ARTICLES:

1983

Brooks, Christine M. Myth, Theory and Fact: Amenorrhea and the runner. *New Zealand Runner*, Jan-Feb, 1983, pp.53-55

1982

Brooks, Christine M. Women's Running Records: Is there a limit? *The New Zealand Runner*, November-December, 1982. pp.59-62.

1981

Brooks, Christine M. Is being first off the blocks the key to success. *Scholastic Coach*, Jan. 1981, pp. 58-59,100-101.

Brooks, Christine M. Use a speed curve to measure sprint speed. *Scholastic Coach*, Feb. 1981, pp.66-68,83-85.

Brooks, Christine M. Women's 100-meter hurdles. *Coaching: Women's Athletics*, May/June, 1981, pp.44-47.

1980

Brooks, Christine M. Feedback: The crux of improvement. *Scholastic Coach*, November, 1980, pp.55-56,80-82.

Brooks, Christine M. The day they all fell! *Scholastic Coach*, December, 1980, pp.55-56,84.

1979

Brooks, Christine M. Is there a difference coaching men and women? *Coaching Women's Athletics*, March/April, p. 18-24,1978.

Brooks, Christine M. Communication - the key to success. *Coaching Women's Athletics*, Sept/October, p. 11-13, 1979

1978

- Brooks, Christine M. Developing the female distance runner, *Athletic Journal*, January, (Featured Article), p. 8-8-10,80-82, 1978
- Brooks, Christine M. Strength Training for the woman athlete, *Coaching Women's Athletics*, March/April, p. 65-69,1978

1977

- Brooks, Christine M. Characteristics of U.S. women quarter milers, *Athletic Journal*, Vol. 57, Feb. 1977, pp.44,48,89-91.
- Brooks, Christine M. Biomechanical consideration - Chapter 1 in the book *Championship Track and Field for Women*. (James Hay, Fred Wilt, and Tom Ecker, Editors), 1977.
- Brooks, Christine M. Starting technique of elite American sprinters (part 1), *Scholastic Coach*, Vol. 46, No. 7, Feb. 1977
- Brooks, Christine M. Starting technique of elite American sprinters (part 2), *Scholastic Coach*, Vol. 46, No. 8, March, 1977
- Brooks, Christine M. Effective crouch start (part 1), *Coaching Women's Athletics*, Vol.3, No. 2, March/April, 1977
- Brooks, Christine M. Effective crouch start (part 2), *Coaching Women's Athletics*, Vol. 3. No.3, May/June, 1977
- Brooks, Christine M. The theory behind weight training and explosion drills for strength development in the female athlete, *Women's Coaching Clinic*, Prentice Hall, Inc., Publishers, 1977

1976

- Nelson, R.C. and Brooks, Christine M. Biomechanical aspects of top U.S. distance runners, *New York Academy of Science*, October, p. 276-280, 1976.

1975

- Brooks, Christine M. The gamma mass scanning technique for inertial anthropometric measurements, *Medicine in Science in Sports*, Vol. 7, No. 4, pp 290-294, 1975

1974

- Brooks, Christine M. Women in sport in the U.S. *New Zealand Athlete*, Vol. 12, No.7, p. 3-4,1974

1970

- Brooks, Christine M. Electromyographic investigation of lateral rotation of the jumping leg in western roll and straddle styles of high jumping, *New Zealand Journal of Health, Physical Education and Recreation*, Vol, No.3, November, p.14-16,1970

C. PRESENTATIONS**1969**

- Brooks, Christine M. *Hypertensive somatotypes*, presented to the Otago Doctor's Association, 1969.

1975

- Brooks, Christine M. *Application of biomechanics to track and field*, U.S. Olympic Development Coaching Clinic, Lafayette College, July 10th, 1975

1976

- Brooks, Christine M. *Biomechanics of the high jump*, Dartmouth College Coaching Clinic, January, 15th, 1976
- Brooks, Christine M. AIAW Outdoor National Clinic: *How to apply basic biomechanics to track and field*, University of Kansas, May 13-15th, 1976.
- Brooks, Christine M. *Organization of high school girl's track programs*, University of South Carolina, January 13-14, 1976
- Brooks, Christine M. *Coaching the high jump and long jump*, EAIW clinic, October 29th, 1976
- Brooks, Christine M. *Drills for the high jump and long jump*, Maryland State Convention, October 14th, 1976.
- Brooks, Christine M. *Biomechanics of sprinting and running*, Pennsylvania State Convention, December 4th, 1976

1977

- Brooks, Christine M. *Training the female distance runner*. Institute for Athletic Advancement, March 5th, 1977
- Brooks, Christine M. *Biomechanical principle of distance running*, Miami AAU and Olympic Development Track Camp, April 1,2, 1977
- Brooks, Christine M. *Track and field developments in the U.S.* Auckland and Waikato Track and Field Coaches Association, New Zealand, July 20th, 1977
- Brooks, Christine M. *Key note speaker: Bonnie Bell Mini Marathon for Women* — New York, June 4th, 1977
13. Laananen, D. L. and Brooks, Christine M. *Determination of critical parameters for spiked track shoe design through an analysis of sprinter motion*, International Biomechanics Symposium, Copenhagen, Denmark, July 13th, 1977
- Brooks, Christine M. Guest Summer Lecturer — Western Michigan University: *Sport Biomechanics*, October 18-20, 1977
- Brooks, Christine M. *Biomechanical problems with the spiked track shoe*, Kent State University, October 11th, 1977.
- Brooks, Christine M. *Coaching track and field*, NDGWS Coaching Clinic, Lewistown, Maine, December 2,3rd, 1977
- Brooks, Christine M. *Practical use of biomechanics to the coach and athlete*, University of Florida, December 28, 29th, 1977

1978

- Brooks, Christine M. *Developing the distance runner*, CYO Clinic sponsored by Scholastic Coach, January 14th, 1978
- Brooks, Christine M. *Mechanics of the javelin throw*, Scholastic Coach Clinic, University of Connecticut, January 22, 1978
- Brooks, Christine M. *Key note speaker* — all sports banquet, Kish High School, Pennsylvania, June 10th, 1978
- Brooks, Christine M. *Keynote lecture* — biomechanics of sports movement, Penn State University, Allentown Campus, July 15, 1978

1979

- Brooks, Christine M. *Coaching Women*, Medalist Clinic, Cherry Hill, New Jersey, January 10th, 1979
- Brooks, Christine M. Keynote speaker, All sports banquet, Lewistown High School, 1979

SERVICE

Service outside the University

- Chairperson, Eastern Association for Intercollegiate Athletics for Women (EAIAW), (Track and Field), 1975-1977
- Coordinator, NCAA Distance Running Clinic, Penn State University, 1975
- Director, Penn State University Track and Field Camp, 1976
- Coordinator of the women's section of the NCAA Track and Field Coaching Clinic, University of Pennsylvania, 1976
- Book Review: The mechanics of the Fosbury Flop. part 1: Translation, by Jesus Sapena. Reviewed for Medicine and Science in sport 1977
- Book Review: Championship Track and Field for Women, by James Hay, Fred Wilt, and Tom Ecker. Reviewed for Research Quarterly, 1978
- Biomechanics advisor to hurdlers and sprinters at the USOC Olympic Development Program, 1978
- Director: Olympic Development Track Camp, 1979
- Staff: National Olympic Development Coaches Clinic, USOC Training Center, Colorado Springs, 1979
- Director: Eastern Region Olympic Development Track Camp for Women, Lehigh University, 1979
- Chairperson, Association for Intercollegiate Athletics for Women (AIAW)(Track and Field), 1979-1980
- Staff: Olympic Development Hurdle Camp for A-Class Hurdlers, 1979
- Member: U.S. Women's Olympic Development Committee, 1976-1981

- Member: AAU Indoor Track and Field Seeding Committee, 1976-1981
- Executive Board: - International Distance Running Committee, 1979-1981