

Cowgirl Tennis Research Project

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History:

The Oklahoma State University women's tennis team is ranked among the top women's college tennis programs in the nation. On the court the team seems to have no problem acing the competition, but off the court their fan base, marketing strategies and facilities could use the help of the experts. In the past, OSU tennis has not been given the facilities or attention a trophy winning team deserves.

For more than 30 years, the women's tennis team has practiced on the outdoor tennis courts located at the Colvin Recreation Center. While these courts have played a positive role in strengthening the Cowgirl tennis program, there have also been some weaknesses. Due to the Colvin Center tennis courts being located outside and certain NCAA weather restrictions on practices and matches the stability of when and where practice or matches are going to be held is sometimes difficult to ensure. Because location is difficult to ensure, the fan base attendance is affected.

Another weakness is the overall awareness level of the tennis team on campus and in the community. These weaknesses are soon hoped to be solved due to a new facility being built. The Michael and Ann Greenwood Tennis Complex will be opening soon giving the Cowgirls one of the best facilities in the Big 12 Conference if not the entire country.

Target Publics:

Those who are interested in tennis, those who have played tennis and tennis clubs surrounding Stillwater should be the first priority for the target publics. Once awareness is raised among those audiences, a second target audience should consist of those who are not as familiar with tennis in order to transform the matches into a social event. In order to create a loyal fan base, the goal is to increase attendance from the student population as well as build a fan base of adults within the community. Other potential target publics include patrons who currently use the tennis courts at the Colvin Center and around Stillwater, students involved in sports media and management programs, OSU athletes and OSU faculty and staff members.

SWOT Analysis:

The new facility is a main strength in solving the sporadic practicing and match location difficulty, the issue of attendance and the overall awareness level on campus. The winning record of the women's tennis team and the approachability of the coaches and players for interviews and public appearances are also strengths.

The major weaknesses of Cowgirl tennis are the lack of awareness, the inconvenient match times and the length of a match, as some can take up to three hours.

Gaining a new tennis facility will create many opportunities. For example, the team will no longer have to travel to and from Oklahoma City, Tulsa or Ponca City to practice. Also, OSU will be eligible to host the Big 12 Conference Tournament in 2015 or 2016.

A potential threat to the women's tennis team is the OSU men's basketball team and other sports that play during the spring including baseball, softball, cross country and track. We fear that potential audience members will attend other spring games as opposed to a tennis match.

Research:

We used a variety of techniques to gather information regarding the status of the Cowgirl tennis team. We created and distributed a survey, conducted five personal interviews, lead a student focus group, recorded a random sampling of on camera interviews and attended a tennis practice to observe the culture of the team.

Survey:

We used “Zoho Survey” as a host site for our survey. The survey was titled “OSU Cowgirl Tennis Survey”. We asked a total of 15 questions in our survey. Survey questions ranged from generic sports questions to specific questions related to Cowgirl tennis. We distributed our survey online through email, social media and personal request. We received 92 completed responses. Examples of survey questions include: “What is your primary interest in participating in sport-related activities?”, “How familiar are you with the OSU women’s tennis team?” and “What would make you want to attend an OSU women’s tennis match?” The complete survey can be found on pages 39 to 53.

Survey respondents included both males and females. Thirty-six males took the survey and 66 females. The overwhelming majority of respondents were ages 18-25. For males, 86 percent were in the age group of 18-25 year olds. For females, 85 percent were in the age group of 18-25 year olds. Ethnicities of respondents in this survey were White/Caucasian, Black/African American, Hispanic/Latino, Alaskan/Native American and Other. Eighty-five percent of the respondents were White/Caucasian, which made this ethnicity the majority.

Survey results indicated that the majority of respondents were OSU students, followed by OSU alumni and Stillwater residents. Sixty-nine percent were OSU students, 15 percent were OSU alumni and 15 percent were Stillwater residents.

Our survey results concluded that respondents are interested in college sports. Respondents' primary interests for participating in sport-related activities include competitive spirit and social aspects. More than three-fourths of the respondents either had neutral or uninterested feelings toward women's collegiate tennis. More than half of respondents attend OSU sporting events on a weekly basis, while less than 10 percent rarely attend sporting events. The majority of respondents hear about OSU sporting events daily. Nearly 10 percent of OSU fans hear about sporting events every hour. Due to the advent of social media, 75 percent of respondents prefer to hear about sporting events through social media. These percentages demonstrate an opportunity for Cowgirl tennis to expand its presence through social media.

The general knowledge of tennis among all of the respondents is an even mixture. Around 40 percent said they have little knowledge of tennis, whereas the other 60 percent have some knowledge. However, 84 percent of the respondents said they are not familiar with Cowgirl tennis in particular, and nearly 90 percent have never attended a match. Respondents were then asked what incentives would bring them to a tennis match. The most popular responses were free admission, free concessions and a successful team record. Surprisingly, the new tennis facility was the least selected response. This could be due to the fact that nearly 40 percent of the respondents were unaware of the new facility. Among the respondents who do know of the new facility, many may not realize the benefits and amenities that will come with it.

When asked about factors that may discourage them from attending a match, three-fourths of respondents choose bad weather. This issue will be resolved because the Michael and Anne Greenwood Tennis Center will not only have outdoor courts, but also indoor courts.

Personal Interviews:

Our research group conducted five personal interviews. Three males and two females were involved in the interviews. A summary of interesting responses included:

- Introducing the tennis team at other sporting events like Homecoming and Hoops
- Advertising on campus with A-frames and sidewalk chalk
- Give tours of the tennis facility before practices and matches therefore visitors would be more likely to stay and watch a match
- The tennis center is well located on campus, therefore it is easy to find
- The college newspaper, social media, Stillwater newspaper, hand out posters, hand out schedule of events, radio time are great ways to advertise

Personal Interview: 1

Gender: Female

Age: 27

Q: You are an alumni of Oklahoma State University, correct?

A: Yes, I am! Go pokes!

Q: When you attended OSU did you go to a lot of sporting events?

A: Yes, I did.

Q: What sporting events did you go to?

A: I went from everything from football to basketball to women's soccer, tennis, equestrian and what else...that's all of it.

Q: How important were college athletics to you when you decided on your university?

A: I've always been a fan of Oklahoma State so being a part of the athletic traditions that the university continues was something I looked forward to. I wouldn't say it necessarily was an absolute, I wouldn't say athletics are the absolute deal breaker when it comes to a college school because you are picking the school for the university and education. But I think in this case, the athletics and the traditions that Oklahoma State has, it was just more of a bonus

Q: As an alumni do you own or purchase any sports passes?

A: I do not have all season passes, but I have purchased a couple of tickets.

Q: Do you ever see yourself wanting to purchase tickets for games?

A: Wanting to yes. In my case, it depends on my geographic location. If that really becomes something that happens.

Q: How was would you be willing to travel for an OSU sports game?

A: Hour or hour and a half

Q: Do you follow OSU athletics on social media?

A: Yes.

Q: What teams do you follow?

A: I follow the main athletics Facebook and I think that's about it.

Q: What social media do you prefer?

A: I prefer Facebook. I think that for my generation of people Facebook is something most people automatically use. I think there are people that use Twitter and Instagram, but I think if you are trying to cover a large basis for a lot of alumni, my age and older that Facebook is probably a preferred platform.

Q: What words come to mind when thinking of the women's tennis team?

A: I think of...(pause) small, but powerful. I think of that because there aren't very many on the team, but they can definitely hold their own.

Q: How familiar are you with tennis? Specifically OSU or professional tennis.

A: I am familiar with the game of tennis and I follow more individuals or big matches. I would say I am not familiar with the OSU program in general.

Q: Could you name any members of the women's tennis team?

A: (Makes a funny face)...Not currently (laughs).

Q: Have you ever attended a tennis match at OSU?

A: Yes. (Smiled, probably felt good that she attended a match even though she doesn't know a current player)

Q: What made you want to attend?

A: I went because it was close to where I worked and where I lived and because I hadn't been to one before.

Q: Do you remember what your experience was like?

A: I remember that it was positive, that it was a really close match. That if I remember correctly we ended up winning. But um there weren't that many people there. But I remember it being fun and I remember wishing we could go back with a larger group of friends.

Q: When you went to school do you think a lot of people knew about the tennis team?

A: I think more probably knew about it than they do now, and I'm not really sure except for the fact that the Colvin and the courts around there were newer than they are at this time. I think there was just more interest in what that was and what went on there. But I think the team has gotten better since I was there.

Q: Are you aware of the tennis team's schedule?

A: I am not, no.

Q: How would you want to hear about the dates and times?

A: I think something, creating an awareness of the program before the season starts; I think that could make people be more invested in the team. I know a lot of outlets are very good at reminding when the next match is or if there is something special going on. Ya know...wear your white or orange and come out to this...ya know I think it helps create a buzz. I would say something like a comprehensive schedule of the season or maybe just even when their home games are. You don't have to overcomplicate it, but for students just knowing when the home games are and where to go and what you can do to support these athletes.

Q: As an alum, what would make you want to attend an OSU tennis match?

A: I think just knowing more about it and knowing I think more of the stories of these people. If you don't even know who is on the team or where they come from. I mean there could be girls from right here in Oklahoma and we don't even know about. Or there could be girls who have kicked butt all the way around the world and I feel like we don't even know those people either. I think just telling their story and showcasing their talents in different ways helps to like what I said before create that buzz around the team. It is a team sport, but it is also an individual sport. Ummm, I think like what I said they might not be the biggest team, but they are playing college tennis for a reason.

Q: Do you think Incentives like free scooters? Contests? Concessions would make students want to come more to the matches or do you think that would make the team look like they are struggling to get people there?

A: I think it is a fine line. And I think that promotions every single game might be too much. I don't know it depends. I think there are, there are other ways first of all starting with awareness of getting people involved more often. Get students involved when they are freshman. Ummm, have stuff through the residential halls or get with fraternity and sororities, not necessarily coke dates, but outings that go to these type of sporting events. That create, you get to know your fellow freshman or your fellow class. But you also get more invested in the university through different athletic programs. I think that promotional things are great and maybe it's the first home game or match, but I think those things could help, but I think it depends on what it is.

Q: Since you worked as a sports producer and other sports departments what were things that you saw in college sports marketing programs that you thought were really great ideas?

A: I think ummm trying to think of the best ones...we always no matter what sport it would be at the break or whatever it would be in the game. Some sort of students vs. student wither it was a relay race or a dizzy back content getting the students involved or out on the field where they know somebody is going to shoot the half time shot in basketball ya know somebody is going to want to come and watch or maybe there is some sort of tennis skill that they do. I think the more you can get people involved um the better that it is.

12. If tennis matches were free admission, would that effect your decision to attend?

A: Long pause...I think when I went to school here they were free...for students anyway. I don't know how much of an incentive it was back then or is today. I think if you are trying to get more of the public or people in the town and stuff involved if you could create and get that buzz going for them then ya I think it would be an incentive for them.

13. Are you aware of the OSU women's current record?

A: (With a snappy tone) No.

Q: Is a winning record important to you when deciding to attend a match?

A: Umm, I think it helps. I don't think you have to have a complete winning record to have a good match though.

Q: Have you heard about the new tennis facility?

A: I know it is apart of the new athletic village. I am not sure how soon or not it is in the plans, but I think that's definitely going to be a better location for them I think that they will be better regarded as student athletes of this university, more respected perhaps, and hopefully that will help to continue to grow their program and to reach the community and students and recruits as we go forward.

Q: What do you think the tennis program could do to increase awareness and attendance?

A: Awareness and attendance (takes a deep breath) I think you have to be diligent about getting the word out. You know when the matches are happening. Meeting the athletes if they do meet and greets. Or even introducing them at other sporting events to help you know get these peoples faces going and in the community. Even with especially the larger community around here, I don't know how much tennis programs or high school programs or what not they have, but I mean even outreach to these if there is a tennis center or high school program. Even a younger youth league um you know getting those people invested in the OSU tennis team and having them come watch. You know bring your friends or even getting in through the younger students that are here and getting them to come and watch and see that we have this and we have a great program and a world class facility. I think you just have to be diligent and even relentless about it and not give up no matter what your record is.

Q: When you went to school here, what were main advertisements you saw on campus that made you want to attend events? Like did you get emails or see A-frames on campus or fliers?

A: A lot of ours were A-frames on campus and chalking on the ground. Um we had emails but they were necessarily or sporting events at that time. I mean kids in college love t-shirts and meals and things like that. I mean if you had a \$5 dollar off at any campus dining facility for the first 25 students that came you are getting them an incentive and you are getting them in the

stands and you are getting the money back to the university. Or maybe it is some kind of incentive off to the OSU spirit store or something like that. I think you can do incentives, but you don't have to do them to where you are losing, to where you are on the losing end of it. Um but I think and maybe I think know with the twitter and Facebook you've got the stuff on social media but you have to make it to where everywhere they go they see something about tennis it is hard to not think 'I wonder what is going on at the tennis game'.

Q: What attracts you most to college sports?

A: I love the competition and having a team that you really supported and have an interest in. (After thinking for a moment) Professional sports are fun to watch but nothing like a college game that you actually go to.

Q: What are your favorite OSU sport games to attend?

A: Uh well...I only really go to football and basketball games.

Q: What makes the environment of a football game so much better than other sports at OSU?

A: (Quick to answer) Well obviously everyone's there. It's gameday. It's like you get together with all of your friends and you tailgate and you make a big deal about it.

Q: What specifically do you enjoy about being in the football games?

A: Well in the game, it's fun to watch, there's a packed stadium and there are like all these traditions that you're a part of.

Q: What would make you want to attend an OSU women's tennis match?

A: (Long pause) Uh... I don't like any women's sports, no offense, and I really don't think I would like women's tennis. So probably nothing. (laughs)

Q: What if all of your friends went to the match? Would that change your mind about attending?

A: (laughs) I highly doubt that all of my friends would go to a tennis match.

Q: But if they did....

A: If they did, and they said it was fun I might go with them to the next one

Q: So are sports events more important to you when your friends go and it's more of an event?

A: I mean I love sports no matter what. Intramurals are important to me and I don't think of those as an event. But yeah it makes it more interesting and fun to be a part of when it's a bigger deal. It's why people don't want to go to smaller schools or schools with bad sports programs.

Q: What do you think the tennis team could do to make the matches more of an event?

A: I don't know. Try to make people care I guess. They could highlight a player and make people care about that player. Or really publicize a big match that they think might be exciting. Like bedlam. You don't want people going to these things for the first time and they're not even playing someone important. They should make people care about something. Anything.

Q: That makes sense. So, say they had a star player that you could really get behind and started caring about if they did good or bad. Something like that?

A: Yeah exactly. Pick someone who has a lot of talent who like never loses or someone who has a really cool back story that you cared about. Or someone really hot that people want to go watch. (laughs)

Q: (laughs) Okay gotcha. How would you want to hear about tennis times or these stories about the players?

A: When it comes to the stories I know that the O'Colly is probably always looking for stories. Or I have a sports radio show, I'm sure we could talk about some girls or interview them. I don't know how many people actually listen to us though (laughs)

Q: And what about match times? The O'Colly?

A: Yeah the O'Colly when it's like that week. Or you could buy an A-frame on campus. Or chalk. Or handouts on campus. Literally anything, the tennis team doesn't do anything at all. I've never heard anything from them ever.

Q: So if you knew the times, and you knew there was someone you might want to watch, you would go to the tennis match?

A: Yeah maybe. If I had people to go with and it was a nice day.

Q: Have you heard about the new facilities that they are building?

A: Yeah! Those sound sick. If they would give tours of that thing during a match I bet a lot of people would stay and watch. You could even probably give something at the tour, or make it like a coke-date for the Greek houses, that way more people would go to those too.

Q: That's a really good idea! I'll let them know about that. Well I think that's all the questions I have for. Thank you so much for your time, you really helped me out.

A: Yeah no problem.

Personal Interview: 3

Gender: Female

Age: 63

Q: Do you consider yourself a sports fan?

A: Yes, I do.

Q: Are there any particular sports you like more than others?

A: I really enjoy competitive swimming and diving. I also like basketball, but it took me awhile to get into it, especially college teams are fun to watch.

Q: Do you prefer college sports over professional sports?

A: Yes!

Q: What is your primary interest in attending a sporting event? Do you like to go for social aspects or for the competitive atmosphere? Do you go to see a star player perform? What are some of your favorite things?

A: All three of those hit it on the head. I love the social aspect, everybody cheering for the same team. I'm competitive myself so watching us compete to win is always a good thing. There have been great stars out there so it's lots of fun to watch them do their best too. Talent fascinates me when people move into a situation and act like they're born for it and they're a natural at it. It's fun to watch.

Q: How often do you go to OSU sporting events?

A: I go every chance I can. Well, Mom Walker has tickets to the girls basketball games, so every time she has a spare ticket, she invites me so I'll go with her. I go to the football games when there's an opportunity for that, but usually I just sit and watch them on TV, but I don't miss it if I can help it. House moms, we like to get together and watch the games together. I'm involved in what they're doing, I'm watching it somewhere and my ears are listening to how we do.

Q: Does the price or availability of tickets effect your desire to go to a sporting event?

A: Not college, but it does for professional.

Q: Let's say there's a sporting event that's free, would go even if there are no special perks or giveaways at the event?

A: Oh sure. Mhm, I'd definitely do that. I lived in Kansas City for a long time and they guessed that it was around \$200 to \$400 to go to any of their games. By the time you pay for parking, tickets, and you're not going to go by yourself, by the time you tailgate, and if you don't, hot dogs are four dollars apiece and drinks are about that. In the end, it's anywhere from \$200 to

\$400 for one game, and for that reason I'm not that enthralled with the NFL. But I do love minor league baseball because of the Mustangs up in St. Joseph, Missouri. I know the owner of that team and it is non-stop action. If they're not pitching the ball or running, they have games for the people to play, like roll the dice where they give out free tickets!

Q: Oh that's fun!

A: They have things going on all the time. Then the T-Bones, over on the Kansas side, you can take your picnic lunches and sit on the grass, the children can play. I do enjoy minor league sports more. It's fun.

Q: Yeah, that sounds like a great environment. You mentioned that you know the owner of the Mustangs; does the possibility of having friends or family involved in a sports team effect your desire to go to a game?

A: Oh Yes! Haha

Q: For example, one the freshman in your sorority is a player on the soccer team, would that change your desire to go to a game?

A: Yes, I would love to go if I can keep up with their schedule and know when they're going to play. I would love to know when the tennis team plays so I can watch Miranda.

Q: How do you prefer to hear about sporting events? Do you like to read a schedule in the newspaper or follow OSU sports on social media or TV?

A: I follow all of the OSU teams on Facebook.

Q: Is that your favorite way to hear about them?

A: In the dining room! Haha I see all of the flyers and I hear the girls talk about it. If we happen to have someone that's involved talking about it I'd rather hear it first-hand. That's my favorite, hearing from students and players.

Q: What's your level of knowledge about tennis? About the rules and regulations, how the score is kept, etcetera. On a scale of 1 to 10, 10 being the highest, where would you say you are?

A: I'm no expert, but I did play tennis before. My step-dad was in law school at OSU, so I took a summer university program there, so I had four years of tennis as a little girl there. If I refresh my mind on the rules, I'm quite sure it would come back to me easily. I thoroughly do like it; I enjoyed playing it and I like watching it.

Q: That's great, so you have a solid background on the game of tennis. Since you know about the rules and how to watch a match, does that make you more willing to go to a match?

A: Uh huh, sure. Is Miranda thinking about coaching us on our tennis skills? I'd love that! They're a talented bunch, aren't they?

Q: Speaking of elite players, do you know how good our tennis team is, how they've been doing the past few years?

A: I don't (disappointed voice), no, I don't know.

Q: Well, actually we have a pretty good team and several returning players. It looks like they might get the opportunity to host the Big XII tournament in 2015.

A: Oh wow! That's wonderful! How do we get to do that?

Q: I think the Big XII tournament is on a rotation schedule so they visit all of the schools, but it also depends on the school's facilities, if they can hold a tournament of that size. We're actually almost done building a new tennis facility, the Michael and Anne Greenwood Tennis Center.

A: That's great!

Q: Have you seen it, the new facility?

A: Yes, I've seen it. I've driven by it and I saw some pictures of it online.

Q: Are you excited to see it in person?

A: Yes, mhm, it's great how it's right there in the athletic village.

Q: Would you be willing to go to a special grand opening if there was one for it?

A: Yes, of course I would. Mom Deb and I will be the first ones in line for it! haha When will it be open to the public?

Q: The first match isn't until January, but the facility will be completed in December, so they might have it before the first match.

A: So Miranda will get to be one of the first people to play in there, how wonderful!

Q: A great part about the facility is that there are courts inside and outside. There was a problem before since all of our old courts are outside. Tennis regulations require matches to be played inside if the wind is faster than a certain amount or if the temperature drops below a certain point. The matches would then have to be moved to Ponca City or Tulsa, so other teams would dread playing here.

A: That's very tedious.

Q: Not only is OSU excited, but the rest of the Big XII because they get to play in this great facility too. Another great thing about the facility is the possibility of concessions and shading seating.

A: Oh wonderful! I'm absolutely for that!

Q: Would you be willing to pay a slightly higher ticket price for more premium or shaded seats?

A: Yes. I'm part of the House Directors Association on campus and I would like to see the House have a small section that belongs to us, or that we sponsor, and have our dues go to that. Not just for tennis, but for all of the sporting events. It would be wonderful because most of us go to the games if there's an opportunity. We would have first access to information like when games are played because I think most of us are really interest in what our groups are doing. I really do, and I'd like to see us have preferential seating. I don't mind my dues going to that at all, I'd be fine with that since it goes back to supporting our teams.

Q: Now the match times are usually on the weekends, starting on Fridays, with the first math beginning sometime between 2 and 4 P.M. Does that schedule effect your ability or desire to go to a match?

A: That would be ideal actually.

Q: Would you be excited or willing to go to a match if was against a rival team, or a big star is playing?

A: Yes, yes! (Excitedly) Bedlam tennis, I would love that. I'd like to see Miranda just dominate it!

Q: Do you watch professional sports?

A: (paused before answering) No. I'm not big of a sports guy

Q: So do you attend any OSU sporting events?

A: I've only been to the football games.

Q: What makes you want to go the games?

A: (Chuckled before answering) My mom makes that decision for me. My parents come to the home games and make me sit with them. I probably wouldn't go to the game if my family didn't make me.

Q: Haha well once you are at the game do you enjoy it?

A: Not really, I like the tailgating more than the actual game. Like I said before, I'm not really a sports guy.

Q: Do you know if OSU has a soccer team?

A: Yes we do.

Q: What about a women's tennis team?

A: (Looks deep in thought or confused) umm.. I don't know but I'm sure they probably do.

Q: Haha they do. So I'm going to assume you've never been to a women's tennis match?

A: (Laughs before answering) No, definitely not.

Q: Why haven't you gone?

A: (Quick to answer) I don't really enjoy sports. The only reason I go to the football games are because my parents make me. If I could I would just tailgate with my friends the whole time. That's the only part I like.

Q: Is there anything that would make you want to attend a match?

A: (Laughs) maybe if they served alcohol at the event but even then, none of my friends go so there's no point in going.

Q: Are you aware of the new facility being built?

A: Is that the thing that's being built across from the football field?

Q: Yes it is.

A: Well I've seen it being built but I didn't really know what it was for until now.

Q: Do you think people don't attend the games because of the matches being at the Colvin and lacking game atmosphere?

A: (Thinking about the question) Umm.. I don't think that really has anything to do with it. I just don't think tennis is very popular in Oklahoma. I think its more of a rich sport so maybe at Ivy league schools its more popular. Just not here.

Q: Do you think you will go to a match to see the facility?

A: (Looks hesitant to answer) Well if I'm being honest probably not.

Q: Why not?

A: I just don't care about tennis so it wouldn't be worth it to me.

Q: That's a fair answer. Do you think that attendance will be better in the long run because of the facility or just at first?

A: Probably just at first because it is something new so people will want to see it but then I think it will go back to the same as before.

Q: Does the team do a good job of marketing and advertising their games on campus?

A: (Quick to answer) No not at all. I've been here for four years and I can honestly say I have never seen any advertisement for the matches.

Q: Honestly I don't think I have either. What do you think the team could do to make sure students know about their games?

A: Pretty much anything because it's better than whatever they are doing now. Maybe, put fliers around campus or a billboard thing on the sidewalk with all the Greek letters. I always read those signs when I walk through them.

Q: Well thank you for your time; I appreciate you giving me your input.

A: You're welcome. (Chuckles) I'm not sure I was much help though.

Q: Tell me what your job entails.

A: (He answered in confidence) Well, I pretty much oversee the day-to-day operations of the athletic department. Were about a \$65 million business, and I specifically oversee a few of the sports. I oversee all of track and field and men and women cross country. And I oversee the equestrian program, and I oversee the men's wrestling program. But in addition to that, all the day-to-day things ... We oversee all the external operations, which would include the offices that do our ticketing, the offices that do our ticket sales, our marketing, our Posse office. I work a lot with the business office on day-to-day business operations. I also oversee all the spirit group operations and mascots. Most of that is whatever operations day-to-day that's what I oversee.

Q: Tell me what you know about the OSU Women's tennis team.

A: (He answered with a sharp confident tone) Well, Chris Young is the coach at Oklahoma State. He's been here for about 3 or 4 years. He's been very instrumental in the raising of moneys to build a new indoor/outdoor tennis facility at Oklahoma State. We'll probably move into the new facility in March 2014. It's going to have 18 courts: 6 courts inside – 12 courts outside. Probably one of the nicest tennis facilities in America. Probably somewhere in the area of \$14 - \$15 million project. They have the indoor courts already finished, so the kids can be practicing and playing on them. They're just in the process of getting the outdoor courts finished. It's a very big project. They're doing a lot the ... They're getting ready to do the stands. I think the concrete is poured for 6 of the outdoor courts, and they haven't quite poured it for the other six, so we're looking at a completion date of about March of 2014.

Q: Have you ever gone to a tennis match?

A: (With an excited facial expression he answered) I was actually the interim (temporary) tennis coach for a year of the women's team, back in the late 90s where I stepped in for about half of the year. I actually coached the team, took the team on the road for all of the Big 8 season. We ended up ... we won the Big 8 Tournament. We won our first round, got down to the top 8, won our first championship. So yeah, I had quite a experience. At that time all the women that played for us were international and the assistant couch we had at that time was international too, so I was the only American. It was a great experience. I was actually recruiting for the following year. I took them on all their Big 8 events, took them to the Big 12, took them to the National Championships. So ... yeah I know a little bit enough to be dangerous, but my background wasn't in tennis, but I learned quite a bit when I was coaching them.

Q: Have you gone to a match in the past couple of years?

A: (With a quick response) Yes.

Q: About how many matches would you say?

A: (Taking a deep breath and looking down to the left) Oh, not as many right now as I normally would because right now I'm tied up in the Spring more because I'm actually involved with the NCAA Championship's committee with the sport of wrestling. I chair that, and so I don't have a

whole lot of time in the spring to be doing things like that because I'm really involved in the sport of wrestling, but when I go to the meets. Yeah, I definitely could go to some of the men's and some of the women's but not nearly like I used to.

Q: Would you say the women's tennis team has a problem with attendance?

A: (A slight pause to gather thoughts) Well, when you look at both men's and women's tennis. I mean, I think we have some young people in our marketing department that are really starting to focus on our revenue sports. Now, not revenue things like, oh you know, trying to get more people to go to wrestling. They're even working to get people to come to women's basketball. And then in the spring we've got baseball, we've got softball, we've got men's and women's tennis. And it's always a thing because there's so many things for people to do. But yeah, there is not a whole lot of attendance, but their coaches and the people in the marketing we have here, you know, they put together some special little days for people to come and try to get the information out there. I think that uh, once we open this new facility in the spring, I think it will really probably bolster attendance because if the weather is bad there's still seating inside and you can watch all 6 courts. And were gonna have some great scoreboards and things. Umm, and if the weather's nice and you could be playing outside we've got 12 courts and we've got seating in the middle of 6 so you can look on both sides, so I think the facility will really lend itself to where people coming to watch the matches.

Q: What do you think the biggest problem is with student and community members coming to watch women's tennis matches?

A: (Seemed a little unsure, but responded fairly quick with increasing confidence toward the end of his answer) Well a lot of anytime you have a non- revenue sport, you know, it starts out with people absolutely... just do they know that there's an event. Umm, they try to do some things through the college newspaper, I mean, you see lots of people now-a-days get more involved with Twitter, Facebook, umm, pages like that cause social media seems to be the way most young people, college age communicate. So they're working much harder to expand that kind of coverage. But, a lot of what it is in the spring, there's just so many options, I mean, you can go to a softball game, you can go to a baseball game, you can to men's and women's tennis and you still have some of the other sports going on at the same time. Uh, and so I mean, baseball has the same situation, so does softball. Most of the college sports, there are so many things going on when you get into the months of more February, March, April, and then even in May. You've even got track going on at the same time, so there's a lot of opportunities as the weather get good kids have other things they want to do that's outdoors, so it's a challenge all the time. Probably the biggest thing is to, if you know some of the kids on those teams, you have a tendency to want to follow them. A lot of it probably stems from the fact that people just don't know when the events are taking place. But the facility we have now will be very conducive, when people come it's a nice setting they're gonna know what's going on with all the score boards. It's well located on campus and won't be hard to find so it will certainly bolster things. But all those sports always have a struggle just to get people to come to it.

Q: What do you think the marketers for women's tennis can do to raise awareness for their matches and players, and things like that?

A: (Quick answer, but looking around the room trying to collect thoughts) Well they'll probably do some things where uhh, they'll do some advertising through the O'colly, they'll do some advertising through the local Stillwater paper. They do a poster they can hand out that's got a schedule of when our events are, and they probably a lot of it is just in social medial. But even now-a-days, you can send things out to students, I mean, you struggle to get them to attend things. And all kinds of people to attend, I mean, even in the sport of football when were highly successful, we'll have a lot of tickets sold, but the challenge is to actually get them to physically come to the games. We've actually have had good success this year, but nationwide, it seems to be hard to get young people to come out to events and, you know, the high profile ones are men's basketball and football, and some would say women's basketball, but other than that most all the sports struggle from getting a following because now-a-days people that have families, all their kids are starting so young in youth sports that never did in my age, I mean, kids didn't start youth sports till they got into jr. high school, but now they're starting when they are 4 and 5 years old, so on weekends and weekdays, your kids are having practice, you have so many other things you do. College kids are the same way, they're involved in a lot of other things, so to get them to pull themselves away from that and go to a non-revenue event, you know, it's a challenge. Especially anything that's on television because now-a-days people have such great little studios in their home that they can watch TV, unless the weather's great they don't want to get out, they just stay home. I mean, it is just non-revenue, I think college athletics is always going to be, right now is going to be aware of the problem you have of just getting people to physically go to events. If they're non-revenue or if they're football or basketball.

Q: What do you think the tennis team can do to get people to physically show up to the match? Is there anything you think may be successful or have been successful in the past, maybe for other teams?

A: (Pause because unsure what to say at first) That I don't specifically know, umm, you know, obviously I think you're going to see both of our tennis teams improve in the next year or two because you're going to see the recruiting really improve. I mean, it's hard to bring people to a campus when you don't have a very good facility. They facility we had, we were splitting time with the Colvin Center, and every student on campus that wanted to play. So we had a lot of trouble actually getting time on our own courts. But when you have your own tennis facility, I think it's certainly increases the opportunity to recruit kids. And as you recruit kinds, you're gonna be a nationally ranked team. And I think you'll see, it's probably gonna take another year or two for the men's team and here probably in the next year or two for the women's team we're gonna be really really good strong programs because we've already got some young kids in and some coming in, umm, but, you're gonna drastically increase the opportunity that we have to recruit kids here because we have the facility that'll be as good as anyone in America. And when you don't have a facility it's hard to bring kids to campus that are the top players in America. So, when you get the top players and your team becomes nationally ranked, people will come out to see you. So that's one thing that will really help that we can do. And then at the same time, we'll couple that with spending some more moneys probably just marketing it and letting people know when the events are and letting them know some profiles on the different players and see what they're ranked, and then, you know you get some good match-ups of people in your conference coming here, you'll start getting some, you know, you'll get some spectators. But you have to get your team to be a really competitive team, and were pretty competitive, but I think we're gonna really become competitive when we get the new facility.

Q: What's a way they can get their match times out to the public and students?

A: (Leaned back in chair, put hand behind head and foot on knee) Well, when they actually set their times and everything, that's just a matter of looking at all the ways, first of the local people, I mean, we've got a lot of radio time we have that we'll use. We use a lot of newspaper ads, we use ads in the O'colly. The O'colly basically is the one you're gonna get with the students, but we also do a lot of twitter, we tweet out thing, we do a lot of Facebook, we do a lot of social media. And we have a lot of people that do that. We also have a whole group of people where we have a phone bank over across the street from Bennett, where we actually have kids on the phone all day long calling about events we have upcoming. And calling people to see if they wanna get tickets to it, but you know, the nice thing about things like tennis it doesn't cost anything to come so it's more of just to get people to know one that you have a good team, two when the matches are and umm, three some profiles on 'hey you've got a really good player and a really good guy or really good girl that's ranked nationally, or the teams really good ranked nationally.' And then people, there's a lot of people that have interest in tennis that will come because they can just walk across campus. You're probably not looking at crowds that are gonna come in from out of town as much as you've just gotta bring kids that are here local.

Q: What type of people should they market to first?

A: (Responded quickly, leaned forward and sat up straight) Well the first easiest to market to is the students on campus. You've got 20+thousand kids here. And when you know you can just walk across the street from a dorm or walk across campus, you know, there are certainly a lot of young college kids that if the weather's good and the facility's good they can come. And then obviously you've got tennis fans within town, people who play here in town, tennis clubs, and things like that. Umm, I don't know that you're gonna get as many out of town people to come in because sometimes they play their matches mid-week. If they would play on the weekends, you have a little more of an opportunity to get people form out of town, but mid-week games you really gotta rely on local, students, people who live in Stillwater to get them to come.

Q: Do you think OSU will hold big events in the new facility?

A: (Answered in excitement while talking with hands) Well we built the new facility so we could hold a national championship, so I mean, I'm not gonna say you're gonna do that in the first year, but we certainly have a facility we can hold a conference championship. And we have the facility we can hold a national championship. The national championship won't come right away. The Big 12 as they rotate it around within the league we'll have an opportunity to do that.

Student Focus Group:

We conducted a focus group with three male and four female OSU students. We had two moderators, Katie and Courtney, leading the focus group. We also had two observers, one in the room and one outside of the room, and a note taker inside of the room. Some of the major points we learned from the focus group was the lack of interest, but most of all, awareness of Cowgirl tennis.

Whether the student was an undergrad or a graduate student, college athletics is an important factor in deciding what university to enroll at. Most of the students in our focus group have All Sports Passes and are interested in OSU athletics. The students' preferred social media platform is Twitter but few follow OSU athletics on Twitter. Half of them have a brief understanding of the game of tennis or have watched some professional tennis before but have no interest in collegiate tennis. Even upperclassmen students in the focus group claim they have never heard anything about Cowgirl tennis in their four years here. They highly suggested placing A-frames and chalk around campus. They believe a story in the O'Colly could bring awareness as other smaller sports, like Cross Country, have done this in the past. They would like players to be highlighted so they have someone they can rally behind. Just having the tennis team in their mind and seeing it on campus can make a big difference.

Katie: Thank you guys for coming, we really appreciate it. My name's Katie.

Courtney: and I'm Courtney.

Katie: we're going to ask you guys some questions about OSU athletics and specifically OSU Women's tennis, which is very exciting, I know. If you guys would do me a huge favor and put your phones on silent that would really help us from being distracted.

Courtney: So basically were just doing a research project and were having this focus group so we can gather opinions and your point of view on women's tennis and OSU athletics. Whatever you say is completely confidential, as you read on the form, and we'd appreciate it if you'll give us complete honesty even if it's something you feel awkward saying. Just say Whatever you're thinking.

Katie: We don't play for the team, you're not hurting our feelings whatsoever. haha Be as honest as you want. As for that camera in the corner, no one is going to see this footage but us, we just need to record so we can accurately write down what was said. So don't worry about it.

Courtney: Did anyone go to the football game in Austin this weekend? Or watch it?

1: I watched it, yea.

Courtney: How was it?

1: It was good, yea. (room giggles/becomes relaxed)

Katie: I'm excited about this week's game. And it's a night game, finally, which we haven't had in forever.

5: And ESPN Gameday will be here

Katie: I didn't know we had Gameday here before, but people told me that we have, I'm just out of the loop I guess. I don't remember the last time we had one.

5: I think it was against Texas a few years ago.

Courtney: Yea, it was UT

Katie: See I really don't remember that. Well, I'm excited to see my first Gameday!

5: It should be great.

Katie: Yea, that's what counts I guess. Ok, how important were college athletics when you were choosing schools. And this is very casual, you can just yell out whatever you think.

2: It was important

Katie: Were they, at all?

3: For me, I had a weird process of deciding on a school and at one point, after I had visited a couple of small schools that didn't have known sports teams, it wasn't a deciding factor but I definitely realized that it added a huge element to your college experience. So I was like, if I go to the university of Denver, I'll be cheering on a hockey team (room laughs) so that kind of influenced it a little bit.

Katie: So it was a contributing factor?

3: Yeah

Katie: That makes sense.

5: I'm applying for grad school right now and my two main criteria are location and good sports teams. So it's like I'm trying to find something like I had at OSU. So I have something else to do when I'm not busy with school.

Katie: Right

5: I think it plays a very substantial role.

Katie: Anybody else, how important sports were when you were picking schools.

7: I knew I didn't want to go to OU haha sports-wise

Katie: haha yea

6: I really wanted to go to a school that didn't have no sports at all.

Katie: Right

1: It was important in my decision. I could've gone to Tech and still enjoy it or I could go here. Both the football and basketball programs are good here.

Katie: 2?

2: I think my decision was influenced by sports because there's a better atmosphere here during your college career.

Katie: I agree with that too. Do y'all own all sports passes?

1 & 2 & 4: Yea

3: I don't

Katie: You don't? So show of hands, who has them? (1, 2, 4, 5, 7 raise their hands)

Courtney: Who doesn't? (3 & 6 raise their hands) Why not?

6: Because I work every Saturday

Katie: Yea. You wouldn't have time to go then.

Courtney: Would you get one if you didn't work?

6: If they had individual tickets not on your ID

Katie: Yea I liked it better when they had it like that

1: They kind of force you into buying an all sports pass

3: I didn't get one because of money. My parents had bought it the past couple of years and I always just end up leaving at half time and it just seems like such a waste of their money so they paid my car insurance instead. I honestly like to watch football games on TV better and I still tailgate and all that stuff, so I might as well watch it on TV

Courtney: What do you think about the sports passes requiring your ID? How does that effect y'all?

4: I don't like it

2: I don't like it either

4: If I can't go to a game, then I can't sell my ticket to someone else and I paid for it so it's disappointing. They consider it fraud if you let someone else use it which is crazy because I bought it so it's mine to use as I please

5: But last year you could sell your ticket to another student and that would be another person to fill up the student section, another body in the stadium. Now we have a bunch of students that can't go or can't get into the game so it's less people there. I think more people went when you could buy individual tickets

3: Why didn't they?

4: They want money

3: Oh, personal profit rather than more people

5: There's usually for a student ticket to a game, if you didn't have a student ID, you had to pay to upgrade it to a regular ticket but you still got revenue

3: That's like a bargain for what they're getting

5: I just think it's a dumb system that means less students are coming and less students are willing to buy them.

Courtney: Y'all use social media, right? (everyone shakes their head) Do y'all follow OSU athletics?

1: The main one? No (shakes head)

2: I just never thought about it

4: I do (3 shakes in agreement)

Courtney: What do you follow?

4: Well, there's so many different ones

Katie: Yea, there's so many

4: I follow the Pistol Pete account, since they talk about all sports, and OSU athletics has their own twitter and then Matt Fletcher Downstairs, he has his own twitter too.

Courtney: Do you follow a specific sport?

4: I follow the football and basketball and that's it, and the soccer team.

Katie: What's is yalls favorite kind of social media that you use right now? Like twitter, Instagram...

1: twitter (nods head)

4: yea, twitter

7: twitter is my favorite too

Katie: So twitter across the board (scans room, everyone nods their heads)

3: I actually don't have a twitter right now

Katie: What do you use instead?

3: Mostly Instagram. I'm not very big with social media (laughs)

Courtney: So out top ones are twitter and Instagram

Katie: So what's the first word that comes to mind when you think about women's tennis at OSU?

Courtney: First word, phrase, whatever you think of

4: Unknown (1-3 shake heads)

6: Nothing at all (room laughs)

3: I just know nothing, it's weird. I was trying to think of something but I don't even know one player or one statistic. I have no idea if were good or bad

2: Since I've been here I don't think I've ever heard about them doing good, or having a match coming up.

Courtney: What year are you?

2: A junior.

Courtney: Anyone else?

1: I don't really watch professional women's tennis so why would I want to watch college tennis? haha (looks at 2, he laughs too)

Courtney: Does anyone watch professional tennis? (5 nods head) Do you?

5: Yea

Courtney: So you're interested in tennis? How often would you say you watch it?

5: Oh, if there's a good match I'll watch it but I'm not a huge follower. But I definitely keep up with the best players.

Courtney: So is anyone familiar with tennis? In general, professional?

1: Women's tennis, yea

7: I used to play tennis and I went to Wimbledon. It was an experience. It was cool to watch there because it was an experience, being in London and it was huge but...

Courtney: So you play tennis and watch it?

7: Does that make me the expert here? (room laughs)

Katie: Does anyone know members of the team? I guessing not by yalls answers earlier (room nods heads) No? OK

6: I remember the coach came to my sorority and told us when their matches were once
Katie: Oh, ok. what did they come for? Just because?

6: They were trying to get us to come to the matches and he was offering free pizza or something but none of my friends went so I don't know what happened

Katie: Interesting

Courtney: So I'm guessing none of you have ever gone to a match

1: No (3 and 4 shake heads) Why not?

7: I just don't know like

Courtney: Just don't know when they are, yea

2: That and I don't really know the rules of tennis anyway so I'd be bored sitting at a match anyway and not understanding it.

7: I would go to a women's tennis match if I had friends that were interested in it too, so its like a fun social thing, but I don't want to be the person dragging her friends to something.

Courtney: So is there anything you think that would make yall want to go to a match? Like the stuff they do at basketball games or free concessions?

6: I like free concessions, that's really cool

5: I think they need to come up with something that makes a match exciting, like they do at basketball games. I think something like free concessions isn't really going to get people to go to that first tennis match. No one wants to go and just sit and watch a match and have no excitement. I think interacting with the fans and the audience at matches can make a difference. With the new tennis center I think they can do a lot with it to makes fans feel like part of the match.

Courtney: Do yall know about the new facility? (Most of the room says no)

Katie: We have a slideshow of pictures to show you guys what it looks like. (Laptop with slideshow is placed in front of Courtney, everyone looks at it)

3: I really had no idea

4: Is it like behind the football training center

Katie: Yea, by there. Do you think with this new atmosphere that people might be more willing to go?

5: I think so, yes. Before they would be at the Colvin Center to work out and have matches and there were so few bleachers and the people who actually wanted to watch couldn't find a seat in the cramped area. Their setup before reminded me of a Junior High or High School team and not something fit for collegiate athletes.

1: I think the atmosphere doesn't matter really. If you're at a match you already have invested interest. It's the kind of sport where you sit quietly and pay attention to what's going on, not like a football or basketball game where people go crazy. There's no rowdy crowd.

5: Yea, it's a much more toned done crowd and relaxed environment.

Courtney: So do yall think the new facility will actually make a difference?

6: Yea

7: Yea, it'll make people more aware of the team

6: Like I've never seen a front page article about tennis before on the O'Colly. I know Cross Country has, and other small sports. But I think more people would know about it with something like that, I see the O'Colly everyday on campus.

Katie: Would something like that make you want to go more?

5: Yea, definitely

2: I think I would want to go to at least one to see what the new place looks like, but I wouldn't go to matches regularly.

Katie: Are yall aware of the team's record, or is that even important? Like if they're undefeated and you want to get behind them.

3: If I knew that, I think it would, but I just don't know anything about them now.

5: I know for the past few years we've been good but not much else.

4: I think if they put up their schedule too that would help.

Courtney: Like the foldable schedules they have around town?

4: Yea, those and A-frames.

Courtney: With our new facility do you think more people would be excited to go to a big or special tournament we get to hold in it?

2: I think it would.

Katie: Like more people would be inclined to go to a Bedlam match. (Most of room shakes their head)

7: Yea

Katie: What would you guys think the program could do for more awareness of? The schedule is a big one, highlighting players on the team...

6: The whole thing! (everyone laughs)

Courtney: Like what in particular?

6: Just everything. Because if I know some of my friends are going, I'm going to want to go too. Like she said before, it's not just about the sport, it's about the social aspect too. Kind of like what the basketball and football games are like now.

Katie: Do y'all think they should draw in the tennis savvy people first?

7: Like before, if my tennis savvy friends are interested, they might get me interested too. Not just market it to everyone, but to like people who use the tennis courts too. Get them excited about matches.

5: They just need to make people more aware. Unless I see it first hand or happen to walk by the tennis courts, I have no idea when a tennis match is. I think just putting the schedule or upcoming matches around campus, on like flyers or A-frames could make a difference. If I walk

by the same A-frame 5 times a week, I'm going to recognize and remember what it was about. I think just seeing something, whether it's in the newspaper or a flyer, can really help.

Courtney: Do you think if there were known athletes going to the tennis matches or a star on the team would make people want to come?

4: Success brings people. People want to cheer for a star. I don't know how our team is, but

Katie: Yea, if we were undefeated, that would make a difference

6: yea, if like this player on the team was undefeated since high school or something; I would want to cheer for her.

Katie: If you think they featured players on the team it would be easier to rally behind them, like a star player?

3: Yea, because I would talk about them on campus and tell people about how they great they are and spread the positivity on campus.

2: If the team does have a good record, I think social media could help people know about them the best

Courtney: Do you guys have any other thoughts that you want to share?

6: When is the facility going to be built?

5: It's supposed to be done in late December

Katie: Yea

4: And when is their season?

5: The spring.

Katie: Well that's all we have for you guys.

Courtney: Thank you guys for coming.

Katie: We really appreciate it.

Ethnography:

We chose to examine the women's tennis team during a normal practice in their natural environment. For the purpose of this paper, we will refer to the OSU women's tennis team as simply "the team". The main purpose of the ethnography is to show how the team portrays themselves and the culture of the team. First, we will examine the facts of the team. Below is a table outlining the players including their height, classification and hometown.

Name	Height	Class	Hometown
Maria Alvarez	5'6"	So	Zaragoza, Spain
Mariah Burke	5'7"	Fr	Tulsa, Okla.
Miranda Erisman	5'7"	So	Olathe, Kan.
Karyn Guttormsen	5'8"	Jr	Kenosha, Wis.
Megan McCray	5'4"	Fr	Oceanside, Calif.
Morgan McCray	5'4"	Fr	Oceanside, Calif.
Kanyapat, Narattana	5'9"	Sr	Bangkok, Thailand
Carla Tur Mari	5'2"	Fr	Ibiza, Spain

To get a more detailed picture of the players, we will spotlight their personal lives. All of the information below has been provided from the OSU website. Of the eight players, we have three spotlights.

Maria Alvarez

Freshman year: Was impressive in her freshman season, earning a 23-13 overall singles record and a 12-11 mark in doubles play ... Earned an 8-5 singles record in the fall ... Recorded her first collegiate victory at the Missouri Aces for the Cure Tournament when she defeated Tulsa's Saana Sarteinen 6-2, 6-3 ... Her first fall season was highlighted by defeating Julia Jamieson of Illinois 7-5, 6-3 to win the "Charlie" singles flight at the United States Air Force Academy Invitational ... Notched a 15-8 record in dual singles matches playing in the four and five spots ... Won her first seven matches of the spring season ... With her victory over Iowa State's Ana Gasparovic, earned her 20th overall win of the season and became the tenth freshman in school history to reach the single-season 20-win mark ... Became the seventh most winning freshman in a single season in school history with 23 overall wins ... Defeated Federica Denti, 6-7(6), 6-1, 6-3, in Oklahoma State's first round Big 12 tournament match against TCU to seal the Cowgirls'

spot in the conference semifinals ... In doubles, she teamed up with senior C.C. Sardinha to go 10-6 in the three spot for the Cowgirls.

Personal: Daughter of Jaime Alvarez and Maria del Carmen Aguaran ... Has one brother, Daniel (22) ... Born August 17, 1994, in Zaragoza, Spain ... Majoring in Psychology ... In high school, won an International Tennis Federation doubles tournament in Portugal ... Was the two-time runner-up for the Spanish doubles championship ... Enjoys going out with friends, shopping, and cooking ... Aside from tennis, also likes to play basketball and soccer ... Favorite tennis players are Roger Federer and Justine Henin.

Karyn Guttormsen:

Sophomore Year: Went 14-8 in singles play during her first spring as a Cowgirl ... Was a key piece to the Cowgirls' successful season, as the team had a 12-2 record when Guttormsen was victorious in her matches ... Dealt the final blow to the top-seeded Baylor Bears in the Big 12 tournament semifinals when she defeated Alex Clay on six to clinch the 4-3 victory for the Cowgirls and send the team to the conference championship match for the first time in ten years ... Paired with Meghan Blevins for much of the season to notch an 11-7 record on No. 2 doubles for Oklahoma State ... The pair defeated the 82nd-ranked duo of Oklahoma's Mia Lancaster and Emma Devine, 9-8(4), to clinch the doubles point and help the Cowgirls knock off the Sooners.

Personal: Born on September 12, 1994 in Kenosha, Wis. ... Daughter of Kevin and Julia Guttormsen ... Has one brother, Evan (16), and two half-brothers, Josh (28) and Justin (22) ... Attended Bradford High School ... Recently transferred from Florida International University where she notched a 14-8 record her freshman year ... Was named Wisconsin Player of the Year in 2010 ... In 2010, also won Wisconsin state championship ... Started college at age 16.

Kanyapat Narattana:

Junior Year: Bounced back from an 0-2 record in the fall to post an impressive 15-7 mark in dual singles matches ... When she was on, she was nearly unstoppable, with 10 of the junior's 15 wins coming in straight sets ... Teamed up with Malika Rose to notch a 15-15 overall record in doubles competition ... The duo advanced to the doubles round of 16 at the ITA All-American Championships in the fall ... Narattana and Rose made it as far as the quarterfinals at the ITA Central Region Championships before being eliminated by Samantha Vickers and Isaura Enrique of Tulsa ... The Cowgirl tandem were selected to the All-Big 12 tennis team ... Had three wins over doubles teams ranked in the top 20, including a win over the seventh-ranked doubles team in the nation in Mary Weatherholt and Patricia Veresova in the Cowgirl's upset over No. 12 Nebraska ... The tandem received a bid to compete at the NCAA doubles championships and became the first Oklahoma State doubles team to compete in the tournament since 2002 ... Rose and Narattana won their first round match to advance to the round of 16, but were defeated by No. 2 Kaitlyn Christian and Sabrina Santamaria of USC.

Personal: Born Sept. 14, 1992, in Bangkok, Thailand ... Daughter of Maitree and Kornpaveen Narattana ... Has one brother, Apitarn... Started playing tennis at four years old ... Majoring in Hotel and Restaurant Management ... Favorite players are Rafael Nadal and Novak Djokovic.

Our group learned a lot about the team after observing them in a practice environment. We visited an afternoon practice with all team members and coaches in attendance at the Colvin tennis courts.

First, we will explain how the practice is set up. They began in a huddle while the head coach explained what they would be doing for the practice. This lasted a couple of minutes. The team then played singles, doubles and two-on-one. After around 20 minutes they switched partners and courts and played for an additional 30 minutes.

One assistant coach was playing with the team, while the other two coaches walked around and gave advice to the players. When practice was over, the team huddled again and then left.

We made observations about the players throughout the practice. The first thing we were quick to pick up on was their dedication. The girls were extremely focused, even during their warm ups. They were quick to apologize when they felt they had messed up, encouraged and taught one another and took every action seriously.

They were also fairly independent. The coaches were very present; however, they did not coddle the team in any way. When players messed up they would correct themselves and sometimes looked to the coaches for additional support. Other than that, the practice did not consist of much teaching, just training, building endurance and perfecting their craft.

The girls seemed to be a huge support system for one another, specifically the McCray sisters. They were not competitive toward each other but instead worked to better one another. It was easy to see that all of the members of the team are extremely close and motivate each other.

Overall we learned that the team is comprised of talented, diverse and motivated young women.

The Plan:

Based on our research, the biggest problem was lack of awareness. Many respondents said they have never seen any marketing efforts for the women's tennis matches.

Advertisements:

- A boards on campus
 - This gives multiple impressions to the target audience
- Fliers, handouts and magnets with the match times
 - Fliers and handouts are often thrown away but will increase awareness. Magnets will most likely be used ensuring that the schedule will be seen on a daily basis.
- Radio ads
 - They will support the on-campus advertisements. This will also bring in the community who do not regularly visit campus.
- T-Shirt Giveaways
 - Passing out free t-shirts at matches and around campus can raise awareness of Cowgirl tennis. People will then wear them around campus and Stillwater and bring continual awareness to the team.

Special Events:

- Tours of the facility before a match
 - The community of Stillwater will be interested in seeing the new facility. Behind the scenes tours will be scheduled before and during tennis matches. This way people will come for the tour and hopefully stay and watch the match. By giving behind the scenes tours, fans will be able to see parts of the facility that they would not get to see by just attending a game, creating a connection to the team and program.
- Themed matches
 - Creates a fun and spirited atmosphere
- Greek life participation
 - More than 3,000 students at OSU are involved in Greek life. Greek organizations have mandatory events that could possibly ensure a high attendance rate making it a social event. If Cowgirls tennis partnered with Greek organizations and created events with them it could increase attendance, awareness and create a fan base.

Players

- Player of the week
 - Be recognized at the game and put on the Cowgirls tennis website
- Newspaper spot lights
 - Pitch article ideas to the O'Colly about players and their backgrounds and interesting facts about the players. This will allow the community to learn

more about the players and develop more of a connection with the program.

- Social Media contests
 - Once the community knows more about the players Cowgirl tennis can launch a social media contest to pick player of the month.
- Public appearances
 - Putting the players in the public eye will increase awareness of the team and the players. The more they are seen the more they will be known and cared about.



COWGIRL
TENNIS

SUNDAY, MARCH 2ND
[IND. 2B] **OSU VS. WICHITA STATE**
GREENWOOD TENNIS CENTER, 1 P.M.

FRIDAY, MARCH 7TH
[IND. 2B] **OSU VS. OKLAHOMA**
GREENWOOD TENNIS CENTER, 6 P.M.

FREE T-SHIRTS BETWEEN SINGLES AND DOUBLES MATCHES
(WHILE SUPPLIES LAST)

Title: Support Cowgirl Tennis!

Client/Sponsor: Oklahoma State University Cowgirl Tennis

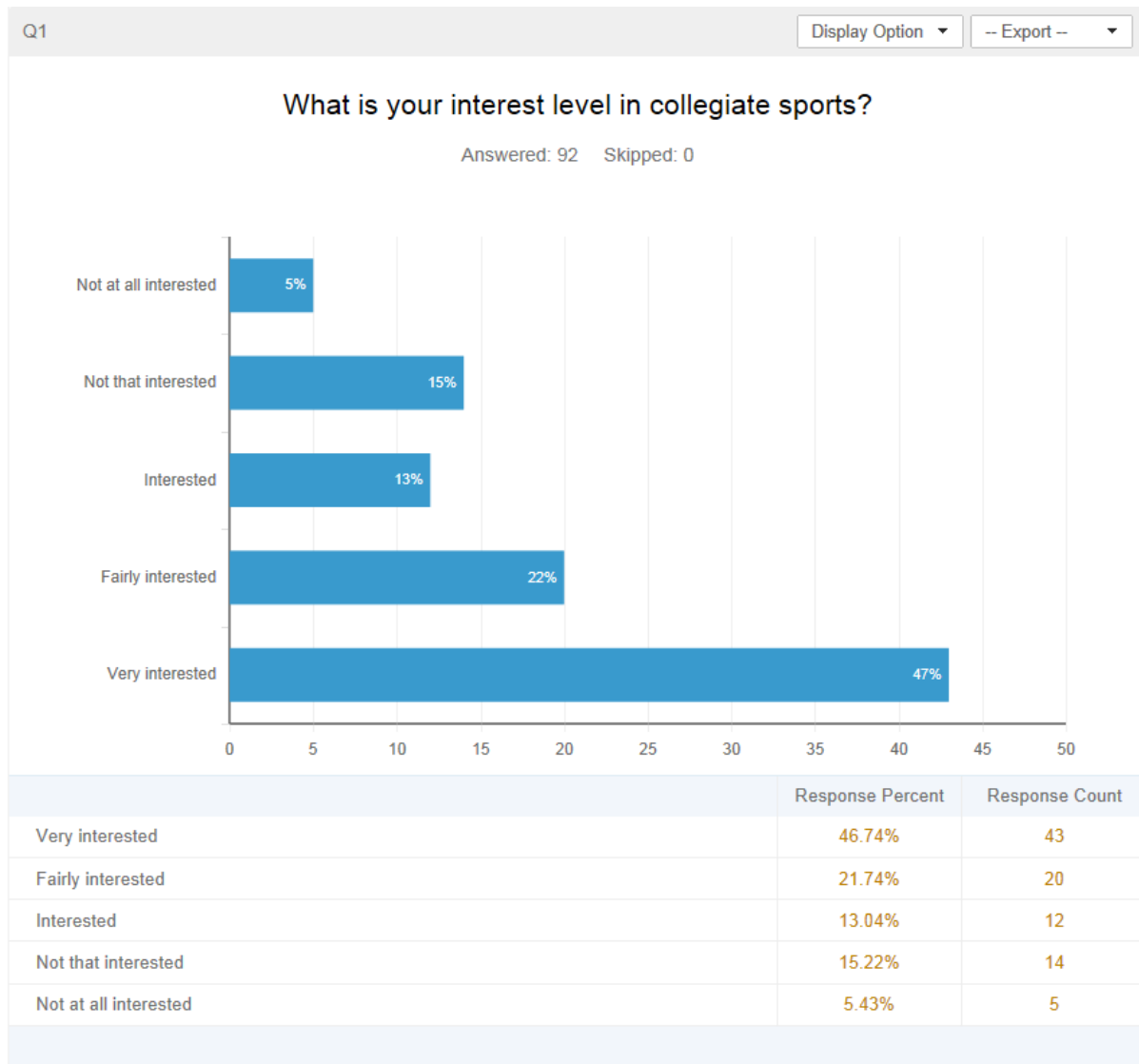
Length: 30 seconds

Air Dates: Feb. 24 – March 2

SFX: Crowd cheering. (Establish, then fade)	
ANNOUNCER:	The nets are hung, racquets strung and court shoes laced. It is time for another season of Oklahoma State cowgirl tennis.
SFX: Tennis ball hitting racquet (Establish, then under)	
ANNOUNCER:	Come out to the new Michael and Anne Greenwood Tennis Center apart of the O-S-U Athletic Village and cheer on your O-S-U Cowgirls. The number twenty-eight Cowgirls will be taking on Wichita State this Sunday, March 2nd at one p.m.
ANNOUNCER:	First fifty attendees will receive an O-S-U tennis t-shirt. Let's get the stadium rowdy!
ANNOUNCER:	Visit www dot oh kay state dot com backslash sports for more information. And remember: Go Pokes!
MUSIC: (Fade, out at :29)	

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Survey Results:



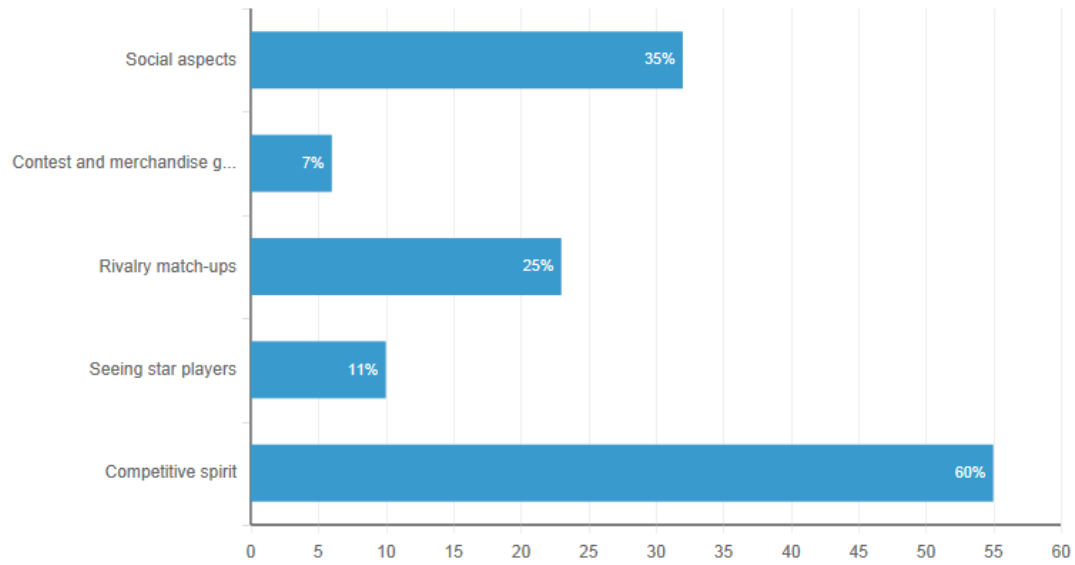
Q2

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What is your primary interest in participating in sport-related activities?

Answered: 92 Skipped: 0



	Response Percent	Response Count
Competitive spirit	59.78%	55
Seeing star players	10.87%	10
Rivalry match-ups	25.0%	23
Contest and merchandise giveaways	6.52%	6
Social aspects	34.78%	32

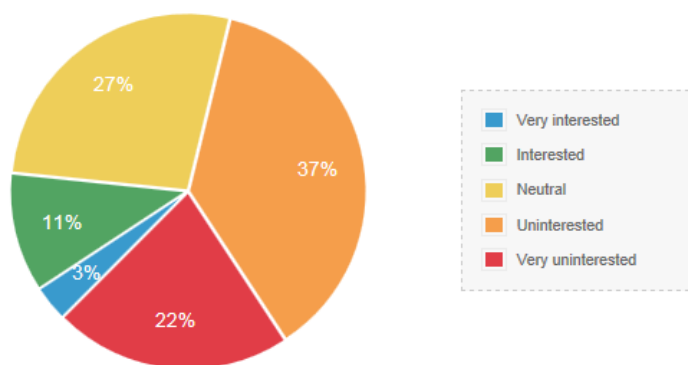
Q3

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Rate your interest level in watching women's collegiate tennis

Answered: 92 Skipped: 0



	Response Percent	Response Count
Very interested	3.26%	3
Interested	10.87%	10
Neutral	27.17%	25
Uninterested	36.96%	34
Very uninterested	21.74%	20

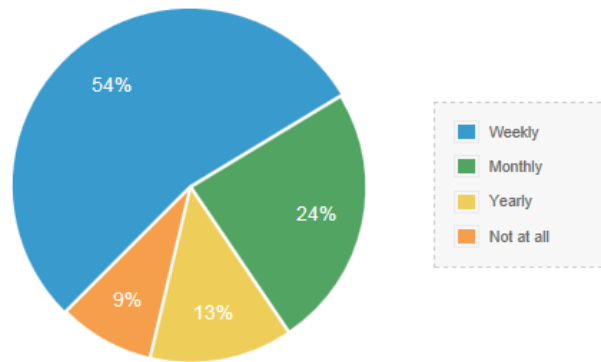
Q4

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How often do you attend OSU sporting events?

Answered: 91 Skipped: 1



	Response Percent	Response Count
Weekly	53.85%	49
Monthly	24.18%	22
Yearly	13.19%	12
Not at all	8.79%	8

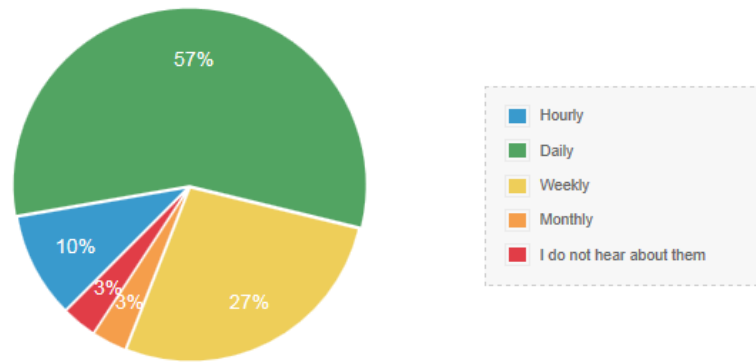
Q5

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How often do you hear about OSU sporting events?

Answered: 92 Skipped: 0



	Response Percent	Response Count
Hourly	9.78%	9
Daily	56.52%	52
Weekly	27.17%	25
Monthly	3.26%	3
I do not hear about them	3.26%	3

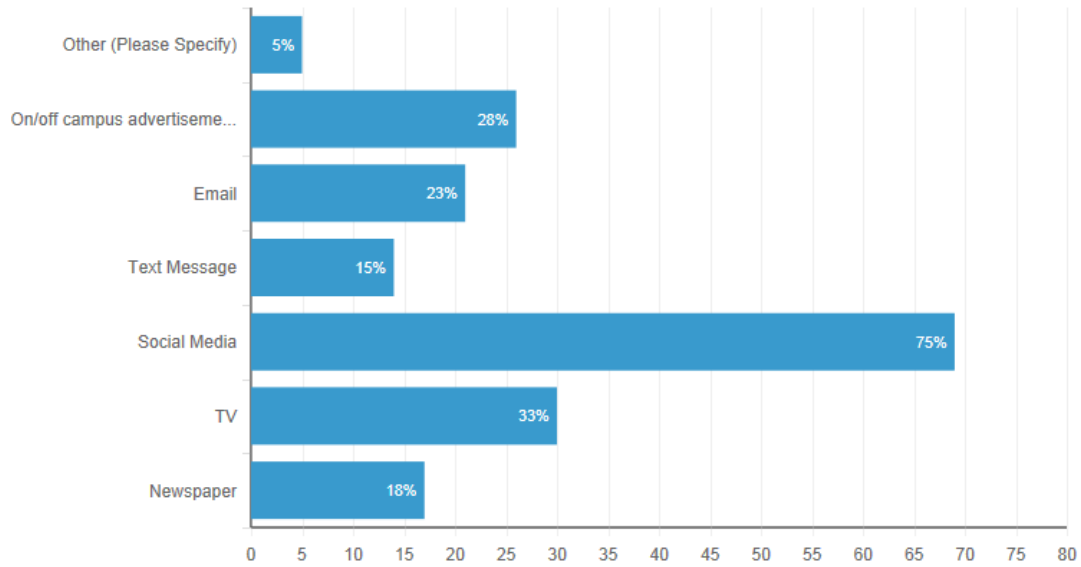
Q6

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How would you prefer to hear about OSU sporting events?

Answered: 92 Skipped: 0



	Response Percent	Response Count
Newspaper	18.48%	17
TV	32.61%	30
Social Media	75.0%	69
Text Message	15.22%	14
Email	22.83%	21
On/off campus advertisements	28.26%	26
Other (Please Specify)	5.43%	5
Show 5 Responses		

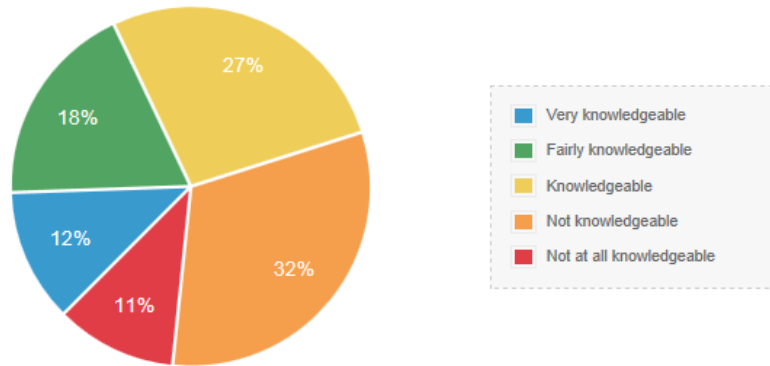
Q7

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How would you rate your knowledge of tennis in general?

Answered: 92 Skipped: 0



	Response Percent	Response Count
Very knowledgeable	11.96%	11
Fairly knowledgeable	18.48%	17
Knowledgeable	27.17%	25
Not knowledgeable	31.52%	29
Not at all knowledgeable	10.87%	10

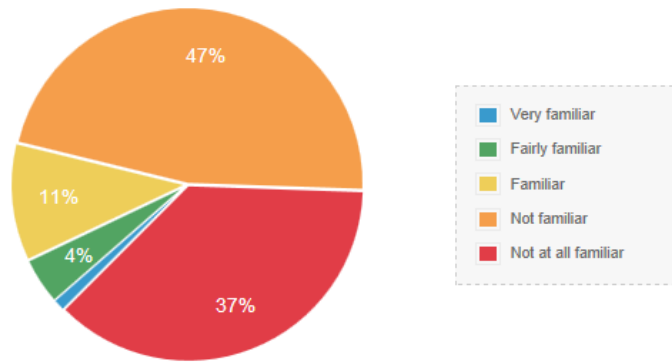
Q8

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How familiar are you with the OSU women's tennis team?

Answered: 92 Skipped: 0



	Response Percent	Response Count
Very familiar	1.09%	1
Fairly familiar	4.35%	4
Familiar	10.87%	10
Not familiar	46.74%	43
Not at all familiar	36.96%	34

Q9

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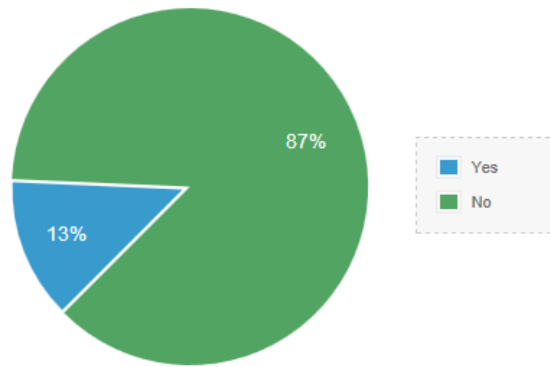
Q9

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Have you ever attended an OSU tennis match?

Answered: 91 Skipped: 1



	Response Percent	Response Count
Yes	13.19%	12
No	86.81%	79

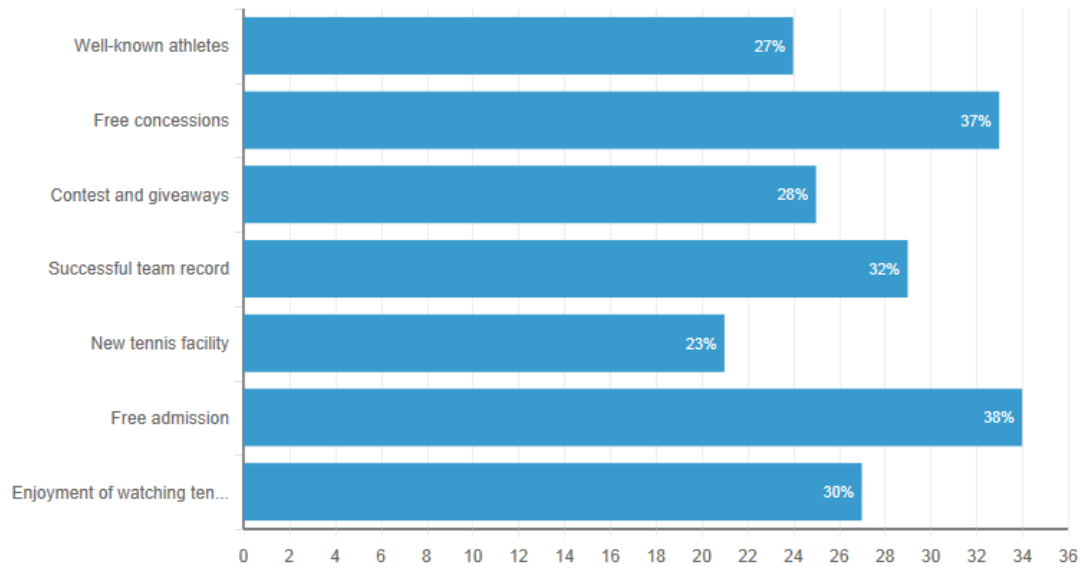
Q10

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What would make you want to attend an OSU women's tennis match?

Answered: 90 Skipped: 2



	Response Percent	Response Count
Enjoyment of watching tennis	30.0%	27
Free admission	37.78%	34
New tennis facility	23.33%	21
Successful team record	32.22%	29
Contest and giveaways	27.78%	25
Free concessions	36.67%	33
Well-known athletes	26.67%	24

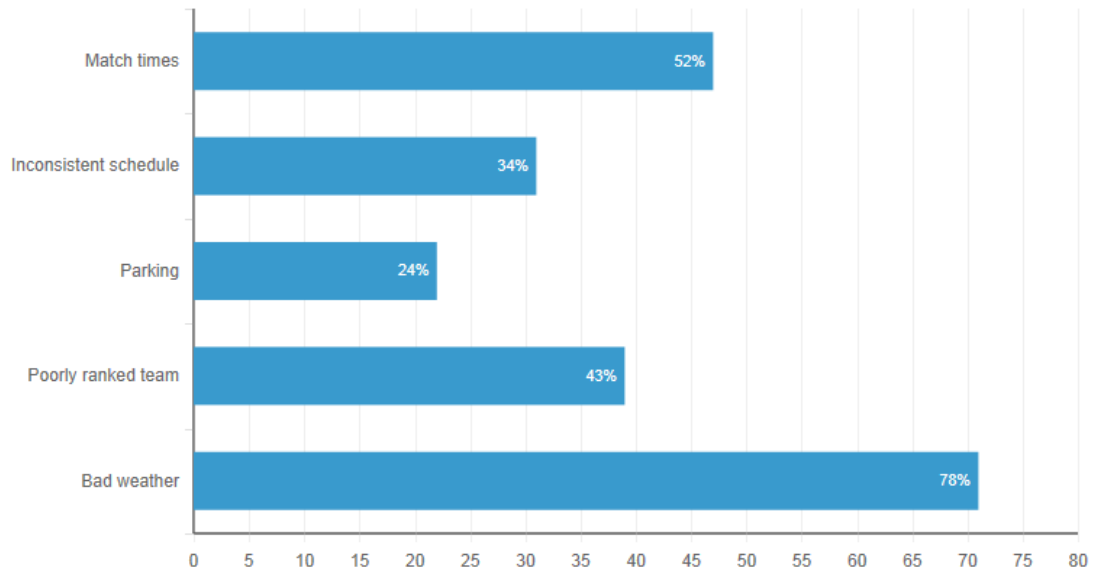
Q11

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What would discourage you to come to an OSU women's tennis match?

Answered: 91 Skipped: 1



	Response Percent	Response Count
Bad weather	78.02%	71
Poorly ranked team	42.86%	39
Parking	24.18%	22
Inconsistent schedule	34.07%	31
Match times	51.65%	47

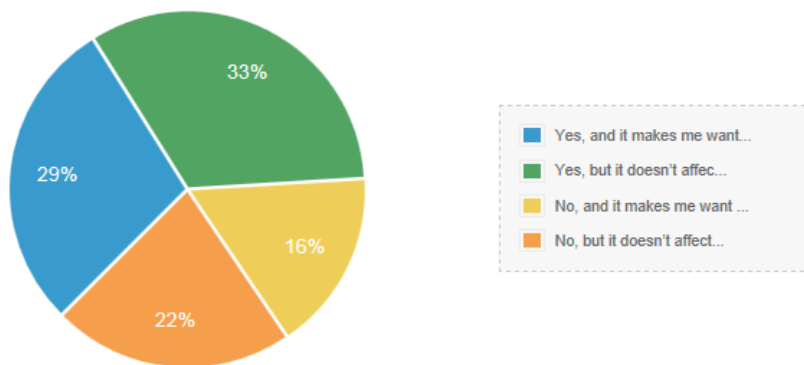
Q12

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Are you aware OSU is in the process of building a new tennis facility?

Answered: 91 Skipped: 1



	Response Percent	Response Count
Yes, and it makes me want to attend more matches	28.57%	26
Yes, but it doesn't affect my decision to attend matches	32.97%	30
No, and it makes me want to attend more matches	16.48%	15
No, but it doesn't affect my decision to attend matches	21.98%	20

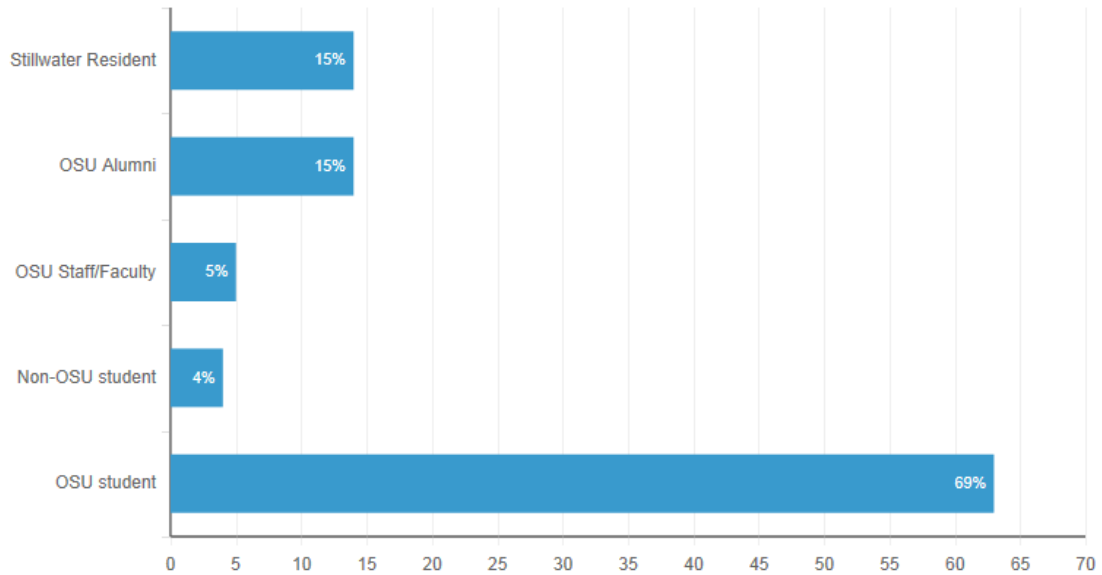
Q13

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You are: (check all that apply)

Answered: 91 Skipped: 1



	Response Percent	Response Count
OSU student	69.23%	63
Non-OSU student	4.4%	4
OSU Staff/Faculty	5.49%	5
OSU Alumni	15.38%	14
Stillwater Resident	15.38%	14

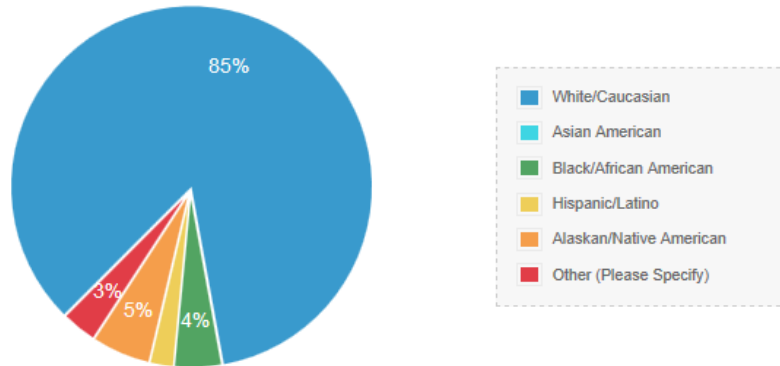
Q14

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What is your ethnicity/race?

Answered: 91 Skipped: 1



	Response Percent	Response Count
White/Caucasian	84.62%	77
Asian American	0.0%	0
Black/African American	4.4%	4
Hispanic/Latino	2.2%	2
Alaskan/Native American	5.49%	5
Other (Please Specify)	3.3%	3
Show 3 Responses		

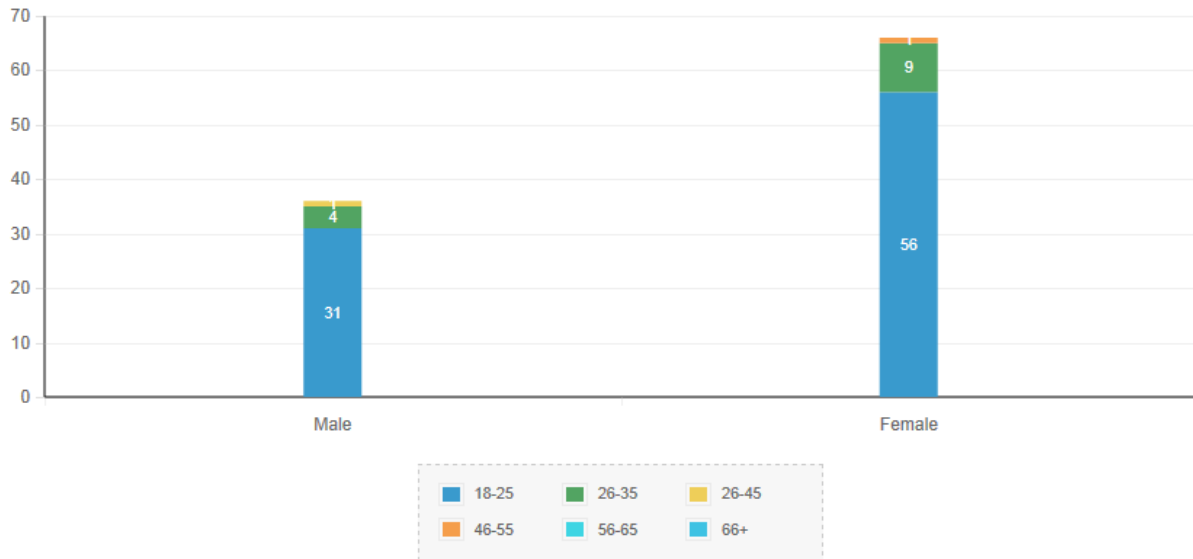
Q15

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Please select your age and gender

Answered: 91 Skipped: 1



	18-25	26-35	26-45	46-55	56-65	66+	Response Count
Male	86.11% (31)	11.11% (4)	2.78% (1)	0.0% (0)	0.0% (0)	0.0% (0)	36
Female	84.85% (56)	13.64% (9)	0.0% (0)	1.52% (1)	0.0% (0)	0.0% (0)	66