



Scattered Showers

9 a.m. **67** 3 p.m. **80** | DETAILS: Page 2

WEDNESDAY ■ June 24, 2015



Former Royals
Bring Baseball
Lessons To
Yankton
PAGE 7

YANKTON DAILY PRESS & DAKOTAN



Volume 141
Number 50

The Dakotas' Oldest Newspaper | **12 PAGES** | www.yankton.net

75¢



More Than A Game



This artist rendition appears on the sign in front of the construction work for the University of South Dakota's Sports Performance Enhancement Complex next to the DakotaDome in Vermillion. The facility will play an educational role in USD's new undergraduate degree in sports marketing & media, which will be offered beginning this fall.

JEREMY HOECK/P&D

New USD Major Prepares Students For Sports Marketing & Media Careers

BY RANDY DOCKENDORF
randy.dockendorf@yankton.net

When it comes to career opportunities, the University of South Dakota believes sports is more than fun and games.

In fact, the sports industry has become a booming business. In response, USD is adding an undergraduate degree in sports marketing & media starting this fall on the Vermillion campus. It will teach broad skills in marketing, advertising and public relations, event management and law/ethics. Students can then create a specialized major.

Michelle Van Maanen, chair of USD's Media & Journalism Department, said the program will help fill demand in the sports and sports

entertainment industry.

"A *Bloomberg Businessweek* article ... noted that 'the sports industry in the U.S. is a \$200 billion-plus powerhouse,'" she said.

She predicted the new USD program will draw national attention.

"The new major is not only unique in the region," she said. "There are only a handful of programs in the country that combine the areas of sport marketing & media."

By combining sports marketing and media, students will understand how the sports industry as entertainment and a leisure pursuit — serves the public's needs, she said.

Classes will be taught through four existing majors: kinesiology and sport science, media & journalism, communication studies and business marketing.

Students can design their major to fit their specialized interests, VanMaanen said.

"For example, if they are interested in multimedia design for scoreboard or online media

products, they might emphasize graphic design and video courses," she said. "Or, if they are interested primarily in marketing, they would select the advertising, sports marketing, social media marketing and business electives."

"Students interested in sport journalism careers would take such courses as sports writing, video production, digital imaging and sports broadcasting."

NEW POSSIBILITIES

The South Dakota Board of Regents recently approved the major. However, the program has been under discussion for at least three years, Van Maanen said. In early 2014, Berkeley Research Group consultants believed it was good timing for adding the

USD | PAGE 2

County Begins Budget Process

BY ROB NIELSEN
rob.nielsen@yankton.net

The needs of Yankton County for 2016 are many — the dollars are not.

This was the main theme when the Yankton County Commission met for an all-day budget session Tuesday with various county department heads.

Commission chairman Todd Woods said it will be a long process.

"There's a lot of work to do and a lot of understanding," Woods said. "It's not just simple money in and money out. We have a lot of requests and a limited amount of funds. We've just got to figure out how to use the money wisely."

Woods said one of the biggest items to emerge from Tuesday's budgeting session was the various needs in Yankton County's transportation infrastructure.

"The biggest takeaway is our roads and what kind of condition they're (in) and how expensive it's going to be to get them back to where they need to be," he said.

He added when it comes to roads, it's not just about looking at the present situation.

"There's some hard decisions that need to be made on what needs to be done at this point in time and what needs to be done in the future," he said. "Roads are expensive to maintain and there's not a lot of dollars to take care of them."

Woods said they were present-



Woods

BUDGET | PAGE 3

CORRECTION

Due to incorrect information provided to the Press & Dakotan, Czech Days queen candidate and 1st runner-up Kimberly Stribral's hometown was incorrectly stated in the Czech Days Royal Finale article that ran in Monday's *Press & Dakotan*. Stribral is from Tabor, not Scotland.

Local Host Family Sought For Archer

EDITOR'S NOTE: This story in Tuesday's Press & Dakotan print edition was inadvertently cut off. We are reprinting it here in its entirety. We apologize for the inconvenience.

BY JEREMY HOECK
jeremy.hoeck@yankton.net

Yankton will be the home for five weeks this summer for an archer from Trinidad and Tobago, and now the challenge is finding her a temporary home. Neela Cezair, a 23-year-old archer from Port of Spain, will be in Yankton from June 29-Aug. 4 to train at the Easton Yankton Archery Center. And officials are searching for a host family.

The invitation to Cezair was in part to follow up on the momentum witnessed at the World Archery Youth Championships earlier this month, according to Josa-

ARCHER | PAGE 3

Material Being Sought For Yankton Fire Museum

BY ROB NIELSEN
rob.nielsen@yankton.net

The project to preserve the history of the Yankton Volunteer Fire Department is well under way. However the department is asking the public to help enhance the collection with photos, memorabilia and stories of the city's firefighting past.

Deputy fire chief Larry Nickles said they've been trying to get the public involved in collecting memorabilia for the new Yankton firefighting museum being built by Fire Station #2 on 23rd St.

"We put a thing in the paper once before that if you had anything that pertained to the Yankton Fire Department — whether it be pictures, or photographs, scrapbook items or even equipment — to bring it to the department if you wanted to donate it," Nickles said. "We have heard from a few people that are working on gathering some pictures from family members."

Nickles said just searching around town and in the department's archives, a



KELLY HERTZ/P&D

Yankton Assistant Fire Chief Larry Nickles is shown on the dirt work for the Yankton Fire Department's new museum, which is being built to the east of Fire Station No. 2 on 23rd St. Officials hope to have the museum mostly completed by Oct. 1.

number of discoveries have turned up.

"I've collected newspaper articles since I've been on the fire department since 1979," he said. "To add to that, I found the box that I'd been looking for, for a long time that contains ledger books that had minutes of old meetings of the old hose companies clear back to the late 1800s. I found a scrapbook with a lot of articles about different fires

and happenings with the fire department as old as 1896."

He added they've also found several vintage photos for the museum.

"For example, one of them was the Moose Lodge here in Yankton. We always knew that was a fire station, but we'd never seen any pictures of it," he said. "We actually found one from

MUSEUM | PAGE 2



Yankton Works is a one-stop site for job seekers in the region!!

Search jobs, housing, schools, things to do, employers and MUCH more on yanktonworks.com. Find your next career on Yanktonworks.com



[facebook.com/YanktonWorks](https://www.facebook.com/YanktonWorks)



[@yanktonworks](https://twitter.com/yanktonworks)

Printed on
Recycled
Newsprint



Printed With
SOY INK



REGION 2 | OBITUARIES 3 | VIEWS 4 | LIFE 5 | SPORTS 7 | CLASSIFIEDS 9 | MIDWEST 11 | WORLD 12

TOMORROW: A Bowling League Of Their Own

YANKTON RECYCLING FOR THIS WEEK

NORTH
OF 15TH STREET