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**SUNY CORTLAND STUDENT DEANA LYKOS TO LECTURE ON
INTERNET LINK BETWEEN BASEBALL AND ADULTRY AT SPORTS CONFERENCE**

SUNY Cortland senior Deana Lykos has been invited to present her Cortland Honors Program senior thesis paper on a provocative topic in sports to her peers, professors and sport industry leaders in Ithaca on Friday, March 20.

A sport management major who is pursuing a minor in professional writing, Lykos of Dix Hills N.Y., will discuss “Major League Cheating: A Theoretical Analysis of Adultery Statistics Within Major League Baseball,” at 10:50 a.m. in the Klingenstein Lounge at Ithaca College.

Lykos is excited to give her paper a voice at the Ithaca College’s Sport, Sexuality and Culture Conference.

“Presenting at the conference is one of the highlights in my years here at SUNY Cortland,” she said. “It is an honor to be doing so and representing the College.”

Lykos learned about this unique opportunity from Sarah Zipp, assistant professor of sport management and Lykos’ academic advisor. Zipp is also scheduled to speak at the March 18-20 conference about working women in the sports industry.

Scholars, graduate students, public policy makers, activists and sport industry leaders were invited to submit papers and projects about discrimination and violence toward gay, bi-sexual, lesbian and transgender athletes and others associated within the sport community.

Zipp believes that Lykos’ thesis paper is perfect for the conference.

“Deana is passionate about baseball and always up to date on the latest sports news,” Zipp said. “She made some interesting connections between new media, particularly social networking Web sites, and increases in adultery among baseball players. There are a lot of factors at play here, but certainly the influx in intrusive media coverage via the internet has created new pressures for major league baseball players.”

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This semester, Lykos is a student intern at Madison Square Garden in New York City with the Season Subscriptions Department. The department takes care of season ticket packages for the New York Knicks, New York Rangers and New York Liberty.

“It’s a sales driven unit, but customer service is a huge part of what everyone does here,” said Lykos, who has also interned for the New York Jets. “I can honestly say it’s one of my favorite jobs I’ve ever had.”

Lykos is also involved in www.thesportschickblog.com, a sports blog she began for a semester-long project in the Applied Sport Media Management course with Joseph Cooper, program manager for the SUNY Youth Sports Institute.

“I truly loved the blog and Professor Cooper encouraged me to keep up with it past the Fall 2007 semester,” Lykos said. “I try to update it on a daily basis. I get ideas from various sports Web sites, but I put my own ‘sports chick’ opinion and spin on everything. I’ve received feedback and hits from around the world, and it all started in Cortland.”

In May, Lykos will walk the stage for graduation from SUNY Cortland with her fellow classmates, but that is not the last that the College will see of her.

“After graduation I am coming back to Cortland for my Master of Science in Sport Management,” said Lykos. “I will also be the graduate assistant for the Sport Management Department and club.”

Visit the Web site www.ithaca.edu/gps/gradprograms/sportmgmt/sportsexualitycultureintr for more information on the conference.

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