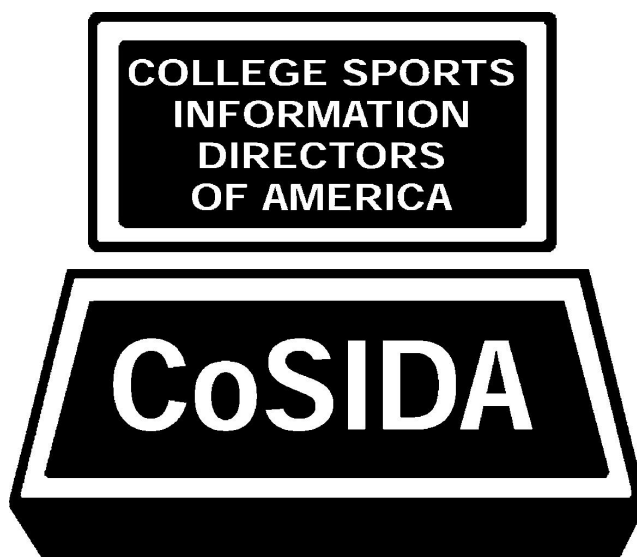


# CoSIDA NEWS

*Intercollegiate Athletics News and Issues from Around the Nation*



OCTOBER 18, 2006

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Updated 10/17/2006 7:25 PM ET

*After taking over for Bob Huggins at Cincinnati and nearly leading the Bearcats to the NCAA Tournament last season, Andy Kennedy is ready to build anew. And after being named the new head coach at Ole Miss, Kennedy is starting fresh in Oxford in hopes of leading the Rebels to SEC glory. USA TODAY's Tim Gardner caught up with the coach as he works on preparing his team for the start of the season.*

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### **How's your first season at Ole Miss playing out for you?**

Well, we've got a lot of work to do. But I've been really pleased with the way our kids have approached this transition. We're getting to know one another through individual instruction that leads up to the start of things, and we're excited about the challenges that lie ahead.

### **Coming from a program at Cincinnati where you just missed making the NCAA Tournament last season to a team at Ole Miss that hasn't performed up to expectations, how do you get your new players to buy into your system and make them believe in what you believe in?**

Well that is certainly going to take some time in order to earn the right to be able to get our product the way we need it to be. I've been really fortunate through my travels as a player and as a coach to have played for or worked for three guys in the late Jim Valvano at North Carolina State to Gene Bartow at UAB and then most recently Bob Huggins at Cincinnati. They are three guys who obviously had different approaches but had very similar success between the lines. And their success transcended mere wins and losses in that they were program builders. So I've had first-hand knowledge of how to do things and do things the right way and I'm certainly going to try to impart that on our players here at Ole Miss.

### **Who are you looking to be your go-to guys this season with the Rebels?**

Well we've got a guy in Dwayne Curtis who is our leading returning scorer and rebounder. He's a young man who has done things on an individual basis, but now we're challenging him to elevate the level of play of his teammates.

We also have three seniors returning in our backcourt in Todd Abernethy, Bam Doyne and Clarence Sanders who all have been through the wars of the SEC and do have that much-needed experience. We have what we believe is quality depth at a number of positions and now it's just a matter of getting everybody on the same page. We have to understand that in order to achieve success at this level, there's a great deal of sacrifice that has to occur. That has happened to a certain degree to this point and we're going to take it to another level as we start the season.

### **With your squad in a very tough SEC — two Final Four teams in LSU and Florida, plus a group of other talented squads — how do you convince your players that they can compete with teams of that caliber?**

You know, it is such a fine line between winning and misery. And that's really the coach's existence. Either you're winning or you're miserable, and I would prefer to avoid the latter as much as possible.

I think that these guys have experienced some success. They were 13-3 (3-0 SEC) last year when the wheels fell off. So they know that they are capable, and they realize from playing against LSU a couple of times and playing against Florida last year, that that is where we all aspire to be. And in order to get there, obviously we all have to get on the same page, and we all have to do things that are in the best interest of our team as a group.

But we're going to change the approach a little bit. We're also going to try to change the attitude and culture of Ole Miss basketball. By that, I mean the culture of winning and losing, and we've got to come to the realization that losing is unacceptable.

**Going to back to your playing days, you hold or share several records at UAB. What made you decide to put down the basketball and pick up the whistle?**

Well, I was forced to. I was like every kid in thinking that I would play forever, but I had a number of knee issues. I tore my ACL in both knees and subsequently had five different knee operations. The fifth and final one took a step for me that I couldn't afford to take. And they say those that can't play coach. So I immediately set my sights on becoming a coach, and it's been quite a journey.

**You used to be an assistant under coach Bob Huggins during your time in Cincinnati. Do you still talk to coach Huggins? And if so, how is your relationship with him?**

Certainly, we still talk. And our relationship is as strong as ever. I feel very fortunate to have had an opportunity to sit to his right for four years and be a part of a top-20 program and to see the inner workings of that on a day-to-day basis. And hopefully that's taught me some things that can help me in my transition here at Ole Miss.

Not only was he my mentor and I learned a great deal of basketball from him, but he and I are close friends and that loyalty will remain strong. We talk a couple of times a week, though we both have busy schedules with trying to breathe life back into our respective programs. But we do have a common bond, and that bond will always remain strong.

**How do you see Coach Huggins faring this season at Kansas State?**

Oh I think he'll win, and I think he's already shaken up the landscape of the Big 12. He'll get some guys in there that can play the way that he wants to play. And ultimately, he will right back at the upper echelon of college basketball, I don't have any doubt about that.

**In a busy offseason after George Mason reached the Final Four, lots of talk emerged about expanding the NCAA Tournament. What side of the line do you fall on?**

I am a huge proponent of expansion. We've been at 64 teams — I guess they added the 65th team when there was the formation of the Mountain West Conference if my memory serves me — and they didn't want to add an automatic bid and take away an at-large berth so therefore we went to 65 with the play-in game.

Mark Gottfried (head coach at Alabama) had a great idea at our SEC coaches meetings this summer. As opposed to calling it a play-in game, add an additional seven teams and basically add a round. So that as opposed to 65, you'd be at 72 teams and instead of having one game where the winner went on to take on the No.1 seed, you'd have four games and an additional seven teams that would then have an opportunity. And get out of the whole 'play-in' talk. Count them as first-round games and everybody but those eight teams ultimately gets a first-round bye.

Obviously, there are some logistical issues. We met with the television people and CBS has obviously paid a lot of money and has done a very good job of marketing March Madness and marketing the NCAA to make it financially viable, I understand that. And it leads right up into the Masters so they have no room in order to try and extend the tournament. But we've all discussed playing the first round on that Tuesday and allowing those teams then to have the option of playing on Friday. And if you took the last eight teams that were selected — meaning the 15th and 16th seeds from each region — and you gave them a realistic chance of winning a game in the NCAA Tournament, that would allow them to promote a tourney win and bring in the money that comes with that — because there's plenty of money to go around. I think then you can successfully get the field to 72.

The argument was that we have not expanded our tournament in quite some time. We have over 300 Division I teams trying to get to the ultimate goal. Much like if you can get to a bowl game as a college football coach — regardless of what happens in that bowl — your season is deemed a success. In our business, it's all about the NCAA Tournament. So it's basically giving seven more teams an opportunity to finish the season on a good note.

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## School Hit by Team's Troubles

**Northern Colorado football players' police run-ins give university unwanted attention.**

By Diane Pucin

Times Staff Writer

October 18, 2006

GREELEY, Colo. — Four years ago, the University of Northern Colorado upgraded its NCAA sports affiliations to Division I.

It meant prestige and, if things went well, attention.

Now, it has the attention:

A well-publicized player knifing, a bar fight, an illegal practice, another assault.

Not exactly what school officials had in mind.

"We wanted our athletics to mirror our academics," university President Kay Norton said. "Top of the line."

Instead, the football team has been atop the police blotter.

In September, Northern Colorado made national news when its punter, Rafael Mendoza, was stabbed and police announced days later that they believed his assailant was teammate Mitch Cozad.

It was Tonya Harding-Nancy Kerrigan all over again, with investigators surmising that Cozad, the backup punter, had attacked Mendoza seeking his place on the team.

Then, just in the last 10 days, three more revelations made headlines:

On Oct. 8, Jacob Carlson, a senior defensive tackle and team co-captain, was arrested and cited for disorderly conduct for his part in a bar fight. It was the type of incident that might have happened around any college town in the country on a given night, except for the part when Carlson told police that the fight started when he told a Latino man at the bar, "I don't like Mexicans."

Then, last Wednesday, the school announced it had reported to the NCAA that three assistant football coaches had been suspended for their involvement in at least one illegal practice in March.

Which was followed on Sunday by reserve fullback Garrett Bliss' arrest on suspicion of third-degree assault after allegedly getting into a fight with a man over text messages sent to Bliss' girlfriend.

All of which has led to quite a buzz around this campus of 13,000 students that had hopes of being recognized academically and athletically alongside the University of Colorado at Boulder and Colorado

State in Fort Collins. The three schools are located within 70 miles of each other.

"We've always been sort of the little-known stepchild. But we feel as if our academics don't take a backseat and neither should our sports teams," school president Norton said, adding, "It's sports that makes people notice."

This kind of notice is not what Coach Scott Downing anticipated when he left an assistant's post at Nebraska last spring to take over the Northern Colorado program.

Downing says he had no knowledge of the rule-breaking March workout and that he is "perplexed" by the recent developments. "I've only been here eight months," he said Monday. "To have all this happen, it's a little tough to take."

The coach is quick to point out that he didn't recruit any of the players who have been in trouble. He wouldn't speak specifically about any of the incidents but said he wouldn't tolerate bad behavior by any member of his team.

"We've spoken to them already about what has happened recently," Downing said.

Mendoza, the victim in the stabbing, was never in any trouble with the team.

His teammates, Mendoza said, "stood with me through this all."

But even Mendoza, a soft-spoken junior, has not escaped notice in connection with one of the most recent arrests.

Carlson was born and raised in Greeley and his alleged "I don't like Mexicans" remark touched a nerve among many in this city of 92,000 located about 50 miles northeast of Denver. According to the 2000 census, Greeley was about 30% Latino. And according to residents, there is simmering racial tension.

Being that Mendoza is Mexican American, his support of teammate Carlson drew attention.

"I know the character of Jake," Mendoza said. "I think Jake is a good person."

Priscilla Falcon, a professor of Mexican American studies at the university, said, "I wish Mr. Mendoza would have at least said he was disappointed in the words of his teammate."

Falcon said that upon reading newspaper accounts of the Carlson bar fight she was shocked by the "abrasive and abusive verbiage that came from a football player" representing the university. She and others met with Norton on Monday.

"This incident is just a symptom of the way the university has stayed insulated from the issues in the city," she said.

Horatio Soto, a junior sociology major who works at the Cesar Chavez Cultural Center on campus, described the university as "a little island in the community, and when you're on the island you forget about what some people think of you."

"When you get in the community, when you go to restaurants or clubs and you're wearing baggy jeans and have dark skin, people look at you and make assumptions about you," the Mexican immigrant added. "Sometimes I'm too shy to speak up and say, 'Hey, I go to college and I work two jobs to pay for it.'"

"So it makes a lot of us angry when a football player, who is representing my university in public, who

wears a jersey representing my school, says such a thing in public. He's not too shy to say, 'I hate Mexicans.' "

Trish Escobar, a 17-year Greeley resident who is an administrative assistant at the cultural center, said racial tensions have been heightened by rigorous discussions about immigration issues stemming from a recent proposal to bring a U.S. Immigration and Customs Enforcement office to the city.

"Suddenly I don't feel comfortable in my community," Escobar said. "On both sides the discussions haven't been as friendly. The dialogue hasn't been as polite. So I am not at all surprised by what I heard out of the mouth of a Greeley football player."

There is no indication that the attack on Mendoza was racially motivated. Police say it was simply a case of a backup player going overboard to eliminate the person in front of him.

Mendoza didn't see his attacker, so for days he believed he was a victim of random violence. He was home in Denver, recuperating with his family, when his mother spoke to police investigators.

"I was standing with my crutches, eating some dinner when my mom answered the phone," Mendoza said. "She got a funny look on her face and when she hung up she told me it was the police. She told me the police told her they were sure Mitch had something to do with my stabbing.

"My own teammate. I had taken him to dinner a couple of weeks before. I had paid for it myself. I was physically sick to my stomach."

But he says he holds no bitterness toward Cozad.

"My parents stressed to me from almost the moment I was stabbed that I needed to forgive whoever did it," Mendoza said.

"Even when we found out it was my teammate they told me I needed to forgive."

Prosecutors dropped a second-degree assault charge against Cozad, saying they are still investigating and are looking for an accomplice. But Cozad has left school and reportedly gone home to Wheatland, Wyo.

Cozad's attorney, Joseph Gavaldon, did not return a phone message for this story but told the Associated Press last weekend, "It's an uncomfortable state for Mr. Cozad. He's in limbo. The waiting has had an effect on him. He's trying to get his life together."

Mendoza said he's moved on. He missed only one game after the stabbing, although two days after the Bears' last game he was limping and wearing an ice pack around the wound on his leg.

"I just want to get better as a kicker and keep playing football," Mendoza said.

Downing said Mendoza is "a great example of a college student and athlete."

Norton said she is disappointed by the negative publicity sports has brought the school but is unwavering of her support in athletics.

"We have to get better and we will," she said. "I want the headlines to be about something else."

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You didn't even need binoculars for this

Peter Kerasotis, Florida Today

The binoculars were at my eyes.

I don't normally watch football games that way. I prefer to watch live football organically, although little about the experience at Jordan-Hare Stadium this past Saturday seemed as such, what with the way Auburn officials pumped in artificial noise at ear-splitting decibels, especially at crucial moments when the Florida Gators were huddling and approaching the line of scrimmage.

It was not only deafening, but downright embarrassing. Very bush-league.

But this wasn't about my ears, or even my sensibilities. It was about my eyes.

And, at that moment, my eyes were peering through my binoculars, focused on Gator quarterback Chris Leak.

It happened to be on THE play.

Third-and-3 from the Auburn 6, about five minutes into the fourth quarter. Gators trailing 18-17, driving, driving, looking to re-take the lead with either a touchdown or a field goal, either of which would give them a critical advantage.

Leak dropped back, and with the binoculars I followed him as an Auburn pass rush once again closed in. It was that kind of night for Leak, who all too often was either throwing from his back foot or finding himself on his backside. Or both.

I saw Tate Casey, UF's tight end, off to the side, about the same time it appeared Leak noticed him. Casey was a safety valve, behind the line of scrimmage. Leak, backpedaling, started to pass to Casey, then thought better of tossing a completed throw, sensing it likely would result in a loss of yardage. Instead, Leak attempted to throw at Casey's feet for an incomplection.

It caused an oh-so-slight hesitation in his throwing motion.

But make no mistake, Leak was throwing.

Mistakes, however, were made. Three of them, in fact.

The first mistake was made on the field. Leak's pass was ruled a fumble when Auburn's Tray Blackmon batted the ball down, then picked it up and scooted 22 yards before he was tackled.

The second mistake was made in the replay booth, where Al Ford, the Southeastern Conference replay official for the game, ruled that the fumble stood.

The third mistake was made in an office Monday, when Rogers Redding, the SEC's coordinator of officials, said he stood behind the call. In fact, Redding said he "absolutely agreed" with it.

Strike one, strike two, strike three . . . and it's the Gators who are out.

Did an incomplete pass that was ruled a fumble cost Florida the game, and perhaps a shot at a national championship? We'll never know. What we do know is what coaches often say is needed to have an undefeated season, especially in the Southeastern Conference.

Luck. You need a break here and there.

On that play, it was Auburn that got the break, and it was huge.

My angle on the play happened to be excellent, and my binoculars are high-powered. I also saw it in real time, which is important to note. When you slow the play down -- in really, really slow motion -- it looks as if Leak's hesitation lasted a long while. It didn't. He was just trying to change the angle of his throw.

A fumble? Come on. As if he were holding the ball out like that, away from his body, moving his arm forward, letting the ball come loose.

In the football I know, when a quarterback does that, it's called a pass.

That's why, immediately afterward, I nudged my colleague David Jones and made a throwing motion.

"Leak's arm was coming forward," I said, trying to elevate my voice above the ridiculously loud, rock-concert cacophony that was Jordan-Hare Stadium. "He was throwing."

I was sure of it.

What I wasn't sure of was whether the replay official would get it right. Or, more importantly, if he'd have the guts to get it right in a stadium full of Auburn Tiger fans, a goodly portion of whom had not only spent the day tailgating, but doing what goes hand-in-hand with that particular college football tradition.

Drinking.

It was not a safe environment, as evidenced by the thousands of fans who rushed the field unhindered immediately after Auburn scored a gimme touchdown on the last play of the game.

Replays are new to college football, and obviously there are still kinks to work out. For instance, for some reason the SEC does not list who the replay official is. Why? After all, in a game like Saturday night's, he might be the most important official in the stadium.

Now we find out that not only was the replay official Al Ford, who has some infamous flubs on his résumé and no longer works games on the field, but that Ford also happens to reside in Florence, Ala.

Not good.

Monday, Gator bulletin boards were buzzing with accusations that Ford has kids who graduated from Auburn. Whether or not that's true will play out. Still, just the perception of bias is damaging.

Can you imagine if the same call went against Auburn at Florida Field, and the replay official were from Ocala?

What is the SEC thinking?

Problem is, they're probably not.

Thankfully, more and more thinking people are calling for an overhaul of college football's officiating system, starting with abolishing each conference employing its own officials. That's nonsense, and it's so last-century. Instead of SEC officials and ACC officials and such, there should just be NCAA officials. Period.

And they should never work games where they might create even a hint of biased interest.

But that's how it looks now, and not just through my binoculars.

***Contact Kerasotis at HeyPeterK***

***@aol.com. Listen to him Fridays from***

***8:30 to 9 a.m. on WMEL-AM (920).***



## SMU is winning on the up and up

Suspensions prove Bennett is determined to succeed on his terms

01:20 AM CDT on Wednesday, October 18, 2006



UNIVERSITY PARK – You didn't have to be a pessimist or any kind of Phil Bennett hater at all to figure out that a football coach's job was on the line this fall.

A new AD on campus ... an 8-35 record for Bennett before SMU finished 2005 with a three-game win streak ... a steadily decreasing profile for a college team trying to carve its niche in a big-city pro sports market.

Then Bennett did a funny thing. He pushed his chances of being dismissed one step further.

Having finally found a quarterback who could take this program somewhere in his fifth year as head coach, Bennett suspended Justin Willis for one game. And this was despite the fact that Bennett and his staff really weren't certain of what had taken place in an off-campus incident in which Willis hit another student.

SMU lost that game to UT-El Paso, 24-21, when backup Corey Slater threw as many interceptions (three) as Willis has all season.

Bennett, trying to do the right thing when other college coaches would have let it slide (no charges were filed), might have cost his team a victory.

And that's something new AD Steve Orsini should consider when he's pondering the direction of the program after this season. But he may not have to think too hard about Bennett's future after all.

The Mustangs, for the first time in Bennett's tenure, are a winning team. Their 3-2 record after beating Tulane was the first trip above the .500 mark that deep into a season since Mike Cavan managed a 6-5 record in 1997.

Now at 4-3 and headed to East Carolina, Bennett and Willis may have the Mustangs headed toward a bowl for the first time since Texas governors stopped helping SMU buy players.

(At least I don't suspect that Aggie Rick Perry is involved).

As much as Bennett is thankful for and encouraged by the turnaround, he made clear he wanted no talk of bowls from his players at Tuesday's press luncheon.

"We've got to stay ahead of this curve," he said. "[Being] 4-3 is not good enough for us. We need to be a team that plays with great passion every week, and I think we will."

It's easier for the Mustangs to take the field with passion and confidence with Willis in the huddle. It's not often that a redshirt freshman saves a veteran coach's job. But that's precisely what the Denton Ryan product is doing.

He leads Conference USA in passing efficiency. Nationally, Willis ranks in the top 10. Since opening with two defeats, Willis has led SMU to a 4-0 record with a 72 percent completion rate, 15 touchdowns and two

interceptions.

Had Bennett let Willis play in El Paso, the Mustangs likely would be 5-2 and that much closer to a bowl.

"I thought we did the right thing," Bennett said. "It's important to me our guys see this as a privilege, not a right."

To that end, Bennett has suspended two more Mustangs for this week's game – including wide receiver Zack Sledge, who caught Willis' first touchdown pass Saturday against Marshall. Sledge and holder Duke Hasson were involved in an incident outside a bar that, reading reports, doesn't rank near the top of the college athletes' screw-up list.

But they were arrested, and Bennett wants to keep driving home that message.

Meanwhile, Willis is driving this team places it has never been. Or at least not since coming back from the NCAA's death penalty in 1989.

"We thought there was going to be a learning curve," Bennett said. "And against [Texas] Tech, he tried to run too fast. Against North Texas, he missed throws. Then the game slowed down for him.

"He's still a little reckless with the ball, and that scares me to death. But he has the ability to make plays. Justin does what good quarterbacks do. He makes good players better."

When is the last time anyone could honestly sit back and say that about an SMU quarterback?

Lance McIlhenny?

Things are changing at SMU. The coach is holding his players accountable even while, finally, helping them find success.

SMU's may not be the biggest football story in this town. But for a change, it's a positive story today with a chance for even better things tomorrow.

E-mail [wtcowlishaw@dallasnews.com](mailto:wtcowlishaw@dallasnews.com)

## TURNING THE CORNER?

SMU seeks its first winning season since 1997. Coach Phil Bennett's record:

| Season | Record |
|--------|--------|
| 2002   | 3-9    |
| 2003   | 0-12   |
| 2004   | 3-8    |
| 2005   | 5-6    |
| 2006   | 4-3    |
| Total  | 15-38  |

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Online at: <http://www.dallasnews.com/sharedcontent/dws/spt/stories/101806dnspocowlishaw.21b600e.html>



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Posted on Wed, Oct. 18, 2006

## At Miami, stupidity now has tenure

By Gil LeBreton  
Star-Telegram Staff Writer

The thing about Miami is it's not the heat -- it's the stupidity.

The football teams from Florida International and the University of Miami displayed ample doses of it during their televised third-quarter brawl last Saturday night.

There was holder-tackling. Helmet-swinging. Cleat-kicking. And even a medical breakthrough -- crutch-clubbing.

It was an ugly incident, even for a school that has a long police-blotter history of such incidents.

At the minimum, several lengthy suspensions appeared to be in order for the brawling Hurricanes. Some dismissals from the team, perhaps. And revoking of scholarships.

But no, not at Miami.

University president Donna Shalala said Tuesday that the wrist slaps already imposed on 13 Miami players were punishment enough.

"This university will be firm and punish people who do bad things," Shalala said. "But we will not throw any student under the bus for instant restoration of our image or our reputation.

"I will not hang them in a public square. I will not eliminate their participation at the university. I will not take away their scholarships."

Amazing.

Effective immediately, the school president added, Miami will institute a "zero tolerance" policy for football players who fight. From now on, it appears, swat somebody with your crutches during a midfield melee, and you're gone.

I get it. Rant and rescue. The mark of another bad parent.

A day before, Miami coach Larry Coker stood before the media and assured, "I do have a grip on this program. Don't ever doubt that."

But Coker barely has a grip on his job, let alone his football team.

A shouting and shoving match broke out in Louisville earlier this season, when Miami players decided to dance on the Cardinals' midfield logo before the opening kickoff. After quitting and embarrassing themselves at the Peach Bowl last season, losing 40-3, Miami players started a fight with LSU in the post-game tunnel.

Miami didn't write the book on college athletes in trouble. But history tells us that the Hurricanes are in plenty of the mugshots.

Shalala can issue whatever decrees she wants, but Miami's unofficial public probation isn't over. And Coker should know that.

Miami, of all schools, should have already had a "zero tolerance" policy for on-field fighting.

All schools should, come to think of it.

If, let's say, a chemistry major, while representing the university, starts a room-clearing brawl on national TV, wouldn't he be more severely reprimanded than made to empty a few hospital bed pans? Wouldn't a normal student have his scholarship taken away or be kicked out of school?

Football players at Miami are on full scholarship. According to the school's Web site, tuition, room and board at Miami is worth \$45,343 per year.

And Shalala wants to "honor" these thugs' scholarships?

At crosstown Florida International, nine miles from the Miami campus, punishment for the Saturday incident came swiftly. Two FIU players were dismissed from the team. Sixteen other players were suspended indefinitely.

But Shalala doesn't want her school's punks thrown "under the bus?"

One of the wry sidebars to Saturday night's brawl is that it was "Salute to Florida High School Football" night at the Orange Bowl, and hundreds of South Florida prep teams reportedly were in attendance.

But when *The Miami Herald* asked one of them about the fight, safety Major Wright of St. Thomas Aquinas High School, who's being recruited by the Hurricanes, said, "It doesn't make me look at Miami any differently. Miami is Miami."

Miami is Miami. Truer words were never spoken.

The irony is that Shalala, a former member of President Bill Clinton's Cabinet, was brought to Miami in 2001, in part, to oversee the advancement of the university's academic profile. Coker reportedly is graduating more football players than Dennis Erickson ever did, but Miami has failed so far in its mission to become a palm-tree Harvard. It may have five national championships in football, but Miami still ranks no higher than 50th (according to one respected ranking) among the nation's private universities.

How many of those coveted A-students are going to see Saturday's brawl at the Orange Bowl and want to race to enroll at Miami? How many parents would allow them?

Instead of ranting and rescuing, Miami should be scouring and showing them the door.

Until then, Miami is Miami.

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Posted on Wed, Oct. 18, 2006

## UM FOOTBALL

# Contrite Shalala stands behind players

University of Miami President Donna Shalala said the school 'will not throw any student under the bus for instant restoration of our image.'

BY SUSAN MILLER DEGNAN  
[sdegan@MiamiHerald.com](mailto:sdegan@MiamiHerald.com)

University of Miami President Donna Shalala made a rare appearance Tuesday at the football team's weekly news conference, apologizing again for UM's part in Saturday's brawl with Florida International but insisting she will not sacrifice what's right for her student-athletes to appease the masses.

"I believe that the young men we have recruited for our football team are young men of great character, but they did a very bad thing," Shalala said. "It's time for me to say publicly that I believe in them, that I believe that they did something awful, but that I want them to continue at the University of Miami. And it's time for me to say to the community and to those that have been sending me e-mails that this university will be firm and punish people that do bad things.

"But we will not throw any student under the bus for instant restoration of our image or our reputation. I will not hang them in a public square. I will not eliminate their participation at the university. I will not take away their scholarships. . .

"It's time for the feeding frenzy to stop. These young men made a stupid, terrible, horrible mistake and they are being punished. They are students, and we are an educational institution and we will act like an educational institution, not like a PR machine trying to spin and restore an image that we worked so hard to put in place."

Shalala and coach Larry Coker said the punishment imposed on 13 players was fair and adequate. Shalala will meet with FIU president Mitch Maidique on Thursday to discuss the future of the series, which was to initially conclude with next year's game at the Orange Bowl.

## 'NEW STANDARD'

"We have disciplined our student-athletes and given them serious warnings," said Shalala of the 12 one-game suspensions, one indefinite suspension and unspecified community service imposed on the punished players. "We have set a new standard, being that we will eliminate from our teams students that get into fights. That is a new standard from the university, and it means we have zero tolerance for this kind of behavior.

"In addition to the discipline that we agreed to with the Atlantic Coast Conference, we have also put these students on probation with a standard that says, 'Do this again and you're off the team.' "

FIU dismissed two players for good and suspended 16 indefinitely, and when Shalala was asked about the gulf between punishments, she said, "There is no gulf. All of us did essentially the same thing, and that is suspending players and setting a standard in which they fully understand what the standard is."

Shalala said she wants parents to see UM as having lofty standards in academics and otherwise, and for them to know that the adults, whether they be professors or coaches, are responsible for helping to guide their children.

"What I will not do is I will not crucify these young people. I will hit them hard, but I'm also going to reach out and pick them up."

Shalala said UM "put it firmly in writing" that coaches will be held accountable "for the behavior of student athletes," for "character building and leadership training. . . . It will be no surprise to them that this will be part of their review."

She said she wasn't surprised at the pounding UM is getting from the national media.

"When you're at [UM] you have to meet a standard that no one else has to meet because of our past history and so I expected this to fully spin out of control. But I also expected that at some point I had to stand up and say, 'We don't go out and shoot our kids for instant restoration of our image.' "

Coker, whose 4-2 team meets winless and fellow ACC member Duke on Saturday in Durham, N.C., wrote a letter of apology to alumni and the UM community Tuesday night. He said earlier he accepts responsibility "fully" for what happened during the brawl, which apparently began when the UM holder was thrown to the ground by an FIU player, a UM lineman went after the FIU perpetrator and chaos ensued.

"We did things that were regrettable and wrong and obviously we're going to pay the price," Coker said. ``My energy and my resolve [are] more now than ever. I'm more excited about being here than getting ready to play for national championships.

``I'm the right person to be here. I'm needed here. I'm excited about the opportunity here and more than that, these players are excited about the restoration process."

Coker defended the one-game suspension for cornerback Brandon Meriweather, seen stomping on FIU players in video. Meriweather delivered a typed and hand-signed letter of apology to UM minutes before the news conference.

It was addressed to the Miami Community and Fans.

### **EXPECT MORE'**

"As a team captain, I have come to expect more from myself," he wrote, ``and I should have led by example that night. The fact that I did not hurts me more than missing the next game. Again, I apologize for my teammates and my inexcusable actions and the damage it has caused to our fine university, the ACC and the NCAA."

Also apologizing was safety Anthony Reddick, who hit an FIU player with his helmet.

"My behavior was a disgrace to my school, my family, my friends, especially the young kids that look up to me as a role model," he said. ``I do understand that what I did was wrong and reckless, so I take full responsibility for my actions and the penalty that is given to me."

Defensive end Calais Campbell was not an aggressor, but said players have to protect themselves physically.

However, Campbell said, ``if they're just talking and trying to provoke you, just walk away, keep your head held high and keep playing football."



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Posted on Wed, Oct. 18, 2006

IN MY OPINION

## Football rankings add up to a science

TOM SORENSEN

Long ago and far away, I majored in journalism and psychology. I was fine with psychology until we moved past Pavlov and B.F. Skinner into a lab with a giant chart that featured veins.

I wasn't intimidated. Hey, there's blood in those things, right? Believe it or not, the observation was not enough to appease the professor and by the end of the week I was so lost that I was down to one major.

On Tuesday afternoon, I'm reading the Journal of Quantitative Analysis in Sports, and when I get to the section about hybrid paired comparisons, assumed and true covariance structure, sandwich estimators and misspecifications, I feel as if I am back in that lab.

Yet, the reading is compelling. It is part of the Sports-Quant rating algorithm. The SportsQuant folks use it every week when they rank college football teams.

David Annis -- vice president of forecasting and pricing structured transactions and analytical research at Wachovia -- founded Sports-Quant. He's a former professor at Purdue and Navy, loves sports and, like you and me, is frustrated by The Associated Press and other polls because they do not reward strength of schedule.

"Look at the polls, and the teams with one loss are grouped together and the teams with two losses are grouped together," Annis says over a glass of water.

It's after work, I'm buying and Annis, 29, is drinking water.

He explains.

"I graduated with degrees in engineering (mechanical) at Florida and (industrial) at Purdue," he says. "Engineering is nerdy. Then I majored in statistics (M.S. and Ph.D at Purdue), and that's the only subject even nerdier."

Yet there is not a pencil in his pocket. He developed his rating algorithm (which has nothing to do with former vice president Al Gore) at Purdue. The subject of his dissertation, he worked on it more than three years. Anybody who can pull that off is too cool to be a nerd.

Annis encountered one problem.

"How do you make it look like a serious subject?" he asks.

The subject is serious to every college football fan. This is a sport that values perception as much as performance when it determines its champion.

The perception that teams with pretty records are superior to teams with difficult schedules works against schools whose Saturdays are filled with adult competition.

This is why SportsQuant ranks Louisiana State, which has two losses, in front of six of the Division I-A undefeated teams. Two is 12 spots higher than AP ranks the Tigers. AP has no SEC team in its top five. SportsQuant has three.

AP ranks four ACC teams in its Top 25. SportsQuant ranks only Clemson and Miami. If 23 seems high for the Hurricanes, it's 22 spots lower than the World Boxing Association ranks them.

Annis predicts bowl winners and hits about 60 percent, including the Texas-Southern California upset last season for the national championship.

Annis also is an NFL fan, and he expects objective analysis -- understanding how to collect and apply data -- "to revolutionize the

NFL like 'Moneyball' did major league baseball. I just hope I'm part of it," he says.

If you want to know more about Annis and his work, visit [SportsQuant.com](http://SportsQuant.com).

If you want to know more about the Prentice binary index, the kth iteration and the Poisson generalized linear model, you can ask me or somebody smarter -- I suggest [SportsQuant.com](http://SportsQuant.com). IN MY OPINION

## SportsQuant Ratings

The rankings combine wins, losses and point-scoring data. They "explicitly account for home-field advantage and implicitly consider strength of schedule." For complete rankings, go to [SportsQuant.com](http://SportsQuant.com)

| SportsQuant        | AP Top 25      |
|--------------------|----------------|
| 1. Ohio State      | Ohio St.       |
| 2. LSU             | Michigan       |
| 3. Texas           | Southern Cal   |
| 4. Florida         | W. Virginia    |
| 5. Auburn          | Texas          |
| 6. Southern Cal    | Louisville     |
| 7. Rutgers         | Tennessee      |
| 8. Michigan        | Auburn         |
| 9. Louisville      | Florida        |
| 10. California     | Notre Dame     |
| 11. Oklahoma       | California     |
| 12. Tennessee      | Clemson        |
| 13. West Virginia  | Georgia Tech   |
| 14. Nebraska       | LSU            |
| 15. Boise St       | Arkansas       |
| 16. Clemson        | Oregon         |
| 17. Wisconsin      | Nebraska       |
| 18. Pittsburgh     | Boise St.      |
| 19. Missouri       | Rutgers        |
| 20. Oregon         | Oklahoma       |
| 21. Arkansas       | Wisconsin      |
| 22. BYU            | Boston College |
| 23. Miami          | Texas A&M      |
| 24. Washington St. | Missouri       |
| 25. Florida St.    | Wake Forest    |

Tom Sorensen

# INTERNATIONAL Herald Tribune

## On Advertising: Blogs give PR new job

By Eric Pfanner International Herald Tribune

SUNDAY, OCTOBER 15, 2006

**LONDON** To Steve Rubel, senior vice president at the public relations firm Edelman, there is a "conversation gap" on the Internet between America and the rest of the world. Like Americans, Europeans and Asians have become fervent bloggers. But many of them contribute to U.S.- based sites, or to local-language blogs that are fragmented and obscure.

Why should marketers care about this?

Corporate brand builders are growing increasingly conscious of the power, and potential pitfalls, of blogging. A favorable review from an influential blogger can generate the kind of buzz about a new product that traditional advertising struggles to achieve. A negative write-up can doom a product before it even hits the market.

Perhaps no marketing discipline has been more affected by blogging than public relations. PR professionals used to be brought in when a product was ready for the market, to invite journalists to "rollouts" or "launches" that were followed up by mainstream advertising.

Now many American brands, and some brands of other countries, are starting to include blogs in their marketing plans, using PR at a much earlier stage. By the time of the official "launch," a product may already have been slipped into the hands of bloggers several months before. Feedback from their online discussions with other devotees can help inform a marketer's subsequent advertising and media strategy.

"A year ago, brands were saying, 'Oh no, not the blogosphere,'" said Peter Hirshberg, chief executive of Technorati, a blog-tracking service that last week, in partnership with Edelman, provided results of a global survey of blog use. "Now they're saying, 'Great, this is an opportunity.'"

But monitoring blogs can be a huge logistical challenge. There are more than 55 million of them around the world, according to Technorati, and the total is growing by thousands every week.

Some large corporations have employed specialist firms like Brandimensions and Nielsen Buzzmetrics to track online chatter about their products and services. And some ad agencies are moving to incorporate such services into their own offerings. Edelman monitors scores of blogs devoted to following individual clients of the firm, like Wal-Mart Stores.

Now Edelman, in partnership with Technorati, is moving to extend its blog-tracking abilities into new areas. Edelman has sponsored development of new Technorati sites in French, German, Italian, Korean and Chinese. Several of those services, which supplement Technorati's existing English-language and Japanese sites, went live as "beta" offerings this month. Until February, they will be available exclusively to Edelman and its clients; at that point, they are scheduled to be opened to the public.

"It's a way of determining in very short order who's talking positively about you and who's talking negatively," said Richard Edelman, chief executive of the PR firm.

Edelman and Hirshberg said the European- and Asian-language services were particularly necessary because finding bloggers who write about brands and products could be more difficult in these regions than in the United States. In many European countries, the leading blogs focus on politics or cultural issues; in the United States, they are much more likely to look at business or technology.



The Edelman-Technorati study ranked blogs by region, gauging their influence according to the number of links from other blogs. Of the top 100 blogs in Italy, 43 percent are simply personal journals, the study showed, compared with 3 percent in the United States. In France, 30 percent of blogs are personal diaries.

In Germany, technology blogs are more common. The top 100 blogs, however, contain an average of four posts a day about one big brand, Microsoft, compared with 30 a day in the United States.

While rates of blog-reading are relatively comparable in major European countries and the United States - roughly one-quarter of the population looks at blogs at least once a week in America, Britain and France - U.S.- based blogs remain more influential, according to the survey.

The most linked-to European blogger, the study shows, is Beppe Grillo, an Italian comedian and self-styled anti-corruption crusader. While his site is popular in Italy and is translated into English, it is only the 28th most influential blog worldwide, according to the survey. U.S.-based bloggers dominate the top of the rankings.

The new versions of Technorati, by helping marketers identify useful blogs dealing with corporations and brands, could drive more public relations activity to them. Perhaps then the readers will follow, and then, at least from a marketing perspective, the conversation gap will start to close.

*Eric Pfanner can be reached at [adcol@iht.com](mailto:adcol@iht.com)*

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**Scout.com** > Arkansas

## Satellite Radio: When Will Arkansas Jump On

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Ryan Aber  
HawgsIllustrated.com

Oct 11, 2006

The University of Arkansas is one of only two SEC schools to not have a deal with satellite radio. When might they come on board?

Kathy Beaumont is one of the biggest Arkansas Razorbacks fans around.

The former teacher and board member of the Alabama chapter of the Arkansas Alumni Association can't always listen to the Razorbacks when she can't make it to games.

Driving back to her Birmingham home after watching the Razorbacks upset No. 2 Auburn on Saturday, Beaumont listened to parts of three games on Sirius satellite radio. Her dial bounced from the Florida-LSU game, to South Carolina-Kentucky to Tennessee-Georgia.

"Living out of state, I am mad as a hornet that our games are not on Sirius," Beaumont said. "I think it's a disservice to the fans and I just think it's ridiculous in this age of technology.

"I understand where they're coming from, but I think they're being very short-sighted."

Every other Southeastern Conference school with the exception of Georgia already has a satellite radio deal in place, all with Sirius.

It might be awhile before Beaumont and other out-of-area Arkansas fans can listen to the Razorbacks on satellite radio.

Several holdups have kept the Razorbacks off of the service, the biggest being how satellite radio would affect local affiliates. The Arkansas Razorback Sports Network controls the radio rights for UA athletics.

"We have some radio affiliates on our network, including some of our bigger markets from a network standpoint, (that) have said, 'If you go satellite radio, then we're either out or we want our rights fee reduced,'" said Matt Shanklin, associate athletic director for marketing/licensing. "The pieces don't match up for Arkansas."

It might not be long, though, before the benefits outweigh that negative impact.

"Terrestrial radio stations realize that these are the last days of them having an ability to have a say," Shanklin said. "Satellite radio is in its infancy."

Shanklin wouldn't put a percentage on the chances the Razorbacks would be on one of the services in 2007.

"I have no idea," Shanklin said. "To be honest, I would say it's probably a 50-50 flip of the coin as to whether or not XM or Sirius will even be around next year."

Both services have seen rapid growth in subscriber numbers lately, with Howard Stern on Sirius and Major League Baseball on XM fueling growth. However, the companies continue to lose money because of huge rights fees paid for those entities.

Doug Voss, a Sirius subscriber and Hogs fan in Michigan, said he understands some of the reasoning given by Arkansas and ARSN but still hopes to be able to listen to the Razorbacks soon.

"It seems to me like they're behind the curve," Voss said. "If you view it from a strategic standpoint, what they're trying to do is trying to make money off the RazorZone thing.

"I'd like to see them jump on board with (satellite radio)."

Voss does not subscribe to RazorZone, Arkansas' subscriber-only broadcast and video service on its Web site, saying he could get more overall value for his dollar by subscribing to Sirius.

Matt Duncie, who lives in Little Rock, chose XM over Sirius for its baseball and financial offerings. But those might not be enough to keep Duncan if his beloved Hogs signed with Sirius.

"If they went with Sirius, I would seriously consider switching," Duncan said. "It's a big deal for me. I love the Hogs more than I do Major League Baseball."

Georgia officials have made it clear the Bulldogs will have a satellite radio presence in 2007, whether through an individual deal or one with the conference.

"We have all intentions of being on satellite radio next year," said Alan Thomas, Georgia's associate athletic director for external affairs. "It's still being explored."

Georgia did not jump on board with most other SEC schools two years ago when 10 conference schools signed deals because its radio deal at the time prevented it. That is no longer a holdup.

"(Satellite radio) will be written into any of our future deals," Thomas said.

At Arkansas, though, it's not quite that simple.

The SEC has been in talks with both Sirius and XM about broadcasting the conference's games. XM has, so far, signed deals with conferences, while Sirius signs individual schools.

One possible sticking point to the league's negotiations with either service is the league's insistence that all games be broadcast with each team's announcers. That way, an Arkansas fan in California could listen to Mike Nail and Keith Jackson call the game while a Georgia fan could listen to the same game broadcast by Larry Munson and Scott Howard.

While Sirius sometimes will have two channels for a single game, XM normally has just one channel per game.

"Part of the tradition and the lore of SEC football is listening to your play-by-play voice and having that camaraderie there that you know when you're turning onto a station to listen to your team that you're listening to one of your own," SEC associate commissioner for media relations Charles Bloom.

Bloom hoped the league would get a deal done soon.

"We can't do anything until after the academic year," Bloom said. "But we'd want to have something in advance so we're not leading fans to the store to buy a satellite radio for the wrong company."

Shanklin said his department has received inquiries from fans about satellite radio, but not many.

"Satellite radio is very intriguing," Shanklin said. "And wherever we can offer more services out to our fans, we'd love to. But the expense of doing that to our statewide network is a little bit more than what the return would be."

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Story URL: <http://arkansas.scout.com/2/578428.html>

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# Orlando Sentinel

<http://www.orlandosentinel.com/sports/college/orl-cfbtv1206oct12,0,5334954.story?coll=orl-sports-headlines-college>

## SEC games stay visible on TV

**The conference is considering its own network after the current deals are over.**

Dave Curtis  
Sentinel Staff Writer

October 12, 2006

GAINESVILLE -- CBS shells out hundreds of millions of dollars for Southeastern Conference games such as Florida's visit to Auburn on Saturday.

So how did the network react to the announcement two weeks ago that Saturday's game between Florida and Auburn, who fit those criteria, would air on ESPN?

"It's part of the contract," said Mike Aresco, a senior vice president with CBS Sports. "ESPN has priority picks. They usually end up with a game like that."

ESPN will flex its media muscle Saturday at Auburn, even if the Tigers' 27-10 loss to Arkansas last week stripped some luster from the game. The network will air its College GameDay show live from campus Saturday morning and give the game broadcast its patented "Full Circle" coverage spread over three of its networks.

But the rights to the game provide an example of how the conference television contract works, and why games end up airing where and when they do.

That distribution begins each January, when CBS and ESPN representatives gather to draft 10 of the coming season's marquee games. CBS receives the first three picks, one of which must be a nonconference game. ESPN gets the next choice, which this year was the Florida-Auburn game, and later the seventh and 10th selections.

Some important games are shuffled in these meetings to fit the television contract. This year, Aresco said, the LSU-Auburn matchup moved from November to mid-September to allow for CBS' scheduled doubleheader that day.

The picked games aren't guaranteed a spot on that network, but the network owns the option to air it.

"The networks can't come back and say, 'We want another game,' " SEC associate commissioner Mark Womack said. "If all of a sudden this week, Kentucky-LSU was the best game of the day, ESPN wouldn't have the right to take that game."

From there, the remaining games are selected within two weeks of the kickoff date. CBS receives first choice of the remaining games each week.

ESPN selects next, followed by Lincoln Financial Sports, which broadcasts a 12:30 p.m. game every Saturday

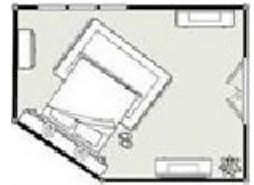
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of the season except one. On that day, CBS airs an afternoon doubleheader and takes LFS' third selection. When ESPN airs two SEC games in the evening, the network's second choice comes after the spot assigned to LFS.

In all, CBS airs 14 regular-season SEC games this year, and LFS, a syndicate that delivers games to local stations will televise 12. Last year, 12 games hosted by SEC teams appeared on ESPN or ESPN2.

All that could change after 2009, when the existing contract expires.

Aresco said CBS would like right of first refusal on every conference game and would look to increase its game allotment by a few. LFS executive producer Jimmy Rayburn said his syndicate wants only conference games that will attract a larger regional audience.

ESPN, which also uses the Internet as a broadcast option more than any other network, figures to want more flexibility and greater choice as well.

"The SEC is a significant part of our commitment to college sports," ESPN spokesman Josh Krulewitz said. "Some of our top programming has come from that conference."

The wild card is whether the conference elects to create its own network, an idea Commissioner Mike Slive said in July the conference would explore. Womack said Wednesday that if the network is feasible, conference officials plan to involve it in the next contract negotiations.

"We're trying to assess where the benefits would be and what some of the problem areas would be," Womack said. "It's still hard to say at this point."

Six weeks ago, the Mountain West Conference debuted the first league-run network. The mtn., a partnership between the conference, Comcast and CSTV, is available to about 1.4 million subscribers in five western states, MWC assistant commissioner Javan Hedlund said.

The network, however, still has no presence in southern California or Texas, and it lacks a spot on the Dish Network or DirecTV lineup.

Demand for SEC games and programming around the country would give a potential conference network more viability. But it could lock out an entity like LFS, whose reach might be comparable or smaller to the new network's.

"It's a concern," Rayburn said. "I had the same concern when we've done every contract. As long as we have games, we'll find a way to get them to people."

And that, Rayburn said, could involve the Internet or another alternative way of broadcasting.

For now, the games remain a fixture on CBS, ESPN and local stations through Lincoln Financial. And though not every game lands where fans think it should, all the major ones find their way to television, a truth the SEC cherishes.

"This is a good package for us," CBS' Aresco said, "and a great one for them. We may not get every single great game. But it's in all of our mutual interests to get it extended."

*Dave Curtis can be reached at [dcurtis@orlandosentinel.com](mailto:dcurtis@orlandosentinel.com).*

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October 13, 2006

## TASTE

# Who Profits From College Sports?

October 13, 2006; Page W13

Alarm bells usually go off any time the government thinks about taking more money out of people's hands, including the hands at nonprofit organizations. So it's easy to imagine that the National Collegiate Athletics Association freaked out when it received a letter this month from a congressional committee that has been investigating the tax-exempt status of nonprofits.

Writing on Oct. 2 to NCAA President Myles Brand, House Ways and Means Committee Chairman Bill Thomas (R., Calif.) asked enough probing questions to keep Mr. Brand and his university associates busy for ages. They must now scramble to prove that their underlying mission is educational in nature -- the basis on which college-sports revenue traditionally has been sheltered from the taxman. For the average reader, however, the letter contains some bombshells that could make it difficult to have much sympathy for the NCAA and its member schools during their current ordeal under the congressional microscope.

The grilling is already pretty intense. Rep. Thomas notes that under the terms of the NCAA's deal with CBS for broadcast rights to the men's basketball tournament, the organization is set to earn a yearly average of \$545 million in tax-free money. Then he asks: "How does the transformation of the NCAA men's basketball championship into commercialized entertainment further the educational purpose of the NCAA and its member institutions?"

Rep. Thomas also brings up the favorable tax treatment that corporations and others can get in return for "sponsorship payments." Then there's the \$100 million that the NCAA doles out each year among Division I championship basketball teams. What's the educational purpose of all that?

More to the point, as the letter asks: "From the standpoint of a Federal taxpayer, what benefits does the NCAA provide taxpayers in exchange for its tax exemption?"

Also in the torrent of questions are zingers like this: "Why should the Federal government subsidize the athletic activities of educational institutions when that subsidy is being used to help pay for escalating coaches' salaries, costly chartered travel and state-of-the art athletic facilities?" And what about NCAA reports showing that public universities spent as much as \$600,000 per men's basketball player during the 2004-05 school year: "How [does that] further the educational mission of universities?" Congress also wants to know: "What percentage of NCAA revenue is spent by your member institutions on solely academic matters?" And so on.

The letter zeroes in on some familiar criticisms for the NCAA, such as low-graduation rates among athletes -- only 55% for football players at Division I-A schools, Rep. Thomas writes, and 38% for basketball, compared with 64% for all students. In his reply, Mr. Brand undoubtedly will cite some signs of improvement, particularly with regard to graduation rates among black athletes -- the students most often victims of schools that want their players' touchdowns and baskets without having to give them an

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education.

A general, initial response to the congressional letter came from NCAA spokesman Erik Christianson. "We simply disagree with the fundamental assertion that intercollegiate athletics is not part of higher education," he told the Chronicle of Higher Education this week. Let's hope Mr. Brand doesn't try to rest his case on that bland assertion. In a battle like this one, the NCAA will need a large and powerful roster of convincing details to prevail.

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*Athletics*

<http://chronicle.com/weekly/v53/i07/07a03601.htm>

From the issue dated October 6, 2006

## Hot-Button Recruiting

### NCAA weighs two proposals to restrict text messages between coaches and prospects

By SARA LIPKA

Before Chandler Parsons committed to play basketball for the University of Florida, his cellphone buzzed more than 100 times a day with text messages from college coaches.

The attention flattered the 6-foot-9 high-school senior from Winter Park, Fla. His cellular plan included unlimited text messages, so the onslaught did not run up his bill. And in some cases, the quick exchanges helped him get to know prospective coaches.

But the novelty soon wore off. "All these different coaches would text me saying the same thing," he says, like "Hey, great game," or "Look forward to hearing from you soon." To make room for new messages, he had to empty his inbox twice a day. "It got a little crazy," he says.

Many college teams now have at least one coach, sometimes known as the text fiend, who sends scores of text messages every day to dozens of high-school athletes.

The messages, which allow recruiters to get around NCAA restrictions on telephone calls, often interrupt high-school students in class or late at night, and can send their cellphone bills soaring.

Concern over the widespread use — some say abuse — of text messaging has led athletics officials to propose limiting digital contact between coaches and recruits in all sports. The National Collegiate Athletic Association is considering two measures that would restrict the use of text messages in its top division, an idea that is generating heated discussion in many athletics departments. This month the Division I Management Council will weigh the proposals, which are likely to go to a vote at the NCAA's annual convention, in January.

While the debate plays out, nimble-fingered coaches who oppose any limits on what has become a prime recruiting tool are taking advantage of the absence of rules. And coaches who deplore text messaging are doing it just to keep up. Prospects' pockets keep buzzing, whether they like it or not.

### Daily Barrage

The first steady streams of text messages hit the recruiting class of 2004, among whom cellphones had become a common accessory. Text messaging gives college coaches an immediate, informal line of communication with high-school players, something that coaches find especially useful during certain periods of the year, when the NCAA limits them to one telephone call per recruit per week — and at other times, when they can make no recruiting calls at all.

On a recent long weekend, Jonelle A. Streed, an assistant women's basketball coach at the University of Arizona, sent multiple text messages to about 30 prospects. "How's your day today, future Arizona Wildcat?"

she would write. Or, "Did you know we have the tallest set of female twins in the world on our team?"

Ms. Streed also asks prospective players questions about themselves — their favorite food or biggest fear, for example. Her messages often prompt lively exchanges, she says, helping her get to know the players better. With text messaging, she says, "I can hit these kids up every single day."

In some cases, the barrage of contacts has overwhelmed students and pushed their monthly cellphone bills up to as much as \$800, according to some news reports.

Unlike recruiting letters in the mailbox, text messages seem more personal, and they invite an immediate response no matter the time of day. If a message from a high-profile coach shows up during math class, for example, some students say they feel pressure to respond right away.

On the first day that the NCAA allowed basketball coaches to contact high-school juniors, some coaches were up at midnight messaging prospects. Kevin Love, a top recruit from Lake Oswego, Ore., understands their eagerness.

"The school wants to show you their presence and the love that they have for you," says the high-school senior. "But some coaches, and I won't say who, just don't know when to stop."

During the recruiting process, Mr. Love, who has committed to play for the University of California at Los Angeles next year, changed his cellphone number and gave the new one to only a few coaches.

Frequent text messaging is most common in football and men's basketball, but it is seeping into smaller sports as well. Megan Bower, a freshman volleyball player at the University of Michigan, recalls receiving at least five messages a day, from any of 15 different coaches.

"You're kind of doing your own thing, minding your own business, and all of the sudden you have to stop," she says. "After a while it got annoying."

To avoid a steep bill, Ms. Bower changed her cellphone plan to one with a greater text-message allowance, but she still felt burdened. "I just wanted time with my family and time with my friends," she says, "time not to be an athlete."

## Setting the Rules

One proposal before the NCAA would bar coaches from sending text messages to prospects during the school day or late at night. Under that measure, which was introduced by the Division I recruiting subcommittee, coaches who contact players before 4 p.m. on weekdays or after 8 p.m. any day could be charged with infractions, as they are now for exceeding allowable telephone calls.

Ivy League officials find that proposal too lenient. They have introduced a measure to ban text-message recruiting entirely. The tactic is a burden not only to students, the Ivy Leaguers argue, but also to coaches, who feel compelled to contact prospects as much as their rivals do.

Ivy League officials say they consider the proposal a strategy to push the discussion toward stricter measures, rather than a commitment to an outright ban.

The National Association of Basketball Coaches has endorsed the Ivy League's proposal. Text messaging does not contribute to sound decisions in the recruitment of a prospect, the group said in a statement.

Mark Rosen, head women's volleyball coach at Michigan, considers text messaging better suited to teenage

chatter than to recruiting. He is uncomfortable with its slangy informality — "gr8" for great, "LOL" for laughing out loud. "It creates a more relaxed, friendly coach-player relationship — which I don't think is a healthy thing," he says.

Nonetheless, Mr. Rosen sends text messages to recruits because his rivals do. "We felt like we were falling behind in recruiting with other schools because they were doing it more," he says. "If I had the choice, I would rather see it outlawed."

But some coaches cannot imagine giving up the instant access to prospects. Text messages may be invasive, they say, but so is recruiting itself.

"Any way we're allowed to touch base with these kids, we're going to do it to the very extreme," says Kerry Keating, an assistant men's basketball coach at UCLA.

Coaches who want to restrict text messaging simply do not feel like keeping up with more-persistent coaches, he says. Besides, Mr. Keating argues, text messaging is part of modern communication, and recruiting rules should reflect that.

The recruiting subcommittee's proposal to limit text messages acknowledges their potential burden on athletes as well as their popularity among coaches. But some college compliance officers are wary of such a compromise.

"The middle ground is murky and fraught with potential problems," says Andrew T. Galbraith, associate athletics director for compliance and administration at Dartmouth College.

He can already anticipate questions from coaches about text-message restrictions. If a recruit from Georgia is playing in a tournament in California, for example, can the coach send him a message three hours later than normal, because of the time difference? And what about during the summer, when students are not in school?

"You're really asking for trouble," says Mr. Galbraith, "and for more people to innocently break the rules."

### **Natural Limits**

With no rules in place, some coaches say they are self-regulating their use of text messages. Trooper Taylor, an assistant football coach at the University of Tennessee, asks recruits whether their cellphone plans include unlimited text messages. Sometimes prospects or their families request that he not contact them during certain hours.

Violating those limits would hurt his recruiting efforts, Mr. Taylor says. "If a mother tells me not to text her kid until a certain time and I go behind her back and do it, do you think she's going to let me in her house?"

Ms. Streed, the Arizona women's basketball coach, backs off when players are busy. "Some prospects will text back and say, 'I'm doing homework right now,' and I'll just reply, 'OK, think Arizona,'" she says.

The coach halts her messages by 10 p.m. each day. "I'm not going to be the reason that they're not getting sleep," she says.

Despite such courtesies, many athletes still favor restrictions on text messages. Mr. Parsons, the basketball player from Florida, says time limits would have made his life easier.

In moderation, however, text messaging is a useful way for coaches and athletes to keep in touch, he says. Although he went off the recruiting market in August, Mr. Parsons still gets text messages — from his future

coaches at Florida — every other day. That, he says, is a good thing.

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Section: Athletics

Volume 53, Issue 7, Page A36

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## *Today's News*

Friday, October 13, 2006

### **NCAA Punishes U. of Kansas for Improper Payments by Booster and Academic Cheating**

By [BRAD WOLVERTON](#)

The National Collegiate Athletic Association has placed the University of Kansas on probation for three years after finding that a booster made more than \$5,000 in improper payments to two men's basketball players, and that a former graduate-assistant football coach provided test answers to two football prospects.

As part of the university's penalty, the men's basketball and football teams face scholarship restrictions in the next two academic years, and the football team must limit the number of transfer students it accepts from two-year institutions. In addition, the booster is not allowed to associate with the athletics program for four years, and the former graduate-assistant coach may not work in college sports for three years without special permission.

According to a report by the NCAA's Division I Committee on Infractions, the most severe problems in the football program occurred in the summer of 2003, when seven recruits from two-year institutions moved to the campus to participate in voluntary workouts and to take correspondence courses to qualify for admission to the university. According to the report, the graduate-assistant coach gave two of those players answers to a test they were taking in a dormitory room.

The committee was also troubled by revelations that a booster had wined and dined a men's basketball recruit and the recruit's summer all-star coach during an NCAA tournament game in which Kansas appeared. After the player enrolled on the campus, the booster provided a \$2,400 car loan to the player's mother.

Those violations came to light during a conversation the booster had with the university's chancellor, Robert E. Hemenway, at an alumni event.

Mr. Hemenway, the past chairman of the NCAA's Division I Board of Directors, asked the university's athletics director to investigate, and based on that inquiry, Kansas self-reported the problems to the NCAA.

Other men's basketball boosters also came under fire in the report. The committee found that two more donors had been making improper gifts of up to \$400 each to graduating men's basketball players for nearly two decades.

Roy Williams, who was Kansas' head men's basketball coach for most of that period and is now head coach at the University of North Carolina at Chapel Hill, told the committee that a compliance official had said that the gifts were not a violation. The compliance officer did not recall saying that, but the committee ruled that the violations -- and any penalties -- would not follow Mr. Williams to North Carolina.

Many of Kansas' problems surfaced because its compliance department was severely understaffed. The committee found that the former director of athletics repeatedly ignored calls by the chancellor and athletics officials to bolster the compliance program. At one point, one compliance officer oversaw more than 500 athletes and dozens of coaches.

"Compliance doesn't sell tickets," the former athletics director told the compliance director, according to the

In part as a result of the former director's failure to add compliance staff members, the committee found that Kansas demonstrated a lack of institutional control.

Kansas does not plan to appeal the committee's ruling.

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Oct. 13

## Numbers Game

The athletics program at the University of Wisconsin at Whitewater typically boasts low numbers: “No. 1? is what its baseball and volleyball teams were after winning Division III national championships in 2005. “No. 2? is what its football team was after falling in the national title game last fall.

But the key number of late has been 44 — the percentage of intercollegiate athletes at Whitewater who were female in 2005-6.

In order to meet the requirements of Title IX of the Education Amendments of 1972, Whitewater officials lowered caps on men’s teams — a process known as “roster management.” They have also poured an extra \$70,000 into creating women’s junior varsity teams and bolstering staff resources for women’s swimming and diving, track and field and cross-country, said the university’s intercollegiate athletics director, Paul Plinske. The actions are the latest steps in what has been a struggle for the institution since a complaint charging discrimination was filed by a former coach in 1999. An agreement with the U.S. Education Department’s Office for Civil Rights resolved that complaint and led to some of the steps being taken this year.

In total, 17 fewer spaces are available across Whitewater’s men’s teams this year than in 2005-6, when 355 men participated. The total participation cap in men’s athletic programs is 338 this year, effectively limiting involvement to its level in 2004. All nine men’s sports are affected by the new caps. Coaches met in the spring to determine how many spots would be cut from each roster depending on participation numbers. For instance, Whitewater’s 100-member football roster lost four spots; smaller teams, with 30 athletes or so, lost one.

“In essence we’re not losing a lot of numbers,” said Plinske, who added that total female enrollment on campus in 2005-6 was 51 percent. He believes that the changes will bring the gender split among athletes to a more representative 50-50.

Plinske said the university made a conscious effort to employ the “proportionality” prong of Title IX. Under that method — by far the one colleges tend to rely on — the ratio of male to female athletes needs to correspond to the ratio of male to female undergraduates.

In a previous effort to comply with Title IX, Whitewater elevated women’s bowling to varsity status in 2002, bringing the total number of varsity offerings to 20-11 women’s sports and nine men’s — but Plinske said that move alone wasn’t sufficient to satisfy requirements.

“Our campus did not feel that we had a viable sport that could be elevated to a varsity sport,” Plinske said. “We looked at this from a holistic perspective, how to improve upon our competitiveness.”

“We felt this was the most objective way to come into compliance. We’re going to take a real positive approach here and build our women’s programs without hurting our men’s programs.”

But Jessica Gavora, a spokeswoman for the [College Sports Council](#), a group that opposes Title IX’s proportionality prong, said Whitewater’s new roster caps reflect a reality that, despite “a myth” that colleges can comply with Title IX in three ways, institutions feel forced to meet requirements through securing proportional representation in their athletic programs.

“If it’s not outright cutting teams to satisfy proportionality, it’s so-called ‘roster management,’ an evil little euphemism for eliminating men’s opportunities and artificially inflating women’s,” said Gavora, who also cited a recent decision to cut 10 sports at [James Madison University](#) as a casualty of the proportionality prong.

“If the three-pronged test had three equally valid prongs of compliance, Whitewater should be able to say, ‘Look, we complied under Part II; we added this team (bowling). This is a case that shows you, ‘Look, there’s only one way to comply with this law and to satisfy federal investigators and shield yourself from a lawsuit under Title IX.’”

In a 2003 [report](#) on Title IX conducted by the Secretary of Education’s Commission on Opportunity in Athletics, the authors write that meeting the proportionality prong is the only step that can prove an institution has met the law’s requirements without inviting further scrutiny from federal investigators. However, while recognizing that cutting or capping a team may appear to be an easy way to meet compliance requirements, they assert that, “Cutting teams or limiting the available places on teams is not a requirement for complying with Title IX.”

“The fundamental premise of Title IX is that decisions to limit opportunities should not be made on the basis of gender,” one of the report’s recommendations says. “Therefore, educational institutions should pursue all other alternatives before cutting or capping any team when Title IX compliance is a factor in that decision.”

Sidney A. McPhee, president of Middle Tennessee State University and chair of the NCAA’s subcommittee on gender and diversity issues, said he would not advocate that any individual college or university pursue one of the three prongs over another. “I am not one to focus on a cookie-cutter approach,” said McPhee, who stipulated that he was speaking individually and not on behalf of the NCAA subcommittee, which has not taken a position on the topic.

“Each institution has to look within and see what makes sense, and what is doable — keeping in mind the broader goal of providing some balance.”

— [Elizabeth Redden](#)

*The original story and user comments can be viewed online at  
<http://insidehighered.com/news/2006/10/13/titleix>.*

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## Getting in the Game -- Pursuing a Job in Sports

By **STEFAN FATSIS** and **PETER KEATING**  
Staff Reporters of The Wall Street Journal

From [The Wall Street Journal Online](#)

At National Football League headquarters in New York these days, it's hard to find a senior executive with much experience in, well, football.

The NFL's finance chief used to work for Goldman Sachs. Its top two marketing executives were at General Motors and IBM. Its lead television negotiator ran sports for ABC and ESPN. The chief operating officer of its cable network handled finance for NBC's West Coast entertainment division. The head of its international division was a marketing executive for the liquor company Diageo.

Once the playground of family dynasties, ex-athletes and determined fans, the sports business has grown up. The sheer number of jobs in the industry, and connected to it, has surged. And today jobs in sports are less about analyzing box scores than creating brands, running spreadsheets and serving customers. As the NFL's leadership lineup shows, sports has become a target destination for marketers, accountants, lawyers, salespeople and other executives with skills honed in other industries.

"Our fans are bombarded by ways to entertain themselves," says Nancy Gill, the NFL's vice president of human resources. "We need to be able to have people who are familiar with that space in a way we didn't several years ago."

David Stern, commissioner of the National Basketball Association, adds: "If you can do it at a major entertainment company or major consumer-products company, it likely has a counterpart in our industry."

As sports has grown into big business, the teams and leagues have gotten serious about how they find off-field talent. In the 1980s, it was unheard of for sports organizations to use headhunters, and even a decade ago one of the main entry points into the business was personal contact. "You knew a guy who knew a guy whose father was with the Braves," says Michele James, founder of James & Co., a search firm that has worked with major professional sports leagues. Happenstance was another. Detroit Tigers President David Dombrowski got his first job in baseball in 1977 after bumping into a team executive during the sport's winter meetings in Hawaii. "There couldn't have been more than 15 job seekers there," Mr. Dombrowski says.

Now, well-known executive-search firms, and a few boutique shops, specialize in finding hires from inside and outside sports. The more serious attitude even extends down the ranks. Comcast Corp., which owns the Philadelphia Flyers hockey team, recently posted on an online sports-recruiting service for someone with "excellent organizational skills" and "effective communication and management skills." The job? Driving a Zamboni at the

Flyers' practice rink in Pennsauken, N.J.

### **Too Much at Stake**

"If you're going to have these franchises that are worth north of a billion dollars, you're looking at it really as the business of entertainment, the business of intellectual property, the business of turnstiles," says Ms. James. "This is a very sophisticated time. It's not a back-slappy time."

The booming supply of sports-related jobs extends well beyond the teams and leagues. From giant apparel and equipment manufacturers like Nike Inc. to big sports advertisers like Anheuser-Busch Cos. to Wall Street firms with sports investment arms, there are jobs in sports that simply didn't exist 30 years ago. Sneaker designers. Interpreters for Japanese athletes. Directors of skateboarding videos.

Unfortunately for job seekers, supply has more than kept up with demand. Some 300 college sports-management programs -- most created since the 1970s -- churn out hordes of graduates every spring. Entry-level positions in the marketing, sales or ticketing offices of big-league teams often attract thousands of applicants. Joan Barno, human-resources specialist for baseball's Cleveland Indians, says, "We have people from, I am not kidding you, all over the world apply for jobs." She says the team recently received 412 online applicants for a 32-hour-a-week community-outreach assistant. "And that's nothing," she adds. Last year, the Indians got 1,500 applications for six internships.

Team and league executives loosely divide the sports industry into three overlapping areas: content, or the leagues, teams and other sports organizations; channels of distribution, or television, radio, stadiums and arenas, and the Internet and other digital media; and related businesses, which provide goods or services to the content providers and distribution platforms, like beer and sneaker makers. Opportunities in all have soared. Dozens of new minor leagues and niche sports have emerged in recent years. Leagues have expanded dramatically overseas.

### **Growth Areas**

Many of the industry's central businesses didn't exist a few years ago, or were much smaller. Major League Baseball's most profitable entity -- its online and digital "advanced media" operation -- was formed only in 2000. Nascar wasn't a national phenomenon until the late 1990s. ESPN was a lunatic-fringe network when it launched in 1979. Before the past decade, stadiums didn't have "fan zones" to divert customers; they offered the games and an annual Bat Day.

In a competitive entertainment marketplace, and in a business with as many on-field losses as wins, the challenge for teams and leagues is giving customers a reason besides winning to keep coming back. "That's why [teams] are investing in stadium infrastructure, suites, VIP areas, entertainment areas, better concessions, better LED boards to watch videos," says Robert Cornilles, president of Game Face Inc., which trains and places sports executives. The governing principle of managing a sports enterprise today, he says, is that "the sports product by its nature is largely out of our control...It doesn't mean I disregard the players. I hope they do well. But I'm not counting on it."

At the same time, the new corporate sports executives need to make sure they don't lose touch with the games themselves. "You'll hear people say, 'I'm not in sports, I'm in the entertainment business, I'm here to market, I'm here to sell,'" says Miles Wolff, whose ownership of the Durham Bulls in the 1980s helped lead a renaissance in minor-league baseball. "I'll go to a lot of ballparks and feel the baseball is forgotten."

### **'Functional Talent'**

To understand how sports-related jobs have changed, you don't have to go back very far. As recently as a decade ago, few leagues or teams hired from outside the sports industry or used professional recruiters to identify talent. Hiring "was less merit-based, and it was certainly less specialized," says Joe Bailey, who began working in the NFL in the 1970s -- his father was the Dallas Cowboys' team doctor -- and left in the mid-1990s for the search firm Russell Reynolds Associates. "You conceivably could have gotten somebody in the finance department who wasn't

a CPA," says Mr. Bailey, who returned to the NFL last year as chief executive of Dolphins Enterprises, which runs the Miami Dolphins and their stadium.

That changed as pro leagues' television contracts swelled. Teams started to behave less according to the idiosyncrasies of their founding families and more along the lines of modern management theory. They expanded their finance, marketing, ticketing and communications operations. With "functional talent" becoming more important, Mr. Bailey says, teams and leagues recruited more aggressively from other sports and other industries, not just within a sport.

"Nowadays, it would seem perfectly natural for someone who has been selling soccer to go promote Nascar," says Buffy Filippell, president of TeamWork Consulting, a Cleveland firm that recruits for the sports industry. "But it was like, 'You're going to take someone from another sport?' Leagues and teams had to become better versed in the professionalism of finding the best talent in another league."

It didn't take long for them to do that. In 1989, Mr. Bailey at Russell Reynolds was asked by the NFL to find a marketing director for the Barcelona Dragons of the league's European operation. He recalls posing the task at a staff meeting, where one recruiter immediately suggested a Yale graduate who spoke Catalan and worked for Ringling Bros. in Buenos Aires. He got the job.

### **Tech-Boom Energy**

New team owners from outside sports have also provided an impetus for conventional business practices and broader searches. Since paying \$545 million to buy the NFL's Atlanta Falcons in 2001, Home Depot Inc. co-founder Arthur Blank has used a search firm to identify candidates for the jobs of general manager and head coach -- positions historically filled based on reputation and word-of-mouth. Other new owners, led by Internet executive Mark Cuban of basketball's Dallas Mavericks, have brought tech-boom entrepreneurial energy and thinking to buttoned-down leagues.

Teams and leagues also have discovered that managing complex salary caps and labor deals requires quantitative talent as much as traditional scouting and salary negotiation. When Terry Donahue, then the San Francisco 49ers' GM, wanted to figure out whether the 23rd pick in the 2001 NFL draft was worth trading for the 57th and 58th picks, he called Bain & Co., a Boston-based consulting firm. Bain sent over a Stanford business-school student named Paraag Marathe. Mr. Marathe, 29 years old, is now the 49ers' director of football operations.

Even legendary teams like the New York Yankees and Green Bay Packers, whose generations-long fan appeal virtually exempted them from the need to innovate, are changing. In football, growing disparities in locally generated income have forced teams to get more aggressive about how they sell their product; as part of a stadium makeover, new management in Green Bay decided to build a year-round team hall of fame. The Yankees recently contacted Game Face about training sales executives in preparation for tripling their number of pricey club seats to 9,000.

### **Chasing Talent**

"There was a time when you sort of lived with whoever was out there," says Wendy Lewis, Major League Baseball's vice president for recruitment and diversity. Now, she says, sports like baseball have to compete with the general marketplace for talent, and "we want to keep folks, too."

One of the downsides to the new corporatization and specialization is that young workers don't get to touch all the bases the way they used to. "There were so few people, you got to know everybody much more," says Mr. Dombrowski in Detroit, who started as a gofer on the Chicago White Sox's baseball operations staff. Now, he tells the Tigers' 30 summer interns that the team has more of them than the White Sox had front-office employees when he entered the sport.

To combat that problem -- and attract top graduates of undergraduate programs, business schools and law schools -

- leagues are offering newcomers broad experience. The NBA runs a yearlong development program for recent college graduates. Major League Baseball this month began an executive-development program with an inaugural class of five people who will spend two years in the sport: the first year in baseball's central office in New York, and the second with a team. The goal is to create talent in baseball operations, team businesses and league management.

Minority recruitment also is driving change. Ms. Gill of the NFL says the league's summer-internship effort "was always a friends-and-family program." In 2002, that changed to focus on minority students; about 2,000 people applied for 30 positions this year. The NFL now is rehiring interns for a two-year postgraduation rotation: six months apiece in the league's business-ventures, international, marketing and consumer-products departments.

### Chasing the Dream

So, how does somebody actually break into the sports industry? Throughout the business, the most common entry point remains the ground floor. TeamWork Consulting has an online board that has helped teams and leagues fill more than 2,200 jobs in the past 15 months. The most popular positions: marketing, public-relations or community-relations jobs that require little experience. Earlier this summer, TeamWork had about 100 ticket-sales positions listed. "Sometimes they're in Reading, Pa., or Bismarck, N.D.," Ms. Filippell says. "But if you're 22 and moveable, you should be able to find a job in the sports business."

After working for the sports-management firm IMG in the late 1970s and early 1980s -- she represented tennis whiz kid Andrea Jaeger -- Ms. Filippell suggested to a search firm that she do sports recruiting. "They looked at me like I was crazy," she says. Ms. Filippell joined Korn/Ferry International in 1985. "There was no such thing as the sports business," she says. "You could not go to one of the top business schools and get an emphasis in sports management. They'd never heard of such a thing."

Now, undergraduate and graduate schools have placement programs for sports. The NBA met recently with career officials from the University of Pennsylvania's Wharton School and the Harvard Business School on how to better interest top M.B.A.s in the league. Kara Costello, a Wharton career placement administrator, says only five or six of the school's 800 M.B.A.s every year take jobs in the sports industry, but the number of interested students is growing.

### The Pay Lag

One problem for business-school graduates who want to go into sports is what Kenneth Shropshire, director of Wharton's Sports Business Initiative, calls the "hockey-stick theory" of compensation: Salaries are flat at lower levels of sports organizations and then shoot up. In short, a newly minted M.B.A. can earn more on Wall Street than Park Avenue, where the big leagues have their headquarters. "It's an issue," Prof. Shropshire says.

Consultants like Ms. Filippell, however, say the pay gap for M.B.A.-level jobs in and out of sports narrows as professionals climb the ladder. And leagues say they are adjusting. "We've changed our approach to compensation and benefits," MLB's Ms. Lewis says. "We have relocation packages now."

No matter the pay, sports will always have this going for it: The prospect of working *as a* GM can sound much sexier than working *for* GM. The NFL this year tapped Korn/Ferry to manage the search for a new commissioner. Who got the job? Roger Goodell, who joined the league as a 23-year-old public-relations intern in 1982.

*Email your comments to [cjeditor@dowjones.com](mailto:cjeditor@dowjones.com).*

*--September 19, 2006*

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