

Editor's Corner: On the Horizon

Jason W. Lee, PhD, Editor

Welcome to the fourth issue (Volume 2, Issue 2) of the *SMART Journal*. There are various changes included in this issue, and even more planned for upcoming issues. Aside from sporting a new logo (refer to the front and back covers), this issue includes some new features. These items, as well as additional others are addressed below.

SMART RESPONSES

This new series has its initial entry into *SMART* in this issue. The inaugural *SMART Responses* article answers the question "What are you doing to enhance sport management academia?"

INSIDER'S PERSPECTIVE

The other new section debuting in this issues is the *Insider's Perspective*. This issue features two informative interview segments. First is an interview with Melanie Watts, Marketing Analyst for Pepsi Sports, who is providing some insight into Mountain Dew's drive to build its brand through positioning themselves as a dominant brand in the world of extreme sport and beyond.

The second interview is with broadcasting legend and former NFL star, Pat Summerall. Summerall has had a distinguished career as an athlete and as one of the most notable broadcasters of all time. Summerall has led a fascinating life with a number of highs and some powerful setbacks. Through it all, he has emerged as a strong, focused individual.

BRAND NEWS

SMART will be including a new section pertaining to an important sport marketing component, branding. Each issue will feature at least one profile of a current brand that is making a major mark on the sport industry. Examples of upcoming brand profiles include sports apparel, sport teams, and non-sport products that are intricately involved in sport through sponsorship and other forms of corporate involvement.

MEDIA

We will continue to add reviews of contemporary media, including book reviews and movie reviews which provide powerful applications of pertinent sport management themes. The value of reviews of contemporary textbooks have long been established in academic journals. *SMART* will offer reviews of such works, along with and other relevant fictional and nonfiction works will be implemented in upcoming issues as well. The insight provided by modern texts and other written works can be of value for educators, students, and practitioners alike.

Additionally, film is a valuable educational medium that can offer tremendous insights and new perspectives into various issues impacting sport. By profiling some of the powerful messages projected in sport, the prevailing themes and concepts can educate and entertain at the same time.

WEB EXPOSURE

Due to *SMART's* growth and the increased interest in the journal, it has become more apparent that a more practical website needs to be utilized. So the new web domain for the journal will be: www.thesmartjournal.com. This web address will be easier to remember and will allow us more functionality. The new site should be up and running soon.



Keep checking for the unveiling of our new web home at:
www.thesmartjournal.com