

1991 Exxon Supreme Team SWC Nominees

Fill in the ovals
next to your choices.

OFFENSE

QUARTERBACK SELECT 1

- ☐ Leon Clay ☐ David Klingler ☐ Peter Gardere ☐ Bucky Richardson ☐ J.J. Joe ☐ Mike Romo

CENTER SELECT 1

- ☐ Scott Baehren ☐ Mark Henry ☐ David Breedlove ☐ Turk McDonald

GUARD SELECT 2

- ☐ Jason Duvall ☐ Monte Jones ☐ John Ellisor ☐ Ray Straschinske ☐ Mike Giesler ☐ Trey Teichelman ☐ Matt Hart ☐ John Turnpugh

TACKLE SELECT 2

- ☐ Mike Appelbaum ☐ Tyler Harrison ☐ Charlie Biggurs ☐ Chuck Johnson ☐ Darrell Clapp ☐ Chris Oliver

RUNNING BACK SELECT 2

- ☐ Trever Cobb ☐ Anthony Lynn ☐ Butch Hadnot ☐ Curtis Modkins ☐ Rongea Hill ☐ Randy Simmons ☐ E.D. Jackson ☐ Robert Strait

TIGHT END SELECT 1

- ☐ Kelly Blackwell ☐ Lyndy Lindsey ☐ Kolis Crier ☐ Curtis Thrift

WIDE RECEIVER SELECT 2

- ☐ Rodney Blackshear ☐ Eric Henley ☐ Veriond Brown ☐ Stephen Shipley ☐ Tracy Caldwell ☐ Anthony Stinnett ☐ Tracy Good ☐ Jason Wolf

PLACEKICKER SELECT 1

- ☐ Roman Anderson ☐ Jeff Wilkinson ☐ Lin Elliott ☐ Todd Wright

DEFENSE

DOWN LINEMEN SELECT 2

- ☐ Roosevelt Collins ☐ Owen Kelly ☐ Santana Dotson ☐ Mike Liscio ☐ Shane Dronett ☐ Uzo Okeke ☐ Pat Henry ☐ James Patton ☐ Tommy Jeter ☐ Matt Sign ☐ Robin Jones ☐ Lance Teichelman

LINEBACKER SELECT 4

- ☐ Jason Bednarz ☐ Ryan McCoy ☐ Eric Blount ☐ Mical Padgett ☐ Lee Bruderer ☐ Boone Powell ☐ Marcus Buckley ☐ Brad Smith ☐ Chris Collins ☐ Mick Thomas ☐ Quentin Coryatt ☐ Joey Wheeler ☐ Curtis Hafford ☐ Alonzo Williams ☐ Bill Kiely ☐ Matt Wingo

DEFENSIVE BACK SELECT 4

- ☐ Mark Berry ☐ Michael McFarland ☐ Cary Brabham ☐ Jerry Parks ☐ Chris Crooms ☐ Kenny Perry ☐ Brian Dubiski ☐ Tracy Saul ☐ Derrick Frazier ☐ Marcello Simmons ☐ David Griffin ☐ Kevin Smith ☐ Lance Gunn ☐ Tony Rand ☐ Michael James ☐ Antonio Wilson

PUNTER SELECT 1

- ☐ Mark Bounds ☐ Kevin Cordesman ☐ Kent Brentham ☐ Charles Langston

COACH

SELECT 1

- ☐ Jack Crowe ☐ Tom Rossley ☐ Spike Dykes ☐ R.C. Slocum ☐ Fred Goldsmith ☐ Grant Teaff ☐ John Jenkins ☐ Jim Wacker ☐ David McWilliams

FILL-IN ONLY FOR WRITE-IN VOTES.

| Pos. | Player/School | Pos. | Player/School |
|------|---------------|------|---------------|
| | | | |
| | | | |





1991 Exxon Supreme Team Official Voting Rules

1. For each position, vote for the indicated number of players/coach. To vote, use a pencil or a pen and fill in the red oval next to the name. Voting for more than the indicated number in any section voids this ballot. 2. Return ballot to any participating Exxon retailer and deposit in official ballot box or mail your ballot to: EXXON SUPREME TEAM, % TMC, P.O. BOX 665, MONROE, CONNECTICUT 06468. 3. All ballots must be placed in Ballot Boxes by November 3, 1991 and received not later than November 8, 1991. 4. All ballots are tabulated under the supervision of The Marketing Centre, Trumbull, Connecticut, an independent judging organization.

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1991 Exxon Supreme Team SWC Nominees

Arkansas

Tracy Caldwell – wide receiver
Mark Henry – center
E.D. Jackson – running back
Michael James – defensive back
Owen Kelly – down lineman

Lyndy Lindsey – tight end
Chris Oliver – offensive tackle
Ray Straschinske – offensive guard
Mick Thomas – linebacker
Todd Wright – placekicker

Baylor

Scott Baehren – center
Kent Brentham – punter
Lee Bruderer – linebacker
Santana Dotson – down lineman
Curtis Hafford – linebacker
J.J. Joe – quarterback

Monte Jones – offensive guard
Robin Jones – down lineman
Michael McFarland – defensive back
Robert Strait – running back
John Turnpaugh – offensive guard

Houston

Roman Anderson – placekicker
Eric Blount – linebacker
Verlond Brown – wide receiver
Darrell Clapp – offensive tackle
Mike Gislser – offensive guard
Tracy Good – wide receiver

David Klingler – quarterback
Charles Langston – punter
Ryan McCoy – linebacker
Jerry Parks – defensive back
Kenny Perry – defensive back

Rice

Mike Appelbaum – offensive tackle
Trevor Cobb – running back
Kolis Crier – tight end
David Griffin – defensive back
Eric Henley – wide receiver

Matt Sign – down lineman
Trey Teichelman – offensive guard
Joey Wheeler – linebacker
Alonzo Williams – linebacker
Antonio Wilson – defensive back

SMU

Jason Bednarz – linebacker
Cary Brabham – defensive back
Chris Collins – linebacker
Matt Hart – offensive guard
Rongea Hill – running back

Bill Kiely – linebacker
Uzo Okeke – down lineman
Mike Romo – quarterback
Marcello Simmons – defensive back
Jason Wolf – wide receiver

Texas

Mark Berry – defensive back
Shane Dronett – down lineman
Peter Gardere – quarterback
Lance Gunn – defensive back
Butch Hadnot – running back
Tommy Jeter – down lineman

Chuck Johnson – offensive tackle
Turk McDonald – center
Mical Padgett – linebacker
James Patton – down lineman
Boone Powell – linebacker
Curtis Thrift – tight end

Texas A&M

Marcus Buckley – linebacker
Quentin Coryatt – linebacker
Chris Crooms – defensive back
John Ellisor – offensive guard
Derrick Frazier – defensive back
Tyler Harrison – offensive tackle

Pat Henry – down lineman
Bucky Richardson – quarterback
Randy Simmons – running back
Kevin Smith – defensive back
Lance Teichelman – down lineman

TCU

Kelly Blackwell – tight end
David Breedlove – center
Leon Clay – quarterback
Roosevelt Collins – down lineman
Kevin Cordesman – punter

Curtis Modkins – running back
Tony Rand – defensive back
Stephen Shipley – wide receiver
Brad Smith – linebacker
Jeff Wilkinson – placekicker

Texas Tech

Charlie Biggurs – offensive tackle
Rodney Blackshear – wide receiver
Mark Bounds – punter
Brian Dubiski – defensive back
Jason Duval – offensive guard
Lin Elliott – placekicker

Mike Liscio – down lineman
Anthony Lynn – running back
Tracy Saul – defensive back
Anthony Stinnett – wide receiver
Matt Wingo – linebacker

SWC SCHEDULE

ARKANSAS

Sep. 31 Miami, FL at Little Rock
Sep. 7 SMU at Little Rock
Sep. 21 SW Louisiana
Sep. 28 Mississippi at Jackson
Oct. 5 at TCU
Oct. 12 Houston
Oct. 19 Texas at Little Rock
Nov. 2 Baylor
Nov. 9 at Texas Tech
Nov. 16 at Texas A&M
Nov. 23 Rice at Little Rock

RICE

Sep. 14 at Northwestern
Sep. 21 at Tulane
Sep. 28 Iowa St.
Oct. 5 at Texas
Oct. 12 at Baylor
Oct. 19 TCU
Oct. 26 at Texas Tech
Nov. 2 Texas A&M
Nov. 9 at SMU
Nov. 16 Houston
Nov. 23 Arkansas at Little Rock

TEXAS A&M

Sep. 14 LSU
Sep. 21 at Tulsa
Sep. 28 SW Louisiana
Oct. 5 at Texas Tech
Oct. 19 at Baylor
Oct. 26 Houston
Nov. 2 at Rice
Nov. 7 at TCU
Nov. 16 Arkansas
Nov. 23 SMU
Nov. 28 Texas

Ticket Hotline: 1-800-800-SWC8

BAYLOR

Sep. 7 Texas-El Paso
Sep. 14 at Colorado
Sep. 21 Missouri
Sep. 28 at SMU
Oct. 5 at Houston
Oct. 12 Rice
Oct. 19 Texas A&M
Oct. 26 TCU
Nov. 2 at Arkansas
Nov. 16 Texas Tech
Nov. 23 at Texas

SOUTHERN METHODIST

Sep. 7 Arkansas at Little Rock
Sep. 14 at Vanderbilt
Sep. 28 Baylor
Oct. 5 at Tulane
Oct. 12 Texas Tech
Oct. 19 at Houston
Oct. 26 Texas
Nov. 2 at TCU
Nov. 9 Rice
Nov. 23 at Texas A&M
Nov. 30 Tulsa

TEXAS CHRISTIAN

Sep. 7 New Mexico
Sep. 14 Ball St.
Sep. 21 at Oklahoma St.
Sep. 28 at Texas Tech
Oct. 5 Arkansas
Oct. 19 at Rice
Oct. 26 at Baylor
Nov. 2 SMU
Nov. 7 Texas A&M
Nov. 16 at Texas
Nov. 23 Houston

HOUSTON

Sep. 31 Louisiana Tech
Sep. 12 at Miami, Fla.
Sep. 21 at Illinois
Oct. 5 Baylor
Oct. 12 at Arkansas
Oct. 19 SMU
Oct. 26 at Texas A&M
Nov. 9 Texas
Nov. 16 at Rice
Nov. 23 at TCU
Nov. 30 Texas Tech

TEXAS

Sep. 7 at Mississippi St.
Sep. 21 Auburn
Oct. 5 Rice
Oct. 12 Oklahoma at Dallas
Oct. 19 Arkansas at Little Rock
Oct. 26 at SMU
Nov. 2 Texas Tech
Nov. 9 at Houston
Nov. 16 TCU
Nov. 23 Baylor
Nov. 28 at Texas A&M

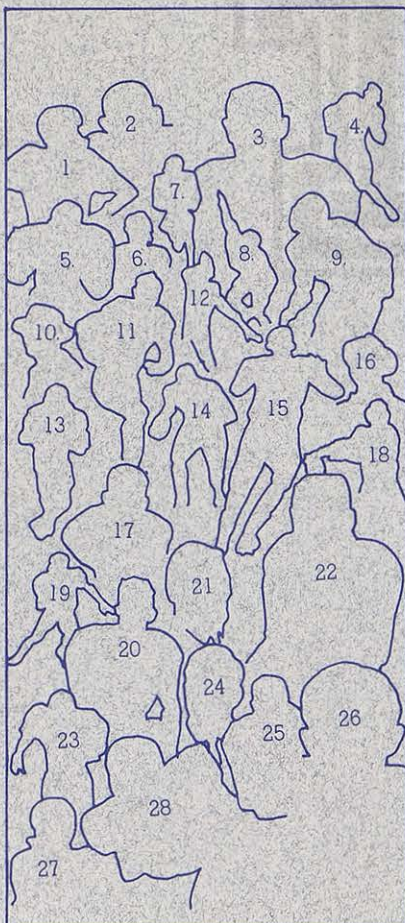
TEXAS TECH

Sep. 7 Cal. St. Fullerton
Sep. 14 Oregon
Sep. 21 at Wyoming
Sep. 28 TCU
Oct. 5 Texas A&M
Oct. 12 at SMU
Oct. 26 Rice
Nov. 2 at Texas
Nov. 9 Arkansas
Nov. 16 at Baylor
Nov. 30 at Houston

1991 GTE-SWC FOOTBALL KICKOFF LUNCHEON



SWC
HOME TO
YOUR HEROES



Name Your Heroes

Our cover artwork spans over fifty years of SWC history. When you return your order form for tickets, include your guess on the identities of our 28 heroes. The entries with the most correct answers will be eligible for a grand prize drawing to be conducted at the Football Kickoff Luncheon.

Tooker's adds waitstaff

Tooker Lisle is no stranger to name changes.

Recently, Lisle changed his restaurant's name from Aw Shucks to Tooker's Gulfport Grill. In 1974, he had his own name legally changed to Tooker.

"When I was a small child," says Lisle, "My mother said I looked like a tooker and the name stuck." Lisle says he doesn't know any more about the origins of the nickname, though it does have the proper ring for a boy who grew up loving football and fishing in Olney, Texas. It's a nickname that smacks of Larry McMurtury at his most whimsical.

Lisle's restaurant identity changed when the establishment's serving philosophy changed.

"We were a franchisee of Aw Shucks," says general manager Danny Horan. "We decided to go to table service and a broader menu. (Aw Shucks) said we couldn't do that and still be Aw Shucks."

Horan, in his original job as restaurant consultant, determined that the business lunch crowd would prefer being waited on. "The upscale crowd with expense accounts don't want to wait in line to place orders at the counter," says Horan. He says the prices should remain about the same. "Some of them might even go down a little."

Besides its current offering of oysters, shrimp and grilled fish Po-boy sandwiches, the menu is being expanded to include more cajun-style entrees and several more salads. "We also might add seafood fajitas and pizzas," says Horan. The restaurant will continue frying cholesterol-free, he adds.

The restaurant will also offer more live music with an emphasis on jazz, blues and cajun.

The grill's airy white and blue interior will remain the same. "We want to recreate the relaxed, laid-back atmosphere of the gulf coast," says Lisle.

There is an authentic touch from the gulf, a denizen of the deep.

"It took me 45 minutes to reel in that sailfish," says Lisle. "It's 9-foot, 2- and one-half inches long and weighed 134 lbs." The mounted, metallic blue fish is a trophy of one of Lisle's many deep sea fishing expeditions.

Lisle's name has already hooked some new customers for the Grill.

"A man I used to play high school football against came in looking for me," says Lisle. "He said he knew it had to be my restaurant when he saw the name, because I'm the only Tooker he's ever heard of."

Their cups runneth over . . . **Late Night** in the West End's non-profit Foundation Foundation continues to grow. The bar's collection of ladies underwear includes about 40 bras and a selection of decorated undies. Some attempts have been made by the female patrons of the bar toward equality. The women began jockeying for a position for men's underwear, but the men's shorts only spent a brief time on the wall before unknown male patrons removed them. An undercover investigation is needed to get to the bottom of this.

More jockey shorts . . . Disc jockey, that is. HartBeat has been alerted to a developing trend. Morning announcers are claiming wine lockers at **Morton's of Chicago**. So far, the **Y95 Morning Guys** are sharing a locker that is stocked with a California

Cabernet and some German Chardonnay. **Ron Chapman's** locker was still empty at press time. Possibly they're searching for a 20 year-old vintage. Of course, something that's been around that long is bound to be corked.

The French Room Connection . . . The **Adolphus Hotel** recently hosted **Gene Hackman**, who was flying through Dallas after working in Spain and Germany. **Patrick**

Duffy and director **Martin Ritt** also stayed in the hotel's gilt interior.

HartBeat predictions . . . A West End bar will produce a drink called "Fusion in a Glass," which gives one a great inner glow, but results in a hangover with a 25 year half life. The companion drink will be made with a pineapple accelerator. It'll be called a Super Colada.

MAIN FRAME

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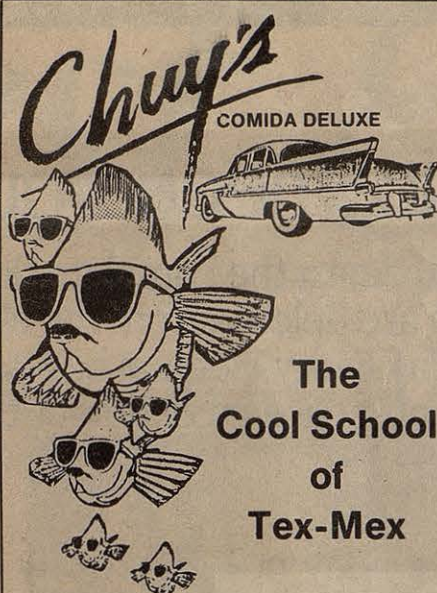
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Dallas police need your support!

You will be shocked to learn the complete details of Charter Amendment 1 which are deleted from the short summary appearing on your May 6 city election ballot. Here is the rest of the story on this anti-police amendment that you should vote against:

VOTE NO

Charter Amendment 1 effectively denies the rights of Dallas police officers to due process and restricts the city manager and the police chief from doing their jobs.

VOTE NO

Charter Amendment 1 adds a paid staff of attorneys, investigators and secretaries and it permits the board to pay themselves *with your tax money*. It is specifically worded to be outside of Civil Service or any other budgetary control.

VOTE NO

Charter Amendment 1 sets up a "Super Court" of paid cronies to be prosecutor, jury and judge to punish Dallas police officers... and even deny appeal... in violation of established federal and state constitutional law.

VOTE NO

Charter Amendment 1 would replace the present Civilian Review Board which already has subpoena power. This board was agreed to by your City Council and by Dallas police officers in 1988 and it has been working effectively.

Vote absentee or vote May 6, but please vote no! This anti-police amendment can only increase the low morale and high attrition rate of our experienced Dallas police officers.

1 VOTE NO MAY 6
ON CHARTER AMENDMENT #1
BACK THE BLUE

Political Adv. Paid for by Police Referendum Comm., 2108 Jackson Street, Dallas, 75201, Tom Popken, Treasurer

The West End May Calendar



Richard Elliot

Get down, down under. The Outback Pub continues to rock throughout the week. This month the band line-up includes **The Fanatix**, May 1-3; **Torpedo X**, May 4-7; **Saltwater Cats**, May 8-10; **China Blue**, May 11-14; **Serious Fun**, May 15-17; **The Edge**, May 18-21; **The Fanatix**, May 22-24; **Hollywood Heart**, May 25-28 and **6Five**, May 29-31.

From fashion to fiesta, El Centro College offers a variety of activities this week. On Wednesday, design students will present the future of fashion in their annual **Spring Style Show** at noon in the main lobby. A **Brown Bag and Broadway** program will entertain the lunch bunch with music and poetry at noon on Thursday in room A702. El Centro will celebrate **Cinco de Mayo** with a fiesta in the courtyard and main lobby at noon on Friday. For more information, call 746-2037.

The Cowboys' new owner gets poked... fun at that is, in the **Press Club of Dallas' 30th Annual Gridiron Show**. The musical comedy review will also twit the Mayor, the City Council, Starplex and preachers who have taken the laying on of hands too literally. Tickets for the Thursday, May 4 dress rehearsal performance are \$10 in advance or \$12 at the door. For more information, call 748-3329.

A music-packed May at Dallas Alley. The Boiler Room gets jazzed up this Tuesday night with a performance by **Richard Elliot**. The saxophonist's "Power of Suggestion" is presented as part of the Oasis concert series. The event costs \$10.61.

The Alley's free Monday night music line-up includes Texan **Johnny Winter** this Monday in the Plaza. Jimi Hendrix disciple, **Jon Butcher** will perform May 8. Austin's rave-up band, **The Radiators**, will heat up the Plaza on May 15. Lubbock's MTV award-winning band, **The Nelsons**, take the stage May 22. And **John Kay and Steppenwolf** will show they're still "born to be wild" on May 29. The Alley will celebrate Memorial Day with a concert by **Dave Mason**. For more information, call 720-0170.

The legendary **Woody Herman Orchestra**, under the direction of **Frank Tiberi**, swings the Venetian Room May 2-28. For reservation information, call 720-5227.



Frank Tiberi

The West End

Dallas' Oldest and Newest

★ ★

May

★ ★

Festive Shopping, Dining and Night Life

Updates...

A small step for man... A great stride for mankind. The cystic fibrosis fundraiser, **Great Strides**, will be held May 21. The walk starts in the MarketPlace Plaza and goes around Reunion Arena. For more information, call 871-2222.

A taco by any other name... A.J. Gonzales has been sold and will undergo a name change this month. The newly dubbed **Tequila Joe's Bar and Grill** will continue serving Tex-Mex and the new owners plan expanding the patio dining area.

Hoop scoop... Hoop-D-Do/Hoop It Up entry forms are now available at all area Pizza Hut locations. The deadline for entry into the three-on-three basketball competition is May. The event will be held June 23-26 and benefits the Texas Special Olympics. For more information, call 522-HOOP.

Deep pockets... The former owner of the West End Pub is opening The West End Billiards Club, offering 17 hand-made, regulation billiard tables and 2 shuffleboard tables. The club's grand opening celebration on May 18 will benefit the Texas Special Olympics. The club is located above Ferrari's Restaurant at 1701 N. Market.

Thumbs

to the Dallas City Council for voting against allowing sexually-oriented businesses into the Historic District. Although the area was a red light district at the turn of the century, it's best some history doesn't repeat itself.

to that infamous guy Dick. The new outdoor patio area at Dick's has new furniture; shiny, un-rusted salt shakers and white tablecloths. What's he trying to do anyway, become respectable?

West End Brewer has a real head for business

Allan Dray worked in the oil business for several decades, but these days the barrels he's concerned about don't hold crude. Dray and partner Jerry Cole have founded the West End's first modern brewery, located in the same building that housed the Dallas Brewery Company at the turn of the century.

The original Dallas Brewing Company produced Dallas Tipperary and Dallas Splitz beers for 30 years, but prohibition curtailed the company's profits. Of course, that's no longer a problem.

The West End Brewing Company is located in the basement of The Brewery, beneath the old Kuby's location. The company plans on producing its first batch by the end of May.

The system is called a micro-brewery. According to Cole, "In Texas, that means you can make up to 75,000 barrels per year without a distributor."

West End Lager is the first product of the brewery. The red, blue and silver label shows the Dallas skyline with a little red West End arch in the foreground. "The lager is 100% natural," says Cole, "no additives or preservatives." That means the beer can't be shipped around the country. "We will be delivering to restaurants and bars in the West End."

At this point, the brewery plans on producing 5,500 barrels of the lager annually. A barrel is twice the size of a keg.

"The lager is a special recipe," says Cole. "It's fuller bodied than normal, based on a formula made by a Canadian micro-brewery."

The West End Lager requires constant



Gordon Slater and Jerry Cole (back row) of the West End Brewery share a toast with Craig and Gini Gooden and David Phillips of the Outback Pub.

refrigeration because it is made without preservatives. Even inside the brewery, the beer's temperature is carefully monitored. A large refrigeration unit houses the finished bottles and kegs.

Although visitors aren't allowed inside the sterile brewing area, the West End Brewery has been designed so the public can view the high-tech tanks and equipment. The viewing room also contains a sampling bar. Visitors to the West End Brewing Company are offered a taste of the company's wares.

The West End Brewing Company is also providing a special brew for the Outback Pub. Craig Gooden, co-owner of the pub says, "Customers always ask for an Australian lager on tap, but the shelf life is too short

to import. So the West End Brewing Company is making a special brew that tastes like an Australian lager." The Outback Pub Lager should be available in June. Micro-breweries are very popular in Australia according to Gooden. "The breweries are inside the pubs in Australia. Each pub has its own taste."

That is also a growing trend in America, in states where it's legal. With that trend in mind, Dray and Cole have established the Dallas Brewing Company. This company is a distributor for the micro-brewery system which is used at the West End Brewing Company. The system is built by a company in Canada.

The public can view the brewery Monday through Friday. For information, or to schedule a group tour, call 871-7990.

Drummer marches out with the saints

In retrospect, it seems the night was filled with omens for drummer Jimmy Zitano.

Shortly after midnight, at the beginning of April Fool's Day, Peyton Park and his Swing Mo Band roused the crowd at Dick's Last Resort with a jumping rendition of the judgement day tune, "When the Saints Go Marching In." Zitano finished the song with a ten minute drum solo that brought the house down. It was beautiful," says Parks.

"He stood up and took a bow and then sat back down," says Park. The band then struck up another song. "Two bars passed, then three, I looked around and thought at first he was adjusting his drums." But when he reached Zitano, he realized he'd had a heart attack. The 61-year-old drummer's heart had beat its last.

"I want to be there in that number. When the Saints go marching in." Certainly the lyrics provide an ironic touch to Zitano's death. Even the name of the bar seems portentous. The West End establishment became the drummer's last resort.

And all the dramatic touches were in

character with Zitano, according to friends and fellow musicians.

"You've probably heard the story about when the band he was with stopped playing the Fairmont and J.Z. burned his tuxedo," says Parks. "He swore he'd never wear another monkey suit."

Zitano lived for his music. "He lived in a little apartment with about 5,000 jazz records," says Parks. "He'd just listen to his music and read. He liked to read a lot. He called the apartment his hot, flat apartment because it was un-airconditioned. He'd take baths all the time in the summer to cool off instead of asking the apartment owners for air-conditioning because he was afraid they'd raise his rent."

Although he could be quite a showman, Parks says he was also a "recluse, very eccentric. He was the Bojangles of the drums."

Zitano, who Parks says looked "like a miniature version of that character on Popeye named Brutus," was raised in Boston where the drummer learned to love jazz.

"He was the kid on the block who

wouldn't play baseball because all he wanted to do was sit in his basement and listen to Gene Krupa and Benny Goodman records," says Parks.

Zitano's love of jazz led him to study at the Berkley School of Music in Boston. He went on to play with Miles Davis, Billie Holiday and Al Hirt. He spent the last 15 years in Dallas. The drummer has played with Park's band since it was formed in 1981.

Area musicians gathered for a benefit and tribute to Zitano two weeks ago at Dick's Last Resort. "You could really feel his spirit," says Parks. "That's the only time I've played 'When the Saints Go Marching In,' since he died. I just haven't felt like it."

Although the passing of a friend and colleague is sad, there was a certain brilliant flourish in Zitano's passing.

"He checked out just the way he would have wanted to," says Parks.

Down to the final detail, it seems.

"He called the drums his ladies," says Parks. "And when he collapsed, he fell back. He'd never fall on his ladies."

THE WEST END

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Late Nite Drillteam steps into limelight

The drillteam developed about six new routines for the coach's salute, including a "Radio City Music Hall" number.

"We all sit down and join arms and kick," says Wilkerson.

There was one problem during the Landry festivities.

"The parade was moving so fast," says Derrig. "We'd do a routine and then have to do double time to catch up. We were dead at the end; red-faced and sweaty. It's hard to be a lawn chairman."

Part of the act are the chants that the team yells to keep time. They don't perform with music. Wilkerson provides an example of lawnchair verse: "I am not a lazy jerk. I just never cared for work. Watch my neighbor mow his yard. Hope that I don't sweat too hard."

The drill team's moves include leaping over chairs, tossing chairs and snapping folded chairs above their heads. That's the hardest part for the chairs.

"We go through several chairs in each performance," says Wilkerson. "They break from the strain."

The team is up to 20 members and Wilkerson says they aren't accepting any more members. He says their goal now is to be Dallas' best and only lawn chair team. There are several other teams around the country, but in light of the "Patty O'Furniture" gang's involvement with coach Landry, Wilkerson refuses to take a back seat to any of the others.

"We're America's Lawnchair Team," he says.

Thoreau would be proud of those wacky guys at Late Night in the West End. They truly march to the beat of a different drummer.

Bartender John Halverson returned from a trip to Colorado with a dream — the formation of "The Patty O'Furniture Psycho Killer Precision Lawnchair Drillteam." Halverson had seen a similar troupe in the Rocky Mountain state and decided to form a team for the 1989 Greenville Avenue St. Patty's Day Parade.

To paraphrase Micky Rooney, the spirit of the adventure was "Hey kids, we've got some lawnchairs, let's put on a show."

And a show is what occurred — after

some arm twisting.

"At first it was hard to convince people," says drillteam member and Late Night bartender Phil Wilkerson. "They were afraid they'd look stupid. But the morning of the parade, 10 people showed up."

In fact, the drillteam was so well received that Miller Beer requested the drillteam perform for the Dallas City Council. The brewery even paid the group six cases of Miller Lite.

"The council really enjoyed it," says drillteam organizer Kevin Derrig. "Al Lipscomb started joking, asking if he and (Dallas City Manager) Knight could start throwing chairs with us." There was one hitch in the City Hall performance, the metal detectors.

"We didn't know they had those," says Derrig. "We had to walk through first then have the chairs handed over to us."

The "Patty O'Furniture" guys have been asked to perform for the Miller Lite Big Party that is coming to Dallas on Labor Day.

The most recent honor for the drillteam was an appearance in the Tom Landry Day Parade. This invitation has raised the team to a new level of fame.

"Tall Tom Driere refused to join for the St. Patty's Day Parade," says Derrig. "But he begged to be in the drillteam for the Tom Landry Parade." Derrig, a native New Yorker, even had three friends fly down from Long Island to perform.

The West End

EXECUTIVE DIRECTOR

SHEILA A. LYONS

ASST. MARKETING DIRECTOR

CATHERINE E. MARR

EDITOR

LINDSAY HART

The West End News is published the first Monday of every month. The opinions expressed within are those of the writers and do not necessarily reflect the opinion of the West End Association or its advertisers. Editorial offices are located at 1801 N. Lamar, Suite 105, Dallas, TX 75202. To advertise call 826-7661.

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WEST END DISTRICT
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May Band Schedule
M,T,W 1, 2, 3 — Fanatix
T,F,S,S 4, 5, 6, 7 — Torpedo X
M,T,W 8, 9, 10 — Saltwater Cats
T,F,S,S 11, 12, 13, 14 — China Blue
M,T,W 15, 16, 17 — Serious Fun
T,F,S,S 18, 19, 20, 21 — The Edge
M,T,W 22, 23, 24 — Fanatix
T,F,S,S 25, 26, 27, 28 — Hollywood Heart

**TUESDAY NIGHTS —
MEETING OF THE WORM CLUB**
1701 MARKET/Facing Ross/761-9355

LATE NIGHT

IN • THE • WEST END



**HUMMER
THE DOG**

**CHEAP
HAPPY
HOUR
4-7 M-F**

**THURSDAYS
LADIES
DRINK FREE
FROM 8-10**

"where it just doesn't matter"

1901 LAWS ST. 954-1901
(across from the marketplace parking cntr.)

***Statement from SWC Commissioner Fred Jacoby
Concerning Texas A&M's NCAA Penalties***

"The NCAA has termed this a 'unique' situation in that the university took substantial action to gain full presidential control. There was immediate institutional control and commitment to compliance. It is also unique in that none of the current players or members of the coaching staff were involved in the allegations,

"Under current Southwest Conference By-Laws, Texas A&M's men's basketball team is ineligible for the 1992 SWC Postseason Classic, due to its exclusion from the 1992 NCAA men's basketball tournament. However, every case is different, and this matter will be discussed at our Dec. 5 (SWC Winter) meeting."

-SWC-

SOUTHWEST CONFERENCE PMS NUMBERS

BAYLOR - Green: 348, Gold: 131

HOUSTON - Scarlet: Pantone 186C

RICE - Blue: 280, Gray: 423

SMU - Blue: Reflex Blue, Red: 185

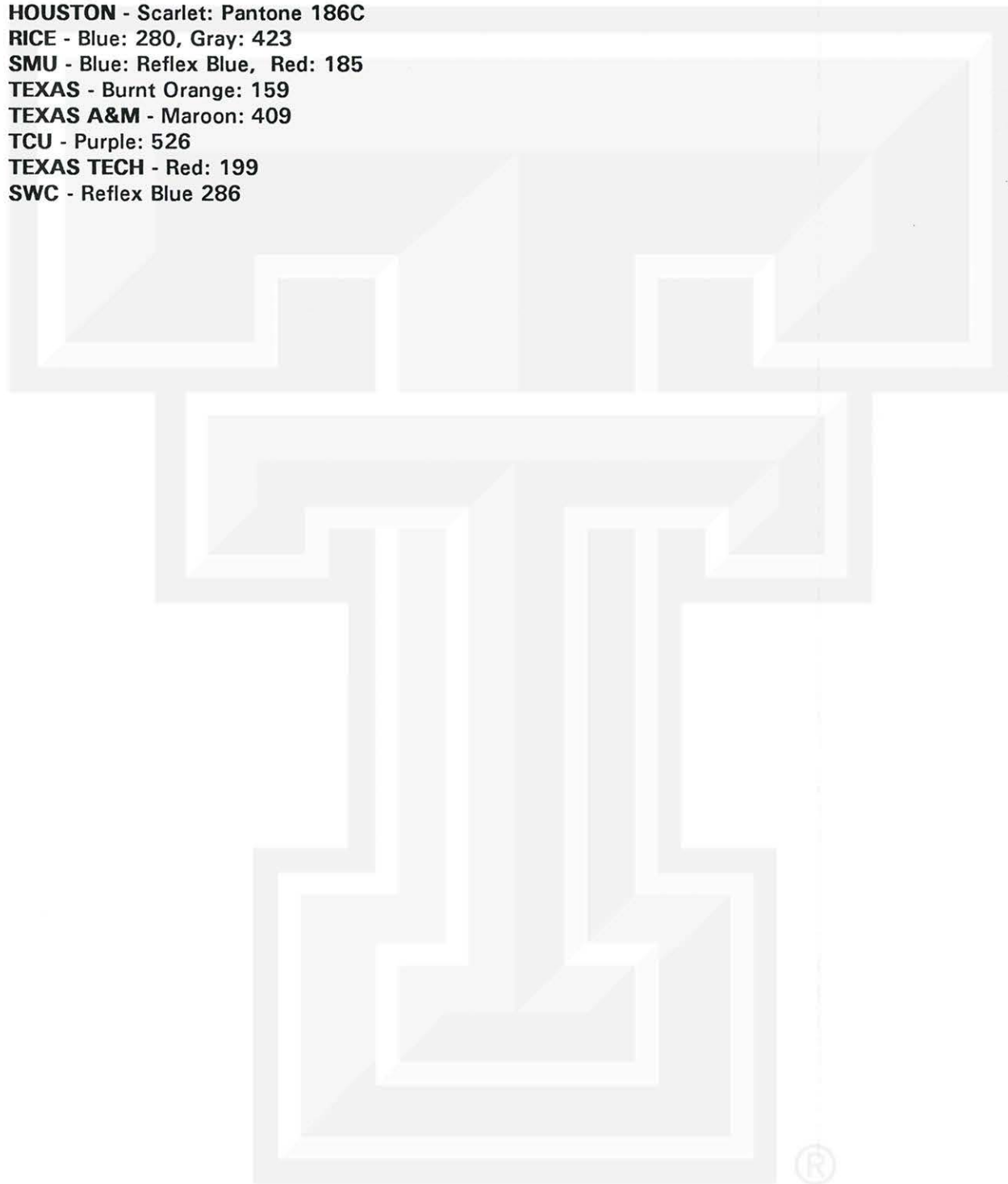
TEXAS - Burnt Orange: 159

TEXAS A&M - Maroon: 409

TCU - Purple: 526

TEXAS TECH - Red: 199

SWC - Reflex Blue 286



SOUTHWEST ATHLETIC CONFERENCE
BOX 569420
DALLAS, TX 75356-9420
FRED JACOBY, Commissioner

OFFICE ADDRESS:
1300 W. MOCKINGBIRD LN.
SUITE 444
DALLAS, TX 75247
214-634-7353

SOUTHWEST

SWC

CONFERENCE

BAYLOR UNIVERSITY
UNIVERSITY OF HOUSTON
RICE UNIVERSITY
SOUTHERN METHODIST UNIVERSITY
THE UNIVERSITY OF TEXAS AT AUSTIN
TEXAS A&M UNIVERSITY
TEXAS CHRISTIAN UNIVERSITY
TEXAS TECH UNIVERSITY

SWC ATHLETIC DIRECTORS MEETING

Tuesday, October 8, 1991

DFW Hyatt
Grapevine, TX

Those Attending:

BAYLOR
HOUSTON
RICE
SMU
TEXAS
TEXAS A&M
TCU
TEXAS TECH
SWC

Bill Menefee
Rudy Davalos
Bobby May
Forrest Gregg (Chair)
DeLoss Dodds, Donna Lopiano, Butch Worley
John David Crow
Mel Thomas
T. Jones
Fred Jacoby, Allen Archer, Rick Chryst,
Kelly Krauskopf

1. **Commissioners Discussion** - Jacoby discussed Internal Revenue Service audits of Conference offices that involves the following: (a) Unrelated business income for sponsorships and advertisements (b) Independent contractor status of officials, fringe benefits, per-diem for expenses. (c) The Conference is in the last year of a five year agreement with Basketball Product International that provides rims to each institution and \$2,500 cash per year to the Conference office. (d) Drug Testing procedures will be reviewed at the Winter meetings by the Compliance committee.
2. **SWC/Big Eight Ad Committees**
 - a. **Community Service Projects** - Jacoby discussed community outreach service projects. Moved and seconded that each institution designate one home football game (1991 Season) and one home basketball game (1991-92 Season) as an organ donor game. Cards will be printed by the Conference office and distributed to the institutions to be passed out at the specified contests (**Passed 8-0**).

Lopiano reviewed the merits of the Neighborhood Longhorn program. Information will be sent to each institution and the Conference office from the University of Texas.

2. **SWC/Big Eight Ad Committees (Contd.) -**
 - b. Intra-Conference Transfer Rule** - Moved and seconded to not change intra-conference rule (SWC 4.01) as stated. Directors requested that an appeal process be available in the administration of this rule (**Passed 7-0-1**).
 - c. SWC-Big 8 Discussions** - Dodds informed the group of discussions that took place in the SWC-Big 8 Directors Ad Hoc Committee. The general direction involved football scheduling beyond 1994.
3. **Recommendations from SWC SID Meeting 5/22/91 -**
 - a. Satellite Feed** - Moved and seconded to table the extended Satellite Feed for further study (**Passed 8-0**).
 - b. Spring Meeting Involvement** - Moved and seconded that the SWC SID's be under the direction of the SWC Office to assist in the hospitality of the Bowl representatives and Media officials. The Conference staff was requested to evaluate the SID involvement during the 1992 Spring meeting (**Passed 8-0**).
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 - b. Moved and seconded to increase the officiating fees of the Clerk of the Course to the level of Jury of Appeals and Back up Starters to Starters (**Passed 8-0**).
 - c. Moved and seconded to include the 35lb weight throw in the SWC Indoor Meet (**Failed 2-6**).
 - d. Moved and seconded to table the issue of the squad size from 28 to 32 participants and score 8 places in the SWC Outdoor Track & Field Championships (**Passed 8-0**).
 - e. Moved and seconded to include the Hammer Throw in the Outdoor Track & Field meet (**Failed 3-4-1**).
 - f. Moved and seconded to reconsider the Hammer Throw in the Outdoor Track & Field meet (**Failed 4-4**).
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 - a. Moved and seconded to accept all recommendations as written except #4B (**Passed 8-0**).
 - b. Moved and seconded to table Item #4B (Freshmen & JV) participation. (**Passed 8-0**)
6. **NCAA Revenue Distribution Plan** - Jacoby reviewed the entire package. Institutions were informed that the NCAA is currently developing criteria for distribution to member conferences on the "needy student-athlete fund". Moved and seconded to assign an Ad Hoc Committee to develop a formula for distribution of revenues from NCAA post season basketball competition including the SWC Post Season-Classics. Committee is to report their recommendations at the December Directors meeting. (**Passed 8-0**). Committee members are: DeLoss Dodds (Chair), Bobby May, Rudy Davalos.
7. **Videotape Exchange** - Moved and seconded to table any type of fine structure for not conforming to the rules involved with Video exchange. This issue will be further evaluated at the December Directors meeting (**Passed 8-0**).

8. **Darrell Royal Award** - Moved and seconded to have the staff develop a letter to the Childress Greenbelt bowl regarding NCAA Rules involved with High School All Star Contests, but that each institution continue to provide a name for consideration. (**Passed 8-0**).
9. **SWC Basketball Contracts** - Institutions were reminded to provide the Conference office with Non-Conference game contracts for officiating needs.
10. **1993 Men's Basketball Schedule** - Moved and seconded to approve the 1993 Basketball Schedule as printed (**Passed 8-0**). (Attachment#1)
11. **Pre-Game Sportsmanship Statement** - Moved and seconded to provide SWC member institutions with a sportsmanship statement to be read at all Conference events that have a public address system. Lopiano was requested to develop the statement for approval by the Directors as soon as possible. (**Passed 8-0**)
12. **Football Game Agreement** - Moved and seconded to adopt the agreement as outlined (Attachment #2) : (**Passed 8-0**).
13. **NCAA Legislation 12th Football Game Exception** - Jacoby reported that the NCAA decided not to amend the current legislation and that the changes would have to come from the membership in the form of an amendment. No amendment has been proposed for the 1992 NCAA Convention.
14. **Football/Basketball Games to San Antonio** - Jacoby reported that a bowl proposal from the city of San Antonio will be brought forth for consideration to have a bowl game in the Alamo Dome following the 1993 football season. Jacoby asked if any institution would like to play a home football or basketball game in the dome under certain conditions.
15. **1992 Spring Meeting Sites** - Directors asked that the staff provide a comparison in prices over the past three years for review by the Directors with their Presidents. The following sites were recommended:
Horsehoe Bay - Barton Creek - Beaver Creek - Corpus Christi
Dates for the spring meeting May 19 - May 22, 1992.
16. **Doak Walker Award** - Bill Lively and Paul Rogers presented information and requested nominations for the Doak Walker award. Invitations to the banquet on December 9, 1991 were extended to all of the Directors. The banquet will be held at the Hyatt Regency Hotel in Dallas.
17. **SWC Logo Contest** - Chryst reported that information was sent to all institutions. Some entries have been received with a deadline of October 21, 1991.
18. **SWC Men's Golf Championship** - Archer reported that the date of the Men's Golf Championship has been changed to April 30 - May 3, 1992 at Lubbock Country Club.
19. **NCAA Diving Qualifying Standards** - Directors supported the diving coaches recommendations and directed the staff to submit a letter to the NCAA Swimming committee on behalf of the Conference.
20. **Diving (Rice)** - May indicated that the Rice pool does not meet the standards for diving and that future meets conducted at Rice will not contain diving within the program.

21. **Basketball Media Day** - Information was provided on the change of date to Tuesday November 5, 1991. Chuck Nagel (New Director of SWC Basketball Operations) will be the Master of ceremonies and Jim Nantz (CBS Sports personality) will provide a special feature. Information regarding a special gathering with Mr. Nantz on Monday will be sent to the Directors.
22. **SWC Football Television** - Chryst reviewed National and Raycom ratings through out the first four weeks of the 1991 football season.
23. **SWC Football Attendance** - Chryst reviewed information regarding attendance figures through the first four weeks of the 1991 football season as compared to the 1989 season.

Respectfully submitted,

Allen Archer
Assistant to the Commissioner



**1993 SOUTHWEST CONFERENCE
MEN'S BASKETBALL SCHEDULE**

ATTACHMENT 1

Wednesday, Jan. 13

Texas Tech at Houston
Rice at Texas A&M
TCU at Baylor
Texas at SMU

Saturday, Jan. 16

TCU at Rice
SMU at Texas Tech
Houston at Texas A&M
Baylor at Texas

Wednesday, Jan. 20

SMU at TCU
Baylor at Houston
Texas Tech at Texas
Rice Open
Texas A&M Open

Saturday, Jan. 23

Rice at Baylor
SMU at Houston
Texas A&M at TCU
Texas Open
Texas Tech Open

Wednesday, Jan. 27

Houston at Texas
Texas Tech at Rice
Texas A&M at SMU
Baylor Open
TCU Open

Saturday, Jan. 30

Baylor at Texas A&M
TCU at Texas Tech
Texas at Rice
Houston Open
SMU Open

Wednesday, Feb. 3

Rice at Houston
Texas Tech at Texas A&M
SMU at Baylor
Texas at TCU

Saturday, Feb. 6

Baylor at Texas Tech
Houston at TCU
Rice at SMU
Texas A&M at Texas

Wednesday, Feb. 10

Houston at Texas Tech
Texas A&M at Rice
Baylor at TCU
SMU at Texas

Saturday, Feb. 13

Rice at TCU
Texas Tech at SMU
Texas A&M at Houston
Texas at Baylor

Wednesday, Feb. 17

TCU at SMU
Houston at Baylor
Texas at Texas Tech
Rice Open
Texas A&M Open

Saturday, Feb. 20

Baylor at Rice
Houston at SMU
TCU at Texas A&M
Texas Open
Texas Tech Open

Wednesday, Feb. 24

Texas at Houston
Rice at Texas Tech
SMU at Texas A&M
Baylor Open
TCU Open

Saturday, Feb. 27

Texas A&M at Baylor
Texas Tech at TCU
Rice at Texas
Houston Open
SMU Open

Wednesday, March 3

Houston at Rice
Texas A&M at Texas Tech
Baylor at SMU
TCU at Texas

Saturday, March 6

Texas Tech at Baylor
TCU at Houston
SMU at Rice
Texas at Texas A&M

SWC Post-Season Classic

Friday-Sunday, March 12-14

NCAA First & Second Rounds

Thursday-Sunday, March 18-21

NCAA Regionals

Thursday-Sunday, March 25-28

NCAA Final Four

Saturday & Monday, April 3-5

APPENDIX C
SOUTHWEST ATHLETIC CONFERENCE
FOOTBALL GAME AGREEMENT
(effective August 1, 1992)

1. GAME SETTLEMENT

The home team will retain all gate receipts. A mutual agreed guarantee will be exchanged on a two-year home-and-home contract basis by the competing institutions. (12/90)

2. TICKET POLICY

A. Ticket Return - The visiting team must return tickets no later than 12 Noon of the Wednesday preceding the game.

B. Football Ticket Prices - Football ticket prices will be declared no later than January 15 preceding the season. The Conference office will survey all institutions' pricing structures and circulate them no later than January 15. Should any institution change its price(s) after January 15, the visiting institution will be allowed to sell its allotment for the price(s) declared on January 15.

C. Complimentary Tickets - The host institution will distribute all complimentary admissions for visiting institution student-athletes at SWC football games. The visiting ticket manager or designee will deliver tickets in addressed envelopes to the home ticket manager as early as possible (not later than two hours before kickoff). Recipients will sign for the tickets with the home ticket manager delivering signed envelopes and unclaimed tickets to the visiting ticket manager either in person at the game site or subsequent to the game by mail.

3. SETTLEMENTS

A. Settlement Date - Conference institutions must submit a game check to the visiting institution by March 1 from the following year or pay a rate of interest from March 1 to the date of actual settlement.

This agreement entered into this _____ day of _____, 19_____, by and between _____ hereinafter called HOME team and _____ hereinafter called VISITING team.

WITNESSETH THAT:

1. The above institutions agree to cause their varsity football teams to meet in the City of _____ on the _____ day of _____, 19_____, and compete against each other in a game of football. The time of the game shall be determined by the home team.
2. The eligibility of all players who are to participate in the game shall be determined by the rules and regulations of the Southwest Athletic Conference and the NCAA.
3. The officials of said game shall be appointed by the Southwest Athletic Conference.
4. The home team agrees to pay the visiting team the following guarantee:
_____.
5. All sums due to the visiting team shall be due and payable on or before March 1 of the year following the game. Any sum not paid by the due date shall bear interest at _____% per annum.
6. The band members and cheerleaders of each team shall be admitted, if in uniform, without charge.
7. Tickets for the visiting team shall be allocated in accordance with SWC regulations. All such tickets shall be sold at the printed ticket price.
 - a. If requested, a minimum of 1,500 football tickets shall be allotted to the visiting team university. The location of these tickets shall begin at the 30-yard line, with seats starting at the first row and moving up to the top row in a contiguous block in the lower deck in the permanent seating of the stadium, and may extend to the back line of the end zone.
 - b. Any additional tickets requested over the first 1,500 shall be a continuous band insofar as possible.
 - c. The tickets shall be provided to the visiting team by July 15.
 - d. The visiting team shall return for credit all the tickets over 400 by Wednesday of game week, and no more than 50 tickets may be returned for credit after the close of business on Friday of game week.

8. Each team owns their respective live and delayed television rights, subject to existing contractual provisions currently in effect with both the College Football Association and Raycom/Home Sports Entertainment. Each team retains its own movie rights. The visiting team will be given an outlet and adequate space in the press box, free of charge, for delayed television or movie coverage to the visiting team's own locale, and all revenues collected by the visiting team for these rights shall belong exclusively to the visiting team. Pay-per-view telecast rights and revenue collected from the sale of these rights shall be a separately negotiated agreement between the two teams; such agreement shall serve as an addendum to this SWC Football Game Agreement.
9. Each team owns their respective radio rights, and all revenues collected from the sale of those rights. The visiting team will be given an outlet and adequate space in the press box, free of charge, for radio coverage.
10. The head coach of the home and visiting football teams are granted the rights to playback or use television excerpts from the stated game on the head coach's television show.
11. If either party shall fail to comply with the conditions and promises in Article 1 and 13, either by cancellation or by failure to appear, and unless such default is waived, then and in this event, the defaulting party shall pay to the non-defaulting party one-half the sum of the guarantee stated in paragraph 4, due 15 days after the scheduled game, and such sum if not paid at due date, shall provide for interest as stated in paragraph 5.
12. Additional games shall be played under this agreement as follows:

Date:

Location:

It being understood that in _____ and _____ the parties shall be reversed.

13. It is agreed that in the event the rules and regulations of the NCAA or the Southwest Athletic Conference should be amended, modified or changed in any manner so as to make the terms of this Agreement to be in conflict with the subsequently changed rules or regulations, then the terms of this Agreement are to be considered amended so as the terms shall not be in conflict but in accord with such rules and regulations.

This Agreement is signed the date shown by the duly authorized officials of each institution.

Director of Athletics

Date

Institution

Director of Athletics

Date

Institution

SWC ATHLETIC DIRECTORS MEETING

Tuesday, October 8, 1991

DFW Hyatt
Grapevine, TX

Those Attending:

| | |
|------------|--|
| BAYLOR | Bill Menefee |
| HOUSTON | Rudy Davalos |
| RICE | Bobby May |
| SMU | Forrestt Gregg (Chair) |
| TEXAS | DeLoss Dodds, Donna Lopiano, Butch Worley |
| TEXAS A&M | John David Crow |
| TCU | Mel Thomas |
| TEXAS TECH | T. Jones |
| SWC | Fred Jacoby, Allen Archer, Rick Chryst, Kelly Krauskopf |

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Baseball: Bragg Stockton, Larry Hays
Men's Golf: Barry Rodenhaver, Jim Castaneda
Track: Bubba Thornton, Terry Crawford
Women's Basketball: Donna Lopiano

2. SWC/Big Eight Ad Committees -

a. Community Service Projects - Jacoby discussed issues with community services project. Moved and seconded that each institution designate one home football game (1991 Season) and one home basketball game (1991-92 Season) as an organ donor game. Cards will be printed by the Conference office and distributed to the institutions to be passed out at the specified contests (Passed 8-0).

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c. SWC-Big 8 Discussions - Dodds informed the group of discussions that took place in the SWC-Big 8 Directors Ad Hoc Committee. The general direction involves: a. putting the two conferences together b. involvement with the Big East c. football scheduling d. basketball scheduling.

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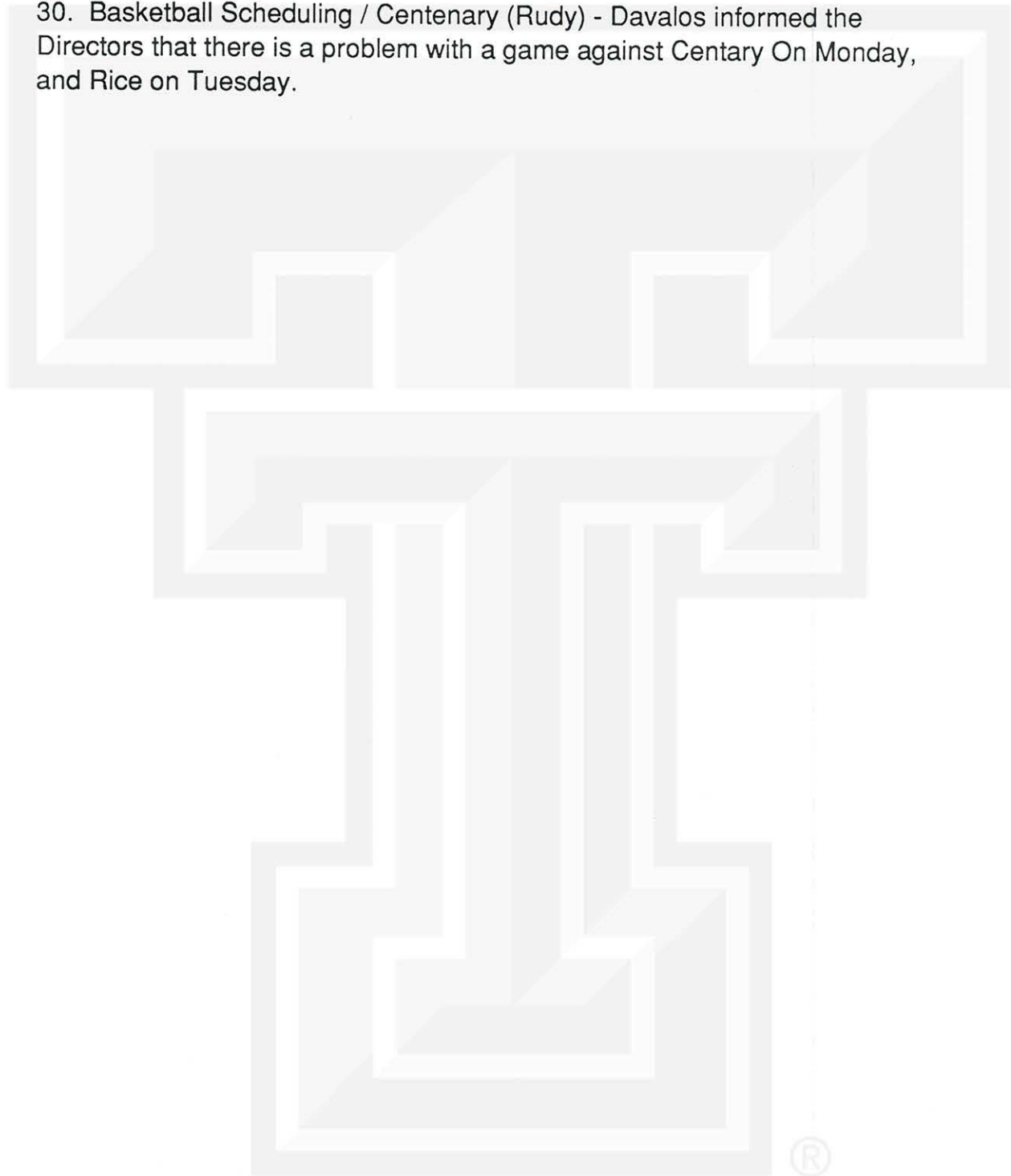
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28. SWC Football Television - Chryst reviewed National and Raycom ratings throughout the first four weeks of the year.

29. SWC Football Attendance - Chryst reviewed information regarding attendance figures through the first four weeks of the year as compared to the 1989 season.

30. Basketball Scheduling / Centenary (Rudy) - Davalos informed the Directors that there is a problem with a game against Centenary On Monday, and Rice on Tuesday.



P.O. BOX 569420
DALLAS, TX 75356-9420
(214) 634-7353

1300 W. MOCKINGBIRD LANE
SUITE 444
DALLAS, TX 75247

AX
214-634-1637 (COMMISSIONER)
214-638-5482 (MEDIA RELATIONS)

SOUTHWEST

SWC

CONFERENCE

BAYLOR UNIVERSITY
UNIVERSITY OF HOUSTON
RICE UNIVERSITY
SOUTHERN METHODIST UNIVERSITY
THE UNIVERSITY OF TEXAS AT AUSTIN
TEXAS A&M UNIVERSITY
TEXAS CHRISTIAN UNIVERSITY
TEXAS TECH UNIVERSITY

FRED JACOBY, Commissioner

AGENDA

**SWC Staff Meeting
October 3, 1991**

- I. OFFICE
 - A. Room Moves/Timing
 - B. Telephone Lines
 - C. Accounting System/Computerization
- II. STATE FAIR OF TEXAS
 - A. Southwest Conference Float/State Fair Tickets
 - B. SWC Display/Exxon Booth
- III. EXXON "SUPREME TEAM"
- IV. SWC TICKET HOTLINE
- V. RAYCOM TELECASTS
 - A. Clearances
 - B. CFA Telecasts
- VI. DRUG TESTING
- VII. BASKETBALL TIP-OFF BREAKFAST/MEDIA DAY
- VIII. ACWS MEETING
- IX. ATHLETIC DIRECTOR MEETING

10333 to
HwORTH

1817 #

Waco doesn't
reply

That 2pm parade

Oct 6

8

9

13

20

Centennial Bldg
EXXON Booth



AFTER

What should the new Southwest Conference logo look like? That's up to you. If you're a registered student within the Conference you have until October 21, 1991 to submit your proposed design. The winner will be chosen by a blue-ribbon committee.

What's in it for you? Besides the fame and recognition, the winner will be awarded a one-year academic scholarship (tuition and fees) to their Southwest Conference institution.

Submit all entries to:
SWC Logo Contest
c/o Mr. Fred Jacoby, Commissioner
Southwest Athletic Conference
1300 W. Mockingbird Ave Suite 444
Dallas, Texas 75247
(214) 634-7353

P.O. BOX 569420
DALLAS, TX 75356-9420
(214) 634-7353

1300 W. MOCKINGBIRD LANE
SUITE 444
DALLAS, TX 75247

FAX
214-634-1637 (COMMISSIONER)
214-638-5482 (MEDIA RELATIONS)

SOUTHWEST

SWC

CONFERENCE

BAYLOR UNIVERSITY
UNIVERSITY OF HOUSTON
RICE UNIVERSITY
SOUTHERN METHODIST UNIVERSITY
THE UNIVERSITY OF TEXAS AT AUSTIN
TEXAS A&M UNIVERSITY
TEXAS CHRISTIAN UNIVERSITY
TEXAS TECH UNIVERSITY

FRED JACOBY, Commissioner

MEMORANDUM

DATE: October 2, 1991

TO: SWC Athletic Directors
SWC Marketing Directors
SWC Ticket Managers

FROM: Rick Chryst, Assistant Commissioner

RE: ***SWC Ticket Hotline/Addition of SWC Basketball Tournament Ticket Number***

Effective October 1, the SWC Basketball Tournament Ticket Office number has been added to the *SWC Ticket Hotline*. Callers may reach the SWC basketball tournament ticket office by dialing 1-800-800-SWC8 and then pressing zero. Previously, callers pressing zero had been connected to the University of Arkansas ticket office.

Enclosed please also find a clip from last week's *USA Today*. We appreciate all your efforts in publicizing the number, and making its implementation effective.

Should you have any questions, please don't hesitate to call.



STAFF ADDRESSES 11/90

SWC

Fred & Marcia Jacoby
7308 Roundrock Road
Dallas, TX 75248 788-4065

Joan Heidman (Mrs. Fred)
4100 Astoria
Irving, TX 75062 252-3223

Duane Lindberg
3970 N. Story Rd. #1516 B
Irving, TX 75038 255-7351

Sharon Walden (Mrs. Wm.)
4105 Astoria
Irving, TX 75062 255-8850

Kelly Krauskopf
6914 Parkridge Blvd., #252
Irving, TX 75063 506-9911

Steve & Cynthia Ewerz
131 W. Grauwylar
Irving, TX 75061 554-8110

Rick Chryst
3911 Gilbert, #104
Dallas, TX 75219 520-7905

Art Blair
543 Sun Valley
Duncanville, TX 75116 298-2329

"Bo" Sam & Joanne Carter
4212 Harvest Hill Road
Carrollton, TX 75010 492-3915

Charlie Fiss
7354 Parkridge Blvd., #423
Irving, TX 75063 869-2202

Ken & Helen Faulkner
2110 Rawhide Trail
Henrietta, TX 76365
817-538-5216

Bob & Debbie Gennarelli & Nicole
642 Rickey Canyon
DeSoto, TX 75115 230-3057

Allen & Mollie Archer
3560 Country Square Dr., #702
Carrollton, TX 75006 416-9251

Norma Williams (Mrs. Thomas)
4239 Sherwood Drive
Mesquite, TX 75150 270-0410

SQA

Dotson & Peggy Lewis
2056 Forest Hill Road
Grapevine, TX 76051

Cynthia Ewerz
(see above)

Rehndell Hunt (Mrs. Alfred L.)
726 Beacon Hill Drive
Irving, TX 75061

COTTON BOWL

Jim & Sandra Brock
4616 O'Connor Court
Irving, TX 75062 791-0704

Ann O'Donnell (Mrs. James A.)
4332 Southwestern Boulevard
Dallas, TX 75225
214-696-0647

Rick & Patti Baker
7232 Brentfield
Dallas, TX 75248 407-0497

Marty MacInnis
6060 Village Bend, #503
Dallas, TX 75206 361-5453

Sheryl Hayes (Mrs.)
2133 Steeplewood
Grapevine, TX 76051
817-481-3600

Dianna Riffle
510 Ten Mile Road
Ferris, TX 75125 544-2665

RAYCOM

Kelley Kirkpatrick
3541 Princess Lane
Dallas, TX 75229

HOST COMMUNICATIONS

Philip & Brenda Tate
7150 E. Grand-#902
Dallas, TX 75223

Cristen Colangelo
4555 N. O'Connor Road, #2278
Irving, TX 75062

Kelly Dunham (Mrs. George)
115 Creekside Lane
Coppell, TX 75019



Former Employees

Marc Kidd & Family
C/O Host Communications
P. O. Box 3071
Lexington, KY 40596

David McGrew
213 Carnegie Place
Pittsburgh, PA 15208

AnnMarie Schmidt (Mrs. Karl)
2333 Red River Drive
Garland, TX 75042

Sonny Long
2903-B Robinson Avenue
Austin, TX 78722

Lois W. Kolkhorst (Jim)
3225 Odessa Avenue
Fort Worth, TX 76109
817-926-8425

Susan Johnston
Route 3, Box 425
Terrell, TX 75160

Jo Daniels (Mary Jo) 214-370-5448
5212 Hendrix Drive
The Colony, TX 75056

Dennis & Anne Robinson & Emily
29 Christopher Place
Ridgewood, N. J. 07450

James Smith
7304 Parkridge Blvd., #10
Irving, TX 75063

Mr. & Mrs. Fran Fraschilla
(formerly Meg O'Connell)
C/O Athletic Department
Ohio State University
410 Woody Hayes Drive
Columbus, Ohio 43210

Bridget Bauer
Address not available at this time

Dutch and Jackie Baughman
Senior Associate AD
Oregon State University
Gill Coliseum
Corvallis, OR 97331

Kevin & Teresa Lennon & Luke
9916 W. 65th Place
Merriam, KS 66204
w: (913) 339-1906
H: (913) 262-3807

Ralph McBarron
91 East Street
Annapolis, MD 21401

Kathy Handler (Mrs. David)
10550 Les Jardins
Dallas, TX 75229 817-498-7668

Cathy Clayton
101 Musken #102
Abilene, TX 79601

Susan Rademacher
12313 Oak Creek Lane #1515
Fairfax, VA 22033

Mike Justice
15655 El Estado
Dallas, TX 75248

Susan Blackwood (Mrs. James)
3117 Brass Button Trail
Austin, TX 78734

Tom Strother 214-363-3407
3513 Greenbrier
Dallas, TX 75225

Pam Burnett
2422 Guerrero Drive
Carrollton, TX 75006 242-1417

Diane Metrailler
4216 Cabell, #437
Dallas, TX 75204

Debbie Darrah 409-845-3218
Assistant Sports Info. Director
Texas A&M University
Athletic Department
College Station, TX 77843-1228

Tom Stipes
2965 Shamrock North, #30
Tallahassee, FL 32308

Maryellen Durow
4010 N. Story #1724-A
Irving, TX 75038
214-570-5095

SOUTHWEST ATHLETIC CONFERENCE
BOX 569420
DALLAS, TX 75356-9420
FRED JACOBY, Commissioner

OFFICE ADDRESS:
1300 W. MOCKINGBIRD LN.
SUITE 444
DALLAS, TX 75247
214-634-7353
FAX
214-634-1637 (ADMINISTRATIVE)
214-638-5482 (MEDIA RELATIONS)



UNIVERSITY OF ARKANSAS
BAYLOR UNIVERSITY
UNIVERSITY OF HOUSTON
RICE UNIVERSITY
SOUTHERN METHODIST UNIVERSITY
THE UNIVERSITY OF TEXAS AT AUSTIN
TEXAS A&M UNIVERSITY
TEXAS CHRISTIAN UNIVERSITY
TEXAS TECH UNIVERSITY

1991 SWC SPRING MEETING

***May 20-23
Hyatt Regency
Beaver Creek, Colorado***

ATTENDEE LIST

Tom Adair

Faculty Representative
Texas A&M University
Department of Physics
College Station, TX 77843-1228
409-847-9451

Jim Benbrook

Faculty Representative
University of Houston
Physics Department
Houston, TX 77204-5504

Linda

(713) 749-3835

William "Will" Allen

Key Account Manager
Dr. Pepper Company
9511 Summerhill Lane
Dallas, TX 75238
214-343-6266

Russ Bookbinder

Executive Vice President
San Antonio Spurs
600 E. Market, Suite 102
San Antonio, TX 78205

Tammy

512-554-7710

Allen Archer

Assistant to the Commissioner
SWC

P. O. Box 569420
Dallas, TX 75356-9420

Molly

214-634-7353

Jim Brock

Executive Vice President
Cotton Bowl

P. O. Box 569420
Dallas, TX 75356-9420

214-634-7525

Michael Aresco

Program Manager
ESPN
ESPN Plaza
Bristol, CT 06010
203-585-2574

David Brown

Business Manager
Reunion Arena
777 Sports Street
Dallas, TX 75207
214-658-7070

Rick Baker

Director of Operations/Marketing
Cotton Bowl
P. O. Box 569420
Dallas, TX 75356-9420
214-634-7525

Bo Carter

Director/Media Relations
SWC
P. O. Box 569420
Dallas, TX 75356-9420
214-634-7353

Anthony Barone

Head Basketball Coach
Texas A&M University
Athletic Department
College Station, TX 77843-1228

Kathlene

409-845-3292

Will Caudell

General Manager
Reunion Arena
777 Sports Street
Dallas, TX 75207
214-658-7070 (0) 824-7436

John T. Bell

Executive Director
Mazda Gator Bowl
4080 Woodcock Dr., Suite 130
Jacksonville, FL 32207

Marilyn

904-396-1800

Alan Chapman

Faculty Alternate
Rice University
P. O. Box 1892
Houston, TX 77251
713-527-4908

Rick Chryst
Assistant Commissioner
SWC
P. O. Box 569420
Dallas, TX 75356

Bob Condon
U. S. Olympic Committee
1750 E. Boulder Street
Colorado Springs, CO 80909

Bill Cousins
Assistant AD
Rice University
P. O. Box 1892
Houston, TX 77251
713-527-4034

John David Crow
Athletic Director
Texas A&M University
Athletic Department
College Station, TX 77843-1228
Carolyn
409-845-2227

John T. Crowe
President
John Crowe Productions
10 Greenway Plaza
Houston, TX 77046
Martha
713-627-9270

Art Damschen
Team Selection Committee
Holiday Bowl
8119 Caminito Mallorca
La Jolla, CA 92037
In Oregon 503-591-1265

Rudy Davalos
Athletic Director
University of Houston
Houston, TX 77204-5121
Gail
713-749-3722

Harper Davidson
Team Selection Committee
Federal Express Orange Bowl
P. O. Box 350748
Miami, FL 33135
305-642-1515

James Dickey
Basketball Coach
Texas Tech University
P. O. Box 4199
Lubbock, TX 79409
Bettye
806-742-3355

DeLoss Dodds
Athletic Director
The University of Texas @ Austin
P. O. Box 7399
Austin, TX 78713
Mary Ann
512-471-5757

Mike Doherty
Board of Directors
Sunkist Fiesta Bowl
120 South Ash Avenue
Tempe, AZ 85251
602-350-0900

Elmer Dohrmann
Player Selection Coordinator
Shrine East/West All-Star Game
140 Toyon Road
Atherton, CA 94027
415-322-8837

Ken Faulkner
Business Manager
SWC
P. O. Box 569420
Dallas, TX 75356-9420
Helen
214-634-7353

Jay Finegold
Vice President/Special Projects
Home Sports Entertainment
600 E. Las Colinas Blvd., Suite 220C
Irving, TX 75038
214-401-0099

Charlie Fliss

Asst. Director/Media Relations
SWC
P. O. Box 569420
Dallas, TX 75356-9420

Beverly Hadaway

Associate Professor Fin./Faculty Rep
University of Texas
Department of Finance
Austin, TX 78712
512-471-6628

Pat Foster

Head Basketball Coach
University of Houston
3875 Holman
Houston, TX 77204-5121
713-749-1198

Donna Hart

Women's SID
University of Texas @ Austin
718 Bellmont Hall
Austin, TX 78712
512-471-7693

Paul Galvan

SWC Supervisor Basketball Off.
22 Bounty Road East
Fort Worth, TX 76132

Linda Jo

817-332-9064

Steve Hatchell

Executive Director
Federal Express Orange Bowl
P. O. Box 350748
Miami, FL 33135
305-642-1515

Roger Gardner

General Manager
Learfield Communications
P. O. Box 104180
505 Hobbs
Jefferson City, MO 65110-4180
314-893-7200

Jon Heidtke

Assistant General Manager
Home Sports Entertainment
600 E. Las Colinas Blvd.-#2200
Irving, TX 75039
214-401-0099

Fred Goldsmith

Head Football Coach
Rice University
2931 Robinson Road
Missouri City, TX 77459

Pamela

713-438-4218 (H); 526-3372 (

Joseph Helmick

Fac. Representative
Texas Christian University
4354 Balboa Drive
Fort Worth, TX 76133

Shirley

817-921-7515 (H) 817-292-80

Forrest Gregg

Athletic Director
Southern Methodist University
SMU Box 216
Dallas, TX 75275

Barbara

214-692-4301

Craig Helwig

Host Communications
Austin, TX
512-329-1072

David Guinn

Faculty Representative
Baylor University Law School
P. O. Box 97288
Waco, TX 76798-7288

Cyndi

817-755-3611

Joe Hornaday

SID
Texas Tech University
P. O. Box 4199
Lubbock, TX 79409

Sally

806-742-2770

Harold Horton

Football Recruiting Coordinator
University of Arkansas
Broyles Athletic Complex
Stadium Drive
Fayetteville, AR 72701

Betty

501-575-4848

T. Jones

Athletic Director
Texas Tech University
P. O. Box 4199
Jones Stadium/TTU
Lubbock, TX 79409

Phyllis

806-742-2777

Moe Iba

Basketball Coach
Texas Christian University
P. O. Box 32924
Fort Worth, TX 76129

Cindy

817-921-7968

Charlie Jones

Executive Director
Kelly Tire Blue Gray All Star Classic
P. O. Box 94
Montgomery, AL 36101
205-265-1266

Gene Iba

Basketball Coach
Baylor University
9920 Stony Point
Waco, TX 76712

Sandy

817-776-8612

Colin Killian

Assistant SID
Texas A&M University
2917 Forest Bend
Bryan, TX 77802
409-823-2046

Fred Jacoby

Commissioner
SWC
P. O. Box 569420
Dallas, TX 75356-9420

Marcia

214-788-4065

Joe King

Senior VP/Network Operations
HSE/Prime
Cigna Tower
600 E. Las Colinas Blvd. Suite 2200
Irving, TX 75039
214-401-0099

John Jenkins

Head Football Coach
University of Houston
3855 Holman
Houston, TX 77204-5121
713-749-4274

Eva Lavine

Administrative Assistant
SWC
P. O. Box 569420
Dallas, TX 75356-9420
214-634-7353

Tom Jernstedt

Associate Executive Director
NCAA
6201 College Blvd.
Overland Park, KS 66211-2422
913-339-1906

Lamar Lee

Russell Athletic
9011 Carpenter Freeway, Suite 100
Dallas, TX 75247
214-951-0241

Duane Lindberg
Assistant Commissioner
SWC
P. O. Box 569420
Dallas, TX 75356-9420
214-634-7353

Carlos Mainord
Assistant Football Coach
Texas Tech University
P. O. Box 4199
Lubbock, TX 79409
806-742-3358

Tim Lindgren
Regional Vice President
Hyatt Regency Dallas
300 Reunion Blvd
Dallas, TX 75207
214-651-1234

Joe Mandile
Tangent Watch
1822 Chisholm Trail
Lewisville, TX 75067
221-0108 (Fax)

Phil Lineberger
Vice President
Cotton Bowl Athletic Association
701 W. Beltline Road
Richardson, TX 75080

Bobby May
Athletic Director
Rice University
P. O. Box 1892
Houston, TX 77251

Julie
713-527-9851

Bill Little
SID
University of Texas
P. O. Box 7399
Austin, TX 78713
Kim Scofield
512-471-7437

Mike McGee
President
The Summit
#10 Greenway Plaza
Houston, TX 77046
713-627-9470

John Ludwig
Team Selection Committee
Federal Express Orange Bowl
P. O. Box 350748
Miami, FL 33135
305-642-1515

David McWilliams
Head Football Coach
The University of Texas @ Austin
Athletic Dept., P.O. Box 7399
Austin, TX 78713-7399

Cindy
512-471-4030

Donna Lopiano
Women's Athletic Director
The University of Texas @ Austin
718 Bellmont Hall - Memorial Stadi
Austin, TX 78712-1286
512-471-7693

Bill Menefee
Director of Athletics
Baylor University
2909 N 43rd
Waco, TX 76710
817-772-1785

Marty MacInnis
Director of Business/Ticket Operatic
Cotton Bowl Athletic Association
P. O. Box 569420
Dallas, TX 75356-9420
214-634-7525

Sherri Moegle
Southwest Airlines
512-794-1047

Carol Monroe

Assistant Executive Director
Florida Citrus Bowl
250 N. Orange Avenue, Suite 300
Orlando, FL 32801

Norm**Ted Nance**

Assistant AD/Media Relations
University of Houston
Department of Athletics
Houston, TX 77204-5121

Dianna

713-749-2180

Chuck Neinas

Executive Director
College Football Association
6688 Gunpark Drive-Suite 201
Boulder, CO 80301

Patty Pacey

303-530-5566

Tom O'Dwyer

Vice President
Cotton Bowl Athletic Association
4521 Edmondsom
Dallas, TX 75205
214-521-2228 (H) 353-9800

Maxey Parrish

SID
Baylor University
3031 Dutton
Waco, TX 76711

Susanne**Tom Penders**

Head Basketball Coach
University of Texas @ Austin
P. O. Box 7399
Austin, TX 78713

Susie

512-471-5052

Darrell Rogers

Project Coordinator
The Summit
#10 Greenway Plaza
Houston, TX 77046
713-627-9470

Paul Rogers

Faculty Representative
Southern Methodist University
School of Law, 256 Storey Hall
Dallas, TX 75275

Lynn

214-692-2618

Tom Rossley

Head Football Coach
Southern Methodist University
SMU Box 216
Dallas, TX 75275
214-692-3667

Tony Sardisco

Selection Committee
Independence Bowl
P. O. Box 1723
Shreveport, LA 71166

Julie

318-221-0712

Louis Schaufele

SWC Football Official
56 Pinehurst
Little Rock, AR 72212

Carolyn

501-225-0865 (H) (W) 501-378

Frank Shepard

Referee
SWC
Route 7, Box 154
Llano, TX 78643

Bobbie Ruth

915-247-3218

John Shumate

Head Basketball Coach
Southern Methodist University
SMU Box 216
Dallas, TX 75275

Marilyn

214-692-3501

Russ Simons

Special Projects
The Summit
#10 Greenway Plaza
Houston, TX 77046
713-627-9470

R. C. Slocum

Head Football Coach
Texas A&M University
Athletic Department
College Station, TX 77843-1228

Janet

409-845-3500

Jim Ray Smith

Cotton Bowl Athletic Association
P. O. Box 182
Addison, TX 75001
214-239-0012

Glen Stone

Associate AD/SID
Texas Christian University
6601 Welch
Fort Worth, TX 76133
817-294-0331

John Stuart

President
Cotton Bowl Athletic Association
P. O. Box 569420
Dallas, TX 75356-9420
214-360-8876

Robert Sweazy

Faculty Representative
Texas Tech University
P. O. Box 4670-Stop 1035
Research Services
Lubbock, TX 79409

Anne

806-742-3884

Grant Teaff

Head Football Coach
Baylor University
8265 Forest Ridge
Waco, TX 76712

Donnell

817-754-4648

Scott Thompson

Head Basketball Coach
Rice University
6100 S. Main
Houston, TX 77251

Rebecca

713-527-4875

Eric Tillman

Executive Director
Senior Bowl
63 South Royal, Suite 107
Mobile, AL 36602

Pallas Hupe

205-438-2276

Jim Vick

Faculty Representative
The University of Texas @ Austin
7702 Valley Dale
Austin, TX 78731

Nikki**Jim Wacker**

Football Coach
Texas Christian University
4209 Warnock Ct.
Fort Worth, TX 76109

Lil

817-923-6373

Dave Whitney

President
Dallas Convention & Visitors Bureau
1201 Elm Street, #2000
Dallas, TX 75270
214-746-6640

Jim Williams, Jr.

Chairman
Mobil Cotton Bowl
5946 St. Mark's Circle
Dallas, TX 75230
214-987-9000

Frank Windegger

Athletic Director
Texas Christian University
P. O. Box 32924
Fort Worth, TX 76129

Barbara

817-921-7965

Ed Wisneski

SID

Southern Methodist University

SMU Box 216

Dallas, TX 75275

Susan

214-692-2883

Butch Worley

Ass't AD for Administration

University of Texas

P. O. Box 7399

Austin, TX 78713-7399

512-471-7084

Chuck Zatarain, III

Secretary

USF&G Sugar Bowl

1500 Sugar Bowl Drive

New Orleans, LA 70112

Diane

504-525-8573

Sam Zurik, Jr.

President

USF&G Sugar Bowl

1500 Sugar Bowl Drive

New Orleans, LA 70112

Melanie

504-525-8573



✓ (Poland) ~~Woodcock~~ ~~Douglas~~ Independence Bowl — Tony Sandisco ⁽²⁾ XL
M

✓ Senior Bowl — Eric Tillman ⁽²⁾ XL & M

✓ US F46 Sugar Bowl — Chuck Zatarain ⁽²⁾ L
~~Sen Zatarain~~ M

✓ Mobil Cotton Bowl — ~~PREZ John Stuart~~
~~Frank Brock~~
~~HOSS TO PRODUCE THE RES~~

~~US OLYMPIC Committee~~ Bob Condon

✓ John Hancock Bowl — Bob Wingo XL

✓ ~~SA Spur~~ ~~Craig~~ ^{SPURS} SAN ANTONIO — Russ Book Binder L
Rep City of SA M

? → Hancock = Charlie Vinson

MAZDA CATOTA Bowl - John Bell (2) L & M ✓

✓ Thrifty ^{Bar Rental} FORDA Bowl - Art Damschen XL ✓

✓ Fed X ORANGE Bowl - HARPER DAVIDSON XL
Steve Hatchell XL
~~John Hatchell~~

✓ EAST-West Shrine GAME - Elmer Dohrmann XL ✓

✓ Fiesta Bowl - MIKE DOHERTY XL

~~Kelly Tire Blue - GRAY ALL STAR CLASSIC -~~
~~CHARLIE JONES L~~

✓ Florida Citrus Bowl - Carol Monroe (2) M
Norm Monroe L

~~CFA - Chuck Veinas~~

ROOM PF NAME

| | | | |
|------|----|--------------|----------|
| 3002 | L1 | ADAIR | TOM |
| 2056 | L1 | ALLEN | WILL |
| 4014 | XL | ARCHER | ALLEN |
| 4035 | XL | BAKER | RICK |
| 2035 | ++ | BARNHOUSE | WENDELL |
| 4068 | XL | BARONE | TONY |
| 1037 | LM | BENBROOK | JIM |
| 3029 | XL | BROCK | JIM |
| 1063 | L1 | CARTER (D/D) | BO |
| 1065 | ++ | CARTER (P) | BO |
| 4017 | XL | CHRYST | RICK |
| 4034 | XL | COUSINS | BILL |
| 2018 | XL | CROW | JOHN |
| 2083 | XL | CROWE | JOHN T. |
| 2073 | XL | DAVALOS | RUDY |
| 4047 | LM | DICKEY | JAMES |
| 3014 | XL | DOHERTY | MIKE |
| 3050 | LM | FAULKNER | KEN |
| 3048 | ++ | FEIGEN | JONATHAN |
| 4045 | L1 | FINEGOLD | JAY |
| 3028 | XL | FOSTER | PAT |
| 4037 | LM | GALVAN | PAUL |
| 4074 | XL | GOLDSMITH | FRED |
| 2028 | XL | GREGG | FORREST |
| 3032 | XL | GUINN | DAVID |
| 2059 | L1 | HEIDTKE | JON |
| 2080 | L1 | HELWIG | CRAIG |
| 4059 | LM | HORNADAY | JOE |
| 4036 | LM | HORTON | HAROLD |
| 2066 | XL | LIBA | MOE |
| 2081 | LM | JACOBY | FRED |
| 2049 | XL | JENKINS | JOHN |
| 3054 | XL | JERNSTEDT | TOM |
| 3060 | XL | JONES | T |
| 3078 | XL | KING | JOE |
| 3073 | L1 | LAVINE | EVA |
| 3058 | XL | LINDBERG | DUANE |
| 4028 | LM | LITTLE | BILL |
| 2037 | XL | LOPIANO | DONNA |
| 3018 | XL | MACINNIS | MARTY |
| 4041 | XL | MAINORD | CARLOS |
| 3064 | XL | MAY | BOBBY |
| 2024 | XL | MENEFEE | BILL |
| 1034 | XL | MOEGLE | SHERRI |
| 3049 | XL | NANCE | TED |
| 4067 | XL | ODWYER | TOM |

ROOM PF NAME

| | | | |
|-----------------|---------------|----------------------|----------------|
| 4098 | ++ | RICHARDSON | STEVE |
| 4075 | XL | ROSSLEY | TOM |
| 4081 | XL | SCHAUFELE | LOUIE |
| 4028 | ++ | SCOTFIELD | KIM |
| 2087 | XL | SHEPARD | FRANK |
| 2044 | XL | SHUMATE 1 | JOHN |
| 2046 | ++ | SHUMATE 2 | JOHN |
| 3065 | XL | SLOCUM | RC |
| 4076 | L1 | STUART | JOHN |
| 1064 | ++ | SW CONFERENCE | |
| 2067 | XL | SWEAZY | BOB |
| 3087 | XL | TEAFF | GRANT |
| 2075 | XL | VICK | JIM |
| 2050 | XL | WACKER | JIM |
| 2077 | L1 | WHITNEY | DAVE |
| 2020 | XL | WINDEGGER | FRANK |
| 3072 | L1 | WORLEY | BUTCH |

ALPHA NAM
FOR GROUP 1-SWAC,

ROOM PF NAME

CITY

ST

| | | | |
|-----------|----|--------------|------------------------|
| ✓3002 | 11 | ADAIR | TOM |
| ✓2056 | 11 | ALLEN | WILL - traded L for XL |
| ✓4014 | 11 | ARCHER | ALLEN |
| ✓4035 | 11 | BAKER | RICK |
| ✓2035 | 11 | BARNHOUSE | WENDELL |
| ✓4048 | 11 | BARONE | TONY |
| ✓1037 | 11 | BENBROOK | JIM |
| M/L ✓4086 | 11 | BDOKBINDER | RUSS |
| ✓3029 | 11 | BROCK | JIM |
| XL ✓3059 | 11 | BROWN | DAVE |
| ✓1063 | 11 | CARTER (D/D) | BO |
| ✓1065 | 11 | CARTER (P) | BO |
| L ✓3080 | 11 | CAUDELL | WIL |
| ✓4017 | 11 | CHRYST | RICK |
| L ✓3011 | 11 | CONDON | ROBERT |
| ✓4034 | 11 | COUSINS | BILL |
| ✓2018 | 11 | CROW | JOHN |
| ✓2083 | 11 | CROWE | JOHN T. |
| ✓2073 | 11 | DAVALOS | RUDY |
| ✓4047 | 11 | DICKEY | JAMES |
| ✓3014 | 11 | DOHERTY | MIKE |
| ✓3050 | 11 | FAULKNER | KEN |
| ✓3048 | 11 | FEIGEN | JONATHAN |
| ✓4045 | 11 | FINEGOLD | JAY |
| ✓1069 | 11 | FISS | CHARLIE |
| ✓3028 | 11 | FOSTER | PAT |
| ✓4037 | 11 | GALVAN | PAUL |
| XL ✓2029 | 11 | GARDNER | ROGER |
| XL ✓4026 | 11 | GENNARELLI | BOB |
| ✓4074 | 11 | GOLDSMITH | FRED |
| ✓2028 | 11 | GREGG | FORREST |
| ✓3032 | 11 | GUINN | DAVID |
| ✓2059 | 11 | HEIDTKE | JON |
| ✓2080 | 11 | HELWIG | CRAIG |
| ✓4059 | 11 | HORNADAY | JOE |
| ✓4036 | 11 | HORTON | HAROLD |
| M/L ✓2058 | 11 | IBA | GENE |
| ✓2066 | 11 | IBA | MOE |
| ✓2081 | 11 | JACOBY | FRED |
| ✓2049 | 11 | JENKINS | JOHN |
| ✓3054 | 11 | JERNSTEDT | TOM |
| ✓3060 | 11 | JONES | T |
| L ✓3043 | 11 | KILLIAN | COLIN |
| ✓3078 | 11 | KING | JOE |
| L ✓4022 | 11 | KRAUSKOPF | KELLY |
| ✓3073 | 11 | LAVINE | EVA |

RM# 1069

MR. FISS,

These are the rooms
that were not included
on our delivery list tonight.
fwh.

X Check

TEMPE

AZ

IRVING

TX

12-Bags

2 Bags

✓ Doug Walker L

need to send

✓ L Lindgren
✓ L Donna Hart
L Aber Chapman
✓ Lineberger
4043 XL

MRS VICKI
traded M for L

ALPHA NA
FOR GROUP 1-SWAC,

ROOM PF NAME

CITY

ST

| | |
|------------------------|---------|
| ✓3058 11 LINDBERG | DUANE |
| ✓4028 11 LITTLE | BILL |
| ✓2037 11 LOPIANO | DONNA |
| ✓3018 11 MACINNIS | MARTY |
| ✓4041 11 MAINORD | CARLOS |
| L 2034 11 MANDLLE | JOE |
| ✓3064 11 MAY | BOBBY |
| XL 1068 11 MCGEE | MIKE |
| ✓2024 11 MENEFFEE | BILL |
| ✓1034 11 MOEGLE | SHERRI |
| ✓3049 11 NANCE | TED |
| ✓4067 11 ODWYER | TOM |
| L 3083 11 PARRISH | MAXEY |
| ✓4088 11 RICHARDSON | STEVE |
| L 3020 21 ROGERS | DARRELL |
| M/L 3047 11 ROGERS | PAUL |
| ✓4075 11 ROSSLEY | TOM |
| ✓4081 11 SCHAUFEL | LOUIE |
| ✓4088 21 SCOFIELD | KIM |
| ✓2087 11 SHEPARD | FRANK |
| ✓2044 11 SHUMATE 1 | JOHN |
| ✓2046 11 SHUMATE 2 | JOHN |
| XL 3020 11 SIMONS | RUSS |
| ✓3065 11 SLOCUM | RC |
| L 3037 11 STONE | GLEN |
| ✓4076 11 STUART | JOHN |
| ✓1064 11 SW CONFERENCE | |
| ✓2067 11 SWEAZY | BOB |
| ✓3087 11 TEAFF | GRANT |
| L/XL 2014 11 THOMPSON | SCOTT |
| ✓2075 11 VICK | JIM |
| ✓2050 11 WACKER | JIM |
| ✓2077 11 WHITNEY | DAVE |
| ✓2020 11 WINDEGGER | FRANK |
| M/L 3089 11 WISNESKI | ED |
| ✓3072 11 WORLEY | BUTCH |

check X

DUR Joe Helmick (M,M)

1050 MIKE Aresco (L)

2074 Tony Sandisco (XL,M)

2032 Chuck Zatarain (L,M)

4058 Bob WWGO (XL)

~~4058 Russ Bookbinder (L,M)~~~~ERIC (L,M) (XL)~~

1048 John Bell (L,M)

1036 Art Damschen (XL)

1046 Harper Davidson (XL)

1035 Steve Hatchell (XL)

4048 Elmer Dohrmann (XL)

3014 MIKE Doherty (XL)

2040 Charlie Jones (L)

2088 Carol ^{d. Nomm} Monroe (M,XL)

✓ Chuck Neinas (XL)

Trans L for M

Mrs Slocum

Damasos

Jacoby

Mrs Windegger
Sweazy

SOUTHWEST ATHLETIC CONFERENCE
BOX 569420
DALLAS, TX 75356-9420
FRED JACOBY, Commissioner

OFFICE ADDRESS:
300 W. MOCKINGBIRD LN.
SUITE 444
DALLAS, TX 75247
214-634-7353
FAX
214-634-1637 (ADMINISTRATIVE)
214-638-5482 (MEDIA RELATIONS)



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TEXAS TECH UNIVERSITY

SWC BASKETBALL COACHES MEETING

Tuesday, May 21, 1991
8:00 AM - 11:00 AM

Hyatt Regency
Beaver Creek, Colorado

AGENDA

1. Review 1991 SWC Post-season Tournament (Rick Chryst & Bob Gennarelli)
 - a. Game administration
 - b. Practice arrangements (second site on own)
 - c. Hospitality events
 - Thursday night reception for individual teams in West End
2. Report on Raycom/HSE/Prime Network basketball television package
3. Review bench decorum rules and SWC Sportsmanlike Conduct Rule
4. Review recommendations from SWC Men's Basketball Officiating Committee Meeting of May 7, 1991 (Supplement A)
5. Officiating Matters
 - a. No split crew assignments permitted by NCAA Basketball Playing Rules for 1991-92 season
 - b. No scratches permitted under NCAA Basketball Officiating Certification Program
 - c. Use of rest policy by sole discretion of supervisor
 - d. Additions, deletions and probationary status of officials for 1991-92
6. SWC Basketball Media Day/Luncheon: November 6, 1991 at Hyatt Regency Hotel, Dallas

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TO: SWC Faculty Representatives, Directors of Athletics, Football and Basketball Coaches
FROM: Fred Jacoby, Commissioner
DATE: May 10, 1991
SUBJECT: Spring Meeting

Enclosed are agendas for the SWC Spring Meeting to be held at the Hyatt Regency Hotel in Beaver Creek, Colorado. You should have received advanced information on the travel arrangements to the meeting site. Should you have any questions please contact Rick Chryst, Assistant Commissioner (214-634-7353).

Listed below is an outline of the meetings and functions. We are looking forward to informative and productive meetings.

SCHEDULE OF EVENTS
SWC Spring Meeting
May 20-23, 1991

9:00 a.m. - 6:00 p.m.
2:00 p.m. - 5:00 p.m.
5:30 p.m.
7:30 p.m.

Monday, May 20

Registration
SWC Football Coaches
SWC Welcome Reception
SWC Opening Night Dinner

7:30 a.m. - 8:30 a.m.
8:00 a.m. - 11:00 a.m.
8:30 a.m. - 11:00 a.m.
8:30 a.m. - 11:00 a.m.
11:30 a.m.
11:30 a.m.
6:30 p.m.
7:30 p.m.

Tuesday, May 21

FR/AD/BB Breakfast
SWC Football Coaches/Bowl Reps (Breakfast)
SWC Basketball Coaches
SWC Athletic Directors
Vail Outing
Golf/Tennis
SWC Reception
SWC Awards Banquet

7:00 a.m. - 9:00 a.m.
8:00 a.m. - 10:00 a.m.
8:00 a.m. - 10:00 a.m.
8:00 a.m. - 10:00 a.m.
8:00 a.m. - 2:00 p.m.
10:00 a.m. - 2:00 p.m.
6:30 p.m.
7:30 p.m.

Wednesday, May 22

Breakfast
SWC Legislative Committee
SWC Compliance Committee
SWC Executive Committee
SWC Sports Information Directors
SWC Council
SWC Reception
Dinner on Own

7:00 a.m. - 9:00 a.m.
9:00 a.m. - 2:00 p.m.
12:00 noon

Thursday, May 23

Breakfast
SWC Council
SWC Buffet Luncheon

Briefing Room

HYATT REGENCY BEAVER CREEK
136 East Thomas Place Beaver Creek, CO 81620
(303) 949-1234 / (303) 845-2819 / fax

Primary Contact: Ms. Cathy Palmateer

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1991 SWC SPRING MEETING

WELCOME1!!!

We hope that your air travel into Denver went smoothly, and that you are anxious to get on the road to Beaver Creek. Below are directions to our home for the week. We look forward to seeing you shortly....

DIRECTIONS

- *Take Quebec north to I-70 West.
- *Take I-70 West to the Avon/Beaver Creek exit (#167).
[Avon/Beaver Creek is 10 miles past Vail; 110 miles from Denver.]
- *Left on 167 until first light/W. Beaver Creek Blvd.
- *Right on W. Beaver Creek Blvd. for 1.1 miles to stop light after RR tracks.
- *Left on Highway 6 for one mile.
- *Right at first light onto Village Road/head up the mountain.
- *After two miles, take left on Offerson Road.

WELCOME TO THE HYATT REGENCY BEAVER CREEK.



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SWC DIRECTORS OF ATHLETICS

Tuesday, May 21, 1991
8:00 AM - 11:00 AM

Hyatt Regency
Beaver Creek, Colorado

AGENDA

1. Commissioners discussion
2. Report from Cotton Bowl Athletic Association
3. Report from Raycom/HSE/Prime Network representatives
4. Report from College Football Association (Charles Neinas)
5. Recommendations from SWC Swimming Coaches Meeting on May 8, 1991 (Supplement A)
6. Recommendations from SWC Men's Basketball Officiating Committee on May 7, 1991 (Supplement B)
7. SWC football game contract (Supplement C)
8. Report from SWC Basketball Game Administration Ad Hoc Committee [Bobby May (Chair), John David Crow, T. Jones, Frank Windegger and Donna Lopiano]
 - a. Location of team benches
 - b. Personnel behind the visiting team bench
 - c. Location of visiting team's 35 complimentary tickets in basketball
 - d. Location of visiting team's tickets in football
 - e. Demonstrations with people on playing floor
 - f. Bands assembly at half-time of football games (Texas A&M)
9. Recommendations from SWC Football and Basketball Coaches Meetings of May 21, 1991 (Supplements D and E)
10. NCAA Revenue distribution plan (Supplement F)
11. Report from SWC/Big Eight Scheduling Committee Meeting of May 16, 1991 (DeLoss Dodds)
12. SWC Room and Board Survey (Supplement G)
13. Reexamine the issue of women's basketball games being scheduled opposite (i.e., site) the men's games starting with the 1991-92 season (Referred from May 1 meeting)
14. Survey of football officiating game fees and recommendation for 1991 SWC game fees (Supplement H)
15. Review policy on residence of football game officials

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Supplement A

UNIVERSITY OF ARKANSAS
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TEXAS TECH UNIVERSITY

SWC SWIM COACHES MEETING

May 8, 1991

SWC Office
Dallas, Texas

Those attending were:

| | |
|-----------|---|
| Houston | -Phil Hansel, Jane Figueiredo |
| Rice | -Kris Wingenroth |
| SMU | -Steve Collins, Jim Stillson Roland Rainey |
| Texas | -Eddie Reese, Jack Roach |
| Texas A&M | -Mel Nash |
| TCU | -Richard Sybesma, Scott Anderson |
| SWC | -Kelly Krauskopf |

1. **NCAA SWIMMING AND DIVING COMMITTEE** - Eddie Reese gave NCAA swimming report.
2. **1991 SWC RELAY MEET** - Moved and seconded to approve the following date and site:
 - A. Date - October 4, 1991 (start time 4 p.m.)
 - B. Site - TCUMotion passed 12-0.

C. Diving Relay - Moved and seconded to allow a team of 2 to dive, with the stipulation that the team of 2 cannot beat a team of 3, henceforth; that a team of one is allowed to dive but cannot score. Motion passed 12-0.
3. **1992 SWC CHAMPIONSHIPS** - Moved and seconded to approve the following dates, site and format:
 - A. Dates - February 6, 7 & 8, 1992
 - B. Site - University of Texas
 - C. Format - Combined men's and women's championshipMotion passed 12-0.

D. Start Times and Course - Moved and seconded to start morning prelim's at 11 a.m., alternating men's and women's events using a short racing course, and start evening finals at 7 p.m., alternating men's and women's events using a long racing course. Motion passed 12-0.

**Note - The coaches requested that it be noted that this is a one time combined meet due to the preparation time needed for NCAA's and '92 Olympic Trials. The group plans to return to separate meets for the following year.*

4. **SWC CHAMPIONSHIPS MEET SCHEDULE** - It was agreed that the meet schedule will mirror the NCAA schedule of events.
5. **CHAMPIONSHIP EVENT MANAGEMENT**
- A. **Lane Assignments** - Moved and seconded to swim eight to a heat in prelim's and night finals. Motion passed 11-0-1.
 - B. **Time Trials** - Moved and seconded to hold time trials after the morning session (short course) and the evening session (long course). Motion passed 12-0.
 - C. **Prelims/Relays** - Moved and seconded to swim relay events according to the NCAA schedule and that all relays will be swum in split lanes. Motion passed 12-0.
 - D. **Exhibition Swims** - Moved and seconded to allow exhibition swims for participants already entered in the meet. Motion passed 12-0.
 - E. **Meet Committee** - The coaches agreed that even with the combined championship format, the existing meet committee should remain, with the women's committee ruling on women's issues and the men's committee on men's issues.
6. **DIVING MEET** - It was suggested by the diving coaches that a 2-day SWC Invitational diving meet be held February 29 and March 1, 1992 in order to prepare for a zone meet. (This is in lieu of the SWC Championships which is normally held during this time). The University of Texas was asked to host the meet.
7. **ALL-SWC TEAM** - Moved and seconded that an All-SWC Swimming Team be reestablished with the following selection criteria: The top 2 finishers in each event named as All-SWC team member, 3rd place finishers in all events named as honorable mention All-SWC. Motion passed 12-0.
8. **'92 COACHES MEETING** - Coaches agreed on the date of May 6, 1992 for coaches meeting.

Respectfully submitted,

Kelly Krauskopf
Assistant Commissioner

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SWC MEN'S BASKETBALL OFFICIATING COMMITTEE MEETING

May 7, 1991

SWC Office
Dallas, Texas

Those attending were:

Bill Menefee, Baylor (Chair)
Pat Foster, Houston
Scott Thompson, Rice
John Paul, Official
Paul Sternberger, Official
Tony Stigliano, Official
Paul Galvan, Supervisor
Fred Jacoby & Bob Gennarelli, SWC

1. Presentation Clinic: Moved and seconded that the official table personnel for basketball games (two clock/timers and scorebook operator) attend the preseason on-campus players and coaches rules clinic conducted by SWC officials. Passed unanimously.
2. Crew Concept: Moved and seconded to recommend the adoption of the crew concept in basketball officiating. Passed unanimously.

The crew concept would have six crews with a four member crew for Conference games and a five member crew for non-conference games. Coaches would rate/evaluate individuals and crews. The Supervisor and designated referees would meet to select crew members.

The rationale and perceived effect of the crew concept would be the following:

Positive Effect:

- a. Develop consistency and cohesiveness.
- b. Peer pressure on crew members to improve.
- c. Easier to work in new officials.
- d. Competitiveness within crew and between crews would improve performance.
- e. More games to work will develop greater allegiance to Conference.
- f. Motivate younger officials to become member of a crew.
- g. Each crew will have a person in charge (Referee).
- h. Crew can study and review videotape together.

Negative Effect:

- i. Must increase number of assignment to justify crews.
- j. Compatibility of crew members
- k. Over exposure

3. Officiating Fees: The officials on the Committee recommended the following:

- a. Mileage Payments: Pay ground travel of 23¢ per mile (Texas State rate) under 200 miles one way and Y coach air fare minus 30% over 200 miles one way.
- b. Non-Conference Game Contracts: SWC pay the difference in game fees between the two conferences or the non-conference opponent pay the SWC rate.

Respectfully submitted,

Fred Jacoby
Commissioner

FJ/npw

APPENDIX H

Football Officiating Fees, February, 1991

| | |
|--------------|--|
| ACC | \$400.00 |
| Big 8 | \$400.00 |
| Big Sky | \$250.00 |
| Big 10 | \$400.00 |
| Big West | \$410.00 |
| CIFOA | \$400.00 |
| ECAC | \$255.00 or \$95.00 |
| Gateway | \$235.00 |
| MAC | \$300.00 |
| MEAC | \$250.00 |
| MICOA | \$300.00 |
| OVC | \$250.00 (less than 3 years experience: \$225) |
| Pac-10 | \$410.00 |
| Southeastern | \$450.00 |
| Southern | \$250.00 (less than 5 years experience: \$225) |
| SICOA | \$400.00 |
| Southland | \$250.00 |
| SWC | \$400.00 |
| Southwestern | \$225.00 |
| WAC | \$400.00 |

Football Officiating Mileage Allowances, February, 1991

- ACC -- \$.40 per mile, one way or coach airfare + same as Southeastern Conference.
- Big 8 -- \$.46 per mile, one way or air coach less 25% to be paid at game site. Travel agency ticket. \$120 per diem, \$80 for second night.
- Big Sky -- \$.46 per mile, one way or best available airfare + \$70.00 per diem, \$140.00 if over 300 miles
- Big 10 -- \$.52 per mile, one way, + 100.00 per diem, coach airfare if required to travel over 200 miles to game site.
- Big West -- \$.40 per mile, one way under 200 miles, air coach fare over 200 miles + \$95.00 per diem and mileage if no local airport.
- CIFOA -- **\$.54** per mile, one way or air coach + \$100.00 per diem (one or **two as necessary**).
- ECAC -- IRS per mile or coach airfare + \$65.00 per diem for \$255.00 games, 0-74 miles - \$0, 75-99 miles - \$20, 100-149 miles - \$30, 150 - 199 miles \$40, over 200 miles \$40 for \$95 games.
- Gateway -- \$.40 per mile, one way, \$60.00 per diem over 150 miles one way (Will request change to \$.50 one way.)
- MAC -- \$.46 per mile, one way, \$40.00 per diem over 200 miles one way.

MEAC -- \$.21 per mile, \$25.00 per diem under 150 miles and \$50.00 per diem, if over 150 miles.

MICOA -- \$.40 per mile, one way, if under 200 miles, advance-purchase super-saver airfare if over 200 miles + \$65.00 per diem.

OVC -- \$.35 per mile, one way, + \$50.00 layover for travel over 200 miles.

Pac-10 -- Travel under 200 miles -- \$.48 per mile, one way, one per diem of \$105.00 when officials must attend a film session on Friday night. Travel over 200 miles -- air ticket purchased by official (30 day advance fare) -- official paid \$.48 per mile, one way from home to airport plus \$15.00 parking fee. \$105.00 per diem allowance for two nights. Adjustments for any inequities in expense allowance.

SEC -- \$.22 per mile or travel agent provided ticket + \$125.00 per diem in accordance with the following page.

Southern -- \$.52 per mile, one way to 250 miles, over 250 miles, \$60.00 per diem plus discounted coach airfare.

SICOA -- \$.20 per mile ground transportation, all air tickets advance purchase through SICOA central travel agency, \$75.00 per diem.

Southland -- \$.40 per mile, one way to 200 miles. Over 200 miles, \$50.00 per diem (have requested increase).

SWC -- \$.23 per mile. \$72.00 per diem. To be consistent with conference travel, \$.23 per mile, round trip, maximum of two days per diem. (May go to travel agency.)

Southwestern -- \$.42 per mile, one way or coach airfare. \$50.00 per diem over 150 miles or if a day game or 2 per diem if mileage is over 250.

WAC -- Eighty percent of unrestricted coach fare for games beginning before 2:00 p.m. Saturday and any weekday games, forty percent of unrestricted coach for games beginning after 2:00 p.m. Saturday and any Sunday games. \$10.00 ground transportation if local airport. \$20.00 Denver-Fort Collins, Denver-AFA; \$15.00 SLC-Provo; \$40.00 Denver-Laramie. \$100.00 per diem.

SOUTHEASTERN CONFERENCE
FOOTBALL OFFICIALS
TRAVEL POLICY

1. Under 150 miles (one way) - \$.44 per mile. (To be determined by distance from official's home city to game site.)
2. 150 miles or over (one way) - Air coach fare, less 25% (To be determined by distance from official's home city to game site.)
*Airfare will be checked and updated periodically by the SEC office through travel agency and airlines. Twenty-five (25%) percent will be deducted from the amount the SEC office determines as the basic cost of "Y" coach fare.
 - A. 40 cents per mile (one way) ground transportation from official's home city to designated airport for origin of flight.
 - B. 40 cents per mile (one way) from designated city to game site. (Alabama, Auburn, Georgia, Mississippi, Mississippi State)

(Mileage, in all cases, will be based on Rand-McNally. In special situations that call for logical conclusions, mileage may be used rather than airfare.)
3. FLY DIRECTLY INTO:

| | |
|------------------------|----------------------------|
| Gainesville, Florida | University of Florida |
| Lexington, Kentucky | University of Kentucky |
| Baton Rouge, Louisiana | Louisiana State University |
| Knoxville, Tennessee | University of Tennessee |
| Nashville, Tennessee | Vanderbilt University |
4. FLY DIRECTLY INTO AND RECEIVE GROUND MILEAGE:

| | |
|---------------------|------------------------------|
| Atlanta, Georgia | Auburn University, 102 miles |
| Atlanta, Georgia | Univ. of Georgia, 69 miles |
| Birmingham, Alabama | Univ. of Alabama, 57 miles |
| Birmingham, Alabama | Miss. State Univ., 139 miles |
| Memphis, Tennessee | Ole Miss, 77 miles |
5. FEES:

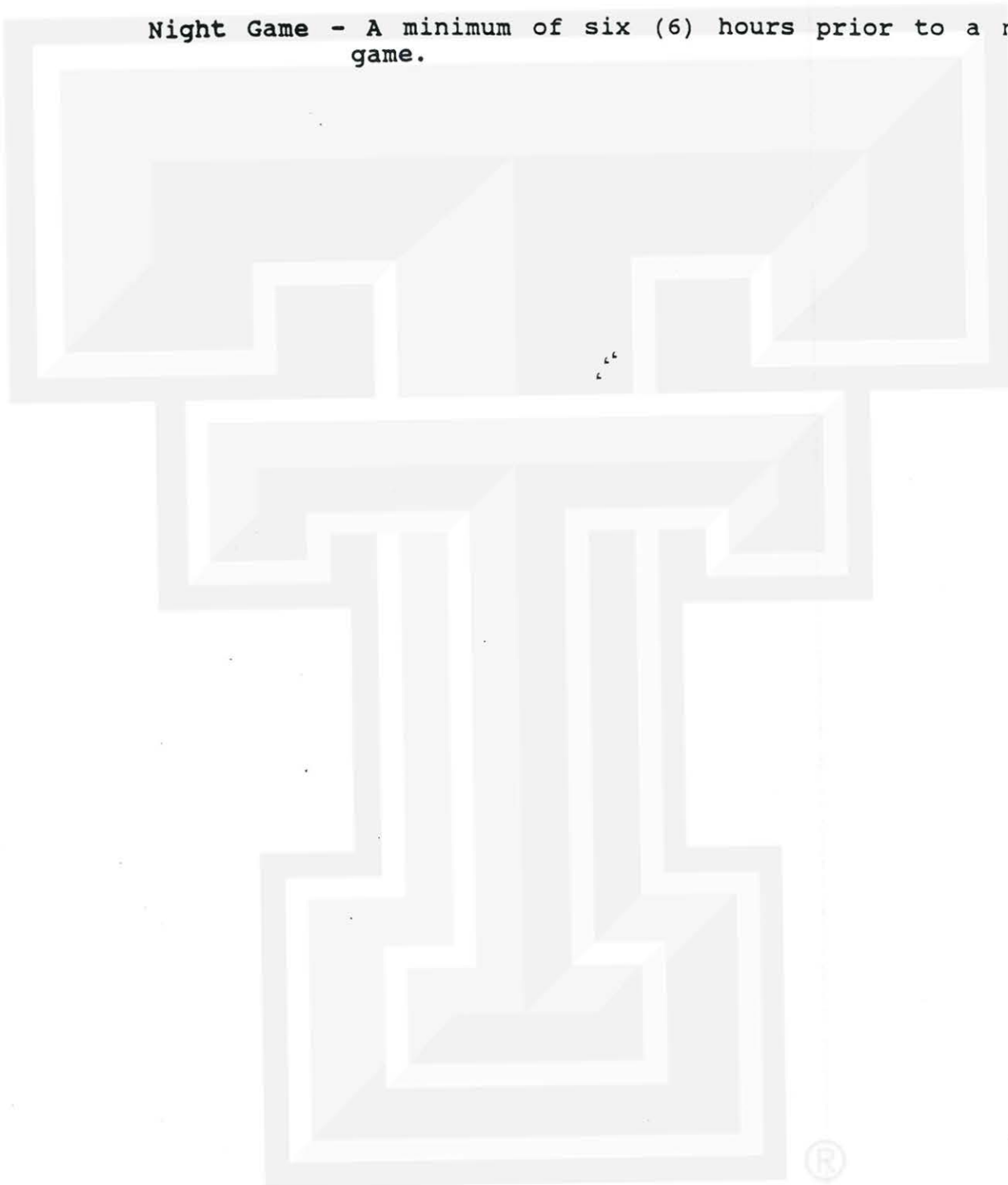
| | |
|----------|--------------------|
| \$450.00 | Game Officials |
| \$225.00 | Alternate Official |
| \$150.00 | Television Liaison |
6. PER DIEM:

Day Game - \$125.00
Night Game - \$200.00 (4:00 p.m. local time or later)

7. ARRIVAL REQUIREMENTS:

Day Game - By or before 11:00 p.m., local time, the night before a day game.

Night Game - A minimum of six (6) hours prior to a night game.



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TEXAS TECH UNIVERSITY

SWC FOOTBALL COACHES MEETING

Monday, May 20, 1991
2:00 P.M. - 5:00 P.M.

Hyatt Regency Hotel
Beaver Creek, Colorado

AGENDA

1. Report on Raycom/HSE/Prime Network football television package
2. AFCA Special Meeting: Sunday, June 2, 1991 at Hyatt Regency Hotel in Dallas, site of CFA Meeting
3. NCAA academic reform proposals
4. 1992 Football bowl picture
5. SWC Supervisor of Football Officials
6. Interpretations of 1991 NCAA new football rules (Ken Faulkner)
7. Initial National Letter of Intent Signing Date: Wednesday, February 5, 1992
8. Scouting of SWC football players by representatives of NFL professional football clubs and spring tryouts
9. Football Camps/Evaluation (Supplement A)
10. Future Meetings:
 - a. Sunday, July 28, 1991 from 4:00 PM - 6:00 PM at Texas High School Coaches School in Fort Worth (Hotel to be determined).
 - b. SWC Football Kickoff Luncheon and Media Day on Friday, July 28, 1991 from 8:00 AM - 2:00 PM at Hyatt Regency Hotel in Dallas.
11. Feasibility of developing a Code of Conduct consisting of guidelines which would assist game officials in the unsportsmanlike conduct area such as taunting and over-celebration (SWC Football Officiating Committee)



April 17, 1991

Mr. Fred Jacoby, Commissioner
Southwest Athletic Conference
1300 West Mockingbird Lane, Suite 444
Dallas, Texas 75247

Dear Commissioner Jacoby;

The first two Collegiate Camps have been concluded. Over two-hundred and ninety high school senior football players came to Dallas to tryout for a college scholarship. To date, twenty-one young men will be playing football in college. These student/athletes were overlooked and did not receive offers prior to Collegiate Camp. I would like to take this opportunity to thank Duane Lindberg of your staff for his help in making this project a reality.

We feel the concept of bringing student/athletes under one roof for evaluation by college coaches and scouts is both viable and assists in the cost containment programs under way by athletic departments throughout the Country. During the past two years in developing Collegiate Camp, Division I coaches and recruiting coordinators have asked us to provide an additional service by having similar evaluation camps during the Summer between a player's Junior and Senior year.

In this regard, I would like for you to broach this subject during your meeting which begins May 20th. We would like your input, along with the Southwest Conference football coaches in attendance. If it would be a fruitful and good addition to their recruiting effort we would propose the camps be held on Thursday and Friday evenings in May and could be included in the fifteen day evaluation period. They would be held at neutral sites in Arlington, San Antonio and Houston. This would necessitate a UIL rule change. If we received positive feed-back from your office and the rule was amended, we would plan the first camps in May of 1992.

In the event you or staff have additional questions, please do not hesitate in contacting me.

Very truly yours,

James D. Gibson, Jr.
President

JDG/me

cc; see attached

3301 Airport Freeway • Suite 236 • Bedford, Texas 76021
(817) 545-0075 **FAX (817) 354-4691**
(817) 545-9410 **FAX (817) 354-4493**

1991 SWC SPRING MEETING

Function: REGISTRATION

Date: Monday, May 20

Time: 9:00 am-6:00 pm

Site: Grand Staircase/Hyatt Regency

Ppl: 80 (flow)

Set-Up: (1) 8' table in front
(1) 8' table in rear
(3) chairs
(3) easels
(1) phone with outside access
Half-moon beverage station

Signage: (3) SWC Spring Meeting [one with directional arrow]
(1) Southwest Conference banner

Food/Drink: Beverage Station

Instructions: Distribution of Registration Packets
*Updated Schedule of Events
*Bolo Tie
*Hotel Information/Key Telephone Numbers

Staff: **Allen Archer/Eva Lavine**



1991 SWC SPRING MEETING

Function: SWC FOOTBALL COACHES MEETING

Date: Monday, May 20

Time: 2:00 pm-5:00 pm

Site: Anderson Room/Hyatt Regency

Ppl: 12

Set-Up: Conference Style
VCR and Monitor
Easel

Signage: SWC Football Coaches [outside room]

Food/Drink: Jolly Ranchers [snack]
Water/Juice/Soda in room

Instructions:

Staff: Fred Jacoby/Duane Lindberg



1991 SWC SPRING MEETING

Function: SWC WELCOME RECEPTION

Date: Monday, May 20

Time: 5:30 pm-7:30 pm

Site: Home of Jere Thompson
Elk Tree Trail

Ppl: 120

Set-Up: Cocktail Tables/Inside & Outside
[hotel back-up in case of weather]

Signage: Logos (1 set)
Southwest Conference banner

Food/Drink: Catered
*Tended bar
*Light hors d'oeuvres

Music: Casette Tapes

Transportation: Hotel shuttle leaving every 10 minutes/from 5:30 thru 6:20
Drivers with rent cars waiting outside at 5:30 pm as well
[Bo/Charlie/Allen/Eva]

Three buses at Thompson house @ 7:30 pm for transportation to dinner
Tour guides to travel with buses

Dress: Casual

Staff: Rick Chryst



1991 SWC SPRING MEETING

Function: SWC "SMOKEHOUSE"

Date: Monday, May 20
Time: 7:30 pm-10:30 pm
Site: The Saloon
Minturn

Ppl: 100-120

Set-Up: Bar-B-Q Buffet
Tables/Rounds
Piano Bar
Electric Bronc
Photos
Straw Hats/Bandanas

Signage: Logos (1 set)
Southwest Conference "Spring Meeting" banner

Food/Drink: Catered

Music: Piano Bar

Transportation: Depart Thompson's at 7:30 pm [three buses]
Buses return to Hyatt at 10:15 pm
Second shuttle pick-up at 11:30 pm

Dress: Casual

Staff: Kelly Krauskopf/Allen Archer/Eva Lavine



1991 SWC SPRING MEETING

Function: SWC BOWL BREAKFAST

Date: Tuesday, May 21

Time: 7:30 am-11:00 am

Site: Heritage Hall/Hyatt Regency

Ppl: 40-50

Set-Up: Breakfast Buffet in Foyer
Scattered Cabs w/ 3 chairs

Inside Room: Theater style for 50

*3/4" w/ (2) monitors

*Cassette tape with football highlights in foyer

*sq table
screen*

Signage: Logos (1 set)/foyer
SWC "Bowl Breakfast" signage [2 easels]

Food/Drink: Breakfast Buffet
Juices/Coffee/Water/Soft Drinks

Staff: Bo Carter/Charlie Fiss

*look
for
audio
play-by-play
cassette*



1991 SWC SPRING MEETING

Function: SWC FACULTY REP/ATHLETIC DIRECTOR/BB COACH BREAKFAST
Sponsored by the Houston Summitt

Date: Tuesday, May 21
Time: 7:30 am-8:30 am
Site: Crooked Hearth/Hyatt Regency

Ppl: 50

Set-Up: Existing Rounds
Patio Seating
Microphone

Signage: Logos (1 set)/foyer
SWC Breakfast w/Summitt logo signage [4 easels]
SWC Banner

Food/Drink: Breakfast Buffet
Juices/Coffee/Water/Soft Drinks

Staff: Rick Chryst



1991 SWC SPRING MEETING

Function: SWC ATHLETIC DIRECTORS

Date: Tuesday, May 21

Time: 8:30 am-11:00 am

Site: Keller/Hyatt Regency

Ppl: 12

Set-Up: Conference Style

Signage: SWC Athletic Directors [outside room/one easel]

Food/Drink: Jolly Ranchers [snack]
Juice/Coffee/Soft Drinks in outside foyer

Staff: Fred Jacoby/Kelly Krauskopf



1991 SWC SPRING MEETING

Function: SWC BASKETBALL COACHES

Date: Tuesday, May 21

Time: 8:30 am-11:00 am

Site: Crystal/Hyatt Regency

Ppl: 12

Set-Up: Conference Style
VCR & Monitor

Signage: SWC Basketball Coaches [outside room/one easel]

Food/Drink: Jolly Ranchers [snack]
Juice/Coffee/Soft Drinks in outside foyer

Staff: Bob Gennarelli/Duane Lindberg



1991 SWC SPRING MEETING

Function: SWC GOLF OUTING

Date: Tuesday, May 21

Time: 11:30 am-6:30 pm

Site: Beaver Creek Country Club

Ppl: 100

Transportation: *Van* Shuttle from Hyatt beginning at 10:30 am [non-meeting guests]
Expect heavy departure at 11:00 am
**Support with rental cars & drivers

*clubs be at course
if you checked
them in with
hotel*

Signage: Southwest Conference Banner
SWC Spring Meeting/Golf Outing [on course]
Reunion Arena Shoot-Out

Food/Drink: Box Lunches [on carts]
Beverage Cart
Halfway House

Instructions: Tee markers
SWC Flags
Dr Pepper shirt on cart
Dr Pepper golf balls
Bag Tags
~~Money Clip~~

Staff: Rick Chryst/Allen Archer



1991 SWC SPRING MEETING

Function: SWC TENNIS TOURNAMENT

Date: Tuesday, May 21
Time: 12 noon-3:00 pm
Site: Activity Center/Hyatt Regency Beaver Creek

Ppl: 10-15

Transportation: Shuttle(s) from Hyatt departing at noon
Return approximately 3:00 pm

Signage: SWC Banner

Food/Drink: Lunch available at activity center

Instructions: Dr Pepper shirts
Can of tennis balls

Staff: Bo Carter



1991 SWC SPRING MEETING

Function: SWC SHOPPING SPREE/"A VISIT TO VAIL"

Date: Tuesday, May 21

Time: 12:00 noon-4:30 pm

Site: Vail

Lunch [1:00 pm]:

Ppl: 40

Transportation: One bus/with tour guide
Depart Hyatt Regency at 12 noon

Instructions: Group and individual photos in town
Arrive Vail/30 minutes to stroll before lunch
Approximately 2 1/2 hours shopping time following lunch

Food/Drink: Sodas/juices/water on bus

Staff: **Charlie Fiss**



1991 SWC SPRING MEETING

Function: SWC RECEPTION
Sponsored by Hyatt Regency Dallas

Date: Tuesday, May 21
Time: 6:30 pm-7:30 pm
Site: Firepit/McCoys -- Hyatt Regency
Ppl: 120-140

Set-Up: Build Bar
Scattered Cabs & Chairs
Buffet Tables as needed

Signage: SWC Banner
SWC Reception [w/ Hyatt Regency logo]/4 signs (easels)
Hyatt Regency ["Your Southwest Conference Home in Dallas"]

Food/Drink: Tended Bar
Hors d'oeuvres

Staff: Kelly Krauskopf/Eva Lavine



1991 SWC SPRING MEETING

Function: SWC AWARDS DINNER

Date: Tuesday, May 21
Time: 7:30 pm-9:30 pm
Site: Mt. Jackson/Hyatt Regency

Ppl: 140

Set-Up: Rounds of eight
Bar for Dinner
Podium w/ microphone
Awards Table near Podium
Post Golf Scores/Tennis Winners
Money Clips as napkin holders

Music: House system

Signage: SWC Logos [1 set]

Food/Drink:

Dress: Casual

Staff: Rick Chryst/Kelly Krauskopf



1991 SWC SPRING MEETING

Function: SWC BREAKFAST

Date: Wednesday, May 22

Time: 7:00 am-9:00 am

Site: Crooked Hearth/Hyatt Regency

Ppl: 35-40 [flow]

Set-Up: Existing seating
Buffet tables as needed

Music: House system

Signage: SWC Logos [1 set]
SWC "Breakfast" signage/2 easels

Food/Drink: Breakfast Buffet
Coffee/Juice/Water

Staff: Rick Chryst



1991 SWC SPRING MEETING

Function: SWC EXECUTIVE COMMITTEE

Date: Wednesday, May 22

Time: 8:00 am-10:00 am

Site: Ford Room/Hyatt Regency

Ppl: 8

Set-Up: VIP Conference Style

Signage: SWC Executive Committee [one easel]

Food/Drink: Jolly Ranchers [snack]
Water

Staff: Fred Jacoby



1991 SWC SPRING MEETING

Function: SWC LEGISLATIVE COMMITTEE

Date: Wednesday, May 22
Time: 8:00 am-10:00 am
Site: Anderson Room/Hyatt Regency

Ppl: 8

Set-Up: VIP Conference Style

Signage: SWC Legislative Committee [one easel]

Food/Drink: Jolly Ranchers [snack]
Water

Staff: Rick Chryst



1991 SWC SPRING MEETING

Function: SWC COMPLIANCE COMMITTEE

Date: Wednesday, May 22

Time: 8:00 am-10:00 am

Site: Townsend Room/Hyatt Regency

Ppl: 8

Set-Up: VIP Conference Style

Signage: SWC Compliance Committee [one easel]

Food/Drink: Jolly Ranchers [snack]
Water

Staff: Duane Lindberg



1991 SWC SPRING MEETING

Function: SWC SPORTS INFORMATION DIRECTORS

Date: Wednesday, May 22

Time: 8:00 am-2:00 pm

Site: Crystal Room/Hyatt Regency

Ppl: 15

Set-Up: VIP Conference Style
VCR w/ Monitor

Signage: SWC Sports Information Directors [one easel]

Food/Drink: Jolly Ranchers [snack]
Coffee Service in foyer

Lunch: SWC Buffet in Brown/Dempsey

Staff: **Bo Carter/Bob Gennarelli/Charlie Fiss**



1991 SWC SPRING MEETING

Function: SWC COUNCIL

Date: Wednesday, May 22
Time: 10:00 am-2:00 pm
Site: Brown/Dempsey Room/Hyatt Regency

Ppl: 40

Set-Up: VIP Conference Style
Buffet Tables as needed in foyer

Signage: SWC Council [one easel]

Food/Drink: Jolly Ranchers [snack]
Water/Juices/Soda

Lunch: Deli buffet in foyer

Staff: Fred Jacoby/Duane Lindberg/Kelly Krauskopf/Allen Archer/
Rick Chryst



1991 SWC SPRING MEETING

Function: SWC RECEPTION
Sponsored by Raycom/HSE-Prime

Date: Wednesday, May 22
Time: 7:30 pm-8:30 pm
Site: Firepit/Mt. Jackson

Ppl: 70

Set-Up: Build Bar
Scattered Cabs & Chairs
Buffet Tables as needed

Signage: SWC Reception [w/Raycom & HSE/Prime logos] / 4 easels

Food/Drink: Tended Bar
Light Hors d'oeuvres

Staff: Rick Chryst

*potential joint
Big Eight Party
function*



1991 SWC SPRING MEETING

Function: SWC BREAKFAST

Date: Thursday, May 23

Time: 7:00 am-9:00 am

Site: Crooked Hearth

Ppl: 40 [flow]

Set-Up: Existing Seating
Buffet Tables as needed

Signage: SWC Breakfast / 2 easels

Food/Drink: Breakfast Buffet

Staff: Rick Chryst



1991 SWC SPRING MEETING

Function: SWC Council

Date: Thursday, May 23

Time: 9:00 am-2:00 pm

Site: Keller/Slate

Ppl: 40

Set-Up: Conference/10 chairs on each side

Signage: SWC Council / 1 easel

Food/Drink: Jolly Ranchers [snack]

Lunch (12 noon-1:00 pm): Buffet in Crooked Hearth

Staff: Fred Jacoby/Duane Lindberg/Kelly Krauskopf/Allen Archer
Rick Chryst



SOUTHWEST ATHLETIC CONFERENCE

BOX 569420

DALLAS, TX 75356-9420

FRED JACOBY, Commissioner

OFFICE ADDRESS:

1300 W. MOCKINGBIRD LN.

SUITE 444

DALLAS, TX 75247

214-634-7353

FAX

214-634-1637 (ADMINISTRATIVE)

214-638-5482 (MEDIA RELATIONS)



UNIVERSITY OF ARKANSAS
BAYLOR UNIVERSITY
UNIVERSITY OF HOUSTON
RICE UNIVERSITY
SOUTHERN METHODIST UNIVERSITY
THE UNIVERSITY OF TEXAS AT AUSTIN
TEXAS A&M UNIVERSITY
TEXAS CHRISTIAN UNIVERSITY
TEXAS TECH UNIVERSITY

TO: SWC Faculty Representatives, Directors of Athletics, Football and Basketball Coaches
FROM: Fred Jacoby, Commissioner
DATE: May 10, 1991
SUBJECT: Spring Meeting

Enclosed are agendas for the SWC Spring Meeting to be held at the Hyatt Regency Hotel in Beaver Creek, Colorado. You should have received advanced information on the travel arrangements to the meeting site. Should you have any questions please contact Rick Chryst, Assistant Commissioner (214-634-7353).

Listed below is an outline of the meetings and functions. We are looking forward to informative and productive meetings.

SCHEDULE OF EVENTS
SWC Spring Meeting
May 20-23, 1991

| | |
|------------------------|--|
| 9:00 a.m. - 6:00 p.m. | Monday, May 20 |
| 2:00 p.m. - 5:00 p.m. | Registration |
| 5:30 p.m. | SWC Football Coaches |
| 7:30 p.m. | SWC Welcome Reception |
| | SWC Opening Night Dinner |
| 7:30 a.m. - 8:30 a.m. | Tuesday, May 21 |
| 8:00 a.m. - 11:00 a.m. | FR/AD/BB Breakfast |
| 8:30 a.m. - 11:00 a.m. | SWC Football Coaches/Bowl Reps (Breakfast) |
| 8:30 a.m. - 11:00 a.m. | SWC Basketball Coaches |
| 11:30 a.m. | SWC Athletic Directors |
| 11:30 a.m. | Vail Outing |
| 6:30 p.m. | Golf/Tennis |
| 7:30 p.m. | SWC Reception |
| | SWC Awards Banquet |
| 7:00 a.m. - 9:00 a.m. | Wednesday, May 22 |
| 8:00 a.m. - 10:00 a.m. | Breakfast |
| 8:00 a.m. - 10:00 a.m. | SWC Legislative Committee |
| 8:00 a.m. - 10:00 a.m. | SWC Compliance Committee |
| 8:00 a.m. - 10:00 a.m. | SWC Executive Committee |
| 8:00 a.m. - 2:00 p.m. | SWC Sports Information Directors |
| 10:00 a.m. - 2:00 p.m. | SWC Council |
| 6:30 p.m. | SWC Reception |
| 7:30 p.m. | Dinner on Own |
| 7:00 a.m. - 9:00 a.m. | Thursday, May 23 |
| 9:00 a.m. - 2:00 p.m. | Breakfast |
| 12:00 noon | SWC Council |
| | SWC Buffet Luncheon |

HYATT REGENCY BEAVER CREEK
136 East Thomas Place Beaver Creek, CO 81620
(303) 949-1234 / (303) 845-2819 / fax

Primary Contact: Ms. Cathy Palmateer

SOUTHWEST ATHLETIC CONFERENCE
BOX 569420
DALLAS, TX 75356-9420
FRED JACOBY, Commissioner

OFFICE ADDRESS:
1300 W. MOCKINGBIRD LN.
SUITE 444
DALLAS, TX 75247
214-634-7353
FAX
214-634-1637 (ADMINISTRATIVE)
214-638-5482 (MEDIA RELATIONS)



UNIVERSITY OF ARKANSAS
BAYLOR UNIVERSITY
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RICE UNIVERSITY
SOUTHERN METHODIST UNIVERSITY
THE UNIVERSITY OF TEXAS AT AUSTIN
TEXAS A&M UNIVERSITY
TEXAS CHRISTIAN UNIVERSITY
TEXAS TECH UNIVERSITY

SWC COUNCIL MEETING

Wednesday, May 22, 1991

8:00 AM - 10:00 AM Committee Meetings

Executive
Legislation
Compliance

10:00 AM - 2:00 PM SWC Council

Thursday, May 22, 1991

9:00 AM - 2:00 PM

Hyatt Regency Hotel
Beaver Creek, Colorado

AGENDA

1. Commissioners discussion
2. Recommendations from SWC Directors of Athletics Meeting of May 1, 1991 (Supplement I)
3. Recommendations from SWC Directors of Athletics Meeting of May 21, 1991 (Supplement J)
4. Committee reports
 - a. Compliance (James Castaneda)
 - b. Legislation (David Guinn)
 - c. Executive (James Vick)
5. Review SWC Planning Committee reports
 - a. Attendance: Marketing Directors (Rick Chryst) (Supplement K)
 - b. Basketball Program: Men/Women (Rudy Davalos)
 - c. Women's Athletics (Donna Lopiano) (Supplement L)
 - d. Football and Basketball Scheduling (DeLoss Dodds) (Supplement M)
 - e. Expansion/Realignment (James Vick)
6. Review progress on SWC/Big East Alliance
7. Review progress on SWC/Big Eight Alliance
8. Review Tulane trip and executive summary
9. Update on NCAA Council Matters (Frank Windegger)
10. NCAA Academic Reform Proposals/Presidents Commission (Supplement N)
11. NCAA 5 Year Eligibility (TCU)
12. Hardship Cases (Supplement O)
13. Recognition of SWC 1990-91 Team Champions

Men

Football - Texas
Cross Country - Arkansas
Basketball - Arkansas
Swimming - Texas
Indoor Track - Arkansas
Baseball - Texas
Tennis - TCU
Golf - Texas
Outdoor Track - TBD

Women

Cross Country - Baylor
Basketball - Arkansas
Swimming - Texas
Indoor Track - Texas
Golf - Texas
Tennis - Texas
Outdoor Track - TBD
Volleyball - Texas

14. Election of Officers for 1991-93

15. Executive Session

SOUTHWEST ATHLETIC CONFERENCE

DIRECTORS OF ATHLETICS MEETING

May 1, 1991

DFW Hyatt Hotel
Grapevine, Texas

Those in attendance:

Baylor University
University of Houston
Rice University
Southern Methodist University
University of Texas
Texas A&M University
Texas Christian University
Texas Tech
SWC

Bill Menefee
Rudy Davalos
Bobby May
Forrest Gregg
DeLoss Dodds, Susan Blackwood, Butch Worley
John David Crow
Frank Windegger
Taylor McNeel
Fred Jacoby, Allen Archer, Rick Chryst,
Kelly Krauskopf, Duane Lindberg

1. **Conference Logo.** The Directors instructed the Conference office to adapt the current SWC logo to eliminate the state of Arkansas from the map section as well as the reference to the University of Arkansas, but to retain the overall integrity of the current SWC logo (i.e., retain the map of Texas and the names of the institutions). In addition, the Directors indicated the other "unofficial" logo that was being used by the Conference office (SWC) could continue to be utilized.
2. **Commissioner's Discussion.** Jacoby spoke briefly on the following topics:
 - a. Elimination of split crews in football starting with the 1991 season;
 - b. Continuation of IRS investigation of sponsorship monies provided to Bowls (i.e., taxation of sponsor dollars at rate of 34 percent -- Ohio State paid over \$300,000 for advertising revenues on football scoreboard);
 - c. Potential broadening of IRS investigation into tax on unrelated business income (discussions taking place on tax as unrelated business income involving revenues from television and radio broadcasts of athletic events and athletic fundraising);
 - d. IRS audits of conference offices;
 - e. Continuation of FTC anti-trust case (Jacoby was deposed on Friday, May 3, 1991) -- more than 1 million dollars already spent by CFA in legal fees;
 - f. CFA/Big-Ten/Pac-10 discussions regarding crossover payments;
 - g. Impact of expanded NFL schedules on Bowl games and the basketball season -- should basketball season be moved back;
 - h. Movement of NCAA Convention to first week in February;
 - i. NFL pro scouts in press box.
3. **Review of Tulane Visit.** No action was taken in regard to Tulane's inquiry for Conference membership. The group briefly discussed the exploratory, information gathering trip to New Orleans by four SWC Faculty Athletic Representatives and four SWC Directors of Athletics. Jacoby reported that Tulane had subsequently informed him it was going to expand its on-campus basketball facility to 7,000 seats.

4. **Big East Alliance.** Jacoby reported that discussions with the Big East had come to a stand still. The Big East's eight team football league and the decision to play seven conference games, which had greatly reduced the need for non-conference games, had dampened the Big East's need for an outside scheduling association. In addition, the Big East also was trying to secure a bowl tie-in and was concentrating its efforts in that direction at the current time.
5. **Big Eight Alliance.** Dodds, Crow and Gregg were scheduled to meet with Oklahoma athletic director Donnie Duncan on May 16, 1991, to discuss football scheduling, a basketball challenge series and general television issues.
6. **Update on Bowl Game Tie-Ups** Jacoby reported the NCAA Council and Executive Committee would review the recommendations from the Post-Season Bowl Committee that would permit bowl games to reserve automatic berths only for conference champions and independent teams.
7. **SWC Football and Basketball Scheduling Committee Recommendations.**
Moved and seconded the following recommendations:
 - A. **Basketball Scheduling Criteria (effective for 1992-93 season).**
Moved and seconded the following recommendations:
 - (1) The Directors of Athletics shall take a more active role in providing direction and approval of non-conference basketball schedules.
 - (2) SWC member institutions shall schedule 50% of non-conference games against teams from the following conferences or from the top 70 ranked teams in the Sagarin Computer Rankings (at the time the game is scheduled):

Atlantic Coast, Atlantic 10, Big East, Big Eight, Big Ten, Big West, Great Midwest, Metro, Pacific-10, Southeastern and Western Athletic. (Note: the Directors voted 8-0 to add the Great Midwest Conference.)
 - (3) SWC member institutions shall schedule only NCAA Division I opponents unless involved in a tournament in Alaska, Hawaii or Puerto Rico. (Note: exceptions would be permitted if verbal or written contracts were in place prior to final approval of this action.)
 - (4) Agreed the Conference office should review the practice of scheduling an institution to play during the week (Monday-Friday) only (rather than one game during the week and one on a weekend) when playing at Houston and Rice (e.g., TCU playing both Houston and Rice in Houston on Wednesday nights).

The previously mentioned motions passed 8-0.

- (5) Referred to the May 21, 1991, SWC Directors of Athletics meeting the recommendation that the Conference reexamine the issue of women's basketball games being scheduled opposite (i.e., site) the men's games starting with the 1991-92 season.

8. **SWC Basketball Coaches Recommendations.** Moved and seconded the following recommendations:

- A. **Football and Basketball Scheduling Adjustments:** Adjustments will be made by mutual agreement of the institutions involved for football and basketball television scheduling as well as attractive non-conference opponents. If mutual agreement can't be reached, the Commissioner will make the final decision in a timely manner.
- B. **Open Dates:** The 1992-93 SWC basketball schedule should be adjusted to start one week later with two open dates.
- C. **Director of Basketball Operations:** Approved the concept of a "SWC Director of Basketball Operations" position.

The previously mentioned motions passed 8-0.

9. **SWC Women's Athletics Subcommittee Recommendations.** May reported on the meeting; agreed the report would go forward to the SWC Executive Committee. It was noted the ACWS strongly supported the Ad hoc Subcommittee on Women's Athletics report.

10. **Administrative Committee for Women's Sports Recommendations:**

- A. **Volleyball Recommendations.** Moved and seconded to approve the following recommendations:

(Women's Volleyball Officiating Committee)

- (1) **1991 Officiating Pool:** Reduced the current pool of 17 officials to a total of 13 for the '91 season by "resting" the following four officials as recommended by the officiating committee with the consideration that these officials will be reconsidered for the pool the following year: Noel Orr, Steve Crane, Joe Stepan and Will Vick.
- (2) **Assignments:** Accepted the following officials as the top 8 ranking officials who are to be assigned to the referee 1 position for all SWC matches: Voorhies, Carter, Lipman, Blalock, Robb, Seltzer, McCalla and Kaase.

Accepted the committee's recommendation that on an experimental basis for 1991, officials be allowed to call no more than 2 matches per day under the stipulation that a minimum of three hours be allowed between the end of the first match and the arrival to the site of the second match.

- (3) **SWC Clinic:** The SWC Officiating Clinic shall be conducted in June at the same site as the Third Coast Jr. Festival Tournament so that all the coaches and officials will be able to have a rules and interpretations session together. The Supervisor will gather information concerning possible dates and times for the clinic.
- (4) **Officiating Fees:** Deleted the tournament fee schedule from the officiating structure of payment due to the elimination of the 2-out-of-3 game format at tournaments.

(Women's Volleyball Coaches)

- (5) **'91 Post-Season Tournament/HSE/Whataburger:** The SWC office was charged to secure an HSE television package for the '91 season and grant Whataburger first option for sponsorship; and secure a sponsor for the '92 Post-Season Tournament by March 31st, 1991.
- (6) **HSE Replays:** Requested the SWC office write a letter to HSE asking that SWC matches aired for the '90 season be retelecast in December and January.
- (7) **SWC Schedules:** Agreed that since no Post-Season Tournament would be held in '91, the first match of the conference schedule, September 25, 1991, would be played on November 20, 1991, unless mutually agreed otherwise between the two schools.

Agreed that if no Conference Tournament is held in '92, that one Wednesday playing date be switched to a Saturday playing date to include three Saturdays of SWC matches; henceforth, the change would be determined at a later date.

- (8) **Match Protocol:** Recommended that SWC institutions allow a 10-minute intermission between games two and three with 7 minutes allotted for promotional activities and 3 minutes for team warmup.
- (9) **Official SWC Ball:** Eliminated the use of an "official ball" for SWC matches allowing schools to negotiate individual ball contracts; henceforth, recommended that every school include in its contract that opposing SWC schools be supplied with balls and that the balls must be NAGWS sanctioned.

The previously mentioned motions all passed 8-0.

(1 0) **Sponsorship Subcommittee:** The recommendation to develop a sponsorship subcommittee to assist in securing a sponsor for the '92 SWC Tournament with Tom Sonnichsen as chairperson was pulled from the recommendations and no motion for approval was forthcoming. (Note: The Directors were concerned with the coaches being involved with the marketing.)

(1 1) **SWC Volleyball Media Relations:** A motion that the SWC hire a full-time media relations assistant for SWC volleyball died for lack of a second.

B. Basketball Coaches Recommendations: Moved and seconded to approve the following recommendations:

(1) **1992 SWC Tournament:** Approved that the Tournament be held at the same site (SMU/Reunion Arena) and conducted under the same format as in 1991; henceforth, that the women's tournament be fully staffed and administered at the same quality level as the men's tournament.

Reinstated the women's press conference on Friday morning at 10 a.m. at Reunion Arena for the Championship game.

(2) **Scheduling:** The SWC women's basketball schedule shall remain opposite the men's (i.e., site) schedule with the following rationale:

- the men's Wednesday-Saturday schedule pushed the women's games to Tuesday-Friday which is in direct conflict with women's high school games.
- the men's television schedule has played havoc with the women's schedule in regards to publicity (e.g. outdated schedule cards, posters etc..)
- when both teams are at home, the local fan base is exhausted. More than two games per week is an impossible commitment for the local fans.
- all of the best women's basketball conferences are on a flip-flop schedule (PAC-10, SEC, ACC)
- women will have the flexibility to avoid direct conflict with a men's television game that might reduce the women's crowd.
- women's programs with radio coverage do not have a conflict problem with men's game coverage because of different stations covering the games.

NOTE: The opposite schedule is not a contradiction to the women's recommendation of combining the men's and women's tournament in the same city/site; since fans from all schools take time off and travel to a neutral city to see basketball, they have no other conflicts that they are faced with at home. We should pack their weekend at the tournament with a full basketball package and promote to a captive audience.

(Women's Basketball Officiating Committee)

- (3) **Minutes from April 8, 1991, Meeting.** Approved the minutes (except for #5) from the basketball officiating committee meeting on April 8, 1991.
- (4) **1991 Officials:** Approved the Supervisor's recommendations regarding SWC women's officials to be placed on probation, removal from the SWC roster, summer camp attendance and new prospects for 1991-92.

The previously mentioned motions passed 8-0.

- (5) **1993 SWC Tournament:** A motion to support the recommendation from the basketball tournament committee which states that due to the reduction in the number of available dates in scheduling regular season contests for 1992-93, that the men's and women's tournaments be held together at one site and promoted and administered as one combined tournament was tabled.
- (6) **Officiating Crew/Fees:** Moved and seconded to recommend using a 3-person officiating crew at all women's games at \$150/official. Motion failed 4-4.

C. Basketball Tournament Committee Recommendations: Moved and seconded to approve the following motions:

- (1) Approved the following recommendations with the amendment to finances (see below) by adding "special group pre-sale discount packages will be available as determined by the tournament committee."
- (2) **Finances:** Agreed the SWC Women's Tournament retain the \$10,000 guarantee from the men's tournament pre-sale strip ticket; and to raise the women's session's prices to \$10/session with a pre-sale Women's Tournament discount package priced at \$20.
- (3) **Player Gifts:** The women's tournament gifts shall be of equal value per player to the men's tournament gifts.
- (4) **Tournament Staffing:** The women's tournament shall be fully staffed and administered at the same quality level of the men's tournament and that the SWC staff produce a Tournament event management handbook to be approved by the ACWS and the Basketball Tournament Committee.

(5) 1992 Tournament: Approved the following items for 1992:

- a. Site - Dallas, Texas (Moody Coliseum, Reunion Arena-championship game)
- b. Dates - March 11, 12 & 14, 1992
- c. Format - deferred to basketball coaches

The previously mentioned motions passed 8-0.

D. Women's Golf Coaches Recommendations. Moved and seconded to approve the following recommendations:

(1992 Tournament)

- (1)** The 1992 Tournament shall be held at Sonterra Golf Course on April 24, 25 & 26 with the practice round on Thursday, April 23rd.
- (2)** A third rules official shall be out on the course at all times during tournament play.
- (3)** That tee boxes shall be marked for the practice round the same as they will be placed for tournament play.
- (4)** The Player of Year award shall be presented at the award's ceremony following the final round of tournament play; henceforth, that the coaches will be polled immediately following the last round of the tournament to determine the award winner.

The previously mentioned motions passed 6-0-2.

E. Women's Tennis Coaches Recommendations: Moved and seconded to approve the following recommendations:

- (1)** The SWC sport's information directors shall fax results to the Southwest Conference office as soon as matches are concluded so as to assist the SWC media relation's staff with expediting published weekly results.
- (2)** The University of Texas shall host the 1992 SWC Tennis Championships.
- (3)** April 17, 18, 19, 1992 shall serve as the dates for the Championships.

The previously mentioned motions passed 8-0.

F. Additional ACWS Recommendations: Moved and seconded to approve the following recommendations:

- (1) **Division IA Women's Directors Committee:** Jeannine McHaney (Texas Tech) shall remain on the Division 1A Women's Directors Committee.
- (2) **SWC Women's Athletic Subcommittee Report:** Endorsed the report submitted by the Ad Hoc Subcommittee on Women's Athletics.
- (3) **Televised Games:** Requested that the SWC obtain a high resolution copy of televised games from HSE and, if requested, to provide each member institution copies of tapes in the form requested.
- (4) **SWC Committee Assignments:** Recommended the following representatives for women's sports liaison assignments:

Basketball - Jeannine McHaney (Texas Tech), Golf - Skip Cox (Baylor), Swimming & Diving - Donna Lopiano (Texas), Tennis - Martha Hawthorne (Rice), Volleyball - Cathy Beene (Houston), Track & Field - Lynn Hickey (Texas A&M), Cross Country - Frank Windegger or designee (TCU).

The following nominations were recommended for replacements on committee assignments: Women's Basketball Tournament: Skip Cox Baylor (chair), Lynn Hickey, Texas A&M, Kyle Stevens, SMU; Women's Volleyball Officiating: Cathy Beene, Houston (chair); Men's Basketball Tournament: Skip Cox, Baylor (ex-officio)

- (5) **Basketball Scheduling:** Recommended that women's administrators take a more active role in basketball scheduling, and that 50% of the non-conference schedule should reflect only Division I opponents, top 10 conferences or top 70 schools.
- (6) **Volleyball Linejudges/Scorekeepers:** Agreed to strike the suggestion (by officiating committee) that "schools pay the scorekeepers a minimum fee of \$20/match."
- (7) **Volleyball Tournament:** Agreed that the SWC Volleyball Championship rotate among institutions, giving special consideration to institutions that host traditional football weekends. (Note: the first rotation will be established through a drawing.)
- (8) **Volleyball Official's Lodging:** Agreed that SWC volleyball officials pay for their own lodging at tournaments.
- (9) **Volleyball NCR Score Sheets:** Requested that with the new NCAA rule changes which outdates current USVBA score sheets, the SWC office produce NCR score sheets and distribute to SWC institutions.

- (1 0) **Basketball Coaches Annual Meeting:** The annual basketball coaches meeting shall be conducted without ACWS members, and if a head coach is unable to attend the meeting, an assistant coach shall be sent as a replacement.
- (1 1) **Basketball Tournament Board:** Basketball tournament board members who are due to rotate off the board for 1991, shall remain as a board member for another year until the future of the tournament is decided.
- (1 2) **Coaches Meeting:** The time and date of a coaches' meeting shall not be changed unless the coaches sport liaison is notified.

The previously mentioned motions passed 8-0.

- (1 3) **Crowd Control:** Tabled a recommendation that for SWC women's basketball games, the seating area immediately behind the visiting team bench shall be reserved for visiting team fans. Bands shall be placed at the same end of the floor as respective team, and the administrator in charge or designee, shall be positioned at the scorer's table closest to the visitor's bench.

Tabled the recommendation that Jeannine McHaney and Allen Archer were requested to draft a sportsmanlike conduct statement to be read by the p.a. announcer at all SWC sporting events. It was recommended that the Commissioner circulate the Sportsmanlike Conduct Policy (bylaw 21) for review and signature by each head coach and student-athlete prior to the start of each season.

11. SWC Football Coaches Recommendations.

- A. SWC Weekly Football Coaches' Media Conference Telephone Call.** Moved and seconded that a Sunday afternoon (3:00-6:00 p.m.) conference telephone call be conducted (with an approximate cost of \$11,000). Motion passed 8-0.
- B. Review of NCAA Legislation.** Requested the following suggestions for amendment of NCAA legislation be forwarded to the CFA for discussion by the football coaches at their meeting in June 1991.
 - ** **May Evaluation --** The coaches recommended an exception be made which would allow them to do evaluation on one Saturday during the 15-day May evaluation period.
 - ** **Reduction of Fulltime Coaches --** The coaches recommended that normal attrition be utilized on a one-time exception basis to allow them to come into line with the staff reduction which goes into effect on August 1, 1992, and reduces by one the number of fulltime coaches.

- ** Grants-in-Aid Reductions -- The coaches proposed the future reduction in overall grants-in-aid be limited to five percent (not the 10 percent passed at the 1991 NCAA Convention) or returned to the current level of 95.
- ** Telephone Calls to Prospects -- The coaches recommended that telephone calls be limited to the month of May (for juniors) and to the period between the prospect's final high school/junior college football game and the end of the National Letter of Intent signing period. During the permissible periods there would be no limit on the number of telephone calls that could be made to a prospect.
- ** Contact Period -- The coaches recommended that one contact be allowed per week at the high school/junior college since the new legislation will continue to permit them to be at the high school once-a-week during the contact period.
- ** Dead Period -- The coaches recommended elimination of the dead period 72 hours subsequent to the initial National Letter of Intent signing date.

C. **SWC Videotape Exchange.** Moved and seconded that a Conference institution will not exchange film/videotape with any non-conference institution scheduled to play a Conference team in a specific year. Motion passed 8-0.

D. **Scouting of SWC Football Players by NFL Scouts.** Referred this issue to the May 20, 1991, meeting of the SWC football coaches for their recommendation. (The Directors asked the coaches to review the scouting/testing of SWC football players by NFL scouts during both the fall and the spring.)

12. **Football Officiating Committee Recommendations.** Moved and seconded that all SWC member institutions will utilize the narrowed (18' 6") goal posts during the 1991 football season. Motion passed 8-0.

Referred the following issues to the 1991 Spring Meetings: national survey of game fees, status of use of officials living in State of Arkansas, and revision of SWC Football Officiating Program guidelines.

13. **Men's Basketball Tournament Committee Recommendations.**

A. **Site of 1992 Classic:** Moved and seconded to recommend Reunion Arena as the site for the 1992 SWC Post-Season Classic; further, that a specification package outlining the necessary criteria for hosting the SWC Classic be developed, with the intent of receiving proposals from the cities of Dallas, Houston and San Antonio to host the tournament. Motion passed 7-1.

B. **Pool Tickets:** Moved and seconded to decrease the number of pool tickets, available to all SWC schools, to 500. Motion passed 8-0.

C. **Ticket Prices:** Moved and seconded that the \$100 and \$80 ticket prices (and corresponding locations) remain the same. Motion passed 8-0.

14. **Men's Golf Coaches Recommendations.** Moved and seconded to approve the following recommendations:

A. **Minimum Championships Requirement.** Required that "a minimum 18 holes are required for an official SWC Golf Championship."

- B. **Practice on Championship Course.** Restricted practice opportunities so that all contestants are allowed only one day of practice at the facility the week prior to the SWC Championship on the designated day for practice rounds.
- C. **Rotation of SWC Golf Championship.** Altered the rotation of the SWC Men's Golf Tournament so Texas Tech will serve as host in 1992 at the Lubbock Country Club and Texas A&M will host in 1993. (The current rotation has Texas A&M hosting in 1992 and Texas Tech in 1993.)
- D. **Dates and Site of 1992 Championship.** Moved the 1992 SWC Men's Golf Tournament to the fourth weekend of April -- Thursday-Sunday, April 23-26 -- at the Lubbock Country Club. (The 1992 Championship was originally scheduled for Easter Weekend.)
- E. **Elimination of Regular-Season Championship.** Dropped the SWC regular-season golf championship, based on an in-season, three-tournament point system, effective in 1992, and officially recognize the Conference Tournament winner as the SWC's men's golf champion.
- F. **SWC/Big 8 Challenge Series.** A motion that unless exempt status was given to a proposed SWC/Big 8 Golf Challenge Series on dates other than those scheduled for the annual SWC Men's Golf Tournament, the SWC golf coaches were not in favor of pursuing such a challenge died for lack of a second.

The previously mentioned motions passed 8-0.

15. **Men's Tennis Coaches Recommendations.** Moved and seconded that each coach will submit team lineup by 6 p.m. on the Thursday prior to the Tournament in which the singles' lineup will list participants in rank order of strength (1 through 8) and doubles in rank order (1 through 3) plus two alternates in no particular order (for doubles only). Additionally, 30 minutes prior to each match, coaches will declare six (6) singles players, (in rank order, 1-6) and three (3) doubles teams, (in rank order, 1-3).

(In singles play) - If a substitution is made due to illness, injury or ineligibility, then the position(s) is filled with the remaining order of ranked players of the lineup for that particular match. (e.g., if #4 is removed from the lineup for one of the aforementioned reasons, the #5 moves to #4, #6 moves to #5, #7 moves to #6 and #8 moves to #7).

(In doubles play) - If a substitution is made due to illness, injury or ineligibility, an individual may be replaced as a direct line substitution, with the doubles team holding its original position. If both members of the doubles team are substituted for, thus creating a new team, the new team will be placed in the #3 position, moving the other teams up on spot to fill all positions.

The previously mentioned motion passed 8-0.

16. **Baseball Coaches Recommendations.** Moved and seconded to approve the following recommendations:

A. Amendment of SWC 1-C-14. Amended SWC 1-C-14 to read as follows:

Spring baseball practice shall not begin prior to January 6, 1992, or the first day of classes for the spring 1992 term, whichever is earliest. The maximum number of contests is 56. Fall (nontraditional) season baseball practice may not begin prior to the first day of classes for the fall 1992 term and scrimmages are limited to starting a total of ten (10) home dates (except for games postponed due to darkness and rain) provided there will be no cost (e.g., no paid umpires), no score recorded and no missed classes.

B. Future Scheduling Guidelines. Approved the following scheduling guidelines which would allow the coaches some flexibility with the proposed 36-game SWC schedule which begins in 1992:

- (1) A series may be moved to an alternate date (i.e., a date other than the one on the Conference office developed schedule) if the two participating institutions mutually agree upon the adjustment.
- (2) Home and away sites can be adjusted if the two participating institutions mutually agree (e.g., if institution A is scheduled to host the first series, the two participants may agree to play the first series at institution B and the second series at institution A).

(The proposed 1992 schedule was developed so that each team played three home and three away series during each half of the Conference season. Adjustments made upon mutual agreement of the two participants may imbalance this ration.)

C. 1992 Schedule. Approved the proposed 1992 baseball schedule (see attached).

The previously mentioned motions passed 6-1-1.

17. **Squad Size for Non-Conference Competitions.** Moved and seconded to eliminate the Conference limitation on the number of participants (players) who may dress for home games or travel to competition being held away from the institution's home facility for non-conference games. Motion passed 7-1.
18. **Basketball Game Administration.** Referred this issue to the 1991 spring meeting, with the Committee charged to discuss the following: location of team benches, personnel behind the visiting team bench, location of visiting team's 35 complimentary tickets in basketball, location of visiting team's tickets in football, demonstrations with people on playing floor, bands assembly at half-time of football games (Texas A&M). [The Committee consists of Bobby May (Chair), John David Crow, T. Jones, Frank Windeger, and Donna Lopiano -- to meet in Beaver Creek.]
19. **Conference Sanctioned Events.** Moved and seconded that the use of the Conference name in conjunction with an event be only for Conference sanctioned or approved events. Motion passed 8-0.
20. **NCAA Basketball Revenue Distribution.** It was agreed to discuss this issue at the May 21, 1991, meeting.

21. **Supervisor of Football Officials.** Jacoby indicated he had narrowed the field of candidates down to four and would be finalizing his decision on the new supervisor of football officials in a timely manner.
22. **Cotton Bowl Dinner.** Jacoby informed the Directors they should reserve Thursday, August 1, 1991, for a dinner involving the SWC football coaches and Cotton Bowl personnel. The SWC football media day and kickoff luncheon was scheduled for the next day, Friday, August 2, 1991.

Respectfully submitted,

Duane Lindberg
Assistant Commissioner



Report of the Ad Hoc Subcommittee on Women's Athletics to the SWC Executive Committee

The Ad Hoc Subcommittee on Women's Athletics was appointed by the SWC Executive Committee to examine two issues related to SWC women's athletics programs:

- the development of a more competitive environment throughout the conference for women's athletics; and
- a firm commitment at the conference level to developing a first-class program in men's and women's basketball.

The subcommittee offers the following recommendations:

General

1. Each SWC member institution should make a commitment to equity development of women's sports vis-a-vis their respective men's athletics program by working toward the achievement of full compliance with Title IX of the 1972 Education Amendments Act.
2. The SWC should sponsor a Title IX athletics compliance seminar for faculty representatives, athletics directors and senior women administrators. An executive summary of Title IX compliance requirements and other important information resulting from the seminar should be forwarded to all SWC chief executive officers.
3. The SWC should encourage the NCAA Presidents' Commission to consider radical and fundamental reform measures to address equity in women's sports because no NCAA member institution can unilaterally redistribute its resources to comply with Title IX without rendering its men's program less competitive vis-a-vis institutions which do not undertake a similar redistribution of resources. These fundamental reform measures should include the implementation of recommendations made by the Knight Commission and changes in athletic scholarship limits to more closely approximate the proportional number and value of academic scholarships within institutions of higher education.
4. SWC institutions should make a commitment to working cooperatively to enhance the development of women's sport programs (e.g., combining guarantees to bring in better quality opponents to play two or more SWC institutions on a single trip, SWC office assistance in promoting women's athletics, etc.)
5. In the scheduling of women's sports, every effort should be made to schedule Division I quality opponents. The SWC should develop scheduling guidelines in each sport to assist member institutions in improving the quality of women's sports schedules.
6. The SWC office should reexamine staff assignments and possibly add staff for the purpose of providing a staff member whose sole responsibility is the promotion and development of women's sports within the SWC.

7. All SWC institutions should promote women's sport programs through the use of highly visible men's program activities (e.g., introduction of women's teams at half-time of football or basketball games, game program pages devoted to women's athletics, promotion of women's events on men's sports radio and television programs, promoting women's sports through men's event public address announcements, etc.)
8. The SWC should develop a sharing mechanism for the dissemination of successful promotions and fundraising ideas.
9. The SWC office and SWC member institutions should make every effort to involve both male and female student-athletes in community service and charitable activities in order to enhance the visibility and support of women's athletics.
10. SWC institutions should make every effort to develop women's sports as a new product with a different market which presents different and additional audience, advertising and sponsorship opportunities. The revenue-producing capability of all women's sports should be maximized.
11. There should be a special meeting which includes the members of the Board of Athletics Administrators and the Administrative Committee for Women's Sports as a follow-up to the Title IX compliance meeting to discuss the recommendations made in this report and other efforts related to the special need to advocate for women's athletics.
12. The SWC and its member institutions should make every effort to increase the number of television exposures for women's sports.
13. SWC women's sports programs should be of the quality that the SWC qualifies for an automatic berth in all NCAA championships which award such berths and for which SWC institutions sponsor that sport.
14. The SWC should sponsor a seminar in promoting women's athletics. Each SWC member institution should send those personnel directly involved in promotional efforts for women's sports.
15. The SWC office should conduct a survey of a variety of successful and not as successful institutions regarding the conduct of women's athletics program, ticketing and promotional practices and staffing, revenue generation and radio and television coverage (see attached survey). This information should be shared with all SWC members institutions to assist them in developing their women's sports programs. Surveys should be sent to the (1) top ten basketball institutions based on regular season average attendance, (2) top ten volleyball institutions based on regular season attendance, (3) top ten women's all-sports program institutions (USA Today), (4) all SWC institutions and (5) all Big Eight institutions.

Women's Basketball

1. The women's basketball programs of SWC member institutions should be of a quality comparable to other conferences that receive three or more bids to participate in the NCAA Division I Women's Basketball Championship.
2. Recommendations for the improvement of SWC women's basketball programs should parallel those made for the improvement of men's basketball programs (e.g., women's program administrators, rather than coaches, approving all schedules to insure that as many games as possible are played against Division I teams, improvement of officiating, etc.)
3. All SWC institutions should commit to maximizing the revenue-producing ability of women's basketball and should immediately implement a season ticket and ticket sales program.
4. The SWC women's basketball tournament should be of such quality that it develops into a major revenue-producing event.

Respectfully submitted,
Donna Lopiano, Texas (Chair)
Jeannine McHaney, Texas Tech
Bobby May, Rice
Joe Helmick, TCU

cc: Board of Athletic Administrators
Administrative Committee for Women's Sports
SWC Faculty Representatives
Fred Jacoby, SWC Commissioner
Kelly Krauskopf, SWC Assistant Commissioner

SOUTHWEST ATHLETIC CONFERENCE
BOX 569420
DALLAS, TX 75356-9420
FRED JACOBY, Commissioner

OFFICE ADDRESS:
1300 W. MOCKINGBIRD LN.
SUITE 444
DALLAS, TX 75247
214-634-7353
FAX
214-634-1637 (ADMINISTRATIVE)
214-638-5482 (MEDIA RELATIONS)



SUPPLEMENT M

UNIVERSITY OF ARKANSAS
BAYLOR UNIVERSITY
UNIVERSITY OF HOUSTON
RICE UNIVERSITY
SOUTHERN METHODIST UNIVERSITY
THE UNIVERSITY OF TEXAS AT AUSTIN
TEXAS A&M UNIVERSITY
TEXAS CHRISTIAN UNIVERSITY
TEXAS TECH UNIVERSITY

SOUTHWEST CONFERENCE FOOTBALL AND BASKETBALL SCHEDULING COMMITTEE

February 27, 1991

Cotton Board Board Room
Dallas, Texas

Those in attendance included:

| | |
|------------|--|
| SMU | Forrest Gregg |
| Texas | DeLoss Dodds, chair; Butch Worley |
| Texas A&M | Tom Adair |
| Texas Tech | T. Jones |
| SWC | Fred Jacoby, Allen Archer, Rick Chryst, Bob Gennarelli, Kelly Krauskopf, Duane Lindberg |

1. Basketball Scheduling Criteria.

- a. Moved and seconded that the Directors of Athletics take a more active role in providing direction and approval of non-conference basketball schedules. Motion passed 4-0.
- b. Moved and seconded that SWC member institutions schedule 50% of non-conference games against teams from the following conferences or from the top 70 ranked teams in the Sagarin Computer Rankings (at the time the game is scheduled):

Atlantic Coast, Atlantic 10, Big East, Big Eight, Big Ten, Big West, Metro, Pacific-10, Southeastern, Western Athletic. Motion passed 4-0.
- c. Moved and seconded that SWC member institutions schedule only NCAA Division I opponents. Motion passed 4-0.

(Note: The Committee agreed that exceptions would be permitted if verbal or written contracts already were in place.)
- d. It was recommended that the Directors of Athletics reexamine the issue of women's basketball games being scheduled opposite (i.e., site) the men's games starting with the 1991-92 season at their May 2-3, 1991, meeting.
- e. It was agreed the Conference office should review the practice of scheduling an institution to play during the week only (rather than one game during the week and one on a weekend) when playing at Houston and Rice.

2. **Conference Expansion.** The group discussed the two options that were presented by the SWC Executive Committee from its February 12, 1991, meeting. It was the consensus of this group to continue to explore expansion possibilities along with the Big East/Big Eight alliances.

3. **Commissioner's Authority to Adjust Football/Basketball Schedules.** The Committee reviewed the following proposal as put forth by the SWC Executive Committee: Recommended the Commissioner make the decision(s) in regard to the adjustment of the Conference football and basketball schedules with an appeal procedure available through the Executive Committee for any member institution disagreeing with the adjustments. It was the consensus of the Committee that if a scheduling adjustment met with resistance from more than one member institution, it would not be implemented. If only one institution disagreed with the adjustment(s), it could appeal its case to the Executive Committee for review. If an appeal was brought before the Committee and the aggrieved institution was represented on the Committee, the institution's Committee representative would be replaced by a representative from another member institution. The Committee shall approve/disapprove of the Commissioner's recommendation through a majority vote.

The Scheduling Committee moved and seconded to oppose the recommendation of the SWC Executive Committee. Motion passed 4-0.

[Note: The Scheduling Committee originally favored the recommendation of the Executive Committee, but it was subsequently reconsidered (4-0) and the above mentioned action taken. The Committee felt it was important to provide the Commissioner with flexibility in regard to football and basketball scheduling (e.g., moving Conference basketball games to December) and it was the Committee's belief that the action of the Executive Committee would significantly restrict the Commissioner's ability to adjust schedules.]

4. **SWC/Pac-10 Women's Basketball Challenge Series.** Krauskopf reported that discussions with the Pac-10 were on-going in an effort to arrange a SWC/Pac-10 women's basketball doubleheader.
5. **SWC Post-Season Basketball Classic.** It was agreed the SWC Post-Season Basketball Classic should be a future discussion item for the Conference.
6. **Big Eight and Big East Alliances.** Jacoby briefly reviewed discussions and planning involving potential scheduling alliances with the Big Eight and Big East. A meeting(s) to potentially finalize a proposal with the Big Eight had been set for either a joint meeting in Beaver Creek, Colorado on Sunday or Monday, May 19-20, 1991 (SWC and Big Eight Spring Meetings), or at the CFA Meeting in Dallas on Thursday, May 30, 1991.
7. **Football Scheduling/State Fair of Texas.** It was recommended the Conference office explore with the State Fair of Texas the possibility of scheduling a SMU home football game at the Cotton Bowl on the first weekend of the State Fair. TCU was mentioned as a possible opponent for SMU.
- It also was agreed that SMU should not be scheduled at home, or should be provided an open date, on the weekend of the Texas-Oklahoma football game at the Cotton Bowl.
8. **Bowl Games.** Jacoby reported that the Conference was exploring opportunities for bowl-game tie-ins in addition to the Cotton Bowl. He added that a subcommittee of the NCAA Special Events Committee was developing a proposal that would involve a "draft" to determine bowl team participants.

9. **Future Football Scheduling Guidelines.** It was agreed that scheduling for the 1992 football season should begin immediately. It also was recommended that a list of guidelines be established by the Conference office staff for review by the Conference members. It was suggested the staff determine the contact person at each of the member institutions who oversees campus activities in general to assist with future football scheduling since football games had a significant impact on other campus event planning.

Respectfully submitted,

Duane Lindberg
Assistant Commissioner



ACADEMIC REFORM ISSUES

The following academic reform proposals have been identified by the Faculty Athletics Representatives Conference of Conferences:

1. TWO-YEAR COLLEGE TRANSFERS

Intent: To revise eligibility standards for transfers from two-year colleges to Division I institutions to specify that a student who is not a qualifier but meets the requirements outlined in Bylaw 14.6.4.1.2 would be eligible only for institutional financial aid and practice during the first academic year in residence at the certifying institution. A partial or nonqualifier who does not meet the transfer requirements outlined in this provision would not be eligible for financial aid, practice or competition during the first academic year in residence.

Proposal: Amend Bylaw No. 14.6.4.1.2, page 143, as follows:

14.6.4.1.2. Partial Qualifier or Nonqualifier. The student who was not a qualifier (per 14.3.1.1) is not eligible for competition during the first academic year in residence at the certifying institution. Such a student is eligible for institutional financial aid, and practice and competition in the first academic year in residence only if the student has met the following requirements:

- 98 From
83 oppose*
- 96 Conference
16. Reps Voting*
- (a) ~~has~~ Graduated from the two-year college;
 - (b) ~~has~~ Completed satisfactorily a minimum of 48 semester or 72 quarter hours of transferable degree credit acceptable toward any baccalaureate degree program at the certifying institution;
 - (c) ~~has~~ Attended a two-year college as a full-time student for at least three semester or four quarters (excluding summer terms) ; and
 - (d) ~~In addition, such a student who first enrolled as a regular student in a two-year institution after August 1, 1988, must have~~ Achieved a cumulative minimum grade-point average of 2.000, if the student first enrolled as a regular student in a two-year institution after August 1, 1988. (see 14.6.4.4.3.2).

Rationale: The academic performance and graduation rates of junior college transfers, particularly for transfers who are not full qualifiers upon graduation from high school, are areas of increasing concern. Requiring a junior college transfer, who was not a full qualifier (per 14.3.1.1), to fulfill a year of residency will provide an easier academic transition to the four-year institution and allow the

individual to demonstrate satisfactory progress at the certifying institution.

Effective date: August 1, 1994.

2. INITIAL ELIGIBILITY REQUIREMENTS

Intent: To strengthen initial eligibility standards outlined in Bylaw 14.3.1.1 and to include an indexing system that incorporates test scores, high school grade-point average and number of core courses completed.

Proposal: Amend Bylaw No. 14.3, page 127, as follows:

14.3.1.1 Qualifier, Basic Requirements. A qualifier is defined as one who is a high-school graduate and who presented the following academic qualifications:

- (a) A minimum cumulative grade-point average of ~~2.000~~ 2.300 (based on a maximum of 4.000) in a successfully completed core curriculum of 11 academic courses, including at least the following:

| | |
|---|---------|
| English | 3 years |
| Mathematics | 2 years |
| Social Science | 2 years |
| Natural or physical science | 2 years |
| (including at least one laboratory course, it offered by the high school) | |

The record of the above courses and course grades must be certified on the high-school transcript or by official correspondence, and

- (b) A minimum 700 combined score on the SAT verbal and math sections, or a minimum composite score on the ACT of 15 (if taken prior to October 28, 1989) or 18 (if taken on or subsequent to October 28, 1989). The required SAT or ACT score must be achieved under normal testing conditions on a national testing date [i.e., no residual (campus) testing].

Amend Paragraph 14.3.1.1-(c), page 127 by adding

- (c) A student who fails to meet the core grade-point- average requirement in (a) or the standardized test score in (b) may qualify by satisfying the requirement outlined in the following indexing table:

105 Y
74 N

NUMBER OF CORE COURSES

| <u>SAT/ACT</u> | <u>11</u> | <u>12**</u> | <u>13**</u> | <u>14**</u> |
|----------------|-----------|-------------|-------------|-------------|
| 750/19* | 2.2 | 2.1 | 2.0 | 2.0 |
| 700/18* | 2.3 | 2.2 | 2.1 | 2.0 |

*Determination of corresponding ACT score is necessary.

**Additional core courses above 11 should be in English, mathematics or natural/physical sciences.

Rationale: This proposal increases initial eligibility standards in an effort to enhance the academic preparedness of high school student-athletes prior to enrollment in a collegiate institution. In addition, the proposal addresses concerns that the current test score and grade-point-average standard outlined in Bylaw 14.3 lacks flexibility. This proposal will encourage a prospect to take a broader group of high school courses by placing more emphasis on the use of core courses to meet initial eligibility standards and will incorporate more flexibility regarding the use of ACT/SAT test scores.

Effective Date: August 1, 1995

3. **INITIAL ELIGIBILITY REQUIREMENTS**

Same as Proposal No. 2 except change the number of required core courses to 13 with an indexing table as follows:

NUMBER OF CORE COURSES

| <u>SAT/ACT</u> | <u>13**</u> | <u>14**</u> | <u>15**</u> |
|----------------|-------------|-------------|-------------|
| 750/19* | 2.2 | 2.1 | 2.0 |
| 700/18* | 2.3 | 2.2 | 2.1 |

*Determination of corresponding ACT score is necessary.

**Additional core courses above 11 should be in English, mathematics or natural/physical sciences.

4. **INITIAL ELIGIBILITY REQUIREMENTS**

Same as Proposal No. 2 except change the number of required core courses to 13 with a corresponding grade-point average of 2.5 and indexing table as follows:

NUMBER OF CORE COURSES

| | |
|----------|------|
| SAT/ACT* | 13** |
| 900/* | 2.00 |
| 800/* | 2.25 |
| 700/18* | 2.50 |

*Determination of corresponding ACT score is necessary.
**Additional core courses above 11 should be in English, mathematics or natural/physical sciences.

5. **SATISFACTORY PROGRESS, GRADE-POINT AVERAGE**

Intent: To further define satisfactory progress at Division I member institutions as the achievement of a 1.700 grade-point average after the student-athlete has earned 48 semester or 72 quarter hours countable toward his/her degree, a 1.800 grade-point average after the student-athlete has earned 72 semester or 108 quarter hours, and a 1.900 grade-point average after the student-athlete has earned 96 semester or 144 quarter hours; to further specify that transfer students from junior colleges would be subject to these grade-point-average requirements based upon their first year of attendance at the certifying institution and, further, that the hours which are used to meet the grade-point average are hours that are earned at the certifying institution only.

Proposal: Amend Bylaw No. 14.5.2.1, page 137, as follows:

Amend Bylaw 14.5.2.1 by adding new 14.5.2.1.2 on page 137 and renumbering subsequent section, as follows:

104 Y
76 N

14.5.2.1.2. Division I. In addition to institutional requirements in 14.5.2.1.1, a student-athlete who first enters a Division I institution subsequent to the 1991-92 academic year must achieve the following cumulative minimum grade-point averages (based on a maximum of 4.000):

- (a) 1.700 after earning 48 semester or 72 quarter hours countable toward specified degree at the certifying institution;
- (b) 1.800 after earning 72 semester or 108 quarter hours countable toward specified degree at the certifying institution;
- (c) 1.900 after earning 96 semester or 144 quarter hours countable toward specified degree at the certifying institution.

14.5.2.1.2.1 Computation of Grade-Point-Average. The student's grade-point average shall be computed by the institution in the same manner it computes cumulative grade-point averages for all students on a term-by-term basis.

14.5.2.1.2.2 Time of Certification. The grade-point-average requirement must be met at the time the student-athlete is certified under 14.5.2 or 15.5.3.2. Once the student-athlete has been certified, he or she will remain eligible for the remainder of the season under this provision even if he or she falls below the required grade-point-average standard later during the academic year.

(a) This grade-point-average requirement is not applicable to a junior college transfer during the first year of enrollment at the certifying institution. The grade-point-average requirement for eligibility for a junior college transfer subsequent to the first year of enrollment at the certifying institution is the same as that for the class in which the student would be enrolled if the individual had originally enrolled at the certifying institution.

Rationale: The current NCAA satisfactory progress rule, with a quantitative requirement of an average of 12 credits per term for either the student-athlete's cumulative record at the certifying institution or for the previous academic year, does not contain a qualitative progress requirement. This proposal would ensure that while a student-athlete is earning credit hours toward a specified degree, the individual is in a qualitative position to earn a degree.

Effective Date: August 1, 1992 (for those student-athletes first entering a collegiate institution after August 1, 1992).

6. **SATISFACTORY PROGRESS - GRADE-POINT AVERAGE**

95 Y
86 N
Same as Proposal No. 5 except require a 1.8, 1.9 and 2.0 in place of the 1.7, 1.8 and 1.9 grade-point-averages respectively.

7. **SATISFACTORY PROGRESS - COURSE HOUR REQUIREMENT**

103 Y
94 N
Intent: To strengthen continuing eligibility standards by raising satisfactory progress requirements from 24 to 26 semester and from 36 to 39 quarter hours of academic credit during the second and subsequent years of attendance.

Proposal: Amend Bylaw No. 14.5.2 (a) and (b), page 137, as follows:

(a) Satisfactory completion prior to each fall term of a cumulative total of academic semester or quarter hours equivalent to an average of at least 12 semester or quarter hours during the first year and (13) semester or quarter hours in subsequent years for each of the previous academic terms in academic years in which the student-athlete has been enrolled in a term or terms, or

(b) Satisfactory completion of 24 semester or 36 quarter hours of academic credit since the beginning of the previous fall term for students who have been enrolled for 1 year and satisfactory completion of (26) semester or 39 quarter hours of academic credit since the beginning of the previous fall term for students who have been enrolled for 2 or more years.

Rationale: Raising the satisfactory progress requirement to 13 hours per term in the second and subsequent years better places student-athletes on a graduation track of approximately five years but does not place an additional burden during the first year of enrollment.

Effective Date: August 1, 1992.

8. **SATISFACTORY PROGRESS - TERM BY TERM**

Intent: To require satisfactory completion of 8 credit hours of acceptable degree credit in the preceding regular term in order to be eligible for competition.

Proposal: Amend Bylaw No. 14.5.2, page 137, by adding section (c) as follows:

(c) To be eligible for competition, student-athlete must have passed at least 8 hours acceptable toward his/her degree during the preceding regular term in residence.

Rationale: The current satisfactory progress rule requires for a once-a-year certification of satisfactory completion of 24(36) semester(quarter) hours during the previous year. Once meeting this requirement (usually in the fall term), a student-athlete remains eligible under this provision for the entire year regardless of the number of hours passed during the fall or subsequent terms. This proposal provides for a term-by-term satisfactory progress requirement in order to maintain eligibility during the academic year.

Effective Date: August 1, 1992

127 Y
50 N

9. FINANCIAL AID - PARTIAL AND NONQUALIFIERS

Intent: To limit the number of grants-in-aid to non-transfer partial or nonqualifiers who initially enroll at the certifying institution in accordance with the table. Beginning with the 1996-97 academic year no grant-in-aid may be awarded to a student who initially enrolled at the certifying institution and who was not a full qualifier.

Proposal: Amend Bylaw No. 15.5.1, page 170, as follows:

Amend Bylaw 15.5.1 by adding new 15.5.1-(a), page 170, as follows:

94 Y
72 N
15.5.1-(a) Each institution shall limit, in the academic year indicated, the number of initial grants-in-aid to non-transfer student-athletes who initially enrolled at the certifying institution and who were not full qualifiers in accordance with the following table:

| YEAR | FOOTBALL | BASKETBALL | | TRACK | | ALL OTHER SPORTS* |
|---------|----------|------------|-------|-------|-------|-------------------|
| | | Men | Women | Men | Women | |
| 1993-94 | 3 | 2 | 2 | 2 | 2 | * |
| 1994-95 | 2 | 1 | 1 | 1 | 1 | * |
| 1995-96 | 1 | 1 | 1 | 1 | 1 | 2* |
| 1996-97 | 0 | 0 | 0 | 0 | 0 | 0 |

*Each other sport has a total of two over the three-year period 1993-1995.

Effective Date: August 1, 1993.

Rationale: To further strengthen academic standards by limiting the number of grants-in-aid that may be awarded to partial and nonqualifiers who initially enroll at the certifying institution.

SOUTHWEST ATHLETIC CONFERENCE

BOX 569420
DALLAS, TX 75356-9420
FRED JACOBY, Commissioner

OFFICE ADDRESS:
1500 W. MOCKINGBIRD LN.
SUITE 444
DALLAS, TX 75247
214-634-7353
FAX
214-638-5482



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TEXAS CHRISTIAN UNIVERSITY
TEXAS TECH UNIVERSITY

1991 SWC SPRING MEETING

SCHEDULE OF EVENTS

Sunday, May 19

| | | |
|-----------------|------------------------------------|-----------------|
| 9:00 am-6:00 pm | Registration | Grand Staircase |
| 5:00 pm- | Hospitality Room | Room 1065 |
| | Sponsored by the Mobil Cotton Bowl | |

Monday, May 20

| | | |
|---|-----------------------|------------------------|
| 9:00 am-6:00 pm | Registration | Grand Staircase |
| 2:00 pm-5:00 pm | SWC Football Coaches | Townsend Room |
| 5:30 pm-7:30 pm | SWC Welcome Reception | Village Hall Promenade |
| [Buses to meet group at 5:30 pm for reception at home of Mr. and Mrs. Jere Thompson/250 Elk Track Road] | | |
| 7:30 pm-10:30 pm | SWC "SMOKEHOUSE" | Booco's Station |
| [Casual dress/family-style bar-b-q in informal, western atmosphere] | | |

Tuesday, May 21

| | | |
|--|--------------------------------|------------------------|
| 7:30 am-11:00 am | SWC "Bowl Breakfast" | Heritage Hall |
| [SWC Football Coaches/SIDs/Bowl Representatives] | | |
| 7:30 am-8:30 am | Houston Summit/SWC Breakfast | Crooked Hearth |
| [SWC Faculty Reps/ADs/Basketball Coaches & spouses] | | |
| 8:30 am-11:00 am | SWC Athletic Directors | Keller Room |
| 8:30 am-11:00 am | SWC Basketball Coaches | Crystal Room |
| 10:30 am-6:00 pm | SWC Golf Outing | Beaver Creek CC |
| [Golfers not in meetings: transportation to course @ 10:30 in lobby] | | |
| [Golfers in meetings: report to lobby at conclusion of meeting] | | |
| [Golf clubs and box lunch to be at golf course upon arrival] | | |
| 12:00 pm-3:00 pm | SWC Tennis Tournament | Meet in lobby |
| 12:00 pm-4:00 pm | "A Visit to Vail" | Village Hall Promenade |
| [A guided tour to Vail for lunch, shopping and sightseeing] | | |
| 6:30 pm-7:30 pm | Hyatt Regency Dallas/Reception | Firepit |
| [Casual dress] | | |
| 7:30 pm-9:30 pm | SWC Awards Dinner | Mt. Jackson |
| [Casual dress] | | |

1991 SWC Spring Meeting
Schedule of Events
Page Two

Wednesday, May 22

7:00 am-9:00 am City of San Antonio/Breakfast Crooked Hearth
[SWC Faculty Reps/ADs/Football & Basketball Coaches/SIDs & spouses]
[Brief program beginning at approximately 7:30 am]

| | | |
|------------------|---------------------------|---------------|
| 8:00 am-10:00 am | SWC Executive Committee | Ford Room |
| 8:00 am-10:00 am | SWC Legislative Committee | Anderson Room |
| 8:00 am-10:00 am | SWC Compliance Committee | Townsend Room |

| | | |
|-----------------|-----------------------------|--------------|
| 8:00 am-2:00 pm | SWC Sports Information Dir. | Crystal Room |
|-----------------|-----------------------------|--------------|

| | | |
|------------------|-------------|---------------|
| 10:00 am-2:00 pm | SWC Council | Brown/Dempsey |
|------------------|-------------|---------------|

| | | |
|-----------------|----------------------------|---------|
| 7:00 pm-8:15 pm | Raycom-HSE/Prime Reception | Firepit |
|-----------------|----------------------------|---------|

| | | |
|----------|---------------|--|
| 8:15 pm- | Dinner on own | |
|----------|---------------|--|

Thursday, May 23

| | | |
|-----------------|------------------------|----------------|
| 7:00 am-9:00 am | SWC "Breakfast Buffet" | Crooked Hearth |
|-----------------|------------------------|----------------|

| | | |
|-----------------|-------------|--------------|
| 9:00 am-2:00 pm | SWC Council | Keller/Slate |
|-----------------|-------------|--------------|

| | | |
|------------------|---------------------|----------------|
| 12:00 pm-1:00 pm | SWC Luncheon Buffet | Crooked Hearth |
|------------------|---------------------|----------------|

Mobil Cotton Bowl Hospitality Room -- Room 1065

Departure following conclusion of SWC Council meeting on May 23

Please contact Rick Chryst in ROOM 4017 with any questions.

DATE: April 10, 1991
TO: SWC Staff
FROM: Allen Archer
RE: Big 8/SWC Challenge Series, Review & Preview

This is no presidential briefing, but just an update on the current status of the Southwest Conference / Big 8 Challenge Series.

I have enclosed copies of the minutes from the Conference calls we have conducted with certain coaching groups. Additionally, I have indicated when the rest of the groups will meet. If you have any questions, input or hear something from one of our institutions, please let me know.

I appreciate any input that you can provide. More presidential briefings to follow as more information becomes available.



Big 8 / Southwest Conference Challenge Series

Directors and Coaches Meetings

As of 4/10/91

| | |
|--|---|
| Baseball | Done, but we are continuing to review |
| Mens Basketball | Done |
| Womens Basketball | Done |
| Mens Golf | Done |
| Mens and Womens Track | Done |
| Volleyball | Done |
| Mens and Womens Tennis | 4/18/91 at the Coaches meeting |
| Womens Golf | 4/22/91 at the Coaches meeting |
| Womens Basketball | 4/24/91 at the Coaches meeting |
| Athletic Directors | 5/1/91 Dinner Meeting (Tentative) 5/2/91 Meeting from 8 am - 11 am (Tentative) |
| Mens and Womens Swimming | 5/8/91 at the Coaches meeting |
| Athletic Directors | 5/20/91 - 5/24/91 Sometime during Spring Meeting |
| Athletic Directors/ Faculty Representatives | 5/31/91 Dinner Meeting |



SWC/BIG 8 BASKETBALL CHALLENGE (WOMEN)

1. Rationale for Challenge would parallel that for the men's challenge.

2. Matchups: Option I: Play a double header at the same site as the men's games.

Option II: Single game at campus sites that are opposite the men's sites.

Option III: Two doubleheaders at Big 8 sites and two doubleheaders at SWC sites with no men's games involved.



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BOX 569420
DALLAS, TX 75356-9420
FRED JACOBY, Commissioner

OFFICE ADDRESS:
1300 W. MOCKINGBIRD LN.
SUITE 444
DALLAS, TX 75247
214-634-7353
214-634-1637 (ADMINISTRATIVE)
214-638-5482 (MEDIA RELATIONS)



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TEXAS TECH UNIVERSITY

TO: SWC Head Basketball Coaches
FROM: Fred Jacoby, Commissioner
DATE: March 26, 1991
SUBJECT: SWC/Big 8 Alliance Challenge Series

The SWC and Big 8 Conference presidents met in a joint meeting on January 7, 1991 at the NCAA Convention in Nashville. The presidents unanimously approved the concept of a SWC/Big 8 Alliance and requested a plan be developed for their review and approval.

Enclosed is a rough draft proposal of how the challenge series would work in your sport. Please remember that this is only a proposal to begin discussions and nothing has been formulated for final approval.

The following subcommittee is appointed to work with the Conference office in developing a plan for your sport in the challenge series:

| | | |
|-------------|---------|--------------|
| Tom Penders | Texas | 512-471-5816 |
| Moe Iba | TCU | 817-921-7968 |
| Pat Foster | Houston | 713-749-1198 |

A telephone conference call will be held on Wednesday, April 3, 1991 at 11:00 AM with the subcommittee to review the proposal. Please contact the SWC office (Norma Williams) if the call should be placed to a different number.

All coaches should review the proposal and be prepared to discuss any areas of concern that you think are important. Please contact Allen Archer (214-634-7353), SWC staff liaison for the challenge series, at the Conference office on any constructive suggestions.

Your recommendations will be combined with those from the Big 8 Conference to arrive at a final recommendation.

Your assistance in this venture is very important. I appreciate your involvement and input.

FJ/npw

SWC/BIG 8 BASKETBALL CHALLENGE (MEN)

1. Each team plays one game which shall count as one game in NCAA maximum of 27 games.
2. Games would be played the first week in February (i.e., All-Star break) at the conclusion of the first round of the double round robin conference schedule. Basketball interest is increasing and the games would be in the February TV sweeps month.
3. Excellent opportunity to promote challenge series on SWC/Big 8/Raycom/HSE/Prime Network regional TV package during first half of conference season.
4. Utilize joint sponsorships to market and promote challenge series (i.e., GTE, Phillips, Southwest Airlines, Dr Pepper).
5. Utilize slam dunk and three point contests with two players entered from each team.
6. Potential of telecast by national network (ABC, CBS, NBC, ESPN) or Raycom/HSE/Prime regional cable network.
7. Finances: Establish official travel party of 22 and per diem. Each conference would pay team expenses per the formula with gate receipts, TV and sponsorship receipts split 50-50 between both conferences.
8. Matchups: Two doubleheaders on neutral floors with ticket price of \$25.00.

Saturday, February 8, 1992 at Kansas City

| | |
|---------------------|---------|
| Kansas State vs TCU | 1:00 PM |
| Houston vs Kansas | 3:30 PM |

Sunday, February 9, 1992 at San Antonio

| | |
|--------------------|---------|
| Baylor vs Oklahoma | 1:00 PM |
| Texas vs Missouri | 3:30 PM |

At Campus Sites

| | | |
|-----------------------|-------------------------|---------|
| Tuesday, February 4 | Oklahoma State at SMU | 7:30 PM |
| Wednesday, February 5 | Rice at Nebraska | 7:30 PM |
| Wednesday, February 5 | Texas A&M at Iowa State | 7:30 PM |
| Thursday, February 6 | Colorado at Texas Tech | 7:30 PM |

NOTE: Game times can be adjusted for television.

9. Alternate sites for Doubleheaders: St. Louis, Oklahoma City, Houston, Dallas.
10. Campus Site Games: Include game on season ticket package.
Neutral Site Doubleheaders: Include games on Conference tournament ticket package.
11. Objective: Challenge series would develop tournament atmosphere with variety and excitement to schedules for players, coaches, students and public.
12. Promotions and Marketing: Consider Raycom for securing sponsors, marketing and television of challenge series.

SWC/BIG 8 MENS BASKETBALL CHALLENGE

April 4, 1991

Telephone Conference Call

Those attending:

| | | |
|---------|----------------|-----------------|
| Houston | Pat Foster | |
| Texas | Tom Penders | |
| SWC | Fred Jacoby | Kelly Krauskopf |
| | Allen Archer | Eva Lavine |
| | Bob Gennarelli | |

Note: The following issues were discussed with a general consensus formed. No formal votes were taken.

1. **Overview of Challenge Series:** Archer discussed the events leading to this point with the Big 8. Each coach was asked to give their general comments of the program.
2. **Date of Event:** Dates in the first part of February were based on discussions the Commissioner had with executives from all major networks at the Final Four, and added consideration was given based on the fact that February is television sweeps month. Exact dates should be determined prior to the Southwest Conference coaches meeting on April 29, 1991 to allow institutions to sign contracts with non conference opponents.
3. **Site & Format:** The format of two double headers, one in the Southwest Conference region and one in the Big 8 region on neutral floors was an excellent idea. Kansas City was preferred for the Big 8 site with possibilities of Dallas be given over San Antonio because of the Oklahoma fans and the fact that Texas was scheduled to play in San Antonio during the 1991-92 season. Campus sites were preferred over two double headers at one site.
4. **Entries:** All eight teams from both Conferences would compete with individual wins and losses taken into consideration for an overall Conference Challenge series in the sport of Mens basketball be declared the winner. It was noted that officials should be contracted from outside the two Conferences, so it would not give an advantage for a particular institution at one site.

Respectively submitted,

Allen Archer
Assistant to the Commissioner

SOUTHWEST ATHLETIC CONFERENCE
BOX 569420
DALLAS, TX 75356-9420
FRED JACOBY, Commissioner

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1300 W. MOCKINGBIRD LN.
SUITE 444
DALLAS, TX 75247
214-634-7353
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TEXAS TECH UNIVERSITY

TO: SWC Head Mens' Golf Coaches
FROM: Fred Jacoby, Commissioner
DATE: March 20, 1991
SUBJECT: SWC/Big 8 Alliance Challenge Series

The SWC and Big 8 Conference presidents met in a joint meeting on January 7, 1991 at the NCAA Convention in Nashville. The presidents unanimously approved the concept of a SWC/Big 8 Alliance and requested a plan be developed for their review and approval.

Enclosed is a rough draft proposal of how the challenge series would work in your sport. Please remember that this is only a proposal to begin discussions and nothing has been formulated for final approval.

The following subcommittee is appointed to work with the Conference office in developing a plan for your sport in the challenge series:

| | | |
|------------------|---------|--------------|
| Barry Rodenhaver | SMU | 214-692-3283 |
| Keith Fergus | Houston | 713-749-2383 |
| Jim Castaneda | Rice | 713-527-4068 |

A telephone conference call will be held on Wednesday, March 27, 1991 at 11:00 AM with the subcommittee to review the proposal. Please contact the SWC office (Norma Williams) if the call should be placed to a different number.

All coaches should review the proposal and be prepared to discuss any areas of concern that you think are important. Please contact Allen Archer (214-634-7353), SWC staff liaison for the challenge series, at the Conference office on any constructive suggestions.

Your recommendations will be combined with those from the Big 8 Conference to arrive at a final recommendation.

Your assistance in this venture is very important. I appreciate your involvement and input.

FJ/npw

SWC/BIG 8 MEN'S AND WOMEN'S GOLF CHALLENGE

1. Date: Thursday-Saturday, April 16-18, 1992
2. Where: Option I: If men and women combined a site would need two 18 hole golf courses or two courses nearby
Option II: Separate site for men and separate site for women on 18 hole golf courses
3. Events: Option I: Hold in conjunction with Conference Championships and count toward Conference Championship and also count toward challenge series
Option II: Golf three day medal tournament
4. Entries: One team from each member institution
5. Scoring: Top six teams (men & women) would score 10-8-6-4-2-1 basis.
6. Finances: Each team would be responsible for own expenses. Any revenue produced would be split 50-50 between conferences.



SWC/BIG 8 MENS GOLF CHALLENGE

March 27, 1991

Telephone Conference Call

Those attending:

| | | |
|---------|---------------|------------|
| Houston | Keith Fergus | |
| Rice | Jim Casteneda | |
| SWC | Allen Archer | Eva Lavine |

Note: The following issues were discussed with a general consensus formed. No formal votes were taken.

1. **Overview of Challenge Series:** Archer discussed the events leading to this point with the Big 8. Each coach was asked to give their general comments of the program.
2. **Date of Event:** Dates were discussed with a date subsequent to the Conference tournament but prior to the NCAA regional tournament agreed upon.
3. **Site:** A combined event with the Womens teams at the same site was a good idea, but the thought of getting a mutually agreeable site was a concern.
4. **Event:** A tournament that would be conducted in combination with the Big 8 would be counted towards that event only. A combination tournament, whereby the individual score and team score count towards both a Conference title and a Challenge series title was not a good idea. Concern was expressed in the loss of dates of competition, due to the new NCAA legislation.
5. **Entries:** It was thought that all teams from both Conferences could not play at the same time, in order that a round be completed on a single day. A three or four team format from each Conference could be an alternative.
6. **Scoring:** Individual scores count towards team totals, which count towards a Challenge series total.
7. **Finances:** Each team would be responsible for their own expenses. Any revenue produced would be split 50-50 between conferences.

Respectively submitted,

Allen Archer
Assistant to the Commissioner

SWC/BIG 8 MEN'S AND WOMEN'S SWIMMING & DIVING CHALLENGE

1. Date: Thursday-Saturday, January 16-18, 1992 (Men)
Thursday-Saturday, January 9-11, 1992 (Women)
2. Where: University of Texas Swimming Center (Men)
University of Kansas (Women)
3. Format: Men's and Women's events mirror NCAA Swimming & Diving schedule
4. Entries: One team from each member institution
5. Scoring: Use NCAA scoring
6. Finances: Each team would be responsible for own expenses. Any revenue produced would be split 50-50 between conferences.



SWC/BIG 8 MEN'S AND WOMEN'S TENNIS CHALLENGE

1. Date: Friday-Sunday, April 24-26, 1992
2. Where: Texas Christian University (Men)
University of Oklahoma (Women)
Alternate sites between Conferences each year
3. Format: Hold the Challenge Series one week following the respective Southwest and Big 8 Conference Championships and prior to final examinations
4. Entries: One team from each member institution with 4 singles and 2 doubles
5. Scoring: NCAA scoring system/USLTA
6. Finances: Each team would be responsible for own expenses. Any revenue produced would be split 50-50 between conferences.



SWC/BIG 8 MEN'S AND WOMEN'S TENNIS CHALLENGE

1. Date: Friday-Sunday, April 24-26, 1992
2. Where: Texas Christian University (Men)
University of Oklahoma (Women)
Alternate sites between Conferences each year
3. Format: Hold the Challenge Series one week following the respective Southwest and Big 8 Conference Championships and prior to final examinations
4. Entries: One team from each member institution with 4 singles and 2 doubles
5. Scoring: NCAA scoring system/USLTA
6. Finances: Each team would be responsible for own expenses. Any revenue produced would be split 50-50 between conferences.



SWC/BIG 8 INDOOR TRACK & FIELD CHALLENGE (MEN & WOMEN)

1. Date: Friday & Saturday, February 28-29, 1992
(Preferably two weeks prior to NCAA Indoor Track & Field Championship Meet)
2. Where: Myriad Arena in Oklahoma City, Oklahoma
3. Events: Men's and women's events contested at NCAA Indoor Track & Field Championship Meet
4. Entries: Each institution would be allowed to enter a maximum of two entries in each event.
5. Scoring: Top six places would score 10-8-6-4-2-1.
6. Finances: Each team would be responsible for own expenses. Any revenue produced would be split 50-50 between the two conferences.



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TEXAS TECH UNIVERSITY

SOUTHWEST CONFERENCE SPORTS INFORMATION DIRECTORS

May 22, 1991

Hyatt Hotel
Beaver Creek, Colo.

Those Attending Were:

Baylor - Maxey Parrish
Houston - Ted Nance
Rice - Bill Cousins
SMU - Ed Wisneski
Texas - Bill Little, Donna Hart (Little presiding)
Texas A&M - Colin Killian
TCU - Glen Stone
Texas Tech - Joe Hornaday
SWC Office - Bo Carter, Charlie Fiss, Doug Walker

Resolutions:

1. **Extended Satellite Feeds.** Moved and seconded that the SWC continue its weekly 30-minute complimentary national satellite feed through the entire competitive year. (Estimated cost, \$8,750) Motion passed 8-0.

Currently, the feed ends on the second Tuesday of March with NIT and NCAA basketball selections. This would include expanded features and highlights on SWC spring sports and will help provide material for the new *NCAA Weekly Report*, produced in Dallas by Pyramid Productions for ESPN.

The SWC media relations office will continue to explore the best possible 30-minute window for the satellite uplink.

2. **SIDs as Bowl Game Liaisons at Spring Meetings.** Moved and seconded that the SWC SIDs work with the Directors of Athletics to "adopt" at least one attending bowl representative at each spring meeting and serve as host for the event. Motion passed 8-0.

The SIDs also strongly recommended whenever possible a SID and bowl representative be paired in foursomes during the golf outing. SIDs volunteered as a group (or the chair of the SIDs) to aid in developing the pairings for the golf outings.

3. **Elimination of 12 Day Advance for SWC Raycom/HSE/Prime Network Basketball Telecasts.** Moved and seconded that in order to enhance the national image of SWC basketball and to gain additional exposure in TV Guide, regional and national weekly sports telecast listings along with institutional media guides, that the 12 day advance for SWC basketball telecasts be eliminated. Motion passed 8-0.

Other items discussed were:

1. Sunday Head Football Coaches' Conference Call

SWC head football coaches voted unanimously in February to conduct a Sunday afternoon teleconference with area media, and the time was set for 3:00-5:15p.m. This has been approved by the SWC Executive Committee and will be implemented on Sunday, Sept. 1, through Sunday, Dec. 1. The SWC also will moderate a Wednesday teleconference with head coaches in football and basketball, starting on Wed., Aug. 28. Response to the mid-week call has been overwhelming in the first year, with as many as 42 different media outlets on some calls. Bo Carter will get back in touch with SIDs and coaches about intervals and assigned times for each head coach and will continue to moderate both the Sunday and Wednesday calls.

2. Review of Wednesday Football and Tuesday Basketball Conference Calls

Response has been outstanding, as mentioned above, and head coaches have stated that their media telephone volume and missed calls have been reduced by 30-40 percent. Unless notified to the contrary, the SWC office will keep the same order for Wednesday football coaches' teleconferences and Tuesday basketball teleconferencing. Tuesday continues to be the best date for basketball, even when an occasional HSE/Prime Network/Raycom or ESPN game intervenes on that date. Primary weekday dates for SWC basketball continue to be Mondays, Wednesdays and sometimes Thursdays.

3. Basketball Situations

Cousins noted that the 12-day advance in basketball causes headaches in publishing of schedule cards, preseason posters and media guides. Rice and several other schools saw no appreciable loss of attendance due to telecasts over past years, and the additional advance time would gain more coverage in TV GUIDE and other national and regional sports telecast scheduling publications. Most schools listed last year's games on Tuesdays, Thursdays and Sundays without the television notation, and ticket purchasers figured out the telecast slate. Some ticket managers contacted the SWC Office to try and obtain permission to list the actual game dates in their basketball season ticket mailouts, so as not to cause confusion. Resolution (see page one of minutes) stated SIDs' opinion. Hornaday proposed a linkage of baseball and basketball series from early February to early March for 1992 since SWC baseball is changing to a 36-game, double round-robin schedule for the first time. Several SIDs voiced concerns over lack of personpower since men's and women's basketball games will be contested at opposite sites. Cousins and Hornaday said their staffs would be spread even more thinly by weekend SWC baseball series. SWC Media Relations will check with Assistant Commissioners Duane Lindberg and Rick Chryst about the situation, but Lindberg already has made some special allowances for 1992 baseball scheduling contracts at some schools, so the 1992 schedule will have to stand. SIDs also asked about and were informed that the "72-hour rule" for baseball travel and "clockstart" of when another team leaves campus to play a SWC baseball series would be in place for 1992 as well. Bob Gennarelli told Carter that confirmed 1991-92 schedules had been mailed to ADs and basketball SIDs within the previous week's time span and should be waiting on desks when SIDs returned.

4. Mobil Cotton Bowl Review

Fiss brought SIDs up to date on possible \$30 million renovation of the Cotton Bowl Stadium. There is still some haggling being done between City of Dallas and County Commissioners, but the new funding would include improved restrooms, expanded concessions' facilities, renovation of the press box, and cosmetic changes on the outside of the west side of Cotton Bowl Stadium. Postgame interviews remain a problem: part of the dilemma is that there is no contractual dictum that participating teams in the MCB have to have open locker rooms. Last year, a fairly-elaborate system of chain link fencing and tents was built to accommodate Texas and the formal postgame interviews outside both locker rooms. It worked to a degree, but three Dallas area television stations did not bring proper cableing for mult box hookups. One weekend sports anchor shoved a media liaison, and there were some harsh words at times. Also, fumes from trucks and buses and the end zone noise level caused some irritation. Until the stadium constructs a large enough interview room in the end zone area or unless the locker rooms are expanded greatly, some of these problems will continue to exist. SIDs' suggestion is that unless additional interview space can be found, work with two tents (if weather is passable) for one-on-one interviews and bring just head coaches to the small interview room where the postgame trophy presentation is made (sometimes live for CBS) in the tunnel. SIDs also promised to continue to volunteer to be "watchdogs" for NFL players on the sidelines from participating schools and any other sideline control problems along with game-week duties as delegated by Fiss. Fiss noted that an outside possibility is the putting up of tents over the two locker rooms in the end zone area, but this is just in the planning/proposal stages.

5. SWC Weekly (Tuesday) Satellite Feeds

The feeds have been a fine way of getting the "positive" word and highlights out nationally to key groups. SIDs (see resolution) want to expand the weekly feeds beyond football and men's basketball through the competitive year. Also, SIDs will check with local outlets about any time conflicts with other national or regional programming feeds on the same day as the SWC feed.

6. Review of Associated Press Regional Sports Editors Meeting

Carter attended, but Little noted that there was a communications' breakdown and the SWC SIDs' Committee President was not invited (after attending for three straight years) in 1991. Carter said he would contact Denne Freeman and annual host John Triplett about the oversight. APSE (regional sports editors from Texas, Arkansas, Oklahoma, and New Mexico) asked that SIDs form expanded FAX lists for sending sports agate such as baseball linescores, women's basketball boxscores, track, swimming and tennis results, and announcements which may have to be condensed on the wire to "medium-range" newspapers. Editor applauded SWC SIDs for cooperation in interview and telephone requests and will send requests in writing to be added to "batch" lists for expanded agate. Dallas' AP bureau again indicated that it had reached its "limit" on daily agate and must rely on SIDs to supplement coverage with FAX reports and weekly mailings.

7. FAXing Vs. Electronic Mail/Electronic Carboning

Newspapers still like to receive hard copies (see Area Sports Writers Discussion later in minutes) of mailouts, but Parrish pointed out a helpful tidbit. The Waco HERALD-TRIBUNE has cooperated with Baylor in using electronic carbon of track results and some major sports stories to Associated Press and its "sister" newspaper, the Austin AMERICAN-STATESMAN. SIDs should check with their local papers and see about the feasibility of having the results of local events (i.e., track meets, golf tournaments, cross-country meets) sent by electronic carbon to AP after results are FAXed to the particular paper.

8. Basketball Computer and Statistics Operations

Killian voiced majority opinion that basketball statistics were tremendous for remote applications and for speedy stats' updates. One concern he had was about roster changes. Cousins had minor problems justifying Texas A&M and Texas Tech boxes when other players were added or deleted. Otherwise, the system has worked very well. SIDs are asked to send in a critique and suggestions for alterations or adjustments to Bob Genarelli for the basketball hard-drive statistics' network. Also, the SWC Office will send a memo, but for the first time, the Austin AMERICAN-STATESMAN will be the point of attack for eight-column SWC "long" boxscores for men's basketball in 1991-92. Austin has faster electronic carboning techniques than the Dallas MORNING NEWS and will provide supplemental manpower, which the Dallas TIMES-HERALD lacked. The SWC and ACC are the only two conferences nationally with long boxes being transmitted to major dailies on a regular basis. SIDs are encouraged to talk up this program with their local sports editors since two major Arkansas papers will not subscribe to the service in 1991-92. On a related topic, Gennarelli was asked to report to SIDs about the "rotation" of statistics' staffs for the men's basketball tournament. Stone said his crew has asked if it could serve as a backup for the computer system, and travel expenses plus room and board will have to be determined.

9. Baseball Computer Operations

The SWC was able to send out twice-weekly updates on baseball statistics in 1991 and had more time to spend on notes and other baseball-related material. BASEBALL AMERICA utilized stats for a bi-monthly feature it did on major conference's statistics while SIDs were extremely reliable in FAXing home and road boxscores to the SWC Office. The only problem is that there are no remote applications presently, but computer guru Dr. Tom Perkins is working to prioritize this matter along with several additional tasks he was called upon to do in conjunction with the SWC Ticket Office and Mobil Cotton Bowl.

10. SWC Logo Usage and Alternatives

The SWC Office has developed an alternative logo without state drawings in case of expansion or other changes. Slicks of the new logo will be mailed to schools in coming days. The previous SWC logo may be used until the conclusion of football season. Hornaday noted that Tech's T. Jones had secured funding for a SWC "logocontest" for 1991-92, but no details had been released.

11. HSE Presentation

Jon Heidtke of HSE presented a four-minute video with several of HSE/Prime Network's openings and promos for SWC events. The network has been helpful in promoting SWC ticket sales and in "mainlining" several events. Some recent developments include efforts to get HSE/Prime on basic access cable in Lubbock, Waco, and Fort Worth. Presently, there is an additional charge to obtain HSE/PN in these markets. A letter from SIDs and ADs in each market would be helpful. HSE/PN hopes to get on basic cable in all three areas before 1991 football season. HSE/PN has the option to carry two live football games in 1991 on the HSE/PN/Raycom Noon telecasts and received fine ratings on last years' Arkansas-Houston simulcast. In 1989 HSE regionally reached one million homes in five states. As of May, 1991, that number is 2.6 million homes, and the network hopes to reach 3 million households by the end of '91. SIDs asked Heidtke to furnish names of producers and talent as far in advance of each telecast as possible and to send schools a list of coverage areas on Prime Network for every telecast. Heidtke also said HSE/PN hopes to avoid confusion and overlaps such as the "outside package" Texas Tech-Miami football game last fall.

12. Evaluation of Weekly SWC Football and Basketball Satellite Feeds

Fiss submitted proposed 1991 SWC Football Media Tour dates. Parrish expressed some concern over Baylor's visit being on the first day of fall semester classes but said it would only affect three or four players requested by media. Texas has no problem in having tour stop on classes' opening day. Players have no labs on Wednesdays. SIDs are asked to contact Fiss or Carter as soon as possible with any time or date conflicts and the tour. Cousins was aware of a possible conflict with the Wed., Aug. 21, session at the University of Houston since the Houston Astros have a game that afternoon in the Astrodome. Little expressed concern that the original intent of the media-local coaches/staff get-togethers has been lost. Attendance at parties on the Texas campus has been down, but at other stops the gatherings have been successful. The matter will be studied.

13. SIDs' Assistance at 1993 Olympic Festival in San Antonio

Bob Condron, past SMU SID and Media Relations Director for the U.S. Olympic Committee, is asking for assistance of any SWC SID in summer, 1993, at the U.S. Olympic Festival at San Antonio. Parrish outlined the duties as everything from paper purchase to news conference planning to post-event summaries. Traditionally, one or more SID volunteers is in charge of media relations at each venue, and Condron will be happy to gain assistance from any or all SWC SIDs. His address is: U.S. Olympic Committee, 1750 E. Boulder St., Colorado Springs, CO 80909. Condron had hoped to attend the SIDs meeting after being at Beaver Creek the previous two days but had a conflict and was forced to return to Colorado Springs.

14. Writers' Forum of Newspapers Covering the Spring Meetings

Steve Richardson (Dallas MORNING NEWS), Jonathan Feigen (Houston CHRONICLE) and Wendall Barnhouse (Fort Worth STAR-TELEGRAM) sat in for the post-luncheon session of the meeting and gave a brief critique of SWC media operations, trends and needs. They all agreed that additional access to officials and the media workroom at the 1991 SWC Spring Meeting were appreciated and asked that a faculty representative/football coach/basketball coach accompany Commissioner Fred Jacoby at the daily news briefings for a "second quotation" note or story. Barnhouse asked for uniformity and consistency on cumulative statistics' compilation. That makes it easier to find trends and other statistics. All asked that SIDs include game-by-game scoring/rebounding for basketball and rushing/passing/receiving (as they pertain) stats in football for feature and notes' ideas. All asked for hard copies of news releases. They admitted that they at least scanned most portions of each release for ideas. Feigen and Barnhouse complimented A&M's Killian for finding positive notes in an otherwise-tough 1990-91 basketball situation. More individual notes are needed throughout the SWC in basketball, and team travel plans with hotel telephone numbers are especially useful in all media guides. SIDs are asked to FAX major releases; several writers are including home FAX machines in their writing portfolio. Feigen asked for continued and more cooperation on one-on-one interviews, especially when lengthy travel time is involved and a "page one" story is in the offing. All three are involved in periodic "writers' conference calls" where national collegiate notes' information is exchanged. SIDs should call these and other key beat writers when they need to promote a particular player or team or when they have a good note or two. Copy editors like the electronic mailbox concept; the beat writers still prefer frequent mailings and hard copy. The basketball writers like to receive "full" first half boxes with assists, rebounds and turnovers included. Feigen asked for continued help on deadline in receiving quick and usable quotes from losing or visiting teams' locker rooms. If visiting SIDs are involved in basketball broadcast duties, they should make arrangements with the home SID to provide quick quotes. Stone asked the trio not to hesitate to call each SID's office, rather than to spend time re-adding or trying to glean stats or notes from back copies of newspapers. That is what SIDs are being paid to provide.

15. 1991 Kickoff Luncheon

The Kickoff Luncheon is scheduled for Friday, August 2, at the Dallas Hyatt Hotel. SIDs should be thinking about a top offensive and one top defender to bring to the luncheon to promote. Media interviews will run from 8:15-11:15a.m. (CDT) in tentatively Regency Rooms A-B-C off the main ballroom. SIDs will receive nomination forms and information about the GTE All-Academic Football Team, which will be presented at the luncheon. Parrish asked that the organizational meeting be eliminated or shortened because of inability to gather the entire group. Plans could be outlined in advance mail information.

16. Miscellaneous

SIDs voted to "adopt" a bowl representative per suggestion of Ted Nance along Pacific-10 Conference spring meeting guidelines (see resolutions). SIDs like the first Wednesday midafternoon (3:00-3:45p.m. conference call with Assistant Commissioner Chryst and SWC Media Relations' personnel). They just need a reminder a few days earlier, and SWC Office will check on receipt of FAXed agenda to SIDs. Parrish pointed out that sometimes he is involved in running down players for media interviews and may have to use a representative or join the call a little later. The SWC welcomes prospective interns from SID offices and has a "Vita Bank" like the NCAA set up when SIDs need suggestions for fulltime or intern personnel.

Meeting adjourned at 1:48 p.m. (CDT) after being called to order at 8:12 a.m.

Three resolutions submitted to SWC Executive Committee were tabled until September SWC Meetings.

P.O. BOX 569420
DALLAS, TX 75356-9420
(214) 634-7353

1300 W. MOCKINGBIRD LANE
SUITE 444
DALLAS, TX 75247

FAX
214-634-1637 (COMMISSIONER)
214-638-5482 (MEDIA RELATIONS)

SOUTHWEST

SWC

CONFERENCE

BAYLOR UNIVERSITY
UNIVERSITY OF HOUSTON
RICE UNIVERSITY
SOUTHERN METHODIST UNIVERSITY
THE UNIVERSITY OF TEXAS AT AUSTIN
TEXAS A&M UNIVERSITY
TEXAS CHRISTIAN UNIVERSITY
TEXAS TECH UNIVERSITY

FRED JACOBY, Commissioner

1991 SWC/GTE FOOTBALL KICKOFF LUNCHEON

STAFF MEETING
JULY 31, 1991
9:00 a.m.

AGENDA

- I. Ticket Sales
 - A. Table Update
 - B. Media Tables
 - C. Will Call
 - D. "Name the Heroes" Contest
- II. Pre-Banquet Preparation
 - A. Thursday Set-Up
 1. *Cotton Bowl/Regency Rooms*: Available @ 1:00 pm
 2. Pre-Rehearsal (Chryst/Fiss/Archer): 8:00 pm
 - B. Signage/Media Materials
- III. Media Day
 - A. Checklist
 - B. Press Releases
 1. *SWC Ticket Hotline* [August 1]
 2. Raycom Schedule
- IV. GTE/SWC Academic Honor Team
 - A. Arrival [Parking/Cotton Bowl Room]
 1. Announce Schedule [Sanford Room/Reunion Foyer]
 2. Banquet Introduction: Stand and Remain Standing
 - C. Taping [Sanford Room]
 - D. Photos: GTE Library
 - E. GTE Executives
 1. Parking
 2. Academic Honor Team Photos [by school; team photos]
 3. Head Table Lineup
 - F. Press Releases
- V. SWC Cheerleaders/Yell Leaders
 - A. Arrival [time/parking]
 - B. Schedule of Events
 1. Reunion Foyer/School Tables
 2. Luncheon Welcome
 3. Collection of Door Prize Cards
 4. Presentation of Door Prizes
- VI. Review Kickoff Luncheon Script

- VII. Ballroom Decoration
 - A. Head Table
 - B. AVW
 - C. Individual Tables
 - D. Logos/Balloons/Banners
- VIII. Billing Arrangements
 - A. GTE/SWC Academic Honor Team
 - B. School Rooms
- IX. Signage
- X. Photo Assignments
- XI. Additional Meetings
 - A. Marketing Directors
 - B. Cheerleaders/Yell Leaders
- XII. Review AVW Script [Chryst/Fiss]



HEAD TABLE LINEUP

(right to left as you face the audience)

ROW ONE

ROW TWO

ROW THREE

OWEN KELLY (ARKANSAS)

CHRIS OLIVER (ARKANSAS)

MARK HENRY (ARKANSAS)

MICK THOMAS (ARKANSAS)

JOHN STUART

JOHN TURNPAUGH (BAYLOR)

J.J. JOE (BAYLOR)

SPIKE DYKES

ROBIN JONES (BAYLOR)

CARLOS LEON (HOUSTON)

TOM ROSSLEY

DAVID KLINGLER (HOUSTON)

JOEL DAWSON (RICE)

JACK CROWE

ROMAN ANDERSON (HOUSTON)

TREY TEICHELMAN (RICE)

R.C. SLOCUM

ERIC HENLEY (RICE)

JOEY WHEELER (RICE)

MICHAEL ESSTMAN

MATT SIGN (RICE)

CAREY BRABHAM (SMU)

FRED JACOBY

JASON WOLF (SMU)

DANIEL ECHOLS (SMU)

PODIUM

BILL KIELY (SMU)

MATT HART (SMU)

FRANK FALLON

CHUCK JOHNSON (TEXAS)

SCOTT GOOCH (TEXAS)

GRANT TEAFF

JAMES PATTON (TEXAS)

CHAD D. McMILLAN (TEXAS)

JIM WACKER

BUCKY RICHARDSON (A&M)

DENNIS McWILLIAMS (TEXAS)

FRED GOLDSMITH

KEVIN SMITH (A&M)

GREG LAKIN (A&M)

JOHN JENKINS

LEON CLAY (TCU)

MIKE NOACK (TCU)

DAVID McWILLIAMS

ROOSEVELT COLLINS (TCU)

JEFF WILKINSON (TCU)

BOB McDOWELL

RODNEY BLACKSHEAR (TT)

STEVE CARR (TEXAS TECH)

MATT WINGO (TEXAS TECH)

KING HODSON (TEXAS TECH)

STACEY PETRICH (TEXAS TECH)

SCRIPT FOR 1991 GTE/SWC FOOTBALL KICKOFF LUNCHEON

| <u>TIME</u> | <u>ACTION</u> | <u>PERSON RESPONSIBLE</u> |
|--|--|--|
| 7:00 | Reunion Ballroom and Foyer Set-Up | Archer |
| 7:30 | Organizational Meeting [Coaches/SIDs] Media Registration | Chryst/Carter/Fiss Gennarelli/ |
| 8:00 8:30 | GTE Academic Honor Team Taping Begins/Sanford Room | Chryst <i>Doug Chryst</i> <i>Maddie/Doug</i> |
| 9:00 9:30 | Cheerleaders/Yell Leaders Meeting | <i>Lee Sridar</i> <i>Maddie/DW</i> |
| 10:15 | Program Rehearsal | CF/AA/RC & AVW staff |
| 10:45 | Begin Radio Tape of SWC Highlights | Charlie Fiss |
| 11:10 | Open Reunion Ballroom Doors | Rick Chryst |
| 11:30 | Cut Play-by-Play Tape | Charlie Fiss |
| 11:40 | Head Table Entrance [Theme from Dallas] (after music stops): "Ladies & Gentlemen...Your Head Table" | CF (audio)/ RC & AA (table) Frank Fallon |
| 11:44 | Welcome/Introduction of Head Table & Commissioner | Frank Fallon |
| 11:46 | Commissioner's Welcome | Fred Jacoby |
| 11:50 | Introduction of Invocator | Frank Fallon |
| 11:51 | Invocation | |
| *FOLLOWING INVOCATION, BEGIN SERVING LUNCH* | | Rick Chryst w/ Hyatt Staff |
| 11:53 | Intro. of Luncheon Program *Fill out Door Prize Cards --Mobil Cotton Bowl tickets --New Year's Eve stay at Hyatt Regency Dallas --Two tickets to SWC Post-Season Classic | Frank Fallon |

1991 Kickoff Luncheon Script

Page Two

*Video Highlights of 1989 SWC Football Season (by Terry Briggs)

*Special Presentation to Commissioner Fred Jacoby: T.E.A.M.

| | | |
|-------|--|---------------------|
| 11:57 | T.E.A.M. Presentation | |
| 12:00 | SWC Response | Fred Jacoby |
| 12:03 | Start 1989 SWC Video Highlights | AVW |
| 12:15 | Opening Remarks | Frank Fallon |
| | *Special thank you to cheerleaders/yell leaders [list schools] | |
| | *Special thank you to DASA [recognize Bob McDowell @ head table] | |
| | *Other thank yous: Hyatt Regency Dallas/Dr Pepper | |
| | *Begin collection of Door Prize cards | |
| | *General comments/Special emphasis on GTE/SWC Academic Honor Team program [introduction of special GTE video on program] → 2 1/2 minutes | |
| 12:20 | GTE Academic Honor Team video [Earl Goode at mike when tape finishes/lights up] Esst | AVW |
| 12:23 | GTE/SWC Academic Honor Team [slide presentation as team is introduced] [ask players to stand & remain standing/hold applause] | Charlie Fiss |
| 12:35 | Introduction of Student-Athlete Respondent | Frank Fallon |
| 12:36 | GTE/SWC Academic Honor Team Response | J. J. Joe |
| 12:38 | Brief remarks on upcoming season/set stage for 1990 campaign *Thank SIDs for help on video/also James Jeter of Showcase Productions and Jim Pegg of SOA Productions for post-production work | Frank Fallon |
| 12:41 | [as Fallon returns to seat] Lights Fade RICE VIDEO [Goldsmith at mike when tape finishes/lights up] | Charlie Fiss AVW |
| 12:45 | Rice Head Coach Fred Goldsmith | |
| 12:49 | [as Goldsmith returns to seat] Lights Fade TCU VIDEO [Wacker at mike when tape finishes/lights up] | Charlie Fiss AVW |

| | | |
|-------|---|---------------------|
| 12:53 | TCU Head Coach Jim Wacker | |
| 12:57 | [as Wacker returns to seat] Lights Fade HOUSTON VIDEO [Jenkins at mike when tape finishes/lights up] | Charlie Fiss AVW |
| 1:01 | University of Houston Head Coach John Jenkins | |
| 1:05 | [as Jenkins returns to seat] Lights Fade TEXAS TECH VIDEO [Dykes at mike when tape finishes/lights up] | Charlie Fiss AVW |
| 1:09 | Texas Tech Head Coach Spike Dykes | |
| 1:13 | [as Dykes returns to seat] Lights Fade SMU VIDEO [Rossley at mike when tape finishes/lights up] | Charlie Fiss AVW |
| 1:17 | SMU Head Coach Tom Rossley | |
| 1:21 | Introduction of Mobil Cotton Bowl President [John Stuart] | Frank Fallon |
| 1:22 | Mobil Cotton Bowl | John Stuart |
| 1:25 | Door Prizes [selected by Stuart] *"Name the Heroes" Award Winner *Two Mobil Cotton Bowl tix & New Year's Eve stay @ Hyatt *Two SWC Post-Season Classic tix *Special partner...Southwest Airlines...the official airline of the Southwest Conference...special giveaway | Frank Fallon |
| 1:29 | [as Fallon returns to seat] Lights Fade ARKANSAS VIDEO [Crowe at mike when tape finishes/lights up] | Charlie Fiss AVW |
| 1:33 | University of Arkansas Head Coach Jack Crowe | |
| 1:37 | [as Crowe returns to seat] Lights Fade TEXAS A&M VIDEO [Slocum at mike when tape finishes/lights up] | Charlie Fiss AVW |

1991 Kickoff Luncheon Script

Page Four

1:41 Texas A&M Head Coach R.C. Slocum

1:45 [as Slocum returns to seat]
Lights Fade
BAYLOR VIDEO Charlie Fiss
[Teaff at mike when tape finishes/lights up] AVW

1:49 Baylor University Head Coach Grant Teaff

1:53 [as Teaff returns to seat]
Lights Fade
TEXAS VIDEO Charlie Fiss
[McWilliams at mike when tape finishes/lights up] AVW

1:56 University of Texas Head Coach David McWilliams

2:00 ADJOURN Frank Fallon



SCRIPT FOR 1991 GTE/SWC FOOTBALL KICKOFF LUNCHEON

| <u>TIME</u> | <u>ACTION</u> | <u>STAFFING</u> |
|-------------|--|--|
| 7:00 | Reunion Ballroom and Foyer Set-Up | RC/AA/EL |
| 7:30 | Organizational Meeting [Coaches/SIDs] Media Registration | RC/BC/CF/MH BG/DW |
| 8:00 | SWC Football Media Day [Regency Ballroom] | BC/BG |
| 8:15 | GTE/SWC Academic Honor Team Arrival [Cotton Bowl Room] | DW/MH |
| 8:30 | GTE/SWC Academic Honor Team/"Classroom Champions" [Sanford Room] Lee Friday <i>[after video taping, honorees to Reunion Foyer for individual photos]</i> | |
| 9:30 | Program Rehearsal | RC/CF/AA & AVW |
| 10:00 | Cheerleaders/Yell Leaders Arrival | MH |
| 10:00 | SWC Marketing Directors/Raycom/Exxon [Cotton Bowl Room] | FJ/KK/DL |
| 10:15 | GTE/SWC Academic Honor Team/Group Photo [Reunion Foyer] <i>[photos taken with GTE President Michael Esstman]</i> | RC/BG/MH |
| 10:30 | Ticket Will Call Opens | EL/Sandy Calvert |
| 10:45 | Begin Radio Tape of SWC Highlights [Entrance/Foyer/Ballroom] | CF/AVW |
| 11:10 | Open Reunion Ballroom Doors | RC |
| 11:15 | Media Day Conclusion Head Table Line-Up [North Service Corridor] | BC/BG RC/AA |
| 11:35 | Cut Play-by-Play Tape | CF |
| 11:40 | Head Table Entrance [Theme from Dallas] (after music stops): "Ladies & Gentlemen...Your Head Table" | CF (audio)/RC & AA (table) Frank Fallon |
| 11:44 | Welcome/Introduction of Head Table & Commissioner | Frank Fallon |

| | | |
|-------|---|-----------------|
| 11:46 | Commissioner's Welcome | Fred Jacoby |
| 11:48 | Introduction of Invocator [David Klingler/UH] | Frank Fallon |
| 11:49 | Invocation | David Klingler |
| | *FOLLOWING INVOCATION, BEGIN SERVING LUNCH* | RC/Hyatt |
| 11:51 | Intro. of Luncheon Program *Fill out Door Prize Cards --Two Mobil Cotton Bowl tickets/New Year's Eve stay at Hyatt Regency Dallas --Two tickets to SWC Post-Season Classic *Special Presentation to SWC Commissioner Fred Jacoby <i>[Techniques for Effective Alcohol Management]</i> | Frank Fallon |
| 11:53 | T.E.A.M. Public Service Announcement [60-second spot] | CF/AVW |
| 11:54 | T.E.A.M. Presentation | Eli Rodriguez |
| 11:58 | Introduction of 1990 SWC Highlights [produced by Terry Briggs] | Frank Fallon |
| 11:59 | Start 1990 SWC Football Highlights | CF/AVW |
| 12:15 | Opening Remarks *Special thank you to cheerleaders/yell leaders [list schools] <i>[collect door prize cards at this time]</i> *Special thank you to DASA [recognize Bob McDowell @ head table] *Other thank yous: Hyatt Regency Dallas/Dr Pepper *SWC Ticket Hotline/one touch away from any ticket office in conference --Special booth in foyer: SWC media guide and T-shirt of choice for anyone using the hotline today to call and order their SWC football tickets *General comments/Special emphasis on GTE/SWC Academic Honor Team program [introduction of special GTE video on program] | Frank Fallon |
| 12:18 | GTE Academic Honor Team video [Michael Esstman at mike when tape finishes/lights up] | CF/AVW |
| 12:22 | GTE/SWC Academic Honor Team [ask players to stand & remain standing/hold applause until end] <i>[back screen: GTE/SWC Academic Honor Team logo]</i> <i>[side screens: Live shots/image mag camera on honorees]</i> | Michael Esstman |
| 12:35 | Introduction of Student-Athlete Respondent [J.J. Joe/Baylor] | Frank Fallon |

| | | |
|-------|--|---------------------|
| 12:36 | GTE/SWC Academic Honor Team Response | J.J. Joe |
| 12:38 | Brief remarks on upcoming season/set stage for 1991 campaign *Thank SIDs for help on video/also James Jeter of Showcase Productions and Jim Pegg of SOA Productions for post-production work | Frank Fallon |
| 12:41 | [as Fallon returns to seat] Lights Fade RICE VIDEO 4:45 [Goldsmith at mike when tape finishes/lights up] | Charlie Fiss AVW |
| 12:45 | Rice Head Coach Fred Goldsmith [cue video on Eric Henley and Matt Sign] | CF/AVW |
| 12:49 | [as Goldsmith returns to seat] Lights Fade TCU VIDEO 3:00 [Wacker at mike when tape finishes/lights up] | Charlie Fiss AVW |
| 12:53 | TCU Head Coach Jim Wacker [cue video on Leon Clay and Roosevelt Collins] | CF/AVW |
| 12:57 | [as Wacker returns to seat] Lights Fade HOUSTON VIDEO 4:00 [Jenkins at mike when tape finishes/lights up] | Charlie Fiss AVW |
| 1:01 | University of Houston Head Coach John Jenkins [cue video on David Klingler and Roman Anderson] | CF/AVW |
| 1:05 | [as Jenkins returns to seat] Lights Fade TEXAS TECH VIDEO 3:30 <i>Official Fide Corporate Page</i> [Dykes at mike when tape finishes/lights up] | Charlie Fiss AVW |
| 1:09 | Texas Tech Head Coach Spike Dykes [cue video on Rodney Blackshear and Matt Wingo] | CF/AVW |
| 1:13 | [as Dykes returns to seat] Lights Fade SMU VIDEO 4:25 [Rossley at mike when tape finishes/lights up] | Charlie Fiss AVW |
| 1:17 | SMU Head Coach Tom Rossley [cue video on Jason Wolf and Bill Kiely] | CF/AVW |

| | | |
|------|---|------------------------------|
| 1:21 | Introduction of Mobil Cotton Bowl President [John Stuart] | Frank Fallon |
| 1:22 | Mobil Cotton Bowl | John Stuart |
| 1:25 | Door Prizes [selected by Stuart] *Two Mobil Cotton Bowl tix & New Year's Eve stay @ Hyatt *Two SWC Post-Season Classic tix *"Name the Heroes" contest/Two round-trip tickets on SW Airlines -- the official airline of the Southwest Conference, and two game tickets to SWC Football Game of choice <i>[overhead projection of program cover/with correct names]</i> <i>[door prizes distributed by selected cheerleaders/yell leaders]</i> | Frank Fallon CF/AVW MH |
| 1:29 | [as Fallon returns to seat] Lights Fade ARKANSAS VIDEO 3:25 [Crowe at mike when tape finishes/lights up] | Charlie Fiss AVW |
| 1:33 | University of Arkansas Head Coach Jack Crowe [cue video on Mark Henry and Mick Thomas] | CF/AVW |
| 1:37 | [as Crowe returns to seat] Lights Fade TEXAS A&M VIDEO 3:55 [Slocum at mike when tape finishes/lights up] | Charlie Fiss AVW |
| 1:41 | Texas A&M Head Coach R.C. Slocum [cue video on Bucky Richardson and Kevin Smith] | CF/AVW |
| 1:45 | [as Slocum returns to seat] Lights Fade BAYLOR VIDEO 2:50 [Teaff at mike when tape finishes/lights up] | Charlie Fiss AVW |
| 1:49 | Baylor University Head Coach Grant Teaff [cue video on John Turnpaugh and Robin Jones] | CF/AVW |
| 1:53 | [as Teaff returns to seat] Lights Fade TEXAS VIDEO 4:50 [McWilliams at mike when tape finishes/lights up] | Charlie Fiss AVW |
| 1:56 | University of Texas Head Coach David McWilliams [cue video on Chuck Johnson and James Patton] | CF/AVW |
| 2:00 | ADJOURN | Frank Fallon |

1991-92 SWC Academic Calendar

| | First Day Fall Term | Final Exams | Christmas Break | First Day Spring Term | Spring Break | Final Exams |
|------------|------------------------|-------------------|-----------------|--------------------------|--------------|------------------|
| Arkansas | August 26 | December 12-18 | Dec. 19-Jan. 12 | January 13 | March 16-20 | May 2-8 |
| Baylor | August 26 | December 9-14 | Dec. 16-Jan. 12 | January 13 | March 9-13 | May 6-12 |
| Houston | August 26 | December 7-13 | Dec. 16-Jan. 20 | January 21 | March 23-28 | May 7-15 |
| Rice | August 26 | December 11-18 | Dec. 19-Jan. 5 | January 6 | Feb. 24-28 | April 18-23 |
| SMU | August 26 | December 9-14 | Dec. 15-Jan. 12 | Jan. 13 | March 7-15 | May 4-9 |
| Texas | August 28 | Dec. 10-13, 16-17 | Dec. 18-Jan. 19 | January 20 | March 16-20 | May 12-15, 18-19 |
| Texas A&M | September 2 | December 13,16-18 | Dec. 19-Jan. 21 | January 22 | March 16-20 | May 8, 11-13 |
| TCU | August 26 | Dec. 16-20 | Dec. 23-Jan. 19 | January 20 | March 16-20 | May 11-15 |
| Texas Tech | September 3 | Dec. 13-18 | Dec. 19-Jan. 19 | January 20 | March 16-20 | May 8-13 |



SERVICE BUREAU

JEFF BOLLIG, Director / 104 WEST NINTH STREET, SUITE 408
PENNY TURNER, Assistant Director / KANSAS CITY, MO 64105-1755
816/471-5088

IOWA STATE UNIVERSITY
KANSAS STATE UNIVERSITY

OKLAHOMA STATE UNIVERSITY
UNIVERSITY OF COLORADO

UNIVERSITY OF KANSAS
UNIVERSITY OF MISSOURI

UNIVERSITY OF NEBRASKA
UNIVERSITY OF OKLAHOMA

May 29, 1991

MEMORANDUM

TO: ConSIDA

SUBJECT: Minutes of 1991 Meeting

My apologies for the delay, but you've heard that before.

Enclosed are the minutes from the 1991 ConSIDA meeting. I hope I didn't miss anything. You will also find some other items such as:

1. An edited transcript of a presentation by Mr. Shane Lyons, NCAA Legislative Assistant, to the Big Eight Conference SIDs regarding recently enacted NCAA legislation. **Please use the information as a reference only and contact your conference compliance officer or the NCAA staff for the actual interpretation.**
2. A brief conference promotional survey.
3. List of Conference addresses.

As was discussed at the ConSIDA Meeting, there may be changes in the use of the group at the 1992 Final Four. It is my understanding that it is just one of the issues the NCAA Communications Department is looking at in terms of future operations. Thanks again for your help in Indianapolis.

Have a great summer.

Jeff Bollig
Service Bureau Director

1991 ConSIDA Meeting
March 31, 1991 – Westin Hotel – Indianapolis, Ind.

Those Attending Were:

Jeff Hurd, Chairman (WAC); Arnie Sgalio (Big Sky); Jim Garner (ECAC); Ron English (MVC); Mark Engel (University of Detroit, representing the MCC); Mark Rudner (Big 10); Tom Mickle (ACC); Chuck Yrigoyen (Ivy); John Paquette (Big East); Tripp Sheppard (Colonial); Mark Whitworth (SEC); Tom Burnett (American South); Jeff Bollig (Big Eight); Ray Cella (Northeast); Bob Generalli (SWC); Len Harlow (North Atlantic); Tracey Judd (Sun Belt); Allan Chamberlin (MAC); Jay Williams (MAAC); David Siroty (Northeast); Andy Geerken (Big West); Dean Diltz (Pac-10); Pam Rapkin (Southland).

Those Attending a Portion of the Meeting Were:

Tom Odjakjian, Moe Davenport, Mike Soltys, Curtis Pires (ESPN)
Jack O'Hara (ABC)

1. Mr. Hurd called the meeting to order at 12:06 p.m.
2. Mr. Chamberlin submitted the gambling awareness report.
3. Mr. Chamberlin asked if anyone knew of the reasoning behind NCAA Basketball Tournament credential limitation of only one per conference. There was some discussion that the policy was adopted because of space limitations in the past. Mr. English said that he was not credentialed because the MVC assistant commissioner received only one credential. It was Mr. Chamberlin's opinion that the portion of the NCAA credential policy in question was outdated, and counter-productive in terms of assisting the media at the NCAA Tournament. He made the motion that ConSIDA approach the NCAA Communications Department with a policy revision stating: "Conferences may receive a maximum of two credentials for each round of the NCAA Men's Basketball Tournament if a team(s) is competing. One shall be assigned to the Commissioner of his designate, and the other to the information director. For the NCAA Final Four, a maximum of two credentials will be issued to conference, one to the commissioner or his designate, and one to the information director only if he/she is working as a ConSIDA volunteer." Mr. Cella seconded the motion.

[VOTE: For - 21; Against - 0]

- A. Mr. Hurd said he would forward the results and discussion regarding the credential policy to Mr. Dave Cawood, NCAA Director of Communications.
- B. There was ensuing discussion regarding the role of ConSIDA at the NCAA Final Four. Mr. Chamberlin, Ms. Judd and Mr. Whitworth expressed concern as to whether the group was being utilized to its potential. Mr. Bollig pointed out that the group has grown considerably from earlier years, and thus duties were being spread out. Mr. Hurd expressed that there was some discussion by the NCAA Communications Department of reducing the participants from ConSIDA at the Final Four, or possibly eliminating its participation altogether. Ms. Judd expressed a concern that the benefits to ConSIDA in meeting with the media, and observing the operations of a tournament were tremendously beneficial. Mr. Bollig suggested the group be proactive and offer additional means by which the group could assist the activities associated with the Final Four. Mr. Hurd said he would correspond with Mr. Cawood regarding ConSIDA's concerns and suggestions.
4. Representatives from ESPN joined the meeting. Mr. Odjakjian said he will send a list of whom to contact in the near future. He did point out that it was important to have Mike Moore, Assignment Editor College Sports on mailing lists.
 - A. Mr. Odjakjian said his staff felt the college basketball schedule for 1990-91 was the best ever entering the season, but ratings were down 10 percent before the "war" and down 40 percent during the "war."
 - B. Mr. Odjakjian said the college basketball ratings had gone up for seven consecutive years until this past year. He said there were some factors which could explain the drop in addition to the war. He said the second-most important factor was no turnover in the top team in the polls. He said that ESPN did 205 games, and that number would remain essentially the same for 1991-92.

C. Mr. Odjakjian said it was a good year for college football. With the new CFA contract, ESPN's games will be reduced on Saturday's, but a Thursday night game will be added. The Saturday Ivy League package will be discontinued in 1991.

D. Mr. Odjakjian said with the losses being incurred from major league baseball, expanded NCAA Baseball coverage in the near future was doubtful. He said that the cutbacks in NCAA Baseball was directly due to the major league baseball contract.

E. Mr. Odjakjian discussed the concept of a new program, "NCAA Today." It is a series being produced in conjunction with Host Communications, which features college athletics. ESPN is anxious to receive ideas from conferences and schools.

F. Much discussion followed regarding ESPN policies on several issues. Mr. Odjakjian said not to ask for tape dubs because they were virtually impossible to get. He also pointed out that ESPN was not doing institutional spots, with the exception being one football contract. He also asked school who are planning to build new facilities to contact ESPN for a free facility planning service which could save considerable money and allow for easier television production. He said ESPN is always open to ideas, and people should not hesitate to give input. He pointed out that the Big 10 uses students as color sideline commentators in football games.

G. Mr. Odjakjian then got into the discussion of signage in arenas. He said it was becoming an increasingly difficult situation. He said the ESPN contract called for no banners in the arena, but that it is not enforced. He requests that ESPN banners be put in an "excellent" location, and that other signage must be discreet. He said this refers to size, and that the average table banner is within the guidelines. He asked for no signage which conflicts with exclusive sponsors. This past season, Budweiser was the only exclusive sponsor for ESPN basketball.

5. Mr. O'Hara then joined the meeting. He discussed various issues regarding ABC Sports:

A. He pointed out that ABC won the first quarter ratings (January, February and March) for college basketball (ABC 3.2; CBS 3.1; NBC 2.0). He said that college basketball in December has been a failure because of competing with NFL football. He said ABC is not aligned with any one conference next year, and was looking at the concept of televising doubleheaders from one location at a neutral site. He said ABC is looking at televising college basketball starting the weekend of Feb. 2. He said the biggest challenge for college basketball was the fact that professional football is being pushed back later into the year.

B. For college football, ABC will have the CFA and the Big 10/Pac-10 contracts. Football is going to more of a regionalized concept. He said that college football will stretch into the first weekend of December this year. He said the bowl picture is becoming more difficult because of the NFL playoffs. This was the reason ABC dropped the Peach Bowl. He sees the future of bowls as more with tie-ins, and game dates are changing from year to year.

C. Mr. O'Hara said the three people at ABC to have on the mailing list were himself, Mark Mandel, Director of Public Relations and Jimmy Ressler, Asst. Producer of College Football.

6. Mr. Rudner passed out a questionnaire which he would like to have returned.

7. Mr. Hurd expressed concern over the legislation passed at the NCAA Convention and how he would communicate to his conference SID's the rulings. Mr. Bollig noted that the Big Eight Conference SID's were meeting at the NCAA Headquarters in early May. An NCAA legislative representative was scheduled to speak to the group, and Mr. Bollig said he would forward the discussion of the session along with the minutes of the ConSIDA Meeting.

A. An edited transcript of Mr. Shane Lyons, NCAA Legislative Assistant, presentation can be found as appendix I.

B. (NOTE: subsequent to the ConSIDA Meeting, Ms. Rapkin corresponded with Ms. Amy Privette regarding the proposed restrictions on stationary for Conferences, and the printing of media guides/prospecti by Conferences. Ms. Rapkin distributed Ms. Privette's response via facsimile on April 25, 1991.

8. Mr. Hurd asked for feedback regarding the Electronic Mailbox Network produced by Shelby Systems. He said he has gotten the approval to implement the use, but he wanted to hear other's experiences. Mr. English said there was some resistance by the media in the MVC. Mr. Rudner and Mr. Mickle thought it worked great. Mr. Hurd said he budgeted a three-year cost at \$55,000 for the entire system. Mr. Rudner said the Big 10 bought the computers through a grant. Mr. Whitworth said he uses the football and basketball media days to give instruction to the media on how to hook into the system.

9. Additional issues were brought up for discussion:

A. Mr. Hurd asked about mailing lists versus the use of fax. He said for his geography, mailing is often obsolete, and therefore faxing is more timely. Mr. Mickle said the ACC will not fax stats, as he instructs the media to use the electronic mailbox. Mr. Whitworth said he does not like to fax, especially with the mailbox system, but he said several of his media still want the "hard copy."

B. Mr. Hurd asked if people have given thought to the value of preseason football/basketball media days. Most said they were beneficial, although media turnout was sometime disappointing. A point mentioned by several was the fact that a preseason football day before practice started left some questions unanswered or was logistically difficult. The discussion turned to a preseason women's basketball media day which many conferences had implemented in recent years, or was in the process of implementing this year. The formats varied from a preseason luncheon to a preseason teleconference among schools. Several conferences piggy-backed the women's media days with the men's.

C. Discussion ensued regarding ConSIDA's ability to disseminate information such as practice times, satellite coordinates for press conferences, etc., when no written information was available at an information table. Working assignments were also questioned. Mr. Bollig said Mr. Cawood gives him a list of duties for the Final Four, and the assignments are made on the basis of ConSIDA travel schedules. Mr. Bollig agreed that written information was needed and that he could work with the local media coordinator in developing. Mr. Bollig also asked if all ConSIDA members would be willing to come in a day earlier (i.e. Thursday morning or Wednesday night) for a brief operations meeting. It was agreed that such a meeting would be beneficial to all.

NOTE: In addition to the transcript of NCAA Legislative Assistant Mr. Shane Lyons' discussion with Big Eight SID's, additional appendices are included in these minutes as a source of information. Also included are ConSIDA addresses, and a promotional survey done by the Big Eight from selected conferences. All conferences were not polled due to time constraints.

10. The meeting was adjourned at 3:30 p.m.

Respectfully Submitted By
Jeff Bollig
Big Eight Conference Service Bureau Director

Appendix I
NCAA Rules Interpretations on Matters Related to Sports Information Offices
As discussed with Mr. Shane Lyons, NCAA Legislative Assistant

A. **Note Cards** -- When contacting a prospect only post cards issued by the U.S. Postal Service, or institutional note cards that conform to the restrictions governing institutional stationary (one color/single university logo), can be used.

B. **Conference Stationary** -- The restrictions of the one color/single logo would not apply to conference stationary.

C. **Institutional Stationary** -- Only one color/logo may be used on institutional stationary although a nickname is allowed. Accomplishments of a team may still be used: "Colorado Buffaloes, 1991 National Champions." Stationary may not be electronically enhanced to add colors or logos via a laser printer, etc. An institution's current letterhead stock may be used until August 1992, but not for recruits after 1991.

D. **Telegrams** -- It is not permissible for member institutions to send telegrams to prospective student-athletes.

E. **Preseason and Postseason Media Guides** -- Preseason and Postseason media guides may still be produced if the guides are not provided for prospective student-athletes.

F. **Recruiting Guide and Media Guide Merger** -- Either a media guide or recruiting brochure, but not both, may be produced. It is not permissible to produce a certain number of a publication with an additional insert, or a certain number with a detachable section since it would be considered a different (or second) publication.

G. **Outside Outlet Sales** -- Highlight films are the only institutional produced item carrying player's names or photos that may be sold in outside retail outlets (or a through a third party), i.e. 7-Elevens, Quick-Trip, etc. Therefore, media guides, posters, T-shirts, player cards carrying player's names or photos bind them to the institution and allows them to be sold by institutionally owned or operated retail outlets only. If the items are being given away, such as through police or fire departments, etc. it is permissible. A question regarding the sale of game programs at a non-campus site was raised as it falls under the category of a publication carrying a student-athlete's name and/or photo. For example, if Kansas would play Missouri at a non-campus site, it would not be permissible for either institution to sell a game program at that site through a third party such as Volume Services, Sports Services America, etc. Currently, this would apply to Conference Tournaments, football games, etc., at non-campus sites in which programs are sold through a third party.

H. **Athletes Unframed Photos to High School**--Institutions can send unframed photos of current student-athletes to former educational institutions.

I. **Recruiting/Highlight Films** -- Institutions may make only one specific recruiting film for the athletic department per academic year. No splicing of the film is allowed to make a single sport attractive. The film cannot be edited to reflect athletic department or coaching changes later in the year since it would constitute a second film. Films may not be mailed, they must be hand carried to the prospect and the recruiter must leave with the film.

J. **Summer Camp Brochures/Play Books/Weight Lifting Info.** -- Summer camp brochure may be mailed out prior to signing of letter-of-intent. Play books and weight lifting information may be mailed out only after a letter-of-intent has been signed.

K. **1-900 numbers** -- To date, the 900 numbers may be used to promote collegiate athletics. Given the recent proliferation of these services, it is quite likely that some restrictions may be applied.

L. **Promotional Materials**--Under the color/logo restrictions for institutional stationary and press releases, the "All-American" or "Heisman" promotional four-color mailers would no longer be permissible. The question arose in regards to posters and their distribution. Under the legislation, posters can still be produced and mailed, as long as the media is not the primary audience.

Conference Promotional Survey

(May 1991)

1. Does your conference sponsor a football skywriters tour where the media travels as a group to each school?

NO: Big West, Big 10, WAC, Pac-10 (ended in 1990), SEC, MAC

N/A: Metro, MVC

YES: Big Eight (32-36 media go on entire tour); ACC (22-25 media go on entire tour); SWC (25-30 media go on entire tour)

2. Does your conference sponsor a preseason football media day/luncheon at one location?

| Conference | Y/N | Open to Public | Coaches Only | Coaches and Players |
|------------|----------------|------------------|--------------|---------------------|
| Big Eight | NO | — | — | — |
| Big West | Yes | No | Yes | — |
| Big 10 | Yes | Yes | — | Yes |
| WAC | Yes | Yes | — | Yes |
| Pac-10 | Yes | No | — | Yes |
| ACC | Yes | No | Yes | — |
| MVC | Not Applicable | | | |
| MAC | Yes | Yes (lunch only) | — | Yes |
| Metro | Not Applicable | | | |
| SEC | Yes | No | — | Yes |
| SWC | Yes | Yes (lunch only) | — | Yes |

3. Does your conference sponsor a preseason men's basketball media day/luncheon at one location?

| Conference | Y/N | Open to Public | Coaches Only | Coaches and Players |
|------------|-----|----------------|--------------|---------------------|
| Big Eight | Yes | No | — | Yes |
| Big West | Yes | No | Yes | — |
| Big 10 | Yes | Yes | Yes | — |
| WAC | Yes | Yes | — | Yes |
| Pac-10 | Yes | No | — | Yes |
| ACC | Yes | No | — | Yes |
| MVC | Yes | Yes | — | Yes |
| MAC | Yes | No | Yes | — |
| Metro | Yes | No | — | Yes |
| SEC | Yes | No | — | Yes |
| SWC | Yes | No | — | Yes |

4. Does your conference sponsor a promotional tour of New York (media contacts)?

A. Football Coaches

Yes:

No: Big Eight, Big West, Big 10, WAC, PAC-10, ACC, MAC, SEC, SWC

N/A: MVC, Metro

B. Basketball Coaches

Yes: Big Eight, Pac-10

No: Big West, Big 10, WAC, ACC, MVC, MAC, METRO, SEC, SWC

5. Does your conference sponsor a PRESEASON promotional film?

A. Football

Yes: Pac-10, ACC, SEC (Bill Fleming Preview)

No: Big Eight, Big West, Big 10, WAC, MAC, SWC

N/A: MVC, Metro

B. Basketball

Yes: Big Eight (1st in 1991-92), Pac-10, Metro (1st in 1991-92)

No: Big West, Big 10, WAC, ACC, MVC, MAC, SEC, SWC

6. Does your conference sponsor a POSTSEASON promotional film?

A. Football

Yes: Big Eight (restarted in 1990), Big 10, Pac-10 (Bowl Scouts only)

No: Big West, WAC, ACC, MAC, SEC, SWC

N/A: MVC, METRO

B. Basketball

Yes: Pac-10, MVC

No: Big Eight, Big West, Big 10, WAC, ACC, MAC, Metro, SEC, SWC

7. Does your conference sponsor weekly telephonic coaches briefings?

| Conference | Football per week | Basketball per week | Charge to Media? | Media directly Ask Questions |
|------------|----------------------|------------------------|---------------------|---------------------------------|
| Big Eight | 1 | 1 | No | No |
| Big West | No | No | — | — |
| Big 10 | 1 | 1 | No | Yes |
| WAC | No | No | — | — |
| Pac-10 | No | 1 Monthly | No | Yes |
| ACC | 1 | 1 | No | Yes |
| MVC | No | No | — | — |
| MAC | No | No | — | — |
| Metro | N/A | 1 | No | Yes |
| SEC | 1 | 2 | No | Yes |
| SWC | 2 | 1 | No | Yes |

8. Does your conference sponsor weekly satellite video highlights?

| Conference | Football | Basketball |
|------------|----------|------------|
| Big Eight | Yes | Yes |
| Big West | No | No |
| Big 10 | Yes | No |
| Pac-10 | Yes | Yes |
| ACC | Yes | No |
| MVC | N/A | No |
| MAC | No | No |
| Metro | N/A | Yes |
| SEC | Yes | No |
| SWC | Yes | Yes |

9. Does your conference produce an inhouse newsletter other than a weekly release?

Yes: Big Eight, Big 10, MVC (planned), Metro, SEC

No: Big West, WAC, Pac 10, ACC, MAC, SWC

10. Does your conference sponsor an annual preseason women's basketball media day?

| Conference | Luncheon | Media Conference | Open to Public? | Coaches and or Players? | Conjunction with Men? |
|--|---------------------------------|---------------------|--------------------|----------------------------|--------------------------|
| Big Eight | No | No | — | — | — |
| Big West | Yes | Yes | Yes | Coaches | Yes |
| Big 10 | Yes | Yes | Yes | Coaches | No |
| WAC | Yes | Yes | Media Session | Both | Yes |
| Pac-10 | Yes | Yes | Yes | Coaches | Day before |
| ACC | Yes | Yes | No | Both | No |
| (ACC's at the site of tournament and 1991-92 will be first year) | | | | | |
| MVC | Under consideration for 1991-92 | | | | |
| MAC | — | Yes | No | Coaches | Yes |
| Metro | No | No | — | — | — |
| SEC | Brunch | Yes | Yes | Both | Yes |
| (SEC has each coach speak at brunch and then interviews are on a one-on-basis) | | | | | |
| SWC | Yes | Yes | No | Both | Yes |
| (SWC also invites 2-3 preseason GTE Academic All-America or All-Conference candidates) | | | | | |

ALLAN CHAMBERLIN SPORTS INFO DIR
MID AMERICA CONFERENCE
FOUR SEAGATE SUITE 102
TOLEDO OH 43604

JON VERNER INFO DIR
OHIO VALLEY CONFERENCE
278 FRANKLIN RD SUITE 103
BRENTWOOD TN 37207

JAMIE KIMBROUGH SPORTS INFO DIR
METROPOLITAN CONFERENCE
TWO RAVINIA DRIVE SUITE 210
ATLANTA GA 30346

CHUCK YRIGOYEN PR DIRECTOR
THE IVY LEAGUE
70 WASHINGTON ROAD ROOM 22
PRINCETON NJ 08540

ARNIE SGALIO SPORTS INFO DIR
BIG SKY CONFERENCE
BOX 1736
BOISE ID 83701

JOHN PAQUETTE SPORTS INFO DIR
BIG EAST CONFERENCE
321 S MAIN ST HERITAGE BLDG
PROVIDENCE RI 02903

JIMMY WILDER SPORTS INFO DIR
SOUTHERN CONFERENCE
TEN WOODFIN STREET SUITE 206
ASHEVILLE NC 28801

TRACEY JUDD SPORTS INFO DIR
SUN BELT CONFERENCE
1408 N WESTSHORE BLVD SUITE 1010
TAMPA FL 33607

MARK RUDNER SPORTS INFO DIR
BIG TEN CONFERENCE
1500 WEST HIGGINS RD
PARK RIDGE IL 60068-6300

JOHN GARNER SPORTS INFO DIR
EASTERN COLLEGE ATHLETIC CONF
PO BOX 3 1311 CRAIGVILLE BEACH RD
CENTERVILLE MA 02632

BO CARTER MEDIA RELATIONS DIR
SOUTHWEST ATHLETIC CONFERENCE
BOX 569420
DALLAS TX 75356-9420

TOM BURNETT INFORMATION DIR
AMERICAN SOUTH CONFERENCE
ONE GALLERIA BLVD STE 2016
METAIRIE LA 70001

JIM MULDOON SPORTS INFO DIR
PACIFIC 10 CONFERENCE
800 S BROADWAY SUITE 400
WALNUT CREEK CA 94596

JOHN WOODING ASST COMMISSIONER
ATLANTIC 10 CONFERENCE
10 WOODBRIDGE CENTER DRIVE
WOODBIDGE NJ 07095

JEFF HURD SPORTS INFO DIR
WESTERN ATHLETIC CONFERENCE
14 W DRY CREEK CIRCLE
LITTLETON CO 80120-4478

TRIPP SHEPPARD INFO DIR
COLONIAL ATHLETIC ASSOCIATION
2550 PROFESSIONAL ROAD SUITE 16
RICHMOND VA 23235

MARK WHITWORTH SPORTS INFO DIR
SOUTHEASTERN CONFERENCE
3000 GALLERIA TOWER SUITE 990
BIRMINGHAM AL 35244

JAY WILLIAMS ASST COMMISSIONER
METRO ATLANTIC ATHLETIC CONFERENCE
1099 WALL ST W UNIT 2 FLOOR 2
Lyndhurst NJ 07071

ANDY GEERKEN SPORTS INFO DIR
BIG WEST ATHLETIC CONFERENCE
1700 E DYER ROAD 140
SANTA ANA CA 92705

MIKE HERMANN
MIDWESTERN COLLEGIATE CONFERENCE
ONE PAN AMERICAN PLAZA SUITE 500
201 S CAPITOL AVENUE
INDIANAPOLIS IN 46225

PAM RAPKIN
SOUTHLAND CONFERENCE
PO BOX 863579
PLANO TX 75086

RAY CELLA SPORTS INFO DIR
NORTHEAST CONFERENCE
900 ROUTE 9 SUITE 120
WOODBIDGE NJ 07095

TOM MICKLE SPORTS INFO DIR
ATLANTIC COAST CONFERENCE
PO DRAWER ACC
Greensboro NC 27419-6999

LEN HARLOW
NORTH ATLANTIC CONFERENCE
PO BOX 69
ORONO ME 04469

SOUTHWEST ATHLETIC CONFERENCE
BOX 569420
DALLAS, TX 75356-9420
FRED JACOBY, Commissioner

OFFICE ADDRESS:
1300 W. MOCKINGBIRD LN.
SUITE 444
DALLAS, TX 75247
214-634-7353
FAX
214-634-1637 (ADMINISTRATIVE)
214-638-5482 (MEDIA RELATIONS)



UNIVERSITY OF ARKANSAS
BAYLOR UNIVERSITY
UNIVERSITY OF HOUSTON
RICE UNIVERSITY
SOUTHERN METHODIST UNIVERSITY
THE UNIVERSITY OF TEXAS AT AUSTIN
TEXAS A&M UNIVERSITY
TEXAS CHRISTIAN UNIVERSITY
TEXAS TECH UNIVERSITY

1992 SWC POST-SEASON CLASSIC NOTES

Critique of 1991 SWC Classic

Initial Assessment of 1992 Classic Needs/Priorities

Date: March 20, 1991

By: Rick Chryst

I. TOURNAMENT STRUCTURE

A. Tournament Committee: Would suggest monthly conference calls, in addition to following in-person meetings: late December (@ Cotton Bowl), early April, Spring Meeting, early August. Committee to be updated in agreed-upon categories on bi-weekly basis via memorandum. Problem areas could then be addressed on monthly conference calls.

B. Men's/Women's Tournament Coordination: Important to get clear direction from SWC Council (via ADs and ACWS) as to fundamental philosophy of the tournaments: one event or two?? This philosophy must then underlie everything that is done: marketing/public relations/ticket sales/overall communication with general public and member institutions.

C. SWC Tournament Staff: Am of the opinion that internal staff expansion/restructuring is likely necessary to accomplish all that will be expected of the SWC Office as regards the basketball tournaments for 1992. Because the tournament administration will touch on nearly every facet of our daily office operation (marketing & promotion, basketball operations, licensing, television, radio, print, game officials, budget process, etc.), the assigned duties should be integrated into an individual's overall job description. Tournament responsibilities need to be consistent with the overall job descriptions of each staff position in the office.

D. Civic Tournament Board: In an effort to coordinate local community support for the tournament, regardless of site, a civic tournament board seems both necessary and valuable. Proper make-up of the Board is critical; key players (Arena personnel, hotel, restaurant, local alumni groups, business leaders, etc.) may seem obvious, but arriving at proper size of group, and finding people with the time to devote to the project, is nonetheless essential. This cannot be a symbolic entity. The charge to the Board must be clear: it is not a policy-making body but instead a group to mobilize community support and action. There will be expense -- the time and effort of the individuals involved is worth a great deal and must be recognized accordingly (i.e., we must treat these individuals "right") -- but it is certainly money well-spent. The organization of the Cotton Bowl, as well as the women's tournament Board, might be good places to start.

II. FISCAL MANAGEMENT

A. Budget: New computerized operations should make the prior creation of a tournament budget a reality. Would recommend that a budget for the upcoming year's tournament be preliminarily submitted to the Tournament Committee in April, for final approval at the Spring Meeting. Any subsequent expenditures (over a specified dollar amount) would then need to be separately approved by the

Tournament Committee during its monthly conference call. Budget categories to be separately coded and assigned to the individual with primary responsibility over that area; all invoices to be directed to that individual, who would assign coded number to invoice so business manager can properly allocate expenditure. Expenses to be checked against budgeted amounts on bi-weekly basis, with monthly report to Tournament Committee.

B. Arena Contract: Tournament Director and Business Manager to review arena contract with auditors to ensure proper allocation and handling of arena expenses.

C. Sponsorship Contracts: Written contracts of all sponsorship/trade agreements to be on file with SWC tournament staff and business manager, to ensure proper contract fulfillment as well as coordinate invoices and receivables.

D. Insurance: Current effective policy to be on file with Tournament Director and Business Manager. Key provisions to be included in communication with Tournament Committee, as well as agenda item for Arena Meeting and SWC Pre-Tournament meeting. Applicable insurance information to be included in tournament manual as well. Potential liability issues need to be fully discussed and documented, by way of an internal risk management study, well in advance of tournament.

E. Lockbox/Bank Operations: Involved SWC staff to meet with computer consultant, bank officials and outside auditors in April to review previous year's operations, as well as refine system for upcoming tournament.

F. Financial Report: To be submitted to Tournament Committee for approval at Spring Meeting.

III. PARTICIPATING TEAM INFORMATION

A. Tournament Manual: Mid-January distribution seems optimum. Should be sent directly to key contact people on each campus; do not rely on AD to distribute. Tournament Committee should make policy revisions at Spring Meeting, with any final changes resolved at late December meeting (allowing time for SWC Council action, if necessary, at NCAA Convention).

B. Transportation/Housing: SWC office to serve in advisory role, with primary responsibility for these areas resting with individual institution. Greater involvement necessary if headquarter hotel is also requested by individual team.

C. Practice/Game Procedures: Review critiques of Cash Birdwell and Roland Rainey, as well as those of individual team coaches and trainers to determine if any provisions of manual need changing. Suggested changes to be brought to Tournament Committee in May. Cellular phones for all key staff personnel (including Supervisor of Officials); numbers should be ordered by January 1 for all phones, so that information can be included in tournament manual.

D. Player Gifts: Suggest gift which can be sent directly to headquarter hotel or Arena, thus minimizing staff time in coordinating delivery. Should make this a true memento of tournament, as well as unique to players and official travel party. Would recommend gift value to be maximum allowable by NCAA regulations. Media, VIP and sponsor gifts should be handled separately.

E. Affiliated Events: Need input of coaches and players as to wishes regarding "outside" events [Tip-Off Reception/Three-Point Play/Player's Dinner].

F. Credentials: More specific breakdown on credentials is necessary; in addition to those used for 1991 tournament, might consider the following: radio (session only); band & spirit squad (session only); event participant (session only).

G. Expense Forms: After review by Tournament Committee, contact should be made with person responsible for filing expense forms at each institution, which can then be coordinated with Tournament Director and Business Manager.

H. Drug Testing: Involved personnel should review 1991 tournament testing, with any recommendations to both Compliance Committee and Tournament Committee. Drug testing protocols should be included in tournament manual, as well as sent directly to appropriate individuals at each institution. Necessary agenda item at both Arena meeting and Pre-Tournament meeting.

I. Player Input: Need to develop more effective channels for player input into tournament. Probably part of larger concern over how to improve communication with current student-athletes.

IV. GAME OFFICIALS

Primary responsibility with Supervisor of Basketball Officials, with liaison in SWC Office. Supervisor should be on monthly conference calls, as well as receive bi-weekly tournament memorandum. Possible appointment as ex-officio member of tournament committee?

General areas of responsibility as follows:

- A. Selection/Assignment
- B. Housing
- C. Transportation
- D. Meetings/Evaluation
- E. Communication with SWC Institutions
- F. Arena Seating/Supervisor & Officials
- G. Hospitality/Gifts

V. TICKET PROCESS

A. Timetable: Felt earlier time frame on renewal process was positive; developing a realistic, workable timetable for the 1992 tournament is critical. Timetable must be coordinated with overall marketing plan. Should establish target sales goals for various constituent groups [SWC schools/women's tournament/"Presenting Sponsors"/additional corporate sponsors/local Dallas business community/SWC local alumni clubs/student groups]. This single project encompasses entire scope of tournament, and must be our highest priority. Should have staff proposal ready for March 26 tournament committee meeting.

B. Staffing: Continue to staff as separate line item for budget purposes; this includes whatever computer work is anticipated. Believe that full-time people offer a continuity and consistency that is valuable, as well as a firm budget figure to work with [as opposed to hourly wage]. Rely on ticket manager for advice as to appropriate ticket staff size.

C. Financial/Audit: Computerized operations should aid this aspect of ticket process. Regular communication between business manager and ticket manager is essential. Involvement and input of auditors in establishment of audit system which will be used to reconcile tickets and invoices is important.

D. Mailing Lists: Need comprehensive evaluation of current mailing lists [numbers/locations/demographics]. Also, need to investigate potential mailing lists [Cowboys/Mavs/Rangers/local SWC alumni/Texas Monthly/SW Air Company Club/Texas Monthly/Mobil Cotton Bowl/DASA, etc.]. Should probably look at ways to improve/increase communication with existing ticketholders (surveys/poster "thank-you"), and plan timing on mailings that will go out. The quality of our mailing lists will ultimately determine the long-term success of our tournament, regardless of venue.

E. Arena Seating: As mentioned above, important to work closely with other tournament staff members in allocating seating for various constituencies [schools/sponsors/general public]. Coming to a consensus on whom we should target for what seats, and then getting that approved by the Tournament Committee and SWC Council, is our first -- and most important -- task.

F. Arena Administration: Continue to work closely with ushering and security groups at the Arena. Primary responsibility for all dealings with general public, both prior to event and on-site. Also, continue to work closely with institutional ticket managers.

G. Ticket Security: Am concerned about security of tickets in our office, during period in which orders are being filled and mailing is being prepared. Need to look at either separately locked room or safe.

VI. MEDIA OPERATIONS

Continue to refine what can fairly be said to be one of the most complete media operations for an event of its kind. Policies are well-defined and well-documented. Media coordinator to also provide specific critique of 1991 tournament. Following areas come initially to mind as general areas of evaluation:

- A. Credentials
- B. Computer/Statistics
- C. Facilities/Services
- D. Radio Policies
- E. Television [ENG] Policies
- F. Hospitality/Gifts

VII. CORPORATE PROGRAM

Has become full-time job in itself, and demands on SWC office in this area will only continue to increase. Corporate program tied intimately to Ticket Process Timetable discussed in IV(A). Marketing plan needs to be developed by staff for initial discussion by Tournament Committee at March 26 meeting. Specific areas are as follows:

A. "Presenting Sponsorship": Added additional "Presenting Sponsor" this year in Southwest Airlines. Existing sponsorships with GTE Southwest and Dr Pepper also upgraded. Philosophy has been to pursue no more than four "Presenting Sponsors"; thus, work will continue on renewing three current sponsors and adding a fourth. Am in agreement that multi-year contracts would be preferred.

B. Classic Patron Program: Need to develop consensus on Classic Patron approach, via marketing plan. Only limitation thus far has been in number of tickets available. Would combine VIP floor seats with general Arena seating. VIP hospitality, parking, scoreboard and hospitality signage, and program recognition have all been very well received.

C. Pre-Tournament Promotion: Attempt to give "reach" to sponsorship by creating promotions to run entire basketball season, culminating with SWC Post-Season Classic. Important to tag existing media spots of Sponsors with Classic promotion. Also, pursue consumer oriented promotions with existing sponsors.

D. Tournament Merchandising/Promotion/Hospitality: VIP hospitality has been well-received at tournament for each of last two years. Kelly Waggoner did excellent job of checking credentials and monitoring traffic flow. May need to change hospitality room credential to limit ease of transferability.

E. Tournament Signage/Scoreboard: Jumbotron at Reunion adds a whole new dimension; felt that Kathy Handler was well-prepared and did excellent job of scripting bands and PA. Reunion Productions was very easy to work with and adds a great deal to the atmosphere of the event. Limited "creativity" of replay people this year due to volatility of Reunion Arena crowd; should be more flexible on creative side next year. Sponsors have indicated their pleasure with expanded capabilities of the scoreboard.

F. Joint Event Marketing: Discuss possible ways to work with sponsors to create "packages" for tournament ticket buyers.

G. Post-Event Follow-Up: Budget for sponsor thank-you gifts, as well as in-depth follow-up meeting not long after conclusion of tournament (critique/survey sent first; then discussed in in-person meeting).

VIII. SWC INSTITUTIONAL VIPs

A. Hotel Arrangements: Sandy Calvert is a tremendous help; people are familiar with her as she adds a "personal touch" to our event each year. Also, she is very comfortable with the Hyatt staff, and really answers a tremendous amount of questions from her position at "Tournament Central." Actually, seemed to have less problems with hotel rooming lists this year than with either of the tournaments a year ago. Hyatt staff serviced account in typical first-class fashion. Credit information was clear in communication to schools and with hotel. Need to come to some consistent approach with meeting expenses for SWC Council.

B. Hospitality Events/Affiliated Activities: Probably should consider new/different events; or same events at different sites. Investigate possibility of other SWC gatherings (academic meetings, etc.) to be scheduled in Dallas at same time.

C. Meetings: Primary responsibility with SWC staff member(s) with no direct tournament responsibilities. Typically, agenda is abbreviated at this meeting.

D. Schedule of Events: Initially developed for May tournament committee meeting, with final approval at December meeting [SWC Council action at NCAA convention].

IX. BANDS/CHEERLEADERS

Need to develop year-round contact in office; schedule summer meeting of band directors as well as cheerleader advisors. Recommendations will then proceed to Tournament Committee and SWC Council. The input and support of the band directors is critical, particularly if we want to get students on campus more involved.

X. HOTEL

Negotiation of headquarter hotel contract to be completed in April, for final approval by the Tournament Committee in May. Requires input of all involved SWC tournament staff personnel. Each area of responsibility will have some direct contact with hotel personnel; there doesn't seem to be any way around this. Should look into the possibility of an additional SWC staff member on property for the duration of the event.

Very important that tournament staff each receive a copy of the hotel resume, to confirm arrangements and check for discrepancies.

XI. ARENA MANAGEMENT

Again, important to review and refine the documents by which the Arena is communicating with their employees. *Work off of their paper.* Keep tournament manual streamlined, but key personnel should have complete documentation of Arena policies/procedures under separate cover.

XII. MERCHANDISING/LICENSING

Expect improvement in sales and profits over past years. Troy Marketing again handled Arena novelties; we should get more involved (earlier) in their selection of merchandise and artwork. Should also consider the merits of an outside audit. Nonetheless, very cooperative and have done a good job for us. Bid out rights this year for exclusive "outside vendor" in Arena, receiving 35% of gross sales. Outside vendor added an excellent range of inventory and sales went well. Additionally, retained CCI/ICE to monitor use of SWC name and mark, and collect royalties on merchandise sold.

XIII. THREE-POINT PLAY

Felt that program added significant amount to Post-Season Classic. Am anxious to review comments of players and coaches; feedback thus far has been very positive. Need improved internal communication with SWC basketball media director as to scope, range, and "nuts and bolts" of program; still, feel that majority of public relations on program needs to be handled outside the office. For pilot program, felt that logistics on Thursday shoot-around day, which could have been disastrous, went relatively smoothly. No practice times were missed, and transportation was timely and efficient. Am hopeful that the program can continue to grow and expand.

XIV. "SPRING BREAK" WEEKEND

A variety of thoughts on 1992:

- A. Local Alumni Clubs [Meetings/Golf Outings]
- B. Student Fraternities/Sororities
- C. "Battle of the Bands"
- D. SWC Concert at the Meyerson
- E. Hotel/Restaurant/West End Packages
- F. National Conference on Minority Issues in Sport
- G. Celebrity Guests to be Invited to Tournament??



SOUTHWEST ATHLETIC CONFERENCE
BOX 569420
DALLAS, TX 75356-9420
FRED JACOBY, Commissioner



UNIVERSITY OF ARKANSAS
BAYLOR UNIVERSITY
UNIVERSITY OF HOUSTON
RICE UNIVERSITY
SOUTHERN METHODIST UNIVERSITY
THE UNIVERSITY OF TEXAS AT AUSTIN
TEXAS A&M UNIVERSITY
TEXAS CHRISTIAN UNIVERSITY
TEXAS TECH UNIVERSITY

OFFICE ADDRESS:
100 W. MOCKINGBIRD LN.
SUITE 444
DALLAS, TX 75247
214-634-7353
FAX
214-634-1637 (ADMINISTRATIVE)
214-638-5482 (MEDIA RELATIONS)

SWC FOOTBALL COACHES' MEETING

Wednesday, February 20, 1991
10:00 a.m. - 4:00 p.m.

Life of the Southwest Board Room
Dallas, Texas

Those in attendance included:

Arkansas
Baylor
Houston
Rice
SMU
Texas
Texas A&M
TCU
Texas Tech
SWC

Harold Horton
Grant Teaff
John Jenkins
Fred Goldsmith
Tom Rossley
David McWilliams
R.C. Slocum
Jim Wacker
Spike Dykes
Fred Jacoby, Bo Carter, Ken Faulkner,
Charlie Fiss, Duane Lindberg

1. **1992 SWC Coaches' Meeting.** It was agreed to schedule the 1992 coaches' meeting for the Wednesday two weeks subsequent to the initial National Letter of Intent signing date (tentatively, February 19, 1992).
2. **Future Events.**
 - a. **SWC 1991 Spring Meetings.** Jacoby informed the coaches that they should plan on traveling to Beaver Creek, Colorado on Friday, May 17, 1991, and plan on departing on Monday, May 20, 1991. He reported the coaches would meet with the bowl representatives on Saturday morning, May 18, and the SWC "playday" (e.g., golf, tennis, etc.) would take place Saturday afternoon. On Sunday night there would be a joint SWC/Big Eight reception.
 - b. **Texas State High School Coaches' Association Clinic.** Jacoby reported the SWC football coaches would meet in Fort Worth (hotel site to be determined) on Sunday, July 28, 1991 in conjunction with the Texas State High School Coaches Association clinic. The meeting would run from 4:00-6:00 p.m. The SWC Video Coordinators would meet from 6:00-7:00 p.m.
 - c. **SWC Football Kickoff Luncheon.** Jacoby announced the Kickoff Luncheon was scheduled for Friday, August 2, 1991, at the Hyatt Reunion in Dallas.
3. **Football National Letter of Intent Date.** The coaches favored continuation of an initial football signing date one week prior to the traditional second Wednesday in February. The coaches did not favor a December football signing date.

4. **Division I-A Football Coaches' Meeting.** The coaches agreed it was imperative they have a meeting involving all 106 Division I-A football to discuss issues and problems facing Division I-A football. It was suggested that efforts be made through the American Football Coaches Association (AFCA) to schedule a meeting in conjunction with the CFA meetings and AFCA Golf Tournament in Dallas in June. It was suggested a meeting be arranged for Sunday afternoon or Monday morning prior to the AFCA golf outing.
5. **Presidents Commission.** Jacoby reported that Dr. William Cunningham, President of the University of Texas, was the Division I chair for the Presidents Commission.
6. **SWC Weekly Football Coaches' Media Conference Telephone Call.** The coaches favored continuation of the weekly Wednesday conference telephone call. Moved and seconded to recommend that a Sunday afternoon (3:00-6:00 p.m.) conference telephone call be conducted (with an approximate cost of \$11,000). Motion passed 9-0.
7. **Kickoff Luncheon.** The coaches recommended that the student-athletes spend less time at the print interview tables in order to eliminate some "dead time" and allow them more time in the radio/television interview area.
8. **SWC Media Tour.** Fiss indicated that between 35 and 50 media people had participated in the stops at the member institutions during the 1990 tour and it had provided significant media coverage to the Conference for an extended period prior to the season.
9. **Review of NCAA Legislation.** Lindberg reviewed the legislative changes which had resulted from actions taken at the 1991 NCAA Convention. The coaches recommended that the Conference consider amendments to the newly approved legislation as follows:
 - ** May Evaluation -- The coaches recommended an exception be made which would allow them to do evaluation on one Saturday during the 15-day May evaluation period.
 - ** Reduction of Fulltime Coaches -- The coaches recommended that normal attrition be utilized on a one-time exception basis to allow them to come into line with the staff reduction which goes into effect on August 1, 1992, and reduces by one the number of fulltime coaches.
 - ** Grants-in-Aid Reductions -- The coaches proposed the future reduction in overall grants-in-aid be limited to five percent (not the 10 percent passed at the 1991 NCAA Convention) or returned to the current level of 95.
 - ** Telephone Calls to Prospects -- The coaches recommended that telephone calls be limited to the month of May (for juniors) and to the period between the prospect's final high school/junior college football game and the end of the National Letter of Intent signing period. During the permissible periods there would be no limit on the number of telephone calls that could be made to a prospect.

** Contact Period -- The coaches recommended that one contact be allowed per week at the high school/junior college since the new legislation will continue to permit them to be at the high school once-a-week during the contact period.

** Dead Period -- The coaches recommended elimination of the dead period 72 hours subsequent to the initial National Letter of Intent signing date.

10. **Cotton Bowl Presentation by Jim Brock.** Brock briefly discussed future bowl bid procedures, the IRS' investigation of bowl sponsorship monies, Mobil's sponsorship of the Cotton Bowl, CBS' status with the Cotton Bowl, Cotton Bowl stadium improvements/new football facility for Dallas/possible use of Texas Stadium and the Cotton Bowl's discussions with the Big East and Big Ten conferences concerning potential tie-ins.

11. **Fall 1991 Preseason Practice Dates.** Lindberg provided the coaches with a summary of the dates for each institutions 1991 preseason football practice.

12. **SWC Videotape Exchange.** The coaches reported that the videotape exchange approved for the 1990 season had worked exceedingly well and recommended the video coordinators again meet prior to the start of the 1991 season (at the Texas State High School Coaches Association clinic).

Moved and seconded that a Conference institution will not exchange film/videotape with any non-conference institution scheduled to play a Conference game in a specific year. Motion passed 9-0.

13. **Drug Testing.** Goldsmith recommended that drug tests be conducted in July for water based steroids for three football players per institution with emphasis on lineman. It was agreed to have the SWC Compliance Committee review this recommendation.

Respectfully submitted,

Duane Lindberg
Assistant Commissioner



SOUTHWEST ATHLETIC CONFERENCE

STARTING DATES FOR 1991 FALL FOOTBALL PRACTICE

| University | Evening Meal for First-Time Participants (No Football Related Meetings) | Orientation Period/ Non-Contact Drills for Freshman and First Term Transfers | Varsity Reports for Evening Meal (No Football Related Meetings) | Issue Equipment, Medical Examinations, and Squad Pictures | Non-Contact Conditioning Drills* | Practice in Full Equipment | First Day of Classes | Date of First Game |
|------------|--|---|--|---|--|----------------------------------|-------------------------|-----------------------|
| Arkansas | August 4 | August 5 | August 8 | August 9 | August 10 | August 14 | August 26 | August 31 |
| Baylor | August 8 | August 9 | August 13 | August 14 | August 15 | August 19 | August 26 | September 7 |
| Houston | August 8 | August 9 | August 13 | August 14 | August 15 | August 19 | August 26 | September 7 |
| Rice | August 12 | August 13 | August 16 | August 17 | August 19 | August 22 | August 26 | September 14 |
| SMU | August 4 | August 5 | August 8 | August 9 | August 10 | August 14 | August 26 | August 31 |
| Texas | August 9 | August 10 | August 14 | August 15 | August 16 | August 20 | August 28 | September 7 |
| Texas A&M | August 15 | August 16 | August 20 | August 21 | August 22 | August 26 | September 2 | September 14 |
| TCU | August 8 | August 9 | August 13 | August 14 | August 15 | August 19 | August 26 | September 7 |
| Texas Tech | August 11 | August 12 | August 15 | August 16 | August 17 | August 21 | September 3 | September 7 |

NOTE:

1. The dates listed above are the earliest permitted by NCAA Bylaw 17-7.
2. During the orientation period and the physical activity during the first three days of non-contact conditioning drills, no football gear or protective equipment other than headgear, shoes, and porous lightweight jerseys and pants shall be worn by players.
3. A partial qualifier who has fulfilled his residence requirement may report for orientation period with freshmen and first-year transfers.

*Prior to the first day of preseason practice, no practice activity or football related meetings are permitted on a Sunday. However, any Sunday subsequent to the start of the 29 practice opportunities may be utilized as a practice opportunity without counting.

SWC STAFF MEETING

April 3, 1991

Cotton Bowl Office
Conference Room

Those attending were:

Fred Jacoby
Allen Archer
Bo Carter
Rick Chryst
Doug Walker

Kelly Krauskopf
Eva Lavine
Duane Lindberg
Bob Genarelli

1. **Spring Meeting**

A. **Schedule of Events.** Chryst reported that he saw Tim Allen at the Final Four, but did not discuss a potential meeting time at the Spring Meeting. Chryst indicated that the best time for a joint meeting with the Big 8 would be Monday, or Wednesday. The SWC Honors Banquet will be scheduled on the night the SWC/Big 8 meeting does not take place. The Football Coaches meeting is tentatively scheduled for Monday night.

B. **Media Arrangements.** Gennarelli suggested that the SWC provide a media workroom which would be used for daily press conferences. He also discussed the possibility of the media attending the SID meeting. Carter will contact sport editors in Houston, Dallas, Austin, San Antonio, and Ft. Worth. He will then offer to set up their hotel arrangements. It was decided that the media would be invited to certain social events, and those events will be determined at a later date.

C. **Shipping.** Chryst will coordinate the shipping of all supplies. The shipping date was set for May 13, 1991.

2. **Fuji Film**

A. Lindberg indicated that he was meeting with the Fuji representative today to order all video tape for the institutions.

3. **Basketball Tournament**

A. Lavine distributed a draft of the ticket account survey, and asked the staff to review it and submit all suggestions to her by the end of the week.

4. **Storage**

A. Chryst indicated that it would be more convenient to find storage space within the building, rather than off site. Ewerz indicated more shelving was needed, and he was going to look into the cost. He also suggested a separate room for storage of drug testing materials. Archer and Lavine would be responsible for the upkeep of this room.

B. Clean up day will be after the Spring Meeting, and date will be forthcoming.

5. **Ticket Sales**

A. Lavine reported that tickets would go on sale to the general public on April 8, 1991. Renewal invoices will also be mailed out on that date, with a deadline date of May 10, 1991. Chryst and Lavine discussed the possibility of establishing a 1-800 number for the ticket line.

6. **Directors Meeting.**

A. Lindberg informed the group that the dates of May 2-3 have been changed to May 1, 1991. The meeting will take place at the Airport Hyatt, rather than the Hyatt Downtown.

7. **SWC Shirts**

A. Lindberg informed the group that SWC shirts needed to be ordered for sideline people, table people, and ball boys.

8. **Internship**

A. Carter reported that the intern search has had very good response, it will last two more weeks. The intern position will be for media relations.

9. **Upcoming Meetings**

A. The Men's Basketball Officials Committee meeting will be held Tuesday, May 7, 1991.

10. **Tulane Visit**

A. Jacoby and Krauskopf will be accompanied by 4 Athletic Directors, and 4 Faculty Representatives on a visit to Tulane University in New Orleans, LA. This meeting will take place Friday, April 12, 1991.

Adjournment: Next Meeting, April 10, 1991, 9:00 am Cotton Bowl Board Room.

STAFF MEETING

Cotton Bowl Office
Large Conference Room
Wednesday March 27, 1991 9:00 a.m.

AGENDA

1. Review of Agenda for Additions, Deletions or Change of Order
 - Old Business
 1. Spring Meeting
 - a. Schedule of Events and Activities - *Austin Travel, Anthony, Sun Belt,*
 - b. Staffing of Events and Activities - *Worldtech (NCAA)*
 - c. Review of Travel Arrangements
 2. *SWC Men's and Women's Basketball Classic - Liaison Meeting*
Survey to ticket buyers & prospects - *Rick, FJ, Nell Caudill, Dave Brown*
 - a. Review of Basketball Tournament Committee Meeting - *Russ Bookbinder*
Alumni Functions - *San Antonio*
Thurs. night (earlier to avoid women's try conflict)
Steve, (dollar figures) Duane
 3. NCAA Grant Proposal
(Subgrants from schools)
need Baylor, Rice
 - New Business
 1. Big 8 / SWC Challenge Series
 2. Adjournment
 3. *Fuji Film - video*
 4. *Storage - need additional*
 5. *Stationery / logos*
- Bill for intern - MCB*
- 1991-92*
- Football
Basketball
Baseball
Track
- Big 8-SWC on sheet*
- FB Media Guide*
new logo

Revised 3/15/91

Big 8 / Southwest Conference

Challenge Series

Coaches Committee

Mens Basketball 04/03/91 11:00 A.M.

Moe Iba (TCU)
Tom Penders (Texas)
Pat Foster (Houston)

> Rob C.
included

Baseball 03/20/91 11:00 A.M.

Done

Mark Johnson (Texas A&M)
Cliff Gustafson (Texas)
Bragg Stockton (Houston)

Mens Golf 03/27/91 11:00 A.M.

Barry Rodenhaver (SMU)
Keth Fergus (Houston)
Jim Casteneda (Rice)

Womens Golf 04/22/91
1 Hour Prior to Coaches Meeting

Pat Weiss (Texas)
Kyle O'Brien (SMU)
Kristi Arney (TCU)

Mens and Womens Swimming & Diving 05/8/91
1 Hour Prior to Coaches Meeting

Phil Hansel (Houston)
Mark Schubert (Texas)
Mel Nash (Texas A&M)
Steve Collins (SMU)

Mens Tennis 04/18/91
1 Hour Prior to Coaches Meeting

Tut Bartzen (TCU)
David Kent (Texas A&M)
David Synder (Texas)

Womens Tennis 04/18/91
1 Hour Prior to Coaches Meeting

John Fielding (SMU)
Cathy Beene (Houston)
Paul Blankenship (Rice)

Mens and Womens Track & Field 03/20/91 1:00 P.M.

Done

Bubba Thorton (TCU)
Clyde Hart (Baylor)
Stan Huntsman (Texas)
Terry Crawford (Texas)

Volleyball ~~03/20/91 2:00 P.M.~~ 4/3/91

Debbie Sokol (Rice)
Bill Walton (Houston)
Mick Haley (Texas)

1:00 P.M.

Womens Basketball 4/24/91

COACHES MTG



SOUTHWEST ATHLETIC CONFERENCE
BOX 569420
DALLAS, TX 75356-9420
FRED JACOBY, Commissioner

OFFICE ADDRESS:
1300 W. MOCKINGBIRD LN.
SUITE 444
DALLAS, TX 75247
214-634-7353
FAX
214-634-1637 (ADMINISTRATIVE)
214-638-5482 (MEDIA RELATIONS)



UNIVERSITY OF ARKANSAS
BAYLOR UNIVERSITY
UNIVERSITY OF HOUSTON
RICE UNIVERSITY
SOUTHERN METHODIST UNIVERSITY
THE UNIVERSITY OF TEXAS AT AUSTIN
TEXAS A&M UNIVERSITY
TEXAS CHRISTIAN UNIVERSITY
TEXAS TECH UNIVERSITY

MEMORANDUM

DATE: March 26, 1991
TO: SWC Spring Meeting Attendees
FROM: Rick Chryst, Assistant Commissioner *RC*
RE: SWC Spring Meeting Travel

To follow-up Commissioner Jacoby's memo of March 18 regarding SWC Spring Meeting Travel, below please find the procedures which have been established for travel by SWC member institution personnel to Beaver Creek. After competitive bid, Austin Travel, specializing in sports travel at both the amateur and professional level, has been selected to handle the 1991 SWC Spring Meeting. All arrangements should be made through the following contact:

Travel Agency: Austin Travel
Primary Contact: Jill de la Sota
1-800-645-7466
FAX: (516) 293-7620

Please complete the enclosed questionnaire at your earliest convenience, so that we can begin to finalize travel plans. The questionnaire should then be sent directly to Jill de la Sota at Austin Travel.

Finally, enclosed below please also find the 1991 SWC Spring Meeting Schedule of Events, as well as billing policies for the Spring Meeting. As always, thank you for your cooperation. Please don't hesitate to call with any questions.

Sat./Sun., May 18-19
Monday, May 20

Tuesday, May 21

Wed., May 22

Thursday, May 23
Friday, May 24

TBD (check with Rick)
Early arrival of SWC Staff; Faculty Reps; ADs
Final arrival of school coaches & administrators
Evening Function [possible SWC/Big Eight combined event]—*all*
Bowl Reps/Head Football Coaches [morning]—*Bo, Charlie, Ken*
Basketball Coaches [morning]—*Bob*
Athletic Directors [morning]—*Admin.*
Golf/Tennis Tournaments [afternoon]—*TBD*
SWC Welcome Reception [evening]—*All*
Committee Meetings (8:00 am-10:00 am)
Sports Information Directors (8:00 am-2:00 pm)—*Bo, Charlie, Bob*
SWC Council (10:00 am-2:00 pm)—*Admin.*
SWC Honors Banquet (evening)—*All*

SWC Council (10:00 am-2:00 pm) *New Conference*
Departure—*All*

SWC Pays Travel/Room:
SWC Pays Room:

Faculty Rep/Athletic Dir./Head FB Coach/Head Basketball Coach
Sports Information Director

SOUTHWEST ATHLETIC CONFERENCE
BOX 569420
DALLAS, TX 75356-9420
FRED JACOBY, Commissioner

OFFICE ADDRESS:
1300 W. MOCKINGBIRD LN.
SUITE 444
DALLAS, TX 75247
214-634-7353
FAX
214-634-1637 (ADMINISTRATIVE)
214-638-5482 (MEDIA RELATIONS)



UNIVERSITY OF ARKANSAS
BAYLOR UNIVERSITY
UNIVERSITY OF HOUSTON
RICE UNIVERSITY
SOUTHERN METHODIST UNIVERSITY
THE UNIVERSITY OF TEXAS AT AUSTIN
TEXAS A&M UNIVERSITY
TEXAS CHRISTIAN UNIVERSITY
TEXAS TECH UNIVERSITY

Dear SWC Spring Meeting Attendee:

The Southwest Conference is working with Austin Travel Corporation in securing the most economical airline arrangements for the Spring Meeting, May 20-24, while maintaining individual flexibility. Your input will help us achieve this goal.

Please complete this form and FAX to Jill de la Sota at Austin Travel, 516-293-7620.

Traveler Name (include Spouse/Guest): _____

School Name: _____

Phone #: _____ FAX #: _____

Departure City: _____

Departure Date: _____ Time: _____

Return Date: _____ Time: _____

Return City: _____

Airline Preference: _____

Can we issue nonrefundable/non-changeable tickets by 4/8/91: _____

We will contact you for your approval on any flight schedule before tickets are issued.

After all travel arrangements have been completed, Austin Travel will evaluate the ground transportation needs and make arrangements for such with car rental firms, etc.

If you have questions, please phone Jill de la Sota at 1-800-645-7466 extension 3090. Thank you.



John Keller
SOUTHWEST CONFERENCE
PROPOSAL - BEAVER CREEK CONFERENCE
MAY 19 - 24, 1991

(some sample fares:
all our travel
to Denver will
be booked by Austin
Travel)

| <u>Departing City</u> | <u>Roundtrip Airfare to Denver</u> | |
|-----------------------|------------------------------------|-----------------------|
| | <u>Coach Fare</u> | <u>Excursion Fare</u> |
| Dallas Ft. Worth | \$ 458.40 | \$ 348.00 |
| Waco | 482.40 | 348.00 |
| Houston | 517.20 | 368.00 |
| College Station | 553.20 | 368.00 |
| Austin | 517.20 | 348.00 |
| Lubbock | 451.20 | 318.00 |

Conditions and Restrictions

Coach Fare: 7 day advance purchase required
Changes are allowed 7 days ahead of desired travel date
1 free ticket for every 40 purchased

Excursion: Deposit of \$40.00 per person required by 4/15/91
21 day advance purchased required
50% penalty for refund
\$50.00 service charge for changes once purchased
80% utilization of total blocked spaced
1 free ticket for every 40 purchased

STAFF MEETING

Cotton Bowl Office
Large Conference Room
Wednesday March 27, 1991 9:00 a.m.

AGENDA

1. Review of Agenda for Additions, Deletions or Change of Order

Old Business

1. Spring Meeting
 - a. Schedule of Events and Activities
 - b. Staffing of Events and Activities
 - c. Review of Travel Arrangements
2. Men's and Women's Basketball Classic
 - a. Review of Basketball Tournament Committee Meeting

3. NCAA Grant Proposal

New Business

1. Big 8 / SWC Challenge Series
2. Adjournment



Revised 3/15/91

Big 8 / Southwest Conference

Challenge Series

Coaches Committee

Mens Basketball 04/03/91 11:00 A.M.

Moe Iba (TCU)
Tom Penders (Texas)
Pat Foster (Houston)

Mens Golf 03/27/91 11:00 A.M.

Barry Rodenhaver (SMU)
Keth Fergus (Houston)
Jim Casteneda (Rice)

Mens and Womens Swimming & Diving 05/8/91
1 Hour Prior to Coaches Meeting

Phil Hansel (Houston)
Mark Schubert (Texas)
Mel Nash (Texas A&M)
Steve Collins (SMU)

Mens Tennis 04/18/91
1 Hour Prior to Coaches Meeting

Tut Bartzen (TCU)
David Kent (Texas A&M)
David Synder (Texas)

Mens and Womens Track & Field 03/20/91 1:00 P.M. ~~DONE~~

Bubba Thorton (TCU)
Clyde Hart (Baylor)
Stan Huntsman (Texas)
Terry Crawford (Texas)

Volleyball ~~03/20/91 3:00 P.M.~~ 4/3/91 1:00 P.M.

Debbie Sokol (Rice)
Bill Walton (Houston)
Mick Haley (Texas)

Baseball 03/20/91 11:00 A.M. ~~DONE~~

Mark Johnson (Texas A&M)
Cliff Gustafson (Texas)
Bragg Stockton (Houston)

Womens Golf 04/22/91
1 Hour Prior to Coaches Meeting

Pat Weiss (Texas)
Kyle O'Brien (SMU)
Kristi Arney (TCU)

Womens Tennis 04/18/91
1 Hour Prior to Coaches Meeting

John Fielding (SMU)
Cathy Beene (Houston)
Paul Blankenship (Rice)

Womens Basketball 4/24/91

COACHES MTG

AGENDA: SIDS' CONFERENCE CALL -- Wed., April 2, 1991

Begins at 3:00 p.m. (CST) Wednesday

Bo Carter will contact SIDs with Darome Teleconferencing Dallas Dial-Up Number on Wednesday

1. Sunday Head Football Coaches' Conference Call (3:00-5:15 p.m.)
2. Possibility of "dovetailing" SWC baseball and basketball series in Feb. & March
3. Spring Meeting (May 20-23 Beaver Creek, Colo.)
 - a. Travel Arrangements (Austin Travel - New York)
 - b. Football coaches and bowl representatives' meeting (Tuesday, May 21)
 - c. SIDs meeting (Wed., May 22, 1991) - 8 am-2 pm *- media 1-2 pm*
 - d. Spring video presentations (length and content)
4. Basketball Tournament Follow-Up
5. Baseball statistics' program
6. Football media tour (proposed dates Aug. 14-Aug. 24)
7. Other Business *Run AVOID 1ST WK of Classes*

SWC STAFF MEETING

March 27, 1991

Cotton Bowl Office
Conference Room

Those attending were:

Fred Jacoby
Allen Archer
Bo Carter
Rick Chryst
Kelly Krauskopf

Kelly Krauskopf
Eva Lavine
Duane Lindberg
Doug Walker

1. Spring Meeting

a. Schedule of Events and Staffing of Events: Chryst reported that finalized plans were not in place at this time. A meeting with Tim Allen (Assistant Commissioner, Big 8) would be in order at the Final four to finalize these items.

b. Travel Arrangements: Chryst reported that Austin Travel had been secured to provide travel arrangements for the SWC Spring meeting. Information was provided on how to secure these arrangements (Attachment #1). This information was mailed to the institutions March 26, 1991. It was noted that Keller travel service had provide bids for the Spring meeting. Although a travel agency had been secured for the Spring meeting Chryst was directed to begin securing a permanent travel agency for conference use.

2. Review of Basketball Tournament Committee Meeting

a. Chryst was to distribute minutes from the meeting. In addition expense forms were to be enclosed with the Committee members copies.

b. Chryst was to schedule a meeting with Will Caudell and Dave Brown (Reunion Arena) to discuss the committees direction with the 1992 Classic and future SWC Classic's.

c. Archer and Lavine will create a survey to mail out with all Ticket confirmation letters. The survey will be distributed at the 4/3/91 staff meeting for final revisions by the staff.

3. NCAA Grant Proposal

a. Jacoby reported that the 90-91 report was to be turned into the NCAA Committee by April 15, 1991. The 91-92 proposal was to be prepared and turned into the NCAA Committee by April 30, 1991.

4. Big 8/SWC Challenge Series

a. Archer reviewed with the group the dates for coaches meetings either by conference call or in person meeting to discuss the merits of the proposal on an individual sport basis.

5. Fuji Film

a. Archer informed the group that the Fuji representative had made contact with the Conference office to discuss the Conferences arrangement for the 91-92 academic year. Lindberg was directed to meet with their representative and provide information to the institutions through the Video coordinators at each institution.

6. Storage

a. Chryst reported that inter-office storage was full and that a good house cleaning might be in order. It was agreed that a day be set aside for removal of old items in storage while continuing to search for an outer office storage area.

7. Stationery

a. Staff noted that new stationery would be in order beginning June 1, 1991 due to the logo on the top of the current stationery.

8. Tom Perkins

a. Staff provided an update on the services provided by Tom Perkins. Jacoby directed Archer, Faulkner, and Ewerz to meet with Dr. Perkins and report back the status of the Business situation.

Adjournment: Next Meeting, April 3, 1991, 9:00 am Cotton Bowl Board Room

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ATTACHMENT #1(A)

UNIVERSITY OF ARKANSAS
BAYLOR UNIVERSITY
UNIVERSITY OF HOUSTON
RICE UNIVERSITY
SOUTHERN METHODIST UNIVERSITY
THE UNIVERSITY OF TEXAS AT AUSTIN
TEXAS A&M UNIVERSITY
TEXAS CHRISTIAN UNIVERSITY
TEXAS TECH UNIVERSITY

MEMORANDUM

DATE: March 26, 1991
TO: SWC Spring Meeting Attendees
FROM: Rick Chryst, Assistant Commissioner *RC*
RE: SWC Spring Meeting Travel

To follow-up Commissioner Jacoby's memo of March 18 regarding SWC Spring Meeting Travel, below please find the procedures which have been established for travel by SWC member institution personnel to Beaver Creek. After competitive bid, Austin Travel, specializing in sports travel at both the amateur and professional level, has been selected to handle the 1991 SWC Spring Meeting. All arrangements should be made through the following contact:

Travel Agency: Austin Travel
Primary Contact: Jill de la Sota
1-800-645-7466
FAX: (516) 293-7620

Please complete the enclosed questionnaire at your earliest convenience, so that we can begin to finalize travel plans. The questionnaire should then be sent directly to Jill de la Sota at Austin Travel.

Finally, enclosed below please also find the 1991 SWC Spring Meeting Schedule of Events, as well as billing policies for the Spring Meeting. As always, thank you for your cooperation. Please don't hesitate to call with any questions.

*Boys
Ship
Beaver
Monday May 13*

Sat./Sun., May 18-19

Monday, May 20

Tuesday, May 21

Wed., May 22

Thursday, May 23

Friday, May 24

SWC Pays Travel/Room:
SWC Pays Room:

FB COACHES

Early arrival of SWC Staff; Faculty Reps; ADs
Final arrival of school coaches & administrators
Evening Function [possible SWC/Big Eight combined event]
Bowl Reps/Head Football Coaches [morning]
Basketball Coaches [morning]
Athletic Directors [morning]
Golf/Tennis Tournaments [afternoon]
SWC Welcome Reception [evening]
Committee Meetings (8:00 am-10:00 am)
Sports Information Directors (8:00 am-2:00 pm)
SWC Council (10:00 am-2:00 pm)
SWC Honors Banquet (evening)

SWC Council (10:00 am-2:00 pm)
Departure

Faculty Rep/Athletic Dir./Head FB Coach/Head Basketball Coach
Sports Information Director

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ATTACHMENT #1 (B)
UNIVERSITY OF ARKANSAS
BAYLOR UNIVERSITY
UNIVERSITY OF HOUSTON
RICE UNIVERSITY
SOUTHERN METHODIST UNIVERSITY
THE UNIVERSITY OF TEXAS AT AUSTIN
TEXAS A&M UNIVERSITY
TEXAS CHRISTIAN UNIVERSITY
TEXAS TECH UNIVERSITY

Dear SWC Spring Meeting Attendee:

The Southwest Conference is working with Austin Travel Corporation in securing the most economical airline arrangements for the Spring Meeting, May 20-24, while maintaining individual flexibility. Your input will help us achieve this goal.

Please complete this form and FAX to Jill de la Sota at Austin Travel, 516-293-7620.

Traveler Name (include Spouse/Guest): _____

School Name: _____

Phone #: _____ FAX #: _____

Departure City: _____

Departure Date: _____ Time _____

Return Date: _____ Time _____

Return City: _____

Airline Preference: _____

Can we issue nonrefundable/non-changeable tickets by 4/8/91: _____

We will contact you for your approval on any flight schedule before tickets are issued.

After all travel arrangements have been completed, Austin Travel will evaluate the ground transportation needs and make arrangements for such with car rental firms, etc.

If you have questions, please phone Jill de la Sota at 1-800-645-7466 extension 3090. Thank you.

1991-92 SWC & NCAA CHAMPIONSHIPS

CROSS COUNTRY*

SWC: November 3, 1991 at Austin, TX (University of Texas at Austin host)

NCAA: November 25, 1991 at Tucson, AZ (University of Arizona host)

WOMEN'S VOLLEYBALL

SWC: Regular-season champion: no championship tournament

NCAA: December 19 & 21, 1991 at Los Angeles, CA (UCLA host)

INDOOR TRACK & FIELD*

SWC: February 14 & 15, 1992 at Will Rogers Coliseum, Fort Worth, TX (SWC host)

NCAA: March 13 & 14, 1992 at The Hoosier Dome, Indianapolis, IN (TAC and Butler University hosts)

WOMEN'S SWIMMING

SWC: February 6-8, 1992 at Austin, TX (University of Texas at Austin host)

NCAA: March 19-21, 1992 at Austin, TX (University of Texas at Austin host)

MEN'S SWIMMING

SWC: February 6-8, 1992 at Austin, TX (University of Texas at Austin host)

NCAA: March 26-28, 1992 at Indianapolis, IN (Indiana University host)

WOMEN'S BASKETBALL

SWC: March 11-12, 1992 at Moody Coliseum/March 14 at Reunion Arena, Dallas, TX (SMU host)

NCAA: April 4 & 5, 1992 at LA Sports Arena, Los Angeles, CA (USC host)

MEN'S BASKETBALL

SWC: March 13-15, 1992 at Reunion Arena, Dallas, TX (SWC host)

NCAA: April 4 & 6, 1992 at The Metrodome, Minneapolis, MN (University of Minnesota host)

WOMEN'S GOLF

SWC: April 24-26, 1992 at Sonterra County Club, San Antonio, TX (SWC host)

NCAA: May 27-30, 1992 at Tempe, AZ (Arizona State University host)

MEN'S GOLF

SWC: May 1-3, 1992 at Lubbock, TX (Texas Tech University host)

NCAA: June 3-6, 1992 at Albuquerque, NM (University of New Mexico host)

WOMEN'S TENNIS

SWC: April 17-19, 1992 at Austin, TX (University of Texas at Austin host)

NCAA: May 6-14, 1992 at Stanford, CA (Stanford University host)

MEN'S TENNIS

SWC: April 17-19, 1992 at Austin, TX (University of Texas at Austin host)

NCAA: May 15-24, 1992 at Athens, GA (University of Georgia host)

OUTDOOR TRACK & FIELD*

SWC: May 2 & 3, 1992 at College Station, TX (Texas A&M University host)

NCAA: June 3-6, 1992 at Austin, TX (University of Texas at Austin host)

BASEBALL

SWC: Regular-season champion; no championship tournament

NCAA: May 29-June 6, 1992 at Rosenblatt Stadium, Omaha, NE (Creighton University host)

Common Site Championship -- men and women

Men's & Women's Cross Country

A. Year Long Responsibilities

1. In-House Contact *Alan*
2. Media Contact *Doug*
3. Coaches Meeting
 - a. Date ~~Monday Nov 1~~ *Sat. Nov 2*
 - b. Location ~~Georgetown~~

B. Championship Responsibilities

1. Date *Sunday Nov 3*
2. Site *Georgetown UT*
3. Institutional Representatives
 - a. Contact
 - b. SID Contact *Doug/Kennifer Snyder*

C. Awards

1. Order
 - a. Date
 - b. Number *2 champ trophy
10 medal each (20)*
2. Delivery
 - a. Date *Oct 1*
 - b. To Whom: *Doug/BOB*

D. Hotel

1. Staff Arrangements
2. Media Arrangements
3. Team Arrangements
4. Officials Arrangements

E. Other

*SCORES? Computer
By hand*

Men's & Women's Indoor Track & Field

A. Year Long Responsibilities

1. In-House Contact *Allen*
2. Media Contact *Doug*
3. Coaches Meeting
 - a. Date *Thurs night Feb 13*
 - b. Location *hotel Ft Worth*

B. Championship Responsibilities

1. Date *Feb 14-13*
2. Site *Will Rogers*
3. Institutional Representatives
 - a. Contact
 - b. SID Contact

C. Awards

1. Order
 - a. Date *Dec 1*
 - b. Number
3 medals every event
2. Delivery
 - a. Date *Mid Jan*
 - b. To Whom: *Steve*

D. Hotel

1. Staff Arrangements *Suite & 2 rooms for SID staff*
2. Media Arrangements *30 rooms excluding us*
3. Team Arrangements
4. Officials Arrangements

E. Other

Men's & Women's Outdoor Track & Field

A. Year Long Responsibilities Allen

1. In-House Contact
2. Media Contact Doug / BO
3. Coaches Meeting
 - a. Date May 1 FRI
 - b. Location CAW Hall

B. Championship Responsibilities

1. Date May 2-3
2. Site ALM
3. Institutional Representatives
 - a. Contact Wally Geroff / Ted
 - b. SID Contact Collin

C. Awards

1. Order
 - a. Date
 - b. Number
2. Delivery
 - a. Date
 - b. To Whom: Collin

D. Hotel

1. Staff Arrangements suite & 2 rooms for SO staff
2. Media Arrangements 35
3. Team Arrangements
4. Officials Arrangements

E. Other

Men's & Women's Tennis

A. Year Long Responsibilities

1. In-House Contact *Kelly*
2. Media Contact *Maddie*
3. Coaches Meeting

a. Date

b. Location

B. Championship Responsibilities

1. Date *Apr 17-18-19*
2. Site *UT*
3. Institutional Representatives

a. Contact *Leon Wheeler*

b. SID Contact *Jennifer Sander*

C. Awards

1. Order

a. Date

b. Number

2. Delivery

a. Date

b. To Whom:

D. Hotel

1. Staff Arrangements
2. Media Arrangements *10 Rooms*
3. Team Arrangements
4. Officials Arrangements

E. Other

Women's Golf

A. Year Long Responsibilities

1. In-House Contact *Kelly/Allen*

2. Media Contact *CHARLIE/MORRIS*

3. Coaches Meeting

a. Date

b. Location

B. Championship Responsibilities

1. Date *Apr 24-26 Sunday-Tues*

2. Site *Sonterra*

3. Institutional Representatives

a. Contact

b. SID Contact

C. Awards

1. Order

a. Date

b. Number

2. Delivery

a. Date

b. To Whom: *Steve*

D. Hotel

1. Staff Arrangements

2. Media Arrangements *2 or 3*

3. Team Arrangements

4. Officials Arrangements

E. Other

Executive Guest House - hotel

Men's Golf

A. Year Long Responsibilities

1. In-House Contact BOB
2. Media Contact CHARLIE / ~~BOB~~ Maddie
3. Coaches Meeting
 - a. Date April 30
 - b. Location

B. Championship Responsibilities

1. Date Apr 30 - May 3
2. Site F? BH Orchard CC W Sugar Land
3. Institutional Representatives
 - a. Contact
 - b. SID Contact HORWADAY OR RP

C. Awards

1. Order
 - a. Date
 - b. Number
2. Delivery
 - a. Date
 - b. To Whom: For SWC

D. Hotel

1. Staff Arrangements
2. Media Arrangements
3. Team Arrangements
4. Officials Arrangements

E. Other



Men's & Women's Swimming

A. Year Long Responsibilities

1. In-House Contact *Allen*
2. Media Contact *Maddie/CHARLIE*
3. Coaches Meeting
 - a. Date
 - b. Location

B. Championship Responsibilities

1. Date *Feb 6-8*
2. Site *UT*
3. Institutional Representatives
 - a. Contact
 - b. SID Contact *Women's SH*

C. Awards

1. Order
 - a. Date
 - b. Number
2. Delivery
 - a. Date
 - b. To Whom: *LeND Wheeler*

D. Hotel

1. Staff Arrangements
2. Media Arrangements *15 Rooms*
3. Team Arrangements
4. Officials Arrangements

E. Other

Women's Volleyball

A. Year Long Responsibilities

1. In-House Contact 

2. Media Contact

3. Coaches Meeting

a. Date

b. Location

B. Championship Responsibilities

1. Date

2. Site

3. Institutional Representatives

a. Contact

b. SID Contact

C. Awards

1. Order

a. Date

b. Number

2. Delivery

a. Date

b. To Whom:

D. Hotel

1. Staff Arrangements

2. Media Arrangements

3. Team Arrangements

4. Officials Arrangements

E. Other



SOUTHWEST ATHLETIC CONFERENCE

MAILING ADDRESS

BOX 569420
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FRED JACOBY, Commissioner
TELEPHONE 214-634-7353

OFFICE ADDRESS

1300 WEST MOCKINGBIRD LANE
SUITE 444
DALLAS, TEXAS 75247

FAX (Media Relations) 214-638-5482

FAX (Administrative) 214-634-1637

1991-92 SWC CALENDAR

JULY

26-27 Football Officials Clinic (Dallas)
28 Football Coaches/Officials Meeting (Ft. Worth)

AUGUST

2 Football Kickoff Luncheon (Dallas)

SEPTEMBER

11 Track Coaches Meeting (Dallas)

OCTOBER

8 Directors of Athletics Meeting (Dallas)
9 Administrative Committee for Women's Sports Meeting (Dallas)
10 Compliance Coordinators Meeting (Dallas)
11 Men's Basketball Officials Clinic (Dallas)
23 Recruiting Coordinators Meeting (Dallas)
25 SWC Swimming Relays (TCU)

NOVEMBER

2 Women's Basketball Officiating Clinic (Dallas)
3 Cross Country Championships (Univ. of Texas)
5 Council of Presidents Meeting (Dallas)
6 Basketball Media Day (Dallas)
7 Baseball Coaches Meeting (Dallas)

DECEMBER

1 Volleyball Officiating Meeting (Dallas)
2 Volleyball Coaches Meeting (Dallas)
5 Director's of Athletics Meeting (Dallas)
6 Council Meeting (Dallas)

(Continued on Inside Back Cover)



JANUARY

7-11 NCAA Convention (Anaheim, CA)

FEBRUARY

6-8 Men's and Women's Swimming Championships (Univ. of Texas)
14-15 Indoor Track Championships (Fort Worth)
19 Football Coaches Meeting (Dallas)
20 Football Officiating Committee Meeting (Dallas)
21 Council of Presidents Meeting (Dallas)

MARCH

11-15 Men's & Women's Basketball Tournaments (Dallas)
14 Council Meeting (Dallas)

APRIL

6 Women's Basketball Officiating Committee Meeting (Dallas)
16 Tennis Coaches Meeting
17-19 Men's and Women's Tennis Championships (Texas)
23 Men's Golf Coaches Meeting
23 Men's Basketball Tournament Committee Meeting
24 Directors of Athletics' Meeting
24-26 Men's Golf Championship (Texas Tech)
26-28 Women's Golf Championship
27 Women's Golf Coaches Meeting
27 Women's Basketball Tournament Committee Meeting (Dallas)
29 Women's Basketball Coaches Meeting
30 Administrative Committee for Women's Sports Meeting

MAY

2-3 Men's and Women's Outdoor Track & Field Championships (Texas A&M)
5 Men's Basketball Officiating Committee Meeting
6 Men's and Women's Swimming Coaches Meeting (Dallas)
19-20 Men's Basketball Coaches Meeting
19-20 Football Coaches Meeting
20-21 Sports Information Directors Meeting
21-22 Annual SWC Spring Meeting

JUNE

3 Council of Presidents Meeting (Dallas)

Arkansas Activities Assn.
29th & Willow
North Little Rock, AR 72114
501-771-2205

University Interscholastic League
Box 8028
University Station
Austin, TX 78713
512-471-5883

NCAA
6201 College Blvd.
Overland Park, KS 66211-2422
913-339-1906

1991 SEC SPRING MEETING

SID MEETING SCHEDULE

| | | |
|-------------------|-----------------------|--------------------------------------|
| Monday, May 27 | 2:00 p.m. - 6:00 p.m. | Palm Beach D |
| | 6:30 p.m. - 8:00 p.m. | Reception (Poolside) |
| Tuesday, May 28 | 8:00 a.m. - Noon | Palm Beach D |
| | Noon - 1:30 p.m. | Lunch (On Your Own) |
| | 1:30 p.m. - 5:00 p.m. | Palm Beach D |
| Wednesday, May 29 | 3:00 p.m. - 5:00 p.m. | Forums |
| | (All Groups Involved) | Marco, Amelia, Boardroom, Theatre |
| | 6:00 p.m. - 7:00 p.m. | Reception (Lobby Foyer) |
| | 7:00 p.m. | 1991 SEC Awards Dinner (Ballroom) |

SID AGENDA

Monday, May 27 • 2:00 p.m. - 6:00 p.m.

I. EXPANSION

- A. Welcome New Members
- B. Football Championship Game
- C. Men's & Women's Basketball Tournaments
- D. Media Days
 - 1. Expand Basketball To Include New Teams
 - 2. Luncheon For Women
- E. Division All-SEC Teams
- F. Teleconferencing By Division
- G. Record Holders For New Members

II. NCAA RULES

- A. One-Color Stationary
- B. One Publication Per Sport
 - (Does Not Include Preseason Or Postseason)
- C. Charity Appearances By Athletes

III. SEC MEDIA RELATIONS

- A. SID Manual Revisions
- B. Review Procedures
 - 1. Season Reviews
 - 2. Stat Reporting Deadlines/Standardized Forms
 - 3. Record Book/Year In Review
 - 4. New Bulletin Board
 - 5. New Building (Displays)

Monday, May 27 (continued)

IV. MISCELLANEOUS ITEMS

- A. Academic Honor Roll
- B. Basketball Tournament
- C. Network Credential Abuse
- D. Pay-Per-View Telecasts
- E. Photo Decks
- F. Campus Satellite Capabilities
- G. Radio Broadcasters Report (Bud Ford)
- H. "900" Numbers
- I. CFA Scholar-Athlete Team

Tuesday, May 28 • 8:00 a.m. - Noon

V. COST CONTAINMENT

- A. Charging For Media Services
 - 1. Media Days Registration Fee
 - 2. Pre-Game Meals
- B. Mailing Lists & Methods
- C. Media Days
 - 1. Slides, Photos & Tapes
- D. Basketball Releases
- E. SEC Releases
- F. Network Faxing
- G. Publications
- H. Review Services & Equipment
 - 1. Computers
 - 2. Copiers
 - 3. Fax Machines

VI. MISCELLANEOUS ITEMS

- J. Standardized Opponent Questionnaires
- K. CoSIDA Breakfast
- L. Master Football All-Star List
- M. Agents Attending SEC Media Days
- N. Appoint New Vice-President

Tuesday, May 28 • 1:30 p.m. - 5:00 p.m.

VII. GUESTS

- A. Jefferson-Pilot (1:30 p.m.)
- B. Turner Sports (2:00 p.m.)
- C. Commissioner Roy Kramer (2:30 p.m.)

VIII. PRINT MEDIA FORUM

- (Tony Barnhart, David Climer, Charles Hollis, Sam King)
- A. 20-Hour Time Limit For Student-Athletes
- B. Media Services
- C. Covering Negative Stories

SOUTHEASTERN CONFERENCE

Sports Information Directors

Policies and Procedures

AVAILABILITY OF STUDENT-ATHLETES

All SEC student-athletes must be available to media representatives after competition. An appropriate cooling-off period is permitted, after which time the student-athletes must be accessible to reporters.

BASKETBALL MEDIA DAYS

Conducted each fall during November at a date and location to be determined by the Media Relations Department. This is a two-day event featuring each head men's basketball coach and two players from each school. On the first day, a brunch for each women's head coach and one player from each school is conducted.

Each school is responsible for bringing media guides, pictures and slides, as well as a video tape similar to the one provided for football media days. Although the conference office does not provide the duplication of pictures for basketball media days, it is emphasized that in no way should one school try to "outdo" the other.

BASKETBALL TOURNAMENT MEDIA COORDINATION COMMITTEE

Each Sports Information Director, or his designee, is a member of the SEC Men's Basketball Tournament Media Coordination Committee. This committee shall develop all of the media policies and procedures for the tournament. Each member will be assigned specific duties during the tournament by the SEC Media Relations Department. Members of the committee should report to the tournament site by Wednesday afternoon preceeding the tournament. The Conference will pay the room and tax expenses for one committee member from each institution for the duration of the tournament.

BOWL SCOUTS

Each bowl is limited to a maximum of two media credentials to each home football game, with the exception of the game (after Nov. 23) in which a bowl invitation is to be extended. Bowl representatives may attend the FIRST home game of a school which played in that bowl the previous season. Otherwise, bowl representatives may not attend games prior to Oct. 13. However, USF&G Sugar Bowl representatives may attend any SEC vs. SEC contest.

If more than two representatives wish to attend a game, they are to purchase tickets and are not to have access to the press box or any alternate area used to host bowl reps. Any requests above these guidelines should be reported to Mickey Holmes of the USF&G Sugar Bowl.

SID POLICIES & PROCEDURES

COACHES BOOTH

In football press boxes, teams are limited to a maximum of **eight** coaches in the coaches booth. Therefore, a maximum of eight passes will be issued.

CONFERENCE CHAMPIONSHIPS

As a general rule, the host institution Sports Information Director is responsible for all media-related services associated with Level III championships and tournaments which are held on his/her campus. In addition, the host SID for the baseball tournament will handle all media services. The SEC Media Relations Department is responsible for all media relations for the men's basketball and women's basketball tournaments.

"Media services" includes credentials, statistical services, press facility management, interviews, etc. A copy of the final results and statistics of the event must be forwarded to the conference office immediately following the conclusion of the event.

Under the corporate sponsorship program, grants will be provided in the following amounts to schools hosting Level III championships to help offset the cost of hosting the event:

| | |
|---------------------------------|--------------|
| Men's and Women's Golf | \$2,500 each |
| Gymnastics | \$4,000 |
| Men's and Women's Swimming | \$9,000 |
| Men's and Women's Tennis | \$2,500 each |
| Men's and Women's Indoor Track | \$9,000 |
| Men's and Women's Outdoor Track | \$9,000 |

The conference office contracts for complete printed programs to be published for the men's and women's basketball and baseball tournaments. For all Level III championships and tournaments, the conference office publishes a program "shell" into which the host institution will insert information regarding that particular championship. The SEC will provide the "shell" to the host institution at no cost and the host may keep all proceeds from the sale of the programs.

CONFERENCE FOOTBALL CREDENTIALS

The conference office requests two media credentials for each school's home football games. One is used by an officials' observers, the other by a member of the conference staff. It is requested that these credentials, along with a parking pass for each game, be sent to the conference office prior to the season. The office will notify the host SID by Thursday of game week who will be using the credentials. At no time should the conference office request more than three credentials.

SID POLICIES & PROCEDURES

CONFERENCE TOURNAMENT/CHAMPIONSHIP MEDIA GUIDES

Post-season media guides for conference tournaments or championships are prohibited. Press material for these events must be in release form and may not have covers other than standard cover sheets used during the year. Also, these releases may not be bound by any method other than a staple in the upper left-hand corner.

EQUAL ACCESS

Equal access must be given to all media representatives regardless of sex at any time interviews with coaches and/or student-athletes are conducted, including after competition. Equal access is defined as access to coaches and/or student-athletes at the exact same time and at the exact same place. Bringing players to a separate area for reporters of the opposite sex is NOT considered equal access. The exact method of ensuring equal access shall be determined by the institution.

FOOTBALL MEDIA DAYS

The conference sponsors a football media days function beginning the last week in July at a site determined by the SEC Media Relations Department. The league office will cover the expenses (hotel room, tax and meals) for the two designated players from each institution attending the function.

League policy discourages competition among SID offices at media days. To help achieve that, each SID sends the conference office a black and white head-and-shoulders shot and an action shot of its head coach and the two players participating in media days. Color slides of each head coach and school logo should also be sent. The conference office then arranges to have the pictures and slides duplicated in a consistent style.

Also, each school is to produce a 20-minute video tape for use by television stations covering the event. Included in this 3/4-inch tape should be:

1. Spring practice footage (approximately five minutes)
2. Interviews with three players NOT attending media days
3. Action footage of the two players attending media days as well as footage of the three players interviewed on the tape
4. Coach in action on the sideline and/or in practice
5. "Color" shots - stadium, cheerleaders, band, crowd, etc.

No type of promoting for honors, such as Heisman Trophy, etc., should be conducted by league schools at this event.

OFFICERS

The SEC Sports Information Directors shall elect a vice-president every two years, who will automatically become president for a two-year term. The president shall preside over meetings of the Sports Information Directors and will serve as a spokesman for the group during the year.

SID POLICIES & PROCEDURES

PHOTOGRAPHERS IN BENCH AREA

The presence of any type of photographer, television or still, in the bench area in football is strictly prohibited.

PLAYERS OF THE WEEK

The conference will name "Players of the Week" in the following sports, allowing for co-players when the situation warrants:

- Football (offensive and defensive)
- Men's Basketball (player of week and rookie of week)
- Women's Basketball (player of the week)
- Baseball (player and pitcher of the week)

Each school may nominate a player for these weekly awards. The Media Relations Department staff will select the player of the week based on those nominations. The winner each week (with the exception of the men's basketball rookie of the week) will receive a plaque from the conference office.

POST-SEASON ALL-CONFERENCE TEAMS/COACH OF YEAR

Coaches will participate only in balloting conducted through the conference office. Coaches may NOT vote for their own players or for themselves. SIDs are responsible for filling out and returning the conference nomination form. Four offensive and three defensive linemen will be selected, regardless of position on the line.

PRO SCOUTS

It is strongly recommended that pro scouts for football and basketball be given an opportunity to purchase a regular ticket to a school's game. However, it is recognized that some schools have extremely "tight" ticket situations and may be forced to issue media credentials to pro scouts.

PUBLIC ADDRESS ANNOUNCERS

PA Announcers may not be "cheerleaders" or used to incite the crowd during a game. The PA system may not be used by cheerleaders once the game has started. League PA Announcers are expected to exhibit professionalism at all times.

RADIO CALL-IN SHOWS

SEC student-athletes may not participate in live radio/tv call-in shows during the school year. The only exception to this rule is for student-run campus stations.

SID POLICIES & PROCEDURES

RADIO NETWORKS

Recommended placement of radio networks on basketball press row is as near to center court as possible. Should definitely not be beyond the free-throw line extended. Each network will receive a maximum of four press credentials to be used by working personnel only.

RADIO TIMEOUTS

In games NOT being televised the following will apply:

Football - If neither team has scored or no timeout has been called by the seven-minute mark of the first quarter, a radio timeout shall be called. This timeout will be one minute in duration.

Basketball - Radio timeouts will be called at the 15:00, 10:00 and 5:00 marks of the first half and at the 15:00 mark of the second half. These timeouts will be 90 seconds in duration.

RECIPROCAL LINE AGREEMENT (BASEBALL)

Each SEC institution shall provide a phone line for visiting radio at no cost. If there is no home radio, the home team is still responsible for providing the phone line for use by the visiting radio crew.

SATELLITE UPLINKS

A weekly satellite uplink is provided by the Media Relations Department each Wednesday during football and basketball seasons. Each school has two-and-a-half minutes each week and is responsible for providing the tape to the uplink facility each week. Turner Broadcasting handles the football uplink while Jefferson-Pilot Teleproductions handles the basketball uplink.

The uplinks should be used to provide footage, interviews and information about upcoming games, rather than reviewing past games. Utilizing the feed to promote a player for honors is permitted.

Television stations and networks (i.e. ESPN) have indicated a desire for "raw" footage rather than "packages" to allow them to edit the footage as they need it. They also emphasize their preference of "natural sound" on game and/or practice footage, if possible, and a preference for "low-angle" shots.

More detailed information is provided to each school by the Media Relations Department prior to each season.

SID POLICIES & PROCEDURES

SCOUTS

The following policies are in effect in the Southeastern Conference regarding the scouting of a future opponent in football and basketball:

1. It is permissible for the institution to pay expenses of one person to scout each opponent on one occasion. This individual may be granted a media credential for scouting purposes.
2. If one coach attends a game involving two of his opponents, he must designate to the host SID the team he is scouting.
3. If two coaches attend a game, it automatically counts as scouting both teams. (Naturally, you must be playing both teams if you send two scouts.)
4. The NCAA rule permits a coach to scout a team if he pays his own expenses. BY SEC AGREEMENT, THIS MAY NOT BE DONE IF AN SEC TEAM IS INVOLVED.

SEC PAGE IN PROGRAMS

Each institution will include at least one page regarding the Southeastern Conference in its game programs.

SIDELINE REPORTERS IN BENCH AREA

The presence of any type of reporter, including television or radio, in the bench area in football is strictly prohibited.

STATISTICAL SERVICES

The SEC Media Relations Department compiles statistical data in each conference sport on a regular basis. The Media Relations Department will send each school a schedule of statistics updates prior to each season. It is imperative that each school adhere to the deadlines established for reporting statistics. Schools missing the deadline may not have their updated stats included in the stats report.

STROBES

A maximum of three sets of strobes is permitted at any conference basketball game, including the conference tournament.

Strobes must be installed in or near the ceiling and may not in any way interfere with the competition or the paid view thereof. The referee shall have the authority to cause a strobe to be moved or disconnected. Absolutely no hand-held strobes are permitted.

All lights and components must be safety wired or chained to an alternate structure, so in the event of failure of the primary mounting or location, that item could not fall. Fabric rope or gaffer's tape is not an acceptable substitute.

A set shall consist of no more than four flash units. Each unit will be set at no more than 2,400 watt seconds and the total of the four units may not exceed 9,600 watt seconds.

SID POLICIES & PROCEDURES

STROBES (Continued)

The photographer must regulate the light output so as not to exceed 3 1/2 f-stops above the ambient light level at the arena floor.

At the discretion of the host Sports Information Director, the maximum power may be further limited as the situation dictates.

Only high-performance, short-flash duration strobes will be allowed.

The host Sports Information Director will retain final authority over all requests for and installation of strobe equipment.

TELECONFERENCES

The conference office conducts teleconferences for media representatives during football and basketball seasons, featuring the head coaches of each league school. In baseball, one teleconference is conducted the Tuesday prior to the conference tournament.

Football - Each Wednesday during football season.

Men's Basketball - Each Monday and Thursday after the first of January, including the Monday prior to the conference tournament.

Women's Basketball - One coach at the end of each men's basketball teleconference.

USF&G SUGAR BOWL

Two Sports Information Directors from league schools are selected by the USF&G Sugar Bowl to assist with media operations during bowl week in New Orleans. The Bowl pays the expenses for those SID representatives. These individuals are typically selected from schools which do not have a team in a bowl.

VISITING ATHLETIC DIRECTOR PARTIES

The visiting athletic director at conference football games is limited to a maximum of **eight** press box seats unless a separate box is provided for the visiting AD.

VISITING MEDIA SEAT LOCATIONS

Each hosting SID shall provide 5-7 "good" sidecourt seats in basketball to key visiting media representatives, as identified by the visiting SID.

MEDIA RELATIONS DEPARTMENT OVERVIEW

CLASSIFICATION OF SPORTS

For the purpose of organizing the media relations efforts of the various sports in the conference, the Media Relations Department has developed a three-tier system as follows:

Level I

Football

Men's Basketball

Level II

Women's Basketball

Baseball

Level III

Cross Country

Volleyball

Men's and Women's Swimming

Men's and Women's Track

Gymnastics

Men's and Women's Golf

Men's and Women's Tennis

A separate media guide is produced for each sport in Levels I and II, while a comprehensive Year in Review is published for all of the Level III sports. Comprehensive weekly releases are mailed for Levels I and II each Monday to a list of about 400 media representatives. All Level III sports are served by a weekly statistical release each Tuesday to a list of about 100. Satellite uplinks and weekly teleconferences are conducted for Level I sports. Annual media days are conducted for Football and Men's and Women's Basketball. The department handles media arrangements for the Men's Basketball Tournament, Women's Basketball Tournament, Baseball Tournament, Volleyball Tournament and assists in the media arrangements for the USF&G Sugar Bowl.

MEDIA RELATIONS DEPARTMENT PERSONNEL

DIRECTOR OF MEDIA RELATIONS (Mark Whitworth)

*Responsible for Media Relations Department, including information services, publications, statistics and media releases.

*Work closely with the sports information directors of the member institutions.

*Formulate and implement Media Relations budget.

*Primary media contact for SEC Football.

*Editor of Football Media Guide.

*Oversee printing of all conference publications.

(MORE DUTIES, DIRECTOR)

- *Coordinate all statistical and media release services.
- *Organize annual Football Media Days.
- *Coordinate daily and weekly staff assignments within the Media Relations Department.
- *Moderate weekly football coaches teleconference.
- *Media Director for Men's Basketball Tournament.
- *Assist Commissioner in other areas as assigned.

ASSISTANT DIRECTOR A (Charles Woodroof)

- *Assist with the administration of Media Relations Department.
- *Primary media contact for SEC Men's Basketball.
- *Editor of Annual Men's Basketball Media Guide.
- *Oversee the complete statistical and media release procedure for men's basketball.
- *Moderate weekly basketball teleconference.
- *Organize annual Basketball Media Days
- *Assistant Media Director at Men's Basketball Tournament.
- *Assist Director in all areas of football publicity.
- *Editor of bi-monthly SEC Newsletter, an internal publication for SEC institutional personnel.
- *Editor of annual conference directory/planning calendar.
- *Responsible for conference feature stories for institutional publications.
- *Assist Commissioner and Media Relations Director in other areas as assigned.

ASSISTANT DIRECTOR B (Graham Edwards)

- *Primary media contact in the sports of women's basketball and baseball.
- *Editor of Women's Basketball Media Guide and Baseball Media Guide. Also handle all statistical and release efforts for those sports.
- *Oversee information activities for all Level III sports, including serving as Editor of the Year in Review, handling weekly releases and quarterly Level III sports prospecti.
- *Assist the Director in all areas of football publicity.
- *Media Director for the Women's Basketball Tournament and the Baseball Tournament.
- *Computer liaison for the Media Relations Department.
- *Serve as staff liaison to the producers of the SEC Weekly television show.
- *Assist in all Media Days efforts.
- *Assist Commissioner and Media Relations Director in other areas as assigned.

MEDIA RELATIONS ASSISTANT (Kris Gray)

*Responsible for all information activities for Level III sports as assigned by the Assistant Director. These may include any or all of the following: volleyball, cross country, gymnastics, swimming, track and field, golf and tennis.

*Compile prospectus for each Level III sport.

*Maintain conference statistics and standings in each sport.

*Serve as primary media contact for those sports assigned.

*Serve as primary staff contact for institutional personnel involved in those sports.

*Assist in all areas of the Media Relations Department, including football, basketball and baseball.

*Responsible for maintaining media mailing list.

*Assist Commissioner and Media Relations Director in other areas as assigned.

MEDIA RELATIONS DIRECTORY**Phone Numbers:**

| | |
|---------------------------------------|----------------|
| Switchboard: | (205) 985-3686 |
| Computer Bulletin Board System (BBS): | (205) 985-3684 |
| Automatic FAX Machine: | (205) 985-3685 |

Home Addresses and Phone Numbers:

| | |
|--|----------------|
| Mark Whitworth (Tyanne) Director of Media Relations 3263 N. Broken Bow Drive Birmingham, AL 35242 | (205) 991-0858 |
|--|----------------|

| | |
|--|----------------|
| Charles Woodroof Assistant Director of Media Relations 1501 Inverness Cliffs Birmingham, AL 35242 | (205) 995-9579 |
|--|----------------|

| | |
|---|----------------|
| Graham Edwards (Sally) Assistant Director of Media Relations 2208 Autumn Wood Drive Birmingham, AL 35216 | (205) 987-0141 |
|---|----------------|

| | |
|---|----------------|
| Kris Gray Media Relations Assistant 3514 Inverness Lane Birmingham, AL 35242 | (205) 980-0024 |
|---|----------------|

MEDIA RELATIONS DEPARTMENT SERVICES

Publications

Football Media Guide
Men's Basketball Media Guide
Women's Basketball Media Guide
Baseball Media Guide
Year In Review
Seasonal Prospecti
 Fall - Cross Country, Volleyball
 Winter - Gymnastics, Swimming, Indoor Track
 Spring - Golf, Tennis, Outdoor Track

Special Publications

Football Preview (Spring)
Bowl Guide
Men's Basketball Preview (Fall)
Men's Basketball Postseason Guide
Bi-monthly newsletter

Coaches Teleconference

Football - Each coach is featured for 10 minutes each Wednesday during football season.

Basketball - Each men's coach is featured for 10 minutes, while one women's coach is featured for 10 minutes at the end of the teleconference each week. Basketball teleconferences run each Monday and Thursday from the first week of January through the Monday of the week of the men's basketball tournament.

Baseball - Each of the six SEC tournament coaches are featured for 10 minutes on a media teleconference the Tuesday before the tournament.

Players of the Week

The league office recognizes players of the week in four sports (football, men's and women's basketball and baseball). Athletes are nominated by their sports information directors. Plaques for players of the week honorees are sent to the sports information director for distribution to the student-athlete.

Football - The league office recognizes an offensive and a defensive player of the week each Sunday for Monday a.m. publication.

(Player of the Week - Continued)

Men's Basketball - The SEC office selects a player and a rookie of the week each Monday for Tuesday a.m. publication.

Baseball - The league office recognizes a player and a pitcher of the week each Monday for Tuesday a.m. publication. The first award is given the Monday after the beginning of conference play.

Satellite Uplinks

Each institution is provided 2 1/2 minutes of satellite time each Wednesday during football season. The uplink may be used to provide game or practice footage, interviews and other information about upcoming games. SCHOOLS ARE NOT REQUIRED TO USE THIS SERVICE. HOWEVER, A SCHOOL MAY NOT USE MORE THAN ITS ALLOTTED TIME.

Football Uplink - Contact for the uplink will be announced. The address for footage follows: Turner Broadcasting, 1 CNN Center, 13th Floor, Atlanta, Ga. 30348. Phone: (404) 827-1215. Send video each Monday by next day service to arrive Tuesday morning. For more information, contact Graham Edwards in the SEC Media Relations Department.

SEC COMPUTER SERVICES

The Southeastern Conference maintains a computer bulletin board system for use by the Sports Information Departments at the member institutions as well as the media. Information on the following sports may be accessed:

- | | |
|-----------------------|---------------|
| 1: Football | 6: Track |
| 2: Men's Basketball | 7: Swimming |
| 3: Women's Basketball | 8: Gymnastics |
| 4: Volleyball | 9: Golf |
| 5: Baseball | 0: Tennis |
| | A: General |

For assistance in the use of the bulletin board system [(205) 985-3684] or any league statistics package, contact Graham Edwards in the SEC Media Relations Department (205) 985-3690.

**SWC ADMINISTRATIVE COMMITTEE
for WOMEN'S SPORTS**

Wednesday, October 2, 1991
9:00 a.m. - 4:00 p.m.

Brookhollow Holiday
Inn - Dallas, Tx.

AGENDA

1. Approve minutes of April 25, 1991 meeting
2. Volleyball
 - a. HSE television package
 - b. Volleyball scorers certification (McHaney)
 - c. 1992 SWC Tournament
3. Recommendations from Track & Field Coaches (Sept. 11, 1991)
4. Basketball (Regular Season)
 - a. HSE schedule
 - b. Media Day (Gennarelli)
 - c. Texas State Radio Network (Gennarelli)
 - d. Radio Timeout Policy (Information)
5. SWC Basketball Schedule 1993 (revised)
 - a. 1994-97 schedule (coordination with men's schedule)
6. SWC/PAC-10 Challenge
 - a. Financial distribution for '91
 - b. Selection of teams for '92
 - c. Site/proposed date for '92
7. '92 SWC Basketball Tournament
 - a. Tournament sponsorship update
 - b. Give-a-Game/Tournament Board report
 - c. Bracket-games and practice times
 - d. Administration
 - e. Gifts
 - f. Ticket prices - (Pre-sale Tournament package, Sessions, individual games)
-mailing lists
 - g. '93 Tournament plans

8. SWC Women's Athletics Television Show/Adcraft Associates
 - a. Air date/run
9. SWC Women's Athletics 10th Anniversary 1992-93
 - a. Big Ten information
10. NCAA 1991 Convention Legislation
11. 1992 Golf Tournament/Spring Meeting Dates
12. Other Business



SOUTHWEST ATHLETIC CONFERENCE
BOX 569420
DALLAS, TX 75356-9420
FRED JACOBY, Commissioner

OFFICE ADDRESS:
300 W. MOCKINGBIRD LN.
SUITE 444
DALLAS, TX 75247
214-634-7353
FAX
214-634-1637 (ADMINISTRATIVE)
214-638-5482 (MEDIA RELATIONS)



UNIVERSITY OF ARKANSAS
BAYLOR UNIVERSITY
UNIVERSITY OF HOUSTON
RICE UNIVERSITY
SOUTHERN METHODIST UNIVERSITY
THE UNIVERSITY OF TEXAS AT AUSTIN
TEXAS A&M UNIVERSITY
TEXAS CHRISTIAN UNIVERSITY
TEXAS TECH UNIVERSITY

Proposed Agenda: SWC Sports Information Directors' Meeting
Wednesday, May 22, 1991 -- 8 a.m.-2 p.m.

- (1) Sunday Football Coaches' Teleconference (Proposed 3-5:15 p.m.)
- (2) Review of Wednesday Football Coaches' Teleconferencing
- (3) Basketball Situation
 - (a) Televised games' 12-day advances (Mandated by ADs)
 - (b) Possible linkage of basketball and baseball series
 - (c) Update on possible challenge series
 - (d) Filling in blanks so schedule cards may be printed
 - (e) Workers' shortage for some staffs on "split" women's and men's home/road games
- (4) Mobil Cotton Bowl Review *- perf me on one*
- (5) Mobil Cotton Bowl Post-game Situation *Do we have it; DA-TJS never bring proper cables
if both teams close locker where throw tents
across the street*
- (6) SWC Football Weekly Satellite Feeds
- (7) Review of Associated Press Regional Sports Editors' Meeting *win/lose*
- (8) FAXing vs. Electronic Sending or Electronic Mailbox
- (9) Basketball Computer and Statistics Operations
- (10) Baseball Computer and Statistics Operations
- (11) SWC Logo Usage and Alternatives for 1991-92
- (12) HSE Presentation
- (13) SWC Football Media Tour (Proposed Dates: Aug. 19-28; no 'Game Week' Assault)
- (14) ~~Bob Condon -- U.S. Olympic Committee and Former SMU Brass~~
- (15) SWC Area Sports Writers Covering Spring Meeting
- (16) Other Business

ingram press facilities

~~the~~ would to a degree - fun fun trucks

- coaches in tunnel room
player in tents

- halftime at MCB - long half 17 min in 10 min turn
frames
not image of CB

- form plays in isolation - Wm Carter Kennedy

- play with coach 30 min play style, followed
by 30 min one-on-one session with players
breakdown in room in ~~corner~~ corners

└ may need 2 rooms in Las Colinas

└ or just stay the same as this now

— need signage of players names

M Jones - now remind updated trail terms - want
to receive hard copy

Bill L says keep same format of weekly plan
Plant guests in work plan

Bob Co - Computer or manual crew for AB team

Trail PA - I Fred if can't do both keep PA
then he can't do all

Send log sticks of new logs to SIDS

Send XL to Condon

this is need for SIDS
few times to home
with boards
Wagon when
Aves CD

SIDS log pairings - wait to be more in mix
with boards

Golf format - embossing to some hotel people

Need FB work with several people
I school with one bowl
consider ^{potential} record of team to play with
particular bowls

have 50 dFB play with bowl ^{FTD} people

assign a school to a bowl as a host

More thought needs to go into pairing

Sponsor NO MORE CTE, John Crowe Prod
Dr Pepper

- Media wants releases, esp to BKB
what slots marked, but drop the ^{council} are out of date

• at least one meeting to enter BKB membership
of my cell time in BKB/FB

have ~~KB~~ KB release on Monday, FB is ^{ready} on
Monday

writes like hand copy
writes days for BKB info in Nov/Dec

Complete half-time box score are needed

Why do we have all our media days
in Dallas, how about Houston, etc.

No media - media/TV signs as big as possible [TRIP]

COSIDA WORKSHOP

**San Francisco, CA
July 7-11, 1991**

**Seminar Information
Directory**



1991 CoSIDA Workshop Sponsors SUNDAY EVENING RECEPTION

Mr. Russ Granik
Deputy Commissioner
The National Basketball Association
Olympic Tower
645 Fifth Avenue
New York, New York 10022

(In the letter, express thanks to Mr. Granik for the continued support that Matt Winick has provided CoSIDA. It is Matt Winick who continues to gain the financial support for CoSIDA, but, rather than write the letter to Matt, it would be more beneficial for his boss to see the excellent support he has provided our organization.

Rosa Gatti
Senior Vice President
Communications
ESPN Inc
ESPN Plaza
Bristol, Connecticut 06010-7454

also send letter to:

Shelley Jones
Communications Assistant
same address as Rosa's

MONDAY MORNING BREAKFAST

Mr. Steven Ryan
Vice President of Marketing/Public Relations
National Hockey League
33rd Floor
650th Fifth Avenue
New York, New York 10019-6108

Mr. Gary Meagher
Executive Director of Communications
National Hockey League
1155 Metcalfe Street
Suite 960
Montreal, Quebec H3B 2W2

letter should also be sent to:

Ms. Jane Freer, Assistant Director of Information
National Hockey League
same address as Gary Meagher's

MONDAY KICKOFF LUNCHEON

Mr. Jim Marchiony
Director of Communications
National Collegiate Athletic Association
6201 College Boulevard
Overland Park, Kansas 66211-2422

Mr. Rick Ford
Host Communications
904 North Broadway
Lexington, Kentucky 40505

Ms. Joselyn Williams
Marketing Supervisor
Sara Lee Corporation
3 First National Plaza
Chicago, Illinois 60602



TUESDAY BREAKFAST

Mr. Lindy Davis
Lindy's Football
100 Highway 280
Suite 180
Birmingham, Alabama 35223

Mr. John Hadley
c/o Lindy's Football
4242 B. Carrollton Drive
St. Louis, Missouri 63044

John Junker
Executive Director
Sunkist Fiesta Bowl
120 South Ash Avenue
Tempe, Arizona 85281

Mr. Tony Wells
c/o Tony Wells Agency
10 South Ridge Trail
Fairport, New York 14450

Mr. Jim Muldoon
Assistant Commissioner
PAC-10 Conference
800 South Broadway, Suite 400
Walnut Creek, California 94596

Ms. Sandra Bolan
Dorome
100 West Bryn Mawr Avenue
Suite 850
Chicago, Illinois 60631

Mr. Charles Yrigoyen III
Assistant Director
The Ivy League
120 Alexander Street
Princeton, New Jersey 08544

Mr. Lewis Shaine
Administrative Assistant
to the Commissioner
Atlantic 10 Conference
10 Woodbridge Center Drive
Woodbridge, New Jersey 07095

Mr. William L. Wall
Executive Director
ABAUSA
1750 East Boulder Street
Colorado Springs, Colorado 80909-5777

Mr. Mark Whitworth
Southeastern Conference
3000 Galleria Tower
Suite 990
Birmingham, Alabama 35244

Mr. Michael Graime
Manager of College Athletics
N.J. Sports and Exposition Authority
East Rutherford, New Jersey 07073-0700

Mr. Skeeter Francis
Atlantic Coast Conference
P.O. Drawer ACC
Greensboro, North Carolina 27419-6999

Mr. Stu Haskell Jr.
Commissioner
Hockey East/North Atlantic Conference
32 Main Street
P.O. Box 69
Orono, Maine 04473

Mr. Rick DeMayo
Walter Camp Foundation
Post Office Box 1663
New Haven, Connecticut 06507

Dr. Edwin Penn
Executive Vice President
University of Hawaii Foundation
2444 Dole Street
Bachman Hall 101
Honolulu, Hawaii 96822

Mr. John Paquette
Director of Public Relations
The Big East Conference
56 Exchange Street
Providence, Rhode Island 02903

Mr. Steve Hoffman
Steve Hoffman Insurance Agency
10777 Westheimer, #158
P.O. Box 42454
Houston, Texas 77242

TUESDAY LUNCHEON

Mr. Michael Cleary
Executive Director
National Association of Collegiate Directors
of Athletics
P.O. Box 16428
Cleveland, Ohio 44116

Claire Denatale
Corporate Communications
GTE
One Stamford Forum
Stamford, Connecticut 06904

John McCasey
Director of Programming and Operations
Sports Channel Bay Area
901 Battery Street
Suite 204
San Francisco, California 94111

Gary Cole
Sports Editor
Playboy Magazine
680 North Lake Shore Drive
Chicago, Illinois 60611

Tom Osenton
President and CEO
The Sporting News
1212 North Lindbergh
St. Louis, Missouri 63142

Mr. Roger Jackson
Sports Illustrated
Room 2066
Time and Life Building
1271 Avenue of the Americas
New York, New York 10022

Mr. Bob Ackles
Director of Player Personnel
Dallas Cowboys Football Club
Cowboys Center
One Cowboys Parkway
Irving, Texas 75063-4727

Mr. Greg Aiello
Director of Communications
National Football League
410 Park Avenue
New York, New York 10022

Mr. Bob Rose
Vice President, Communications
World League of American Football
540 Madison Avenue
New York, New York 10022

TUESDAY EVENING RECEPTION

Mr. Bob Fulton
Touchdown Publications
450 Sansome Street
Suite 1200
San Francisco, California 94111

WEDNESDAY BREAKFAST

Mr. Jamie Kimbrough
Metro Conference
One Ravinia Drive
Suite 1120
Atlanta, Georgia 30346

Mr. Gary Cavalli
2275 Est Bayshore Boulevard
Suite 130
Palo Alto, California 94303

Mr. James Rayburn
Executive Producer
Jefferson Pilot Teleproductions
One Julian Price Place
Charlotte, North Carolina 28208

Mr. William Pearce
Chairman
National Football Foundation
and College Hall of Fame
Bell Tower Building
1865 Palmer Avenue
Suite 103
Larchmont, New York 10538

Mr. Don Ott
Assistant Commissioner
West Coast Conference
400 Oyster Point Boulevard
Suite 221
South San Francisco, California 94080

Mr. Geoff Petrie
Senior Vice President, Operations
Portland Trail Blazers
700 N.E. Multnomah Street
Portland, Oregon 97232-2172

Mr. Jamie Crimmins
Downtown Athletic Club
19 West Street
New York, New York 10004

Mr. Jeff Hurd
Associate Commissioner
Western Athletic Conference
14 West Dry Creek Circle
Littleton, Colorado 80120

Mr. Kurt Gottschalk
Warren Associates
2901 Brighton Road
Pittsburgh, Pennsylvania 15212

Mr. Larry Michael
Director
Westwood One Sports
Mutual Broadcasting System
1755 South Jefferson Davis Highway
Arlington, Virginia 22202

Mr. A.F. "Bud" Dudley
Executive Director
Liberty Bowl
4735 Spottswood
Suite 102
Memphis, Tennessee 38117

Mr. John Garner
Assistant Commissioner
Eastern College Athletic Conference
P.O. Box 3
Centerville, Massachusetts 02632

Mr. Mike Schroeder
Director of Fund Raising
USA Hockey
2997 Broadmoor Valley Road
Colorado Springs, Colorado 80908

Mr. John Mastroberardino
General Manager
SportsTicker
Harborside Financial Center
600 Plaza Two
Jersey City, New Jersey 07311-3992

Mr. Jim (Hoss) Brock
Cotton Bowl Athletic Association
P.O. Box 569420
Dallas, Texas 75356

Mr. John Kaiser
Athletic Director
St. John's University
Jamica, New York 11439

Ms. Betty Jaynes
Executive Director
Women's Basketball Coaches Association
1689 Tullie Circle
Suite 127
Atlanta, Georgia 30329



WEDNESDAY LUNCHEON

Mr. Bill Daly
Sports Marketing Director
The Quaker Oats Company
P.O. Box 9001
Suite 24-12
Chicago, Illinois 60604-9001

Separate letters should also be sent to:

Patti Jo Sinopoli, Managers, Professional Marketing and Communications-
Sports Marketing
Marlene Petter, Assistant Manager, Sports Communications-Sports Marketing
Both are at the same address as Daly. Gatorade is also supplying drinks, coolers
and caps for the softball and basketball tournaments.

WEDNESDAY EVENING RECEPTIONS

Mr. Jim Albright
Corporate Sponsorships and Events
Eastman Kodak Company
343 State Street
Building 16—2nd Floor
Rochester, New York 14650-0721

SOFTBALL/BASKETBALL (for those who played)

Mr. Bill Hogan
Athletic Director
University of San Francisco
2130 Fulton Street
San Francisco, California 94117-1080

(He was the gentleman who provided us
the softball fields and basketball court at
no cost)

Carol McKown
Action Sports of America
2046 West Park Place
Suite G
Stone Mountain, Georgia 30087

(They provided the t-shirts and soft
drinks.)



THURSDAY AWARDS BRUNCH

Frank Finnane
President
Golden State Warriors
Oakland Coliseum Arena
Oakland, California 94621

Mr. Edward J. DeBartolo, Jr.
San Francisco Forty-Niners
Marie P. DeBartolo Sports Centre
4949 Centennial Boulevard
Santa Clara, California 95054-1229

a letter should also be sent to:

Julie Marvel, Director of Media Relations
Golden State Warriors
at same address as Finnane's

Mr. Duffy Jennings
Vice President of Public Relations
San Francisco Giants
Candlestick Park
San Francisco, California 94124

Mr. Andy Dolich
Vice President Business Operations
Oakland Athletics
Oakland Coliseum
Oakland, California 94621

letter should also be sent to:

Jerry Walker, Public Relations Director
San Francisco Forty-Niners

same address as DeBartolo's

DAILY NEWSPAPERS

Mr. Glenn Schwarz
Sports Editor
San Francisco Examiner
Box 7260
San Francisco, California 94119

Mr. John Curley
Sports Editor
San Francisco Chronicle
905 Mission Street
San Francisco, California 94119



MINUTES FROM THE ROOKIE SESSION

Monday, July 8, 1991

MODERATOR: Bob Vasquez (Stanford)

PANELISTS: Bob Murphy (KCBS), Donna Murphy (Washington State), Jim Young (Santa Clara), Mike Cragg (Duke).

Bob Murphy (KCBS): The key point to remember is this: the day that you take the job, figure out how and when you are going to leave the profession.

You won't become an athletic director by coming up through the sports information ranks. It seems that academic people are threatened by people who show creativity. They like to stay where they are, in their own niche.

Donna Murphy (Washington State): As a woman in a male-dominated society, you are still proving yourself. You must be twice as good and twice as fast.

Take advantage of the resources available to you. Talk to people who know the business. The veterans can teach you a great deal, even in idle conversation.

Remember that you're in the job for the student-athlete. Not the athletic directors or the coaches. If the student-athlete isn't there, you aren't there.

Jim Young (Santa Clara): By being here, it shows that you all have made the commitment to the field. Plus you all have experience. I strongly recommend working as a student assistant in the office to learn the business.

One of the hardest things that you will do is explain the field to someone you doesn't understand the business. Or, if you want to move on, it will be difficult to discuss how the skills that you learned as an SID can be applied to another job.

The job is becoming more and more competitive every year. When an assistantship at Marquette can draw over 300 applications, it says that a lot of people are looking for jobs in the field.

Mike Cragg (Duke): Meet the people who have been doing this for years. They are your best source for information. Last year, I thoroughly enjoyed the panel that they held at COSIDA entitled Meet The Legends.

I have several strong beliefs about this business:

1. We operate with a low key approach. We don't have any midnight hours and we adhere to the budget.
2. Take your time in doing things. Don't rush, rush, rush to get one job finished so that you can start on another one.
3. Have a personal life outside the office.
4. We don't do press releases on all 24 sports.

Questions and Answers:

Q - (For Cragg) - Re-state your background.

A - I kept stats at Washington on game days and graduated in 1986. I worked as the Pac-10 Conference intern and met SIDs at all the schools. I worked at the Rose Bowl and at the Pac-10 basketball tournament. I encourage internships, especially at the conference level. There is no better way to meet people.

Q - (To the board in general) - How to you move up to Division I or Division II from a Division III school?

A - (Murphy) - We have an internship program at Washington State. A Division I internship will give you the knowledge of what a D-I shop is like that you might not get at Division III. You have interactions with coaches and athletes. Our intern handles all of the interview requests we get.

MINUTES FROM "HYPE YOUR HOTSHOT"

DATE: Monday, July 8, 1991

Moderator: Gary Ozzello, Colorado State

Panel: Bruce Woodbury, Utah; Joe Hornaday, Texas Tech; Troy Garnhart, Air Force Academy; Glen Stone, TCU and Scott Leisinger, Northern Colorado

GARY OZZELLO: Hypeing your hotshot is promoting an individual athlete and an opportunity to draw positive attention to an individual, an athletics department and/or program and institution. He then introduced the five panel members and here's what they each said:

BRUCE WOODBURY: In a remote area, not a large metro area, like Salt Lake City, promotion is necessary. WAC schools must do extra promotions since they are not on national television on a regular basis. Several years ago, Utah did an All-America video on quarterback Scott Mitchell. The video lasted about six minutes and was sent out to all local and national tv stations along with key football sportswriters. The tape included highlights, interviews, a biography, stats and clips. It was put to composed music (to save money on borrowing rights from all ready existing music) and included a fancy cover. They kept the cost down also by using several trade-outs for things. It turned out to be cost efficient and cheaper than a four-color cover. They received excellent publicity and feedback from the tape.

JOE HORNDAY: He suggested to make consistent calls and mailings to the key media throughout the season. But the best strategy is luck and the example he used is what other "big name" coaches say about your athlete to the media and public. In that same respect, it helps to get quotes from other coaches and players on the respective athlete you are promoting.

Also, be unique in promoting an athlete. He cited an example from a football player named Oats from BYU and he opened an envelope containing publicity on this athlete and oats fell out of the envelope and into his lap.

TROY GARNHART: Planning a market strategy is the key said Garnhart. The example he used was former quarterback Dee Dowis. They did flyers and various other promotional items on him without ever sitting down with the athlete and telling him what they expected out of him. He suggesting sitting down and visiting with the athlete you are promoting first. Give that athlete certain responsibilities, talk with him or her and tell them they are not only promoting themselves, but their program, athletics department and institution.

The SID can't forget the player and he or she must know their role in the overall market strategy.

GLEN STONE: At TCU, they also used a tape to promote a player for notoriety but later found the player was on the take. So, he suggested getting to know the athlete first and doing a character profile on him or her. Tell the athlete how important interviews are and to cooperate with the media. The athlete needs to help in selling themselves. The athlete must help him or herself and be cooperative with the SID office and media. You may have to teach them how to do that.

SCOTT LEISINGER: At UNC they hype several athletes a year to create excitement for a program. Every school wants to hype certain athletes but every institution has different resources. UNC is a Division II school but no matter what size your school is an SID will still want to hype certain athletes. To do so there are nine steps to take:

- 1) Have a specific goal. Ex. To increase media attention or earning Kodak All-America.
- 2) Have knowledge of the awards the athlete is eligible for. Ex. there are different All-America teams. He suggested contacting other SIDs and finding out if you aren't sure.
- 3) Target appropriate audience. Ex. Sell first to district committee for Kodak All-America teams.
- 4) Set a timetable. Ex. First do a pre-season flyer and then aim promotional items to district reps.
- 5) See what other SIDs are doing
- 6) Be aware of your environment. Ex. At UNC they put their All-America wrestlers in a beef cooler (since meat plants are common in that area) and called them "All-America Beef."
- 7) Examine your resources. Ex. How much money can you spend on a flyer, you may need to used just two colors instead of four to save money
- 8) After the campaign examine how effective it was? Does it need to be modified or improved next time?
- 9) Take advantage of other special awards. Ex. Athletes hometown or fraternity, etc. may have special awards the athlete qualifies for.

OZZELLO'S SUMMARY: He suggested the pre-planning stage is very important. Sit down with the athlete and coach before the respective season and discuss what your strategy is and what you expect out of everyone. Go over plans, projects, timetable, audience, etc. Special approaches may be necessary if you are aiming for national attention. It's best to plan over the summer and identify your potential "hotshots" before the season starts.

He also suggested talking to the media and see what they suggest because they are usually the ones on the voting boards. They can give you useful information and good formats to go by.

OPEN DRESSING ROOMS AND OPPOSITE SEX REPORTERS

Moderator: Debby Jennings -- Tennessee

Panelists: Jim Brewer --Arkansas-Monticello; Joan Ryan -- San Francisco Examiner; Ray Ratto -- San Francisco Examiner; Donna Murphy -- Washington State

Jim Brewer: Jim has researched and prepared a report titled "Do Women Sports Reporters Have the Same Access at Their Male Counterparts to the Locker Rooms of Men's Athletic Teams at the NCAA's Division I Colleges and Universities/" Some 93 SID's responded to this survey (81%). The attached is just a portion of the survey.

Some major findings: Most universities allow equal access; 12.9 percent allowed men into locker rooms and not women. Many SIDs are aware of the situation and are making efforts to insure equal access. The report did not address closing locker rooms entirely and its effects.

Joan Ryan: 1. The problem on the college campuses is that "you never quite know what to expect when you arrive." Each school or institution seems to follow different policy. Women are sometimes allowed in, but more often than not "special arrangements are made" to provide equal access.

2. A woman reporter's interpretation of equal access, however, may not quite be the same as a male reporter should an SID claim that "you (the female reporter) will have as much time as everyone else" if females are not permitted in the locker room, yet are granted a private interview later. Joan's point was that the athlete, during his first interview in the locker room, may have said something that he either forgets or neglects to mention later. Thus, the female reporter misses out on a story that everyone else has. "This policy can possibly hinder our job."

3. Whatever your locker room policy is, please stick to it. Don't change it from game to game.

4. The athletes should know what the policy is--open locker room, closed locker room, interview area, cooling off period, etc.

5. The players' attitudes need to be addressed. Oftentimes, even if women are allowed into the locker room, the players do not know how to react to a female reporter's question. Sometimes, they are not afforded the respect the reporter deserves.

RAY RATTO: 1. Access means control, but what kind of control. Does the control help or can it hinder the reporter?

2. Interview rooms can be unwieldy. It doesn't guarantee a writer will get access, which to Ray is as important. If two players are requested for an interview room situation (Player A and Player B), and if either of those two players refer to Player C, the reporters may now want or need to talk with Player C. The problem is Player C may have already ducked out of the locker room. If all reporters were allowed access to the locker room originally, that problem would not occur--or at least there would be less of a chance that the player has already left.

3. Open locker rooms are the fairest, and, in a sense, the most uncomplicated. It certainly is the most convenient to the reporter.

DONNA MURPHY: 1. From a female SID viewpoint, Donna has found this issue at times to be a non-issue. In fact, Donna has been an SID since 1977, and she found herself in a situation where she needed to be in a male locker room for the first time this past year. Fortunately, it worked out for her as her coach was most helpful--considering her deadlines were as critical, if not more so in this instance, than even some of the reporters assigned. A helpful coach is important.

2. Communication with your coach is a necessity as to what is expected in a locker room situation after a game.

3. You should put yourself in a situation where you can do the job--to cover your team.

OTHER POINTS: 1. It would be most helpful if "your" locker room policy is stated in your media guide.

2. Sometimes the facility makes a difference as to how you conduct your post-game locker room situation. Sometimes there is just not that much room (i.e. A locker room that "stuffs" 135 football players in it is not conducive at times to being open.)

3. If the facility itself is a hindrance to conducting a proper post-game locker room interview situation, then "conference policy" can help. Go through the "proper channels" (i.e. SID's to the AD's to the Presidents) to create a policy that fits your conference--much as the SEC has already done. Conference policy can give you clout.

NCAA RULES INTERPRETATION

Monday, July 8

Moderator: Pete Nevins (East Stroudsburg State)

Panelists: Bob Burton (NCAA), Mike Sondheimer (UCLA), Jim Marchiony (NCAA)

Marchiony: The deadline for submitting changes of NCAA rules was July 1, to be voted on at the January 1 convention. Copies will be sent out so you can lobby for the changes. The NCAA Communication Committee will meet next week, so if you have any concerns, fax them to him or call him by noon, Monday, July 15 and he will take it to the committee for discussion. His fax number at the NCAA is (913) 339-0027.

Sondheimer: You have to consider the SID as a recruiter, now with media guides seen by more athletes, coaches and fans than media. The new NCAA legislation restricting colors on publications, etc. is all to save funds. Two UCLA highlight films were shown, one costing \$10,000 and one costing \$1,000. You need to weigh the importance of cost compared to just having a product to use. But, it has been shown that a video product has very little outcome on a recruits decision on which school to attend. So, when you are looking to do a video, go out on bid, shop around, and get the best deal for your budget and needs. Also, consider running an general "recruiting section" in the center of all media guides, that is identical for all sports, to save production time and money.

Burton: He gave the current, up-to-date NCAA rules on institutional stationery, publications, etc. If you have questions about a certain rule, send in a sample of the publication and they will make a ruling on it.

- 1) As of now, pocket schedule cards, with a sponsor and athlete photo on them, cannot be sent to recruits. The interpretations committee is meeting July 11 to discuss this further.
- 2) You can only send a prospective student-athlete one publication per sport
- 3) You cannot send a game program to a prospective S-A, but you can provide it on the official campus visit.
- 4) If you include a poster in a game program, you cannot give it to the prospective S-A.
- 5) You cannot give an addenda to a media guide (i.e. post-season bowl guide) to a prospective S-A.
- 6) You can only send a plain, white postcard issued by the US Postal Service, or a one-color institutional note card to a prospective S-A.
- 7) You may not send greeting cards to a prospective S-A.
- 8) Press releases may be printed in only one color. There is currently a proposal to go to two-color.
- 9) Institutional stationery can be printed in only one color. It may have the name, address and phone number of the institution, and one university logo. It cannot include your conference logo, but it can mention that you are "a member" of a certain conference. You also cannot highlight school accomplishments on the stationery (i.e. Rose Bowl Champions, NCAA Champions, etc.). It must be informational, not promotional.

Also, he explained the three stages of the interpretational process:

- 1) NCAA staff interpretation
- 2) NCAA Interpretation Committee
- 3) NCAA Council

If a decision is appealed at any stage, it can be appealed and reversed at a higher stage. Be sure to always read the legislative minutes and interpretations sections in the NCAA News.

PRINTING CONCEPTS ON THE CUTTING EDGE

July 8, 1991

Guest Speaker: Lynn Merrilick, Graphics Art Instructor, Mission College

How to use color photos with computer scans rather than printing separations to save costwise: You can calibrate photo to make it as close as actual photograph. Through photoshop, the photo may be lightened or darkened. Photoshop is very helpful in working with color photographs. You must first adjust the brightness and contrast of the photo.

Photos demand a lot of storage space in computer which can pose a problem depending on the type of program. You may purchase a cartridge to expand the storage capabilities. When adjusting the photo for printing, make it slightly brighter since the printing process with darken it. You can combine images from different photos or alter photographs.

Initial outlay of cost for photoshop is high but is paid for in the long run through decreased printing costs. It also allows the user to be more creative. Photoshop allows the user to put shadows in or remove them. You can also remove flaws from the photo and get very precise about kinds of corrections.

You may bring the photo into the Adobe Illustration program. The photo must be transferred from Adobe Photoshop into Adobe Illustration, not the other way around.

To fill lettering with a photograph, you must open the program into Pagemaker. The photo is transferred onto Pagemaker for the end result.

When it comes to computers, think of the future. If you buy a computer you are comfortable with now, you'll probably outgrow the system. Buy a computer that has more than what you actually need.

There have been constant upgrades of software. If you buy what you can afford and continue to update you'll be better off. The industry is growing and changing very quickly so you have to have the demand to justify the cost.

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Attracting Attention in a Small Market

Wednesday, July 9

Moderator: Rod Commons (Washington State)

Panelists: Norm Reilly (Georgia), Ralph Zobell (BYU), Cindy Fester (Washington), Wylie Smith (Northern Arizona).

NORM REILLY: Georgia is a large school in a small market, but is close to a large market (Atlanta). UGA's task is not that of "generating" publicity to increase media coverage; it is generating "positive" publicity from media outlets.

In the broadest sense, we have to generate good ideas to show the media why they should be interested in our school. Often, we can come up with ideas which appeal to the media which may not have anything to do with a team for a student-athlete's performance (such as community service programs). Just look around.

Establish a good relationship with your media. This is a common sense way to generate publicity, but maintaining good relationships with the media could have a direct effect on coverage of your school.

The situation with electronic media is a lot different than that of the print media in that TV and radio staffs are spread much thinner in terms of size of staffs. Develop video services: satellite uplink, use telecommunications department, trade-out with local TV station to generate footage.

Set your school apart. Be creative with mailouts and give media a reason to cover your school.

RALPH ZOBELL: My mentor Dave Schulthess was at BYU for 38 years and helped publicize 250 All-Americans, but the key was being with a winning team. In his beginning, he promoted 11 losing football seasons with a one-man shop and closed his career with 11 consecutive bowl teams and a six-person staff

We believe in being timely and tasteful in our promotions. We may not have a promotional this year for our returning Heisman Trophy winner Ty Detmer.

We have had tremendous success using teleconferences that we produce in-house, but they must be timely.

CINDY FESTER: 1. Put yourself in the media's shoes. Know when the slow news days are and provide them with stories to fill those holes. If you're understanding of their concerns, problems and limitations, they'll be more gracious about helping you when you've got a request.

2. Be selective. Pick an event per sport or an exceptional athlete per sport and work on getting it covered.

3. Telecommunicate. Tailor your writing to their style as much as possible and be aware of deadlines.

4. Make sure your coaches and athletes know your expectations of them.

5. Be prepared to do considerable writing yourself, particularly on deadline.

WYLIE SMITH: 1. Think you are as important as the larger schools and sell yourself as such.

2. Be realistic and don't expect daily coverage from larger media 50-100 miles away.

3. Be very aware of deadlines and lead time. Establish a solid working relationship with each media.

4. In the national market, don't think no one is interested in a great story because you are a small school.

5. Educate the media about your school. In addition to numerical rosters, list by state and cities.

6. Media are always interested in stories of human interest, the unusual angle, etc.

7. Establish contacts. Make friends. Don't be afraid because you are a small school.

8. Write hometown stories.

9. Go to events where your school is not involved (regional NCAA events, Olympic Festivals, etc.).

Improving Our Image and Self Esteem:

Wednesday, July 10, 1991

Moderator: Nancy Justis (Northern Iowa)

Panelists: Bill Esposito (St. John's), Bob Kenworthy (Gettysburg), Bob Murphy (KCBS San Francisco) and Larry Scott (Morehead State).

BILL ESPOSITO: How do we gain the respect of our athletic departments and universities? The job belongs to us as sports information directors. **1.** Demand weekly meetings with your athletic directors. Go over pertinent issues like letters of intent, and the ever-changing NCAA regulations. Keep informed, and keep them informed. Make them understand that we have an important job to do. **2.** Stop giving in to the coaches. Make a stand. **3.** Don't just be a publicist. We have a vital job to do. The SID is an educator. Try to change people's tabloid mentalities.

Bob Kenworthy: **1.** Have complete confidence in your abilities. You're as good at what you do as the athletic director and president are at what they do; and your job is just as important. **2.** Make sure you dress and conduct yourself in a PROFESSIONAL manner at all times. **3.** Broaden your interests. Interact with the rest of the campus and the community. Support activities on campus other than athletics. Get to know the campus presidents well, and inform them of what you do and why you do it. Get to know the faculty. Develop an appreciation for their work.

Bob Murphy: Reach out into the community and the campus and develop different connections with different people. The image of intercollegiate athletics is not what we want it to be....Remember, it's only a game, and it should be fun. Never forget that we are a large part of the educational process. College athletics is the best learning tool that we have. You as an SID should step forward and project your identity. Build bridges along the way.

Larry Scott: Get other people involved in your operation. Use students in many capacities, and give them the opportunity to succeed and to fail. If you win awards, don't hide it, publicize it. Believe me, it helps at budget time. This might sound selfish, but it will enhance our image, and show other people that we do good things.



Avoiding Management Crisis

Wednesday, July 10

Moderator: Herb Hartnett (Maryland)

Panelists: John Heisler (Notre Dame), Debby Copp (Oklahoma), Rick Brewer (North Carolina), Tim Liotta (Associated Press)

Herb Hartnett: There are no pat answers. You need to know intuitively what is best. Inevitably, people don't pay attention to what you say.

John Heisler: 1. React quickly.

2. Define who the spokespersons are. Be in contact with the university information officer.

3. Show flexibility and a sense of humor. Stay calm and organized.

4. Perception is a key word.

5. Keep athletes abreast of what's going on. We put a letter in every locker to explain the situation to the players.

All you can do is do your job.

Stick up for your end when dealing with shoddy journalism.

Rick Brewer: Discussed a situation where a football player was arrested for murder.

What we did was react. We responded to the media.

We held a press conference. We made the coach and the AD available as soon as possible after the story broke.

We also selected a player who was experienced with the media and prepared him for what questions would be asked.

I was concerned with the players. Our advice was to talk to the coach before talking to the media.

Be cooperative and honest when dealing with the press.

Debby Copp: Discussed what happened when the women's basketball program was dropped then reinstated.

I thought we would be crucified when we dropped the sport. I did not know about the situation with the team until two weeks before the decision was announced.

People see crises differently. It goes back to perception.

Decisions are made that the SID may or may not agree with. I did not state my feelings publicly, but I still had an affect on what happened.

Get support from other SIDs if you need it.

Keeping a sense of humor can get you through.

Never underestimate how people outside the athletic department are involved or perceive the situation.

Help people see the big picture. We have that ability.

Tim Liotta: Media are purveyors of the perception. The media does not know the best way to handle a situation.

The way to deal with the media is to help shape the perception of your school. Reporters want to believe something positive of someone they like, and negative of people they don't like.

The best you can do is react. Be honest and accurate.

Talk to everyone so every media sees the problem the same way. Have one voice.

Don't get into name calling. Stay dignified when dealing with the press.

MINUTES OF "HOW CoSIDA WORKS" -- July 7, 1991

Moderator: Arnie Sgalio Panelists: Bob Hartley, Dave Schultess, Howie Davis, Dave Wohlhueter, Fred Neusch

Bob Hartley, Mississippi State: Hartley emphasizes that it is helpful in having athletic directors familiar with the workings of CoSIDA, because often times the role of the sports information director is misunderstood.

Remembers the first CoSIDA Workshop was held in Chicago in 1955. Attendance at that Workshop was 125, compared to the 1,100 members that attended Washington D.C. a few years ago. Chicago was chosen as the host site for the Workshop because of the Football Writers Meeting, which was being held in conjunction with the College All-Stars football game. The balance of the CoSIDA bank account in those days was 140.00 dollars, compared to a much greater balance today.

One of the purposes of finding CoSIDA was to better define the role of the sports information director and make the profession better for everyone. Do to CoSIDA, the profession is on very solid footing today.

The decision was made to move out of Chicago and rotate the Workshop among the three national corridors. New Orleans was the first site in 1972 other than Chicago to host the CoSIDA Workshop.

Dave Schultess, Brigham Young University: Explains the decision was made to break away from the ACPRA was not a hard one. Even though both organizations had some common goals, the sports information directors found that they had their own problems and other goals. One of the first decisions of CoSIDA was to appoint a Executive Director and Executive Secretary.

Site selection for the CoSIDA Workshop has always been a sensitive issue. Hindsight says it was a good move to move out of Chicago because it opened up both coasts and exposed more people to the organization.

The gambling issue has always posed a big threat to CoSIDA. There was talk at one time for CoSIDA to stop working with all sporting publications that ran spread sheets.

Expansion and leadership of CoSIDA comes from all areas. There is always a need for better representation. Recently, small school reps have been added to the board to address this issue. CoSIDA differs from other organizations in the great camaraderie that is shared and the willingness of its members to help each other out. Schultess comments one of the best working relationships he has enjoyed over the years has been that with the members of the Utah Sports Information Staff, one of BYU's biggest rivals.

Howie Davis, Massachusetts: CoSIDA is an outgrowth of intercollegiate athletics in general. Intercollegiate athletics is simply not sports but a business. CoSIDA represents a half of a million dollars every time it comes into a city to host its Workshop.

Members must realize that the organizational aspects of the Workshop are not much fun. CoSIDA is fortunate in having people like Dave Wohlhueter and Fred Neusch to keep the board of directors in line. Continuity in their jobs are very important.

The Academic All-America teams, founded by CoSIDA and sponsored by GTE, has established CoSIDA nationally. It is important to take the time and vote for CoSIDA All-Americans because this is our baby.

People constantly ask how can they get involved in CoSIDA. There are many ways, one is to get involved on the Committee on committees. The immediate past president is always in charge of the site selection committee. While attending the Workshop, try to meet new people. It is too easy to hang around with the other SIDs in your conference that you work with all throughout the year.

Each of the Vice Presidents are responsible for different areas. The third VP handles all of the awards. The second VP has the most difficult job in that he has to handle the social part of the Workshop and securing sponsors. Vice Presidents are chosen from a nominating committee.

It is very difficult to raise money these days. The Board of Directors must address this issue. With that in mind, it will be very difficult for a non-Division IA SID to rise to the ranks of the presidency because that person must have a name school that has recognition and the staff that will allow him to devote time to CoSIDA.

Dave Wohlhueter, Cornell, CoSIDA Treasurer since 1977: CoSIDA is a corporation. CoSIDA is incorporated in the state of Kansas and has a permanent address located there because of the location to the NCAA. CoSIDA is a non-profit organization.

As treasurer, handles all financial matters. Files annual report with the IRS.

In 1977, CoSIDA had 555 members and 312 attended the Workshop that year. Today, there are over 1,600 members and over 900 are in attendance this year in San Francisco.

The dues are 20.00 for active membership, 25.00 for an associate membership, and 15.00 for student assistants. It costs roughly 18.75 per member to print the digest alone, so CoSIDA is not getting rich on the dues. Anyone who does not renew their dues at CoSIDA will get a statement in the mail. GTE contributes \$35,000 to the Academic All-America program. Of that, CoSIDA stands to get a \$12,000 to 15,000 dollars in profit. An annual treasurer's report is presented at the CoSIDA business meeting.

Fred Neusch, Texas A&I, CoSIDA Secretary:

As secretary, answer 2-7 questions each day regarding CoSIDA. Many of the questions focus on how one gets into the field, so a flyer was made devoted to answer many of these questions. Many people look at the Digest for job openings. However, the NCAA News is really the best source for job information.

The 1979 membership numbered 593. Information about CoSIDA was sent to all four-year schools in the nation and membership jumped drastically the following year and continues to grow at a rapid rate. CoSIDA needs to expand within the junior college ranks and in Canada. There are over 800 junior colleges and over 120 schools in Canada. (Currently, there are only 11-15 Canadian members.) All questions regarding the CoSIDA Directory are referred to the secretary.

The CoSIDA Directory will expand to a 8 1/2 by 11 format this year for the first time. It will run about 40 pages and every four year university. Even schools that don't send back their cards will be included. All junior colleges will be listed for the first time as will all Canadian schools. The digest will hopefully be out by September 1. 9,000 copies have been published in the past, but 15,000 will be published this year. Everyone who belongs to CoSIDA will receive a free copy. Extra copies will be available at the cost of 5.00 to members, 10.00 for non-members.

ATTRACTING ATTENTION IN A METROPOLITAN MARKET

Moderated by Dean Diltz (Pacific-10 Conference)

KEVIN RENEAU, Asst. AD-Media Relations, University of California

The Bay Area is a tough market for the colleges because of so many pro teams here, plus the fact that they've been so successful in recent years. Add to this the economic decline of various media agencies, and the problem becomes greater. The most important thing is personal association with the media. Know what they like. Know the sports producers and not just the anchors, since the producers usually make the assignments. Know who's on the desk at the papers - they decide the copy as deadlines approach. Always suggest ideas to columnists. They have to produce a certain amount of columns per week, and will usually at least here your ideas. Make phone calls when organizing media events. Don't just send out a memo and expect people to show up. Be consistent and creative in your contact with the media. Also be hard-headed if you feel you need to be.

GLENN SCHWARZ, Sports Editor, San Francisco *Examiner*

Local surveys have indicated that readers can't get enough of pro sports. An average weekday sports section at the *Examiner* is 5 1/2 pages of editorial - 3 1/2 of those pages are formatted pages (baseball standings, sports roundups, calendars, etc.) - which leaves two pages for other sports news. So it's obvious that space is tight. Faxes have been a blessing and a curse. If you're faxing something of particular importance, always follow up with a phone call. Gimmicks are o'kay and work sometimes, but a personal touch works better in the long run. Know your media people. Human interest stories always seem to work best. Also, the SIDs relationship with the beat writer is most important, more so than your relationship with the sports editor.

TIM STEPHENS, Asst. Commissioner, Great Midwest Conference

Know the media people in your market. Get together with them for lunch. Know what they want and what they are looking for. Think as if you're them. Work with other institutions in your market to get proper coverage, rather than being enemies. Develop a nose for the news - you must learn to see things on your campus as the sports editor/director sees them. Use all the methods and tools available - don't set up a hotline or computer bulletin board without first seeing if the media will use it. Be consistent. You have to continue to perform at a proficient level during the bad times as well. Be visible. This is a personal image business. Try to get to other major sporting events in your area. Press passes from local pro team PR directors can also mean tickets or press passes for them to your events.

LARRY BEIL, Sports Anchor, KTVU-TV, Oakland, CA

Releases received in the mail are rarely looked at. Too many of them come in, and there's not enough time to read them all. Follow what your local stations do for their sportscasts, and you'll get a feel for what they like. Some anchors like live interviews, for examples. Many stations now have Sunday night sports shows, so try to take advantage of those. As everyone else has mentioned, personal contact is the single most important thing. Know these people, be in regular contact with them. Never be afraid to suggest stories. Short of scandal or success (or both), interesting personalities work best - the women's basketball player who has a child, the softball pitcher who warms up by throwing strikes from center field, the linebacker who studies ballet, etc. Off-beat stories seem to work.

Dress for the Occasion
Monday, July 8, 1991

Moderator: Mary Jo Haverbeck (Penn State)

Panelist: Steve Lambert, Western Merchandise Manager, The Men's Wearhouse

STEVE LAMBERT: The way you dress makes impressions. For example, a taxi cab driver wore a necktie to work and earned 50 percent more in a week. People definitely react by the way we look and how we dress.

Purchasing clothing is a learned skill. Men buy clothing by trial and error.

1. **SUITS:** There are four basic suits. They are navy solid, gray solid, navy pinstripe and gray pinstripe. You need to have at least two of the four, with one being navy and one in gray. Double-breasted is very popular. Although it is a dressier and more fashionable look, it is being worn more and more for business. One of your basics could be a double-breasted, but only in a solid color. It is an excellent look for social occasions. If you attend at least one black tie event regularly every year, buy a tuxedo, don't rent. Fabrics should be of a hard finish in all wool or wool blend.

2. **SPORT COATS:** Everyone must have a navy blazer. It is the most versatile sport coat you can own. It goes with light, medium and dark gray slacks, as well as tan, taupe, olive, camel, light blue, cotton khaki and patterns. Any additional sport coats should be purchased only if you have at least two, if not three pairs of slacks to go with it.

3. **SLACKS:** Additional slacks purchased should be a solid color. It is ok to own more than one pair in any particular color. This will increase the wear of the garment. Pattern or "fancy" slacks should be purchased with care and as part of a complete outfit. Cotton or cotton blend casual slacks in tan, khaki or olive can be extremely versatile, especially while traveling.

4. **SHIRTS:** Here again, solids are your best bet. Blue and white offer the maximum in versatility. You should have four to six of each before you even consider a different color or pattern. Of the three basic collar styles, regular and button-down, button-down is the most versatile because it may be worn casually. However, never wear a button-down with a double breasted or high fashion suit.

5. **SHOES:** The two basic styles are lace-ups and slip-ons (loafers). Of those two, wingtips are the most common lace-ups. They offer a classic, conservative look. There is much more variety in slip-ons, from the classic penny to a tassel kiltie. Basic colors are black, cordovan (burgandy) and brown. Proper shoe care requires the use of shoe trees, boot cream (keep them shined), and rotate the wear.

6. **FURNISHINGS:** Belts should match the color of the shoes. It should not be cracked or worn out, and it should overlap three to four inches past the buckle. Suspenders should match the shoes or suit color. Wear only the button type, no clips, and do not wear a belt with them. Socks should match the color of shoes or slacks. Over the calf is best for dress. Neckwear is the most exciting it's been for years. It's fun, enjoy them.

7. **TRAVELING:** Unless there are specific events which are going to occur during a business trip i.e. a black tie affair requiring a tuxedo, here is what will get you through six working days — a navy blazer and two different colored slacks (each worn twice); one suit (worn twice); one pair of casual slacks which will go with the blazer; three white and three blue shirts, a couple of cotton knits and one sweater; one pair of burgandy shoes and matching belt; underwear, socks, and no more than six ties; athletic clothing — swim trunks, gym shorts, etc.

8. **SUMMARY:** Clothes are like tools, they are an investment. Buy the best you can afford, take care of them, and they will last you a long time. Shop around, but don't compare apples to oranges. Look at the price, fabrication and labels. Is your satisfaction guaranteed. Quality is remembered long after the price is forgotten. Don't let your ego get in the way of a good fit. The size tag doesn't matter, looks do. You get one chance to make a good impression.

Solving Special Problems at Small Colleges
Monday, July 8

Moderated by: Elliott Tannenbaum (Albright)

Panelists: Tony Wells (Tony Wells Agency), Mike Wolf (Washington, Mo.), Dave Wrath (Augustana, Ill.), Pete Moore (Ithaca)

Tony Wells: Using Marketing and Trade-offs to Augment the SID Budget

The two biggest challenges that college SIDs face is limited budgets and finding support help effectively complete job descriptions. One way to meet this challenge is to look at your budget and examine every source of revenue and expenditure item. Can you re-structure or re-finance your total budget to increase the use of your allotted dollars? Seven specific focus areas within the traditional SID operation where marketing and trade-offs can be used to enhance one's present situation.

1. Trade off for ads: do you need all the money from ad sales in your program, or is it more economical to trade the specific advertiser for a product/service that you are currently paying for, such as cellular phone equipment and service or food/drink for media.
2. Your Booster Club: You do a lot of work for them, but is your SID operation ever considered for the same type of financial or material support that specific sports receive? Why not ask.
3. Advertising on the front of your press box or press table. Sell a sign, by the event, sports season, or year, that hangs in front of or on your press operation.
4. Don't pay for your student help if you don't have to, specifically in the areas of writing or graphic arts/design/photography. Does your school have academic classes in English, journalism, photography, graphic arts and design? Speak to the instructors and find if he/she can supply you with students who can write hometowners, features for local weeklies or game program features, take action photos for your publications or supply to the media, produce artwork for program covers, profiles or features.
5. Re-cycle, mooch, piggy-back to cutdown on office supplies and printing you are paying for.
6. Explore the use of Foundations, Grants or Trusts, both on and off-campus, for one-time purchases or research funds or specific help. Your campus development office, local chamber of commerce or Trust Department of a bank should be able to provide you with names of money-giving organizations that in many instances are looking for ways to spend their funds.
7. Be creative with your advertising revenues in relation to your production costs of athletic publications. Can you save time, manpower and money, or more importantly, turn a profit by getting out of the business of ad selling and collecting the ad revenues.

Mike Wolf: How to put out a quality publication with a modest budget.

Desk top publishing is the most effective means of producing high quality publications at a lower cost. Many people have preconceived fears about desktop publishing — 1. cost 2. computer phobia

We use Macintosh computers. Tell your Athletic Director you can do more with an Apple computer, which is relatively inexpensive. The Macintosh Classic is about \$1000 and has twice as much memory as the Macintosh plus. Software costs between \$300-500. Buy software at your campus computer store. Lazer writers are about \$3,500 and toner cartridges are between \$40-\$100. For about \$6,000, you can perform every aspect of producing your publication except printing and binding. It does require time at the beginning for you to learn how to use the system. An advantage to desktop publishing is that you can produce publications on tight deadlines. Microsoft word and Pagemaker are easy to use. Don't be intimidated. Anyone can learn how to use the programs.

Dave Wrath: More Ways to Reach the Media besides the Typical Press Release

Give a copy of your release to the coaches so they can hand it out to the players, who will pass it on to friends, family, etc. Hometown releases are a great way to promote your players. Every player at our school gets three hometown releases written on them, once in the beginning, the middle and the end of the season. Send photos as well. Small weeklies like action shots, while larger daily papers like mug shots. When you send a hometown release out, send a copy of it to the players' parents, as well as a self addressed stamped envelope. Enclose a note to the parents stating you have sent this release to so and so newspapers and have them send you the clips that appeared in the newspaper. Personal computers are great also. You can send game stores directly to the newspaper. Find out the fax numbers of every media that you send releases to. Faxing is important because newspapers can get the information sooner than later. Also fax scores to radio and television stations.

Pete Moore: Hosting Special Events

If you know you are going to be hosting an event in the future, try and go to the same type of event and scout it out. Find out what the SID is doing and check out the non-sports information aspects of it— the setup, awards, banquets, administration. If you have a year in advance to prepare the event, get lots of people involved and set up committees — sales, hospitality, media publicity, facility, safety and security and parking, lodging, medical. Meet one time a month to go over everything and keep everyone informed. Ask plenty of questions, especially to the SID who hosted the event the previous year. If you are unable to go to the event, have the SID send you the publications. After the event is over, have the committees get together once more and go a critical analysis, so you can make changes for the next event.

TRENDY TITLES FOR SIDs

Wednesday, July 10

Moderator: Jim Vrugink (Purdue)

Panelists: Glenn Coble (Ohio), Butch Henry (Arizona), Kenny Klein (Louisville), Bill Little (Texas)

Jim Vrugink (Athletic Public Relations Director): What we do is misperceived. We have an image problem. Some of that is related to the fact that no one knows what an SID does.

Glenn Coble (Sports Media Relations Director): The SID is under me, and the job is divided in half. I have also been an Assistant Athletic Director for Sports Information Direction and Promotion.

Why ADs are changing our titles: 1. Make job seem more important; 2. in lieu of money; 3. stepping stone; 4. clarify your position; 5. to confound people; 6. let you know what your rank is; 7. to open doors; 8. to be clever in world of academia; 9. to raise your salary; 10. to lower your salary.

Butch Henry (Assistant Athletic Director for Public Relations): One of our positions is coordinator of information specialists.

I had no input on my job title. We still have strong job descriptions and a chain of command. I am happy that we have assistant ADs in respective areas because the AD has more respect for what we do.

Kenny Klein (Assistant Athletic Director for Media Relations and Sports Information Director): I was in the right place at the right time to be named Assistant AD. We had a restructuring of the athletic department. I am able to report directly to the AD. It helps me in voicing my opinions.

Staff meetings are mostly assistant ADs. It puts me in on decision-making.

We use SID because it is the industry standard.

The assistant AD title tends to have more of a management connotation.

Bill Little (Sports Information Director): It has gotten me senior staff status. I report to an associate AD and have a direct line to the AD.

SID is the industry standard. It has not affected my salary.

Use whatever works at your university.

The title is not necessarily important; it's how you carry yourself.

It's important to tell people what we do. Compliment another SID and send a note to that person's AD.

Minutes from "Do It On Desktop"

Date: July 10, 1991

Moderator: Steve Malchow (Wisconsin)

Panelists: Dave Starr (Iowa St.), Steve Allen (Purdue), John Estes (Northwestern), Diane O'Brien (UC Santa Barbara)

Allen - Talked about the requirements for establishing and running a desk top system in your office. Said that you need three things to get started - the proper equipment, the desire to work and learn and a patient spirit. Ways to learn include taking classes at your school, attending special seminars, reading and studying the manual, purchasing a tutorial software cassette that will take you through the steps of the system, or simply finding someone who already knows the system that can get you started and then help you along the way when you have questions and problems. Said that there is a great amount of training time involved. You must be patient, because you can get frustrated easily. The basics can be learned in a day or two, and you can become capable of doing big projects in anywhere from 2 months to a year, depending on how much time you have to spend on the system. You will become very familiar with the system after one publication, and things will begin to go smoother after that. Recommended that if your school is thinking of purchasing a desk top system that you contact a variety of sales reps, have them present their products and submit bids, and then you should call other schools and find out what they use and what they like before making the purchase. Finally, he stressed that desk top publishing involves a lot of detail work, but that once you get the hang of it it can be very rewarding. Said that in his opinion, having a good knowledge of desk top is a good way to move up or get a job in this field. It definitely increases your marketability.

Estes - Spoke on the benefits of desk top publishing. Really believes that desk top publishing is the way to go because it saves time and money. While the initial investment will seem large, you can justify the purchase of equipment in the money it saves you even after one year of use. Some examples - Northwestern's system (three Macs, a laser printer and software - \$7-9,000) paid for itself on its first project, the school's fall football guide. The savings came from areas like typesetting, where the department saved \$50 per page in typesetting charges by using desktop. Wisconsin saved \$7,000 in the production of its football guide when producing the book on desk top; Purdue realized a \$4,000 savings on its football guide, in addition to being able to add additional pages in that publication. Not just brochures can be done on desk top - 90 percent of what an SID does can be done that way. Examples - releases, game notes, fliers, schedule cards, brochures, promotional items, flip cards, parking passes, credentials, etc. The savings can definitely multiply. Doing it on desk top also allows the SID greater control over publications. By keeping a job in-house you eliminate a lot of steps that you may have to otherwise do every single year. For instance, once the information is in your system, you won't have to proofread it every single year, like when it was typeset (i.e.: records sections). The turnaround time is better, because you give everything to the printer camera-ready, you don't have to wait on dummies, paste-up, typesetting, etc. It also gives you the flexibility to make last-minute changes, if for instance, a coach would resign. The first year it's tough to get the system going, but the second year is better and easier. No serious design training is needed, but can be helpful. Don't be intimidated with your lack of formal training in the graphic design area.

O'Brien - Talked on potential drawbacks to desk top publishing. Said that one of the most difficult tasks is simply acquiring the equipment itself. It can be a tremendous cost to the department, and you'll need to present a cost-analysis and a plan to indicate future savings on your publications. Schools should also look at possibly purchasing equipment with other departments. While this may not be the most ideal situation, it can help get the ball rolling. Just because you have a desk top system doesn't mean that your SIDs will get done on their own. The system simply gives you the tools to do the job in-house. Learning can be difficult -- most SIDs have a good, basic knowledge of design and printing, but how deep does that knowledge go? Learning about color theory, getting a message across visually, etc. can be difficult. A basic design course may help in that area, as will utilizing the computer centers and people on your campus that can help your cause. When your equipment malfunctions, contact the computer experts on your campus. Build some time in your production schedule that allows for possible problems like that. The biggest drawback to using desk top in your office is the time commitment involved. Think of how much time it takes to prepare a guide, and then add the design time and it can become a tedious and very time-consuming project. Producing brochures is only one part of your job. It takes hours to learn and hours to produce something, but you need to stick it out because it's worth it. Many schools are now hiring a full-time publications editor/coordinator which will relieve some of the pressures. The cost-saving must be weighed vs. the time commitment. For some schools it's the only way to do quality guides for all sports. Still believes that it's the best way - when you complete one truly great guide it's a great feeling.

Starr - Spoke on the future of desk top publishing. Says that the text part of desk top is only 50 percent of what desk top is. Feel that the graphics and photos are the other 50 percent that can be done on desk top. It is possible to cut cost while maintaining quality. Can scan graphics and photos - you should output photos to negatives. There is now software that will output entire signatures. You can input graphics directly onto the document. He saved \$16,000 in design and photo charges by scanning everything into the men's basketball guide at Iowa State last season. The first year the experience can be horrible - advises that you start with the smaller brochures first until you get the feel for what you're doing. Undertaking the 100+ page projects first is ill-advised if you're just learning. With graphics, the files will be enormous, and you'll need to purchase a removable hard drive. It must be Syquest compatible if you are scanning photos. A full page monitor is essential when designing brochures, so that you can see the entire page that you're working on and don't have to work from a smaller area. A slide scanner should be purchased if you're doing any color work. Recommends Pagemaker 4.0 software, for its user-friendliness. If scanning photos for publications, you'll need to buy Adobe Photo Shop software to make the photos look more like a photo and less like dot-matrix. It only takes one minute to scan a mug, 2-3 minutes for an action photo on a flatbed scanner. Estimated the initial set-up cost of a system to run to about \$11,000 (MacFX \$7,000; Scanner \$1,500; Monitor and color card \$1,000; Datapacs [external hard drive] \$700, cartridges for data pacs \$70 each). Stressed that knowing desk top publishing is good for people not only in sports information but in public relations in general. Not a lot of people in the public relations field know how to "do the whole thing" (concept to finished project by themselves), and that can be a real asset to anyone in the field.

TALK ABOUT TELEVISION

MODERATOR: Kenny Mossman (Illinois State)

PANELISTS: Mark Rudner (Big Ten), Adam Acone, John McCasey (SportsChannel-Bay Area)

Mark Rudner (Big Ten Conference): I'm not going to tell you how to get your sports on television because the Big Ten helps get agreements for TV. The Big Ten's situation is better than in many areas. Our TV situation is unique. No other conference has arrangements like ours. Schools in the Big Ten give their TV contract considerations to the conference office to negotiate. We're responsible for scheduling, production, management and administration of the TV agreements.

Adam Acone: (On production). The most important thing to understand between the SID and the TV producer is to understand the SID's and producer's needs when it comes to game day.

The producers have to understand what other needs the SID has to cater to. SIDs need to understand the language of TV and the usual needs of the producer. It's really important to set up contingency plans for game day. For example, I was covering a football game in the Midwest and we were the second station coming in. The SID said that they didn't have room for a second station. They ultimately made room and we all compromised.

Understand the producer's side in the pre-production of events. TV comes in the day or the day before an event, and they get busy gaining stats, head shots of players and interviews. Understand up front that the producer will always need these things and be prepared. That will help the producer and the SID. Can you help get video on players for the producer? One suggestion on head shots is to hire a video company in your local area to take head shots of the players ahead of time. That way the producer will not have to bother the SID or the players for the head shots.

Jim McCasey (SportsChannel-Bay Area): Cable is such a new business. No one can predict where it is going because the regional areas' TV production is increasing, and the talked-about merge of ESPN with SportsChannel and PrimeTicket. SportsChannel Bay Area has only been in business for a year and a half or so. We have an event deal with the Big West Conference. We also have a basketball deal with the West Coast Conference.

I think the SID is the critical person when TV comes on campus. TV has a similar requirement from the SID as the SID has from the TV production side -- to be prepared for us.

The most important thing I can say to you is to think of the business aspect of TV. There's an opportunity for you -- not so much in the cash flow end -- but in exposure. You might work on putting together a vignette that you can sell to local cable stations. Use your imagination and creativity and you can see an event. You must always keep in mind that someone out there is making money.

You as SIDs can never be hesitant to voice your ideas. Seven out of 10 ADs don't have time to worry about TV contracts. That may be your chance to pick up the ball and run with it.

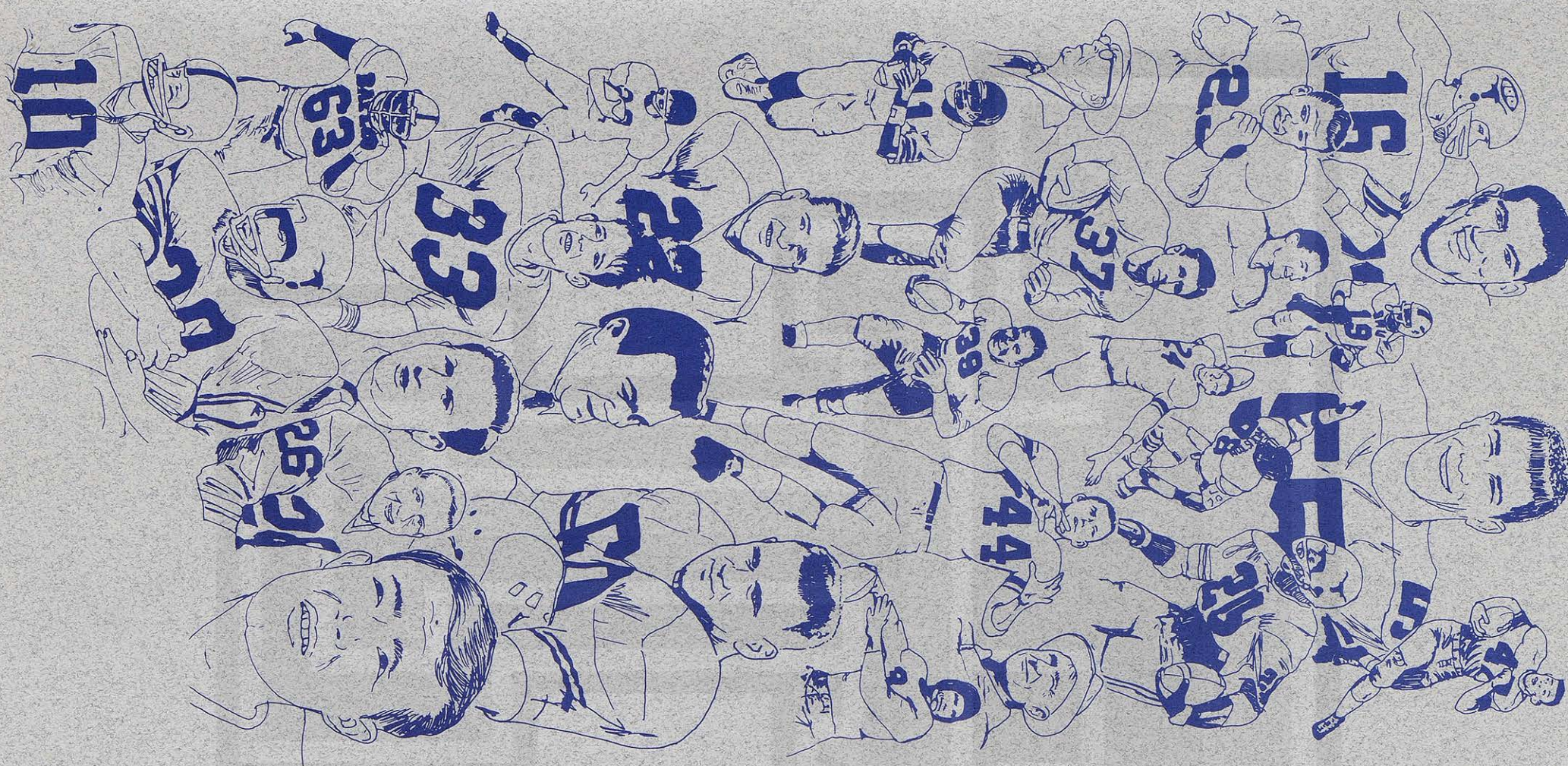
Questions and Answers:

Q -- (For McCasey) -- Explain the structure of SportsChannel.

A -- The person with the budget puts together a schedule of games to negotiate deals. They attempt to get national distribution rights -- to be sent to all SportsChannel outlets.

Q -- (For Acone) -- Can SIDs attend the pre-event production meeting?

A -- Absolutely. SIDs should attend the meeting three hours before the game when the producer will run down the schedule of the game. You'll know what's happening and can make suggestions. The SID should sit in the production truck during the event -- with headset and see turmoil up close.



1991 GTE-SWC FOOTBALL KICKOFF LUNCHEON

Friday, August 2, 1991

11:30 a.m. — Hyatt Regency Dallas

1991 GTE/SWC FOOTBALL KICKOFF LUNCHEON

Friday, August 2
Reunion Ballroom
Hyatt Regency Dallas

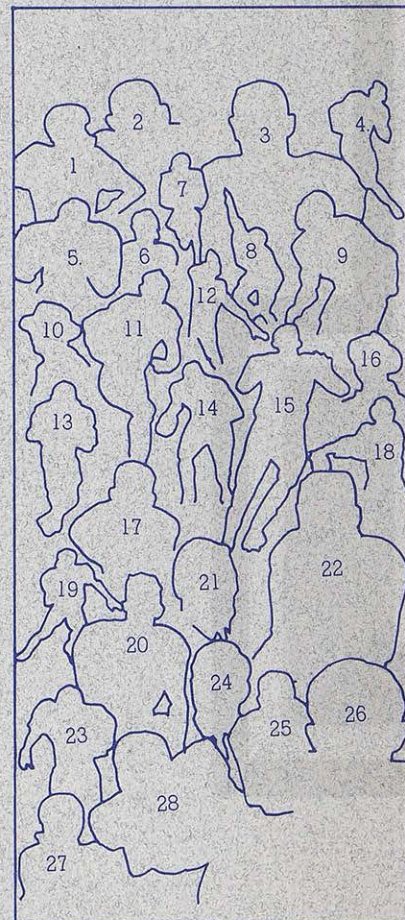
SCHEDULE OF EVENTS

| | |
|---------------------------------|--|
| Entrance | Head Table |
| Welcome | Commissioner Fred Jacoby |
| Introduction of Head Table | Master of Ceremonies Frank Fallon |
| Invocation | |
| LUNCH | Video Highlights |
| Special SWC Presentation | Eli Rodriguez Techniques for Effective Alcohol Management |
| Opening Remarks | Frank Fallon |
| GTE/SWC Academic Honor Team | Michael Esstman President GTE Central Area |
| Response | |
| SWC Head Football Coaches | |
| Rice University | Fred Goldsmith |
| Texas Christian University | Jim Wacker |
| University of Houston | John Jenkins |
| Texas Tech University | Spike Dykes |
| Southern Methodist University | Tom Rossley |
| Mobil Cotton Bowl (Door Prizes) | John Stuart |
| University of Arkansas | Jack Crowe |
| Texas A&M University | R.C. Slocum |
| Baylor University | Grant Teaff |
| University of Texas | David McWilliams |
| Adjourn | |



NAME YOUR HEROES

1. James Street, Texas
2. Forrest Gregg, SMU
3. E. J. Holub, Texas Tech
4. Dick Moegle, Rice
5. Jim Swink, TCU
6. Sam Baugh, TCU
7. Eric Dickerson, SMU
8. Wilson Whitley, Houston
9. Earl Campbell, Texas
10. Dutch Meyer, TCU
11. Doak Walker, SMU
12. Frank Ryan, Rice
13. Andre Ware, Houston
14. John Kimbrough, A&M
15. John David Crow, A&M
16. Matty Bell, SMU
17. Bobby Lane, Texas
18. Davey O'Brien, TCU
19. Lance Alworth, Arkansas
20. Bill Burnett, Arkansas
21. Darrell Royal, Texas
22. Tommy Nobis, Texas
23. Mike Singletary, Baylor
24. Frank Broyles, Arkansas
25. Larry Elkins, Baylor
26. Donnie Anderson, Texas Tech
27. Don Trull, Baylor
28. Steve Worster, Texas



SWC Coaches Biographies

Coach Jack Crowe, Arkansas: Entering his second season as a SWC head football coach, Jack Crowe is no stranger to big-time football programs. He was offensive coordinator and quarterback coach at Arkansas in 1989 and helped the Razorbacks achieve a final mark of 10-2 and their second consecutive SWC crown. Crowe, a native of Birmingham, Ala., previously served as an assistant (offensive coordinator, quarterback coach) on four bowl teams at Auburn and assisted coach Pat Dye at Wyoming. Head coach at Livingston (Ala.) University in 1977-78, he succeeded coach Ken Hatfield as Razorbacks' chief in Jan. 1990, and guided the '90 Razorbacks to a 31-20 win over 1990 Freedom Bowl champ Colorado State. **COMMENTS ON 1991 SWC RACE:** "This is our last year in the Southwest Conference, and we are grateful for another chance to play in this league after the season we had last year. We would like to leave with a little better taste in our mouths this time. However, the quality of football in the Southwest Conference is outstanding. We know our task is difficult. Obviously, Texas, Texas A&M and Houston should be very good, and Baylor shouldn't be far behind them. Rice was a good football team last year and should be even better. There's no way of telling where we fit in at this time."



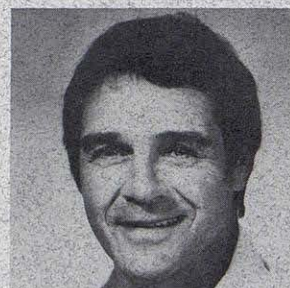
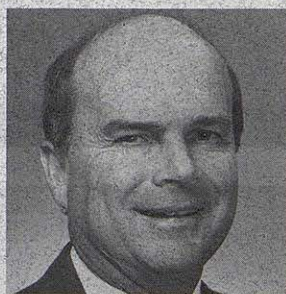
Coach Grant Teaff, Baylor: "Legendary", "Dean", or maybe "Stalwart" are appropriate ways to describe Head Coach Grant Teaff at Baylor University and his 19-year tenure with the Bears. The start of Teaff's third decade at Baylor gives him almost as much experience in this conference as the eight current SWC head coaches, who have a combined, 24 complete seasons of current assignments. Baylor teams are 41-26-1 with two bowls and a trio of "near-misses" under his guidance since 1985. The "winningest" coach in BU history, Teaff has 155 victories as a college head coach to rank him ninth nationally among active coaches in NCAA Division I-A, 46th overall in the history of major college football and fourth in SWC-games' head coaching triumphs with 74. **COMMENTS ON THE 1991 SWC RACE:** "This should be another exciting conference race. Texas had a great season in winning the championship last year, and they should be strong again. Texas A&M played extremely well in its bowl game and appears to be formidable. Houston always will be explosive. Rice has come on strongly since last year. Texas Tech and TCU have the ability to make a run at it. SMU has been getting better each year, and you have to believe Arkansas will improve. We should have a pretty good team, too. I would not be surprised to see four or five teams from the Southwest Conference in bowl games. Baylor is proud to be a part of the return to prominence of the SWC. Our league is definitely on the upswing."

Coach John Jenkins, Houston: As the "author" of the run-and-shoot offenses for the Houston Gamblers of the U.S. Football League and the Houston Cougars' 1987-89 attacks, Pampa, Texas, native John Jenkins felt right at home in his first season as head coach of the Cougars. In fact, he became the most successful first-year SWC head coach in 70 years in leading the Cougars to a 10-1 overall record and 10th place in the final Associated Press national survey. Jenkins guided 1989 Heisman Trophy winner Andre Ware to 15 NCAA records as UH's offensive coordinator while the Cougars scored a conference-season-high 589 points in 11 contests. The second-year football chief served as an assistant at Arkansas, Mississippi State, and Pittsburgh prior to Houston. **COMMENTS ON THE 1991 SWC RACE:** "In the last two years, the SWC has been stronger than any conference in the country. Certainly, in 1989 there were four teams that finished in the (AP) Top 20, and that was more than any conference in the country. A year ago, we had three teams in the (AP) Top 20. I strongly believe that our league was more balanced in 1990 than it was in 1989. I see continued balance, great strength, and a very close SWC football race."



Coach Fred Goldsmith, Rice: After guiding Rice to its highest win total since 1980 and to within one victory of a possible bowl berth last season, Coach Fred Goldsmith approaches the 1991 campaign with an eye on a high finish in the SWC race. After taking the Owls to victories over SMU and Baylor in his first season at Rice, Goldsmith paced Rice to triumphs over two-time defending SWC champ Arkansas (in Little Rock), Texas Tech and SMU last season. The University of Florida graduate with 22 seasons in all levels of football coaching, motivated the Owls to first half leads in eight of their 11 games in 1989 and to within a two-point conversion of upending Baylor the second year in a row before the Bears prevailed 17-16 in one of the SWC's most exciting finishes of 1990. **COMMENTS ON THE 1991 SWC RACE:** "It should be another great season for our conference. Texas A&M has had a great succession of recruiting classes, and the way they ended the season should make them a team to beat. I say that, then I remember sitting at the Mobil Cotton Bowl, watching what was the best defense in the country — Miami (Fla.) — having trouble tackling Texas' Butch Hadnot. Texas is Texas again. I also think Houston should be right up there, and Baylor has a lot of really fine players. Baylor could be the surprise team in the league. We want to be a factor, and I think we will be."

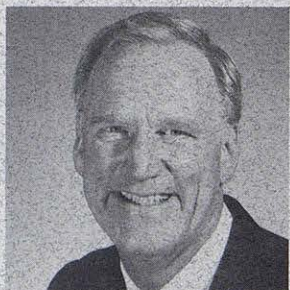
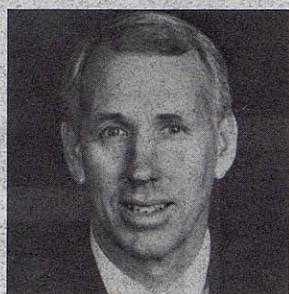
Coach Tom Rossley, SMU: Rossley, who was an All-America receiver as a senior at the University of Cincinnati with 80 catches in 1968, plans to keep the Mustangs among the nation's finest in passing and receiving as he undertakes his first college head coaching assignment in 1991. The 1990 Atlanta Falcon's offensive coordinator served in the same capacity at SMU in 1989 and was credited with the rapid development of Mustangs' quarterback Mike Romo, who has the most prolific freshman and sophomore passing totals in SWC annals. Rossley has been an assistant coach at Arkansas, Rice, Cincinnati, and Holy Cross in addition to his tenure with the Falcons, USFL San Antonio Gunslingers and CFL Montreal Alouettes. **COMMENTS ON THE 1991 SWC RACE:** "The overall play of the conference has improved in the last two years. As the defending champion, Texas will be favored to win the title. I think Texas A&M, Baylor and Houston also have a shot. It should be a great race. The other teams in the SWC all will be stronger."



Coach David McWilliams, Texas: The 1990 SWC Coach of the Year, McWilliams helped the Longhorns capture their first SWC title since 1983 and became the third person in Mobil Cotton Bowl history to play in the Classic and then return as a head coach. Besides taking Texas to a 10-2 overall mark and ratings as high as third nationally in 1990, he guided two of other recent teams (1986 Texas Tech and 1987 Texas) to positions in bowl games. The Cleburne, Texas, native and standout on UT's 1963 national championship squad has inspired the Longhorns to two consecutive wins over nationally-ranked Oklahoma in Dallas and led the Longhorns to a 45-24 victory over Houston last fall at Austin to end the Cougars' then-longest SWC winning streak at 11. **COMMENTS ON THE 1991 SWC RACE:** "People always ask me about this, and I never know just what to say. My predictions are never really good. It's going to be kind of different because of Arkansas. I guess you have to look at Texas A&M and Houston up there. I hope we're at that level. Baylor should be good again. But as sure as

I have said that, it will probably be Texas Tech and TCU."

Coach R.C. Slocum, Texas A&M: Shaping the destiny of Texas A&M football with two bowl trips in his first two seasons as a college head coach. R.C. Slocum has compiled a 17-7-1 mark as head coach of the Aggies since 1989. His 1990 squad, which finished 9-3-1, defeated Brigham Young 65-14 in the Sea World Holiday Bowl to cap one of the most successful seasons in school history. Just the third SWC head coach to guide his squad to a bowl game in his initial season with a conference member, Slocum was the mastermind behind Texas A&M defenses on the 1985-86 SWC championship teams and first served as Acting Head Coach of the Aggies in 1988 as they blanked TCU 18-0 at Kyle Field. He's a McNeese State graduate with an eye toward "re-tooling" in 1991. **COMMENTS ON THE 1991 SWC RACE:** "It has been a very competitive race for a number of years now, and 1991 should be no different. Texas and Baylor have an awful lot of players returning, and Houston possesses great talent and speed. We hope to remain competitive in the SWC as we have been for the last several seasons at Texas A&M. The conference should have great balance from top to bottom."



Coach Jim Wacker, TCU: One of the nation's strongest proponents of college football and college athletics, in general, Coach Jim Wacker's enthusiasm for the game has translated into 137 coaching victories (currently the 12th-highest win total among active Division I mentors) over 20 seasons as a college head coach. Before he came to TCU in 1983, he guided four teams to NCAA Division II national championships at Texas Lutheran and Southwest Texas State. In 1984 the Indiana native propelled TCU to a final record of 8-4 and the university's first bowl appearance in 19 years. Last season, the Horned Frogs bolted to a 5-1 start and a ranking of 19th nationally before losing quarterback Leon Clay to injury, but TCU had one of the country's finest offenses. **COMMENTS ON THE 1991 SWC RACE:** "At this time I think you would have to pick Texas, Texas A&M and Houston as the top three teams in the league. Everybody else is scrambling after that. TCU will be improved, but so will almost everybody else in the conference. It should be a great year for SWC football."



Coach Spike Dykes, Texas Tech: Coach Spike Dykes has aroused excitement in the Texas Tech program since his first assignment — taking over the team prior to the 1986 Independence Bowl against Mississippi. The 1989 consensus SWC Coach of the Year helped the Red Raiders finish 9-3 and ranked 19th nationally with a 49-21 triumph over Duke in the All-American Bowl. Last year, the Red Raiders continued to compete well against a rugged schedule which featured four teams that were ranked among the Top 10 nationally at one point or another. If the young team can avoid costly injuries in 1991, the Red Raiders have a chance to compete for more postseason honors and for a berth among the upper echelon of the conference. **COMMENTS ON THE 1991 SWC RACE:** "Texas should be an outstanding football team again. They (Longhorns) have a tremendous amount of good football players returning. Texas A&M certainly has good players at every position and also is a strong contender. Baylor has a chance to be a real mystery team. They (Bears) could be one of the nation's top teams. Houston is capable of winning the national championship with a Heisman Trophy candidate at quarterback. Arkansas also has good players. They (Razorbacks) have had about one losing season in the last 20 years, so you know they'll come back loaded for Bear. At times last year TCU was as good as anybody until they (Horned Frogs) lost their top two quarterbacks. I think you'll see SMU much improved."

Lunch Invocator and Scholar-Athlete Respondent for GTE are to be announced.

1991 SWC Featured Players

Arkansas

MARK HENRY — Center, 6-5, 275, Sr., 3L, Little Rock, Ark. (Central) — Henry is a versatile lineman who has started at guard for the last two years before moving to center in 1991 spring drills. He has been second team All-SWC two years in a row and has played well despite several nagging injuries. Henry provides solid leadership along the UA front wall and is another player who has made a complete recovery from an offseason operation to correct a knee injury.

MICK THOMAS — Linebacker, 6-2, 230, Sr., 2L, Bakersfield, Calif. (Garces) — Thomas has been a two-year starter and Arkansas' tackle leader for the last two campaigns. He begins 1991 with 233 career stops, including SWC-leading 136 tackles as a junior, and started all 23 games during his Arkansas tenure. Thomas made a key interception and runback for a TD in UA's Mobil Cotton Bowl-clinching win at Texas A&M in 1989. He has recovered from offseason shoulder surgery.



Mick Thomas

Baylor



John Turnpaugh

JOHN TURNPAUGH — Offensive Guard, 6-3, 295, Sr., 3L, Houston (Nimitz) — A first team All-SWC in three different surveys last year, Turnpaugh joined Monte Jones and Scott Baehren to form one of the top offensive "middles" in the region. The Houston resident was second team All-SWC as both a sophomore and a freshman and dropped from 330 to 295 pounds for agility purposes prior to the 1990 campaign. He is one of the most dominating blockers in the SWC.

ROBIN JONES — Defensive End, 6-3, 266, Sr., 3L, Dallas (Hillcrest) — Jones was a near-consensus All-SWC performer (he made three agencies' first teams and four second squads) in 1990 after pacing the Bears in tackles behind the line with 11 (for -42 yards). He broke up two passes while registering 43 total stops, 31 unassisted, last autumn. He is known as one of the SWC's top pass rushers and was one of Baylor's defensive leaders with 454 plays.



Houston

DAVID KLINGLER — Quarterback, 6-3, 210, Sr., 2L, Houston (Stratford) — Klingler directed the 1990 Cougars to 10-1 record, tying UH's best-ever finishes in regular season by the 1973 and 1979 squads. He led the nation in total offense with 474.6 yards per game and 5,221 yards — both NCAA marks. The All-America choice also set a NCAA record with 54 TD passes while he broke or tied 33 NCAA game or season records. He was a 1990 GTE-SWC Academic Honor Team member.

ROMAN ANDERSON — Kicker, 5-11, 180, Sr., 3L, London, England (Sugar Land Clements) — Anderson possibly is the nation's best placement specialist for PATs and field goals prior to the 1991 season. He needs 40 points to become the all-time NCAA Division I-A scoring leader with 394 markers, and he is second in NCAA career PAT kicks with 174, 21 away from record. Anderson starts the season with a SWC-record 113 consecutive PAT kicks.



David Klingler

Rice



Eric Henley

ERIC HENLEY — Wide Receiver, 5-8, 155, Sr., 3L, Ontario, Calif. (Lavern Damien) — Henley enters 1991 as Rice career receptions leader with 155. He should add to his career yardage mark (1,789 yards) as well as advance up the SWC career receiving ladder where he is seventh in SWC all-time catches and 18th in reception yards. Henley was ranked third nationally with 81 catches for a Rice school record in 1989 and was first team All-SWC as a sophomore.

MATT SIGN — Noseguard, 5-10, 220, Jr., 2L — An overachiever who binds the Owls' defensive line, Sign was second on Rice's 1990 squad with 63 tackles, 27 solos, five sacks, and two pass deflections. He had an outstanding game as a freshman in Rice's 6-3 upset of Baylor in Waco with several key, third-down play stops and three QB harrassments. Sign is a communications' devotee who has worked with Metroplex NBC affiliate, KXAS-TV, during summers.



SMU

JASON WOLF — Receiving Back, 6-0, 200, Jr., 2L, Farmington Hills, Mich. (Brother Rice) — Possibly SMU's most versatile player in 1991 as a receiving-back, Wolf tied for fifth in the SWC and was 18th nationally in 1990 receiving with 55 catches (5.5 average per game) in 10 games despite being bothered by an ankle injury. He needs 56 catches to pass Emanuel Tolbert as SMU's all-time receiving leader and ranks fifth in Mustangs' annals with 116 catches.

BILL KIELY — Linebacker, 6-0, 240, Jr., 2L, Cypress (Cypress-Fairbanks) — The only player in SMU history to be selected as defensive MVP for two consecutive years by Mustang coaches, Kiely was the second-leading tackler in the SWC last fall with 144 total stops. He was co-captain of the 1990 squad and honorable mention All-SWC. Kiely led the Mustangs in tackles in eight of 11 1990 contests and had a season-high 18 tackles (16 solos) against North Texas.



Jason Wolf

Texas



James Patton

CHUCK JOHNSON — Offensive Tackle, 6-5, 275, Sr., 3L, Freeport (Brazosport) — Johnson is a power-blocking interior man, who allowed Texas to achieve almost perfect balance between the run and the pass on offense last year. He is rated as one of the most consistent players on the team. Johnson earned All-SWC first team laurels in two surveys in 1990. He is one of the bulwarks around which Longhorn coaches are building the 1991 line.

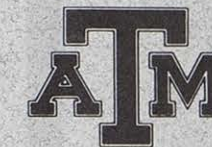
JAMES PATTON — Defensive Tackle, 6-3, 272, Sr., 3L, League City (Clear Creek) — One of three returning consensus All-SWC performers for the 1991 Longhorns, Patton played a major role in helping Texas win the SWC title and earn its first Mobil Cotton Bowl berth since 1984. He was second-leading defensive line tackler (behind Shane Dronett) last fall with 60 stops, 32 unassisted. Patton notched 10 tackles behind the line (with seven being QB sacks).



Texas A&M

BUCKY RICHARDSON — Quarterback, 6-2, 221, Sr., 3L, Baton Rouge, La. (Broadmoor) — A fiery competitor with tremendous leadership ability, Richardson was MVP on offense in A&M's 1988 Cotton Bowl triumph over Notre Dame. He also gained offensive MVP honors in the Aggies' 65-14 win over Brigham Young in the 1990 Sea World Holiday Bowl. Richardson keyed A&M to the nation's fourth-best rushing total — SWC and school-record 3829 net yards — with 97 carries, 670 yards (6.9 yards per carry).

KEVIN SMITH — Cornerback, 6-0, 180, Sr., 3L, Orange (West Orange Stark) — Smith, a Jim Thorpe Award candidate at cornerback, is tied for the SWC career interceptions record with 18. He intercepted seven passes and returned two for TDs last year. Smith also is a SWC multi-recordholder for career TDs on pass interception returns with three as he enters his senior campaign. He plays the run tough as evidenced by 59 tackles last year.



Kevin Smith

TCU



Leon Clay

LEON CLAY — Quarterback, 6-2, 205, Jr., 2L, Gladewater (Gladewater) — Clay was en route to breaking almost every TCU passing record for games and single season when he was sidelined by a fractured thumb against Baylor. He still completed 119-of-223 passes for 1,565 yards and 16 TDs in just seven games. Clay accounted for 21 TDs running and passing, one off from Heisman Trophy winner Davey O'Brien's TCU mark for touchdown responsibility of 22 in 1938.

ROOSEVELT COLLINS — Defensive End, 6-5, 245, Sr., 3L, Shreveport, La. (Washington) — The first TCU sophomore to earn first team All-SWC laurels since Stanley Washington in 1980, the gifted hitter has 162 tackles over his last two campaigns. In 1989 he had 91 total tackles (third-most on squad), seven quarterback sacks, 17 total tackles behind the line, and 24 quarterback pressures. Last fall Collins notched 71 total tackles with four sacks.



Texas Tech

RODNEY BLACKSHEAR — Wide Receiver, 6-1, 180, Sr., 3L, Houston (Reagan) — An All-America candidate coming off an exceptional junior season, Blackshear was the leader among the nation's Top 20 pass receivers in per-catch average with 22.1 yards. He was consensus All-SWC in 1990 and topped the SWC in net receiving yards (973) and kickoff return average (25.9). Blackshear also was ninth nationally in the latter statistic and had a 92-yard kickoff return at Texas A&M.

MATT WINGO — Linebacker, 6-1, 225, Sr., 3L, Pasadena (Dobie) — This hard-working linebacker played with great reliability against the run last fall. He accounted for a team-high 135 tackles in 1990 and was third in SWC tackle statistics. Wingo paced Tech in solo tackles with 98 while he led all SWC linebackers with seven pass deflections in last autumn. The Tech senior merited first team All-SWC recognition in one survey and was second team AP All-SWC.



Rodney Blackshear



SWC Academic Honor Team 1991 Football

Owen Kelly
Arkansas
Natural Sciences
Senior
Wichita Falls, TX



Joel Dawson
Rice
Political Science/
Managerial Studies/
Human Performance
& Health Sciences
Senior
Pearland, TX



Matt Hart
SMU
Finance
Junior
Irving, TX



Mike Noack
TCU
Physical Education
Junior
Duncanville, TX



Chris Oliver
Arkansas
Mechanical
Engineering
Junior
Fayetteville, AR



Trey Teichelman
Rice
Human Performance
& Health Sciences
Senior
Austin, TX



Scott Gooch
Texas
Business Finance
Senior
Bridge City, TX



Jeff Wilkinson
TCU
Economics
Senior
Houston, TX



Mick Thomas
Arkansas
Finance
Senior
Bakersfield, CA



Joey Wheeler
Rice
Managerial Studies/
Economics
Junior
Denison, TX



Chad D. McMillan
Texas
English
Senior
Columbus, TX



Steve Carr
Texas Tech
Marketing
Senior
El Paso, TX



J.J. Joe
Baylor
Business
Junior
Arlington, TX



Cary Brabham
SMU
Business Finance
Junior
Hughes Springs, TX



Dennis McWilliams
Texas
Aerospace
Engineering
Junior
Austin, TX



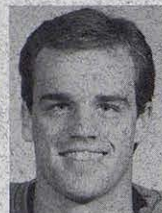
King Hodson
Texas Tech
Restaurant-Hotel-
Institutional
Management
Senior
Canyon, TX



Carlos Leon
Houston
Political Science
Senior
Houston, TX



Daniel Echols
SMU
Psychology
Junior
Friona, TX



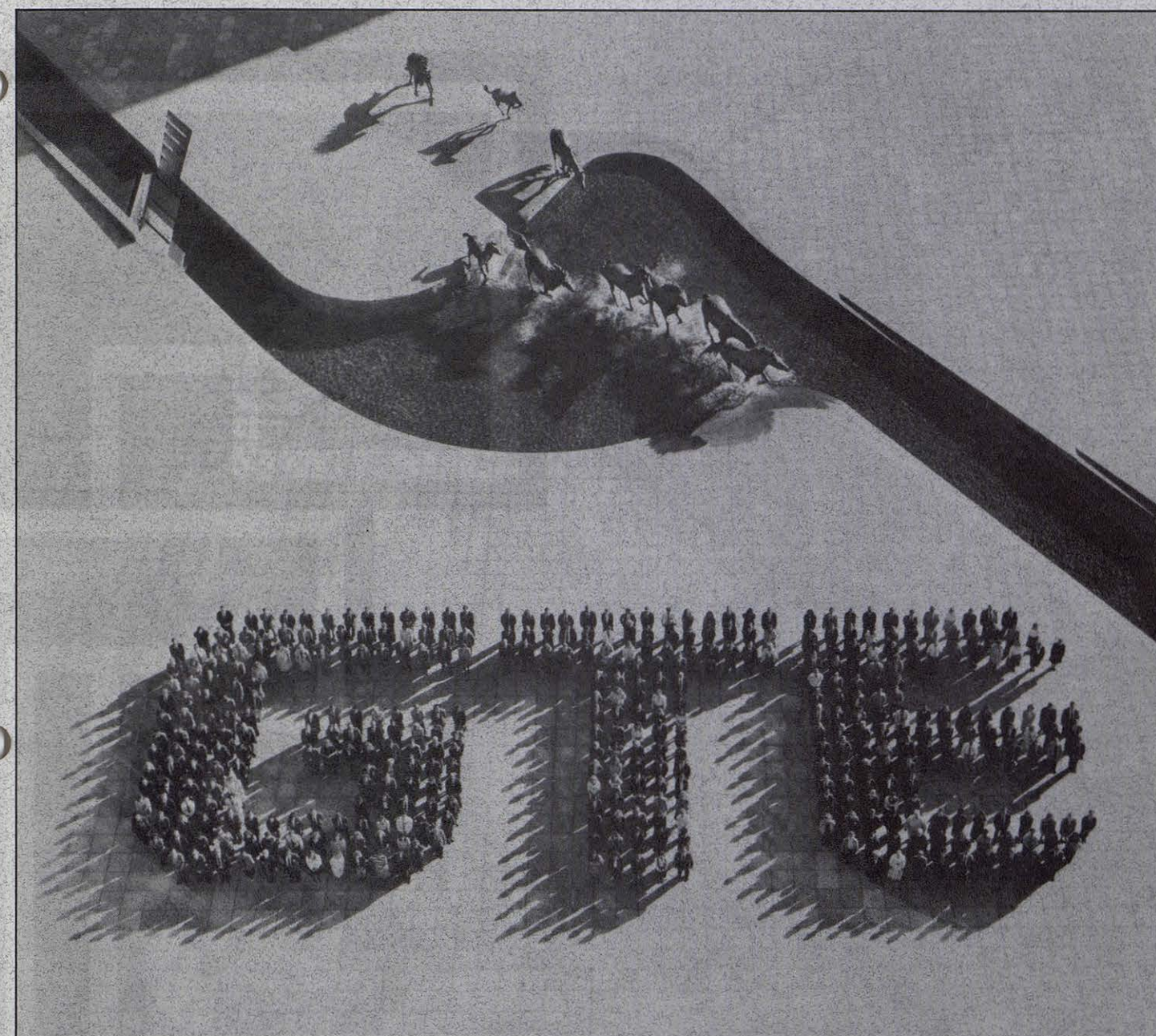
Greg Lakin
Texas A&M
Speech
Communication
Senior
Houston, TX



Stacey Petrich
Texas Tech
Finance
Junior
McAllen, TX



Congratulations to this year's 1991 GTE Southwest Conference Academic Honor Team. These student athletes are champions on and off the field, having excelled both athletically and academically. They are a credit to intercollegiate athletics and the institution they represent.



Our name stands alone
because our people stand together.

Over the years, GTE has made a name for itself. A name that symbolizes high-quality communications products and services. The kind our customers of tomorrow will depend on, as completely and confidently as they do today.

But behind our company name stand the names

of a lot of quality GTE people. People whose personal pledge to provide outstanding service forms the foundation of our success. Their commitment to your satisfaction spells out exactly what GTE is all about:

Putting our customers first.



THE POWER IS ON

| 1991 SWC SCHEDULE | SATURDAY AUG. 31 | SATURDAY SEPT. 7 | THURS. SAT. SEPT. 13-14 | SATURDAY SEPT. 21 | SATURDAY SEPT. 28 | SATURDAY OCT. 5 | SATURDAY OCT. 12 | SATURDAY OCT. 19 | SATURDAY OCT. 26 | SATURDAY NOV. 2 | THURS. SAT. NOV. 8-9 | SATURDAY NOV. 16 | SATURDAY NOV. 23 | THURS. SAT. NOV. 29-30 |
|----------------------|---|--|---|---|---|---|---|--|---|---|---|--|---|--|
| ARKANSAS | H MIAMI, FLA. 11:30 A.M.-ABC (DNF) | L SMU 7:00 P.M. (DNF) | | H-SW LOUISIANA 6:00 P.M. (DNF) | MISSISSIPPI 6:00 P.M. (17-21) | @ TCU 7:00 P.M. (26-54) | H HOUSTON 2:00 P.M. (28-52) | L TEXAS 7:00 P.M. (44-49) | H BAYLOR 2:00 P.M. (3-34) | @ TEXAS TECH 2:00 P.M. (44-49) | | H TEXAS A&M 2:00 P.M. (16-20) | L RICE 1:00 P.M. (11-19) | |
| BAYLOR | | H UT-EL PASO 7:00 P.M. (DNF) | COLORADO 2:30 P.M. (DNF) | MISSOURI 7:00 P.M. (17-21) | SMU 7:00 P.M. (52-17) | H HOUSTON 4:00 P.M. (15-31) | H RICE 1:00 P.M. (17-16) | H TEXAS A&M 1:00 P.M. (44-17) | H TCU 1:00 P.M. (27-21) | ARKANSAS 4:00 P.M. (34-3) | | TEXAS TECH 1:00 P.M. (21-15) | H TEXAS 1:00 P.M. (13-23) | |
| HOUSTON | H LA TECH 4:00 P.M. (DNF) | | THU. 9/12-@ MIAMI, FLA. 7:00 P.M.-ESPN (DNF) | ILLINOIS 2:30 P.M.-ABC (DNF) | | H BAYLOR 4:00 P.M. (31-15) | H HOUSTON 4:00 P.M. (62-28) | H SMU 4:00 P.M. (44-17) | H TEXAS A&M 2:00 P.M. (36-31) | H RICE 2:00 P.M. (24-45) | H TEXAS 2:00 P.M. (24-22) | H TCU 2:00 P.M. (56-35) | H TEXAS TECH 2:00 P.M. (51-35) | |
| RICE | | | | NORTHWESTERN 1:00 P.M. (31-14) | TULANE 7:00 P.M. (10-21) | H IOWA STATE 7:00 P.M. (10-26) | H BAYLOR 1:00 P.M. (16-17) | H TCU 2:00 P.M. (28-38) | H TEXAS TECH 2:00 P.M. (42-21) | H TEXAS A&M 2:00 P.M. (15-41) | H SMU 2:00 P.M. (30-28) | H HOUSTON 2:00 P.M. (22-24) | H ARKANSAS 1:00 P.M. (19-11) | |
| SMU | | @ ARKANSAS 7:00 P.M. (24-7) | VANDERBILT 7:00 P.M. (44-7) | | H BAYLOR 7:00 P.M. (17-52) | H TULANE 7:00 P.M. (17-43) | H TEXAS TECH 2:00 P.M. (17-52) | H HOUSTON 4:00 P.M. (17-44) | H TEXAS 2:00 P.M. (42-21) | H TCU 2:00 P.M. (41-15) | H RICE 2:00 P.M. (56-10) | H TEXAS A&M 2:00 P.M. (38-10) | H SMU 2:00 P.M. (35-56) | H TEXAS TECH 2:00 P.M. (27-28) |
| TEXAS | | MISS. STATE 11:30 A.M.-TBS (DNF) | | H AUBURN 6:30 P.M.-ESPN (DNF) | | H RICE 1:00 P.M. (24-10) | H OKLAHOMA 2:00 P.M. (14-13) | H ARKANSAS 2:00 P.M. (49-17) | H SMU 2:00 P.M. (52-3) | H TEXAS TECH 2:00 P.M. (41-22) | H HOUSTON 2:00 P.M. (45-26) | H TCU 1:00 P.M. (38-10) | H BAYLOR 1:00 P.M. (23-15) | H TEXAS A&M 2:00 P.M. (40-17) |
| TEXAS A&M | | | L SU 6:00 P.M. (8-17) | H TULANE 7:00 P.M. (63-14) | H SW LOUISIANA 6:00 P.M. (16-14) | H TEXAS TECH 7:00 P.M. (28-24) | H BAYLOR 1:00 P.M. (20-26) | H RICE 2:00 P.M. (38-26) | H SMU 2:00 P.M. (31-30) | H TEXAS 2:00 P.M. (41-15) | THU. 11/7-@ TCU 7:00 P.M.-ESPN (56-10) | H TEXAS 2:00 P.M. (20-18) | H SMU 2:00 P.M. (35-56) | THU. 11/28-@ TEXAS 7:00 P.M.-ESPN (27-28) |
| TCU | | H NEW MEXICO 7:00 P.M. (DNF) | H BALL STATE 7:00 P.M. (DNF) | H OKLAHOMA STATE 6:30 P.M. (31-21) | H TEXAS TECH 7:00 P.M. (28-40) | H ARKANSAS 7:00 P.M. (54-26) | H BAYLOR 2:00 P.M. (21-27) | H RICE 2:00 P.M. (21-27) | H SMU 2:00 P.M. (21-27) | H TEXAS 2:00 P.M. (21-27) | H TEXAS A&M 2:00 P.M. (21-27) | H HOUSTON 2:00 P.M. (21-27) | H ARKANSAS 2:00 P.M. (21-27) | H TEXAS 2:00 P.M. (21-27) |
| TEXAS TECH | | H-CAL ST. FULLERTON 7:00 P.M. (DNF) | H OREGON 7:00 P.M. (DNF) | H WYOMING 1:00 P.M. (DNF) | H TCU 7:00 P.M. (40-28) | H TEXAS A&M 7:00 P.M. (24-28) | H SMU 2:00 P.M. (62-7) | H RICE 2:00 P.M. (21-42) | H TEXAS 2:00 P.M. (22-41) | H ARKANSAS 2:00 P.M. (49-44) | H BAYLOR 2:00 P.M. (15-21) | H HOUSTON 2:00 P.M. (35-51) | H TEXAS 2:00 P.M. (35-51) | H TEXAS 2:00 P.M. (35-51) |

STARTING TIMES ARE TENTATIVE (CENTRAL STANDARD/DAYLIGHT). LAST YEAR'S SCORES IN PARENTHESES (DNF—DID NOT PLAY IN 1990; H—HOME, @—AWAY; D—DALLAS AT COTTON BOWL; LR—LITTLE ROCK; J—JACKSON, MISS.)

1991 PRE-SEASON COLLEGE FOOTBALL POLLS

STREET & SMITH'S

- Florida State
- Michigan
- Florida
- Miami-Florida
- Penn State
- Notre Dame
- Georgia Tech
- Washington
- Tennessee
- Clemson
11. **TEXAS**
- Iowa
- Auburn
- Oklahoma
- Southern Cal
16. **TEXAS A&M**
- Ohio State
- Nebraska
- Syracuse
20. **HOUSTON**
- Air Force
- UCLA
- Alabama
- Michigan State
- Colorado

ATHLON

- Michigan
- Florida State
- Clemson
- Florida
- Washington
- Oklahoma
- Miami-Florida
- Georgia Tech
- Notre Dame
- Auburn
11. Penn State
- Colorado
- Tennessee
14. **TEXAS**
- Nebraska
16. **HOUSTON**
- Iowa
- Michigan State
- UCLA
- Ohio State
- Southern Cal
- Alabama
- Brigham Young
- Virginia Tech
25. **BAYLOR**

THE SPORTING NEWS

- Florida State
- Miami-Florida
- Michigan
- Penn State
- Georgia Tech
- Florida
- Washington
- Notre Dame
- Oklahoma
- Clemson
11. Tennessee
12. **HOUSTON**
- Colorado
- Auburn
15. **TEXAS**
- Iowa
- Nebraska
- Southern Cal
20. Brigham Young
- Michigan State
- Alabama
- Illinois
- Ohio State
25. Virginia

DON HEINRICH'S

- Florida State
- Michigan
- Washington
- Miami-Florida
- Notre Dame
- Florida
- Clemson
- Penn State
- Oklahoma
- Georgia Tech
11. **TEXAS**
- Tennessee
- Nebraska
- Colorado
15. **TEXAS A&M**
16. **HOUSTON**
- Southern Cal
18. **BAYLOR**
- Syracuse
- Ohio State
- Auburn
- Michigan State
- North Carolina State
- North Carolina
- Iowa

INSIDE SPORTS

- Florida State
- Michigan
- Washington
- Georgia Tech
- Florida
- Oklahoma
- Miami-Florida
- Clemson
- Notre Dame
- Nebraska
11. Penn State
12. **TEXAS**
- Iowa
- Auburn
15. **TEXAS A&M**
- Tennessee
- UCLA
- Brigham Young
- Syracuse
20. **BAYLOR**
- Syracuse
23. **TEXAS A&M**
- Southern Cal
- North Carolina
- Iowa

GAME PLAN

- Florida State
- Washington
- Michigan
- Tennessee
- Florida
- Clemson
- Georgia Tech
- Penn State
- Miami-Florida
- Oklahoma
11. **HOUSTON**
- Iowa
- Nebraska
14. **TEXAS**
- Notre Dame
- Colorado
- Alabama
- Syracuse
- UCLA
- Michigan State
- Auburn
23. **TEXAS A&M**
- Southern Cal
- North Carolina

RECEIVERS



THE RECEIVING LINE
Texas Christian receivers: (from left) Stephen Shipley, Kyle McPherson, Kelly Blackwell.

- 1. TEXAS CHRISTIAN**
Key players: Kelly Blackwell, TE Mike Houston, WR Kyle McPherson, WR Stephen Shipley, WR Richard Woodley, SL.
- 2. HOUSTON**
Key players: Daniel Adams, WR John Brown III, WR Yarnold Brown, WR Freddie Gilbert, WR Tracy Jones, WR Marcus Grant, WR.
- 3. CALIFORNIA**
Key players: Mike Caldwell, SL Sean Dawkins, WR Damien Simes, WR Brian Trapp, WR Brent Woodall, TE.
- 4. PACIFIC**
Key players: Jason Edwards, WR David Hobbs, FL Melvin Johnson, FL Aaron Taylor, WR.
- 5. WASHINGTON STATE**
Key players: Phil Babin, WR Desmond Clayton, WR C.J. Davis, WR Augustus Williams, WR Keith Reynolds, WR Clarence Williams, TE.
- 6. KANSAS STATE**
Key players: Gerald Benton, WR Russ Campbell, TE Frank Hernandez, WR Al Jones, TE Joey Norwood, WR Michael Smith, WR.
- 7. TEXAS TECH**
Key players: Rodney Blackshear, WR Lloyd Jula, WR Jeff Hume, TE Anthony Stonett, WR.
- 8. SOUTH CAROLINA**
Key players: Robert Branks, WR Eddie Miller, WR Robert Pichko, WR Charles Stewart, TE.
- 9. SAN JOSE STATE**
Key players: Bobby Blackmon, SL David Blakes, WR Walter Brooks, WR Bryce Burnett, TE Gary Charlton, WR Byron Jackson, WR.
- 10. MICHIGAN**
Key players: Derrick Alexander, WR Dave DeBolt, TE Desmond Howard, FL.

TSN UNIT RATINGS



DEFENSIVE LINES



Texas defensive line: (standing, from left) James Patton, Shane Dronetti, Tommy Jeter, (sitting) Bo Robinson.

- 1. TEXAS**
Key players: Shane Dronetti, C Jeff Higgins, E Todd Hunt, T Tommy Jeter, T James Patton, T Bo Robinson, E.
- 2. CLEMSON**
Key players: Rob Bedine, MD Brenton Buckner, MD David Davis, ND Chastity McClockton, T Al Richard, T.
- 3. MIAMI (FLA.)**
Key players: Mark Casser, T Anthony Hamilton, E Rusty Modaris, E Eric Miller, T Kipo Vickers, T.
- 4. OREGON**
Key players: Ronny Bandison, E Jeff Cummings, E Matt Laddow, E Sila Modaris, NT Gary Williams, NT Marcus Woods, NT.
- 5. MICHIGAN**
Key players: Mike Evans, T Tony Henderson, C Chris Hutchinson, T Trent Zoszewicz, L.
- 6. COLORADO**
Key players: Kevin Browne, T Jeff Brunner, NT Bryan Dyer, T Marcelous Eddy, T Leonard Rennie, T Joel Stead, NT.
- 7. WASHINGTON**
Key players: Steve Emmann, T DeMarco Fain, T Andy Mason, E Tyrone Rodgers, MD Darnell Smith, E.
- 8. GEORGIA TECH**
Key players: Kevin Battle, ND Raleigh Boulware, T Richard Kinney, T Coleman Rudolph, T.
- 9. PENN STATE**
Key players: Larry Benfatti, T Todd Burger, NT Jim Gier, NT Mark Prythe, T Tykia Jackson, T Greg Trovati, NT.
- 10. IOWA**
Key players: Larry Blue, E Rod Davis, ND Jeff Howell, T Moses Santos, E LeRoy Smith, E Mike Wolk, ND.

HEISMAN TROPHY

(Top player)

- 1. DAVID KLINGLER, QB, Houston**
- TY DETMER, QB, Brigham Young
- SHAWN JONES, QB, Georgia Tech
- KEN SWILLING, S, Georgia Tech
- ROBERT SMITH, RB, Ohio State
- RUSSELL WHITE, TB, California
- TONY SACCA, QB, Penn State
- GLYN MILBURN, HB/KR, Stanford
- TOMMY MADDOX, QB, UCLA
- RICKY POWERS, TB, Michigan

TSN AWARD CANDIDATES

DEFENSIVE BACKFIELDS



HOME OF THE 12TH MAN
Texas A&M defensive backs: (back, from left) Charles Burrell, Kyle Maxfield, Patrick Bates, Ramsey Bradberry, Martin Haynes, Steve Kenney, (front, from left) Junior White, Derrick Frazer, Chris Crooms, Kevin Smith, Billy Mitchell.

- 1. TEXAS A&M**
Key players: Patrick Bates, S Ramsey Bradberry, S Charles Burrell, DB Chris Crooms, S Derrick Frazer, DB Martin Haynes, DB Steve Kenney, DB Kyle Maxfield, DB Billy Mitchell, CB Kevin Smith, CB Junior White, DB.
- 2. GEORGIA TECH**
Key players: Eric Bellamy, S Willie Clay, CB Carey Day, CB Kevin Peoples, S Ken Swilling, S.
- 3. TEXAS**
Key players: Mark Berry, CB Grady Caines, CB Willie Mack, CB Lance Smith, S Kim Swilling, S.
- 4. OREGON**
Key players: Eric Castle, S Devon Hoxey, CB Herman O'Berry, CB Muhammad Oliver, CB Kevyn Phillips, S Paul Rodriguez, S Daryle Smith, CB.
- 5. TENNESSEE**
Key players: Dale Carter, S Mark Fletcher, S Jeremy Linch, CB J.J. McCaskey, CB.
- 6. UCLA**
Key players: Travis Collier, DB Matt Darby, S Clifton Gray, CB Othello Henderson, S Don Lambert, CB Michael Williams, S.
- 7. ALABAMA**
Key players: Charles Gardner, S Stacy Harrison, S Jackson Lowery, S Mark McMillan, CB Brian Statton, S George Teague, CB.
- 8. OKLAHOMA**
Key players: Jason Bello, S Greg DeGusie, S Charles Franks, CB Terry Ray, S Darrell Walker, CB.
- 9. LOUISIANA STATE**
Key players: Ruffel Adams, CB Vincent Fuller, S Anthony Marshall, S Derrell McConery, S Wayne Williams, CB.
- 10. COLORADO**
Key players: Ronnie Bradford, DB Dwayne Davis, S Gene Figueira, CB Eric Hamilton, S Chris O'Donnell, S Greg Thomas, S.

LINEBACKERS

- 1. WASHINGTON**
Key players: James Clifford, LB Brett Collins, LB James Frick, LB Chico Freley, LB David Hoffmann, LB Donald Jones, LB.
- 2. CLEMSON**
Key players: Kenil Jackson, LB Levon Kirkland, LB Ed McDaniel, LB Ashley Sheppard, LB Wayne Simmons, LB.
- 3. PENN STATE**
Key players: Matt Baggett, LB Malik D'Onofrio, LB Reggie Evers, LB Keith Gargano, LB Rich McKenney, LB Eric Ravotti, LB.
- 4. TEXAS A&M**
Key players: Marcus Buckley, LB Quentin Crayton, LB Trest Lewis, LB Tyrone Malone, LB Otis Nealy, LB Anthony Williams, LB.
- 5. FLORIDA STATE**
Key players: Ken Alexander, LB Kirk Caruthers, LB Howard Dinkins, LB Reggie Freeman, LB Marvin Jones, LB.
- 6. ALABAMA**
Key players: Antonio London, LB Derrick Odom, LB John Sullins, LB Steve Webb, LB.
- 7. SOUTHERN CAL**
Key players: Kurt Barber, LB Matt Gee, LB Willie McInnest, LB Gidon Murrell, LB.
- 8. AUBURN**
Key players: Reggie Barlow, QB Darrell Crawford, LB Jason Merriam, LB Jerome Willis, LB.
- 9. GEORGIA TECH**
Key players: Marco Coleman, LB Tom Johnson, LB Darrell Swilling, LB Jerod Williams, LB Marlon Williams, LB.
- 10. NORTH CAROLINA**
Key players: Eric Bash, LB Dwight Hollier, LB Jonathan Perry, LB Tommy Thigpen, LB.

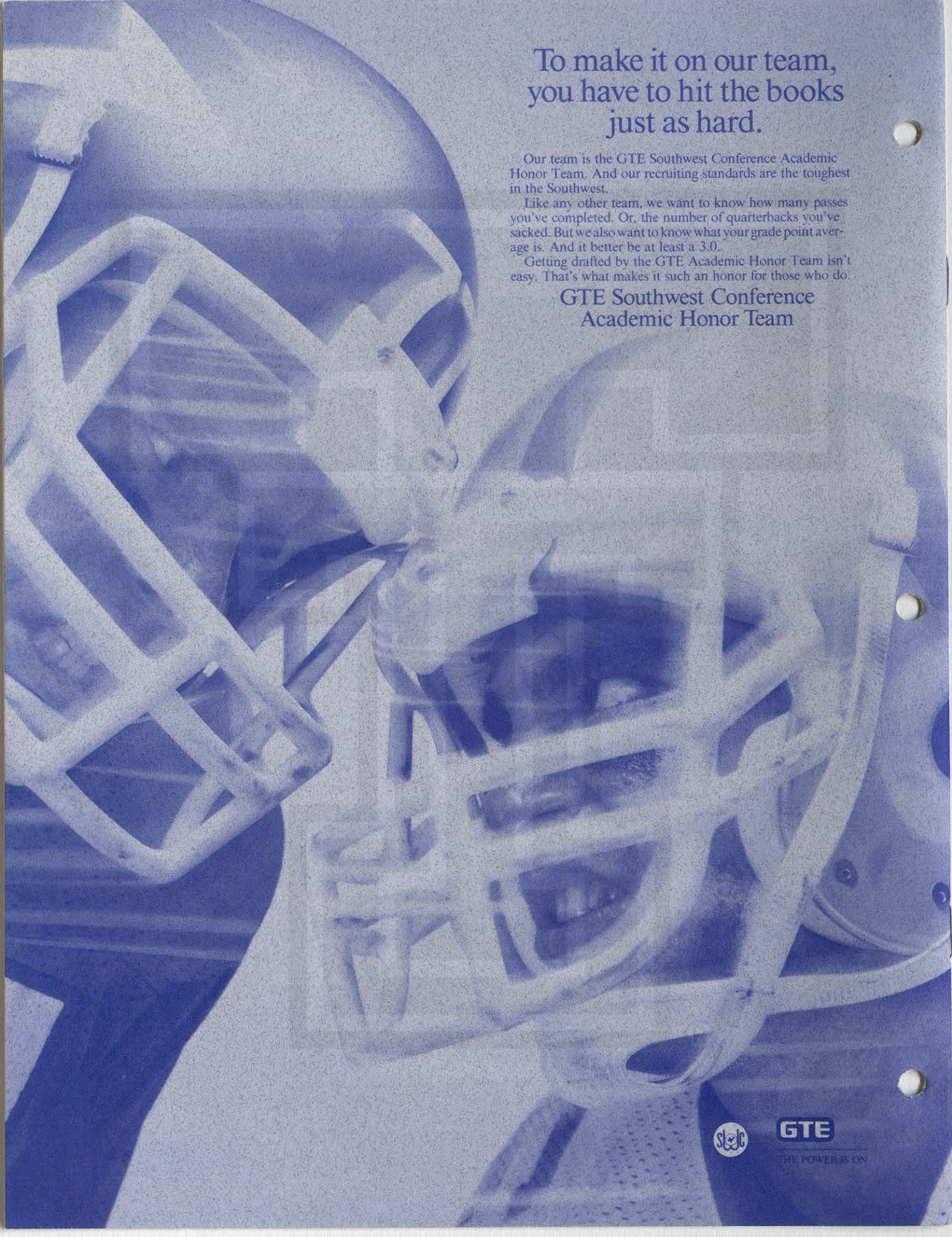
OFFENSIVE LINES

- 1. MICHIGAN**
Key players: Joe Cocozza, S Dave DeBolt, S Bob Doherty, T Matt Elliott, S Steve Everett, C Traylor Jenkins, OL Tony McGee, TE Mark Mula, S Shawne Miller, C Doug Skene, T Greg Skrepetausk, T Brian Wallace, C.
- 2. FLORIDA STATE**
Key players: Adam Arroyo, T Scott Baskin, C Chris Bellamy, T Gary Gatto, T Jeff Chandler, C Jeff DeLoach, T Monte Jones, C John Turelough, C.
- 3. NOTRE DAME**
Key players: Justin Hall, T Mike Jankovic, G Lindsey Knapp, T Gene McGuire, C Winston Sander, T Aaron Taylor, G.
- 4. MICHIGAN STATE**
Key players: Brian Bandison, T Shane Harrison, T Toby Heaton, G Bob Henry, T Jim Johnson, T Chris Prowaczynski, C Robbie-vell Wagner, G.
- 5. FLORIDA**
Key players: Cal Dixon, C Dean Gabel, T Hesham Ismail, G Tony Howell, T Dexter Smith, G Jim Walton, G Mark White, T.
- 6. WASHINGTON**
Key players: Ed Cunningham, C Pete Kangas, G Lincoln Kennedy, T Sergei Melnik, T Andrew Peterson, G Kris Ruggel, G.
- 7. BAYLOR**
Key players: Adam Arroyo, T Scott Baskin, C Chris Bellamy, T Gary Gatto, T Jeff Chandler, C Jeff DeLoach, T Monte Jones, C John Turelough, C.
- 8. AUBURN**
Key players: Ed Blake, G Wayne Gandy, T Chris Gray, T Bob Meeks, C Anthony Redmon, T Tim Tipton, G.
- 9. STANFORD**
Key players: Brian Cassidy, G Greg Cavaugh, G Chris Dailman, C Steve Hoyer, T Darren Kuttler, T Rick Palmer, C Tyrone Parker, G Bob Whitfield, T.
- 10. OKLAHOMA STATE**
Key players: Josh Arnold, T Roderick Arthur, G Brian Babin, S Anthony Greenlee, G Matt Jones, T Pete Sarrette, C.

DAVEY O'BRIEN AWARD

(Top quarterback)

- 1. DAVID KLINGLER, Houston**
- TY DETMER, Brigham Young
- SHAWN JONES, Georgia Tech
- TOMMY MADDOX, UCLA
- TONY SACCA, Penn State
- CASEY WELDON, Florida State
- SHANE MATTHEWS, Florida
- ALEX VAN PELT, Pittsburgh
- TROY KOPP, Pacific
- DREW BLEDSOE, Washington State



To make it on our team,
you have to hit the books
just as hard.

Our team is the GTE Southwest Conference Academic Honor Team. And our recruiting standards are the toughest in the Southwest.

Like any other team, we want to know how many passes you've completed. Or, the number of quarterbacks you've sacked. But we also want to know what your grade point average is. And it better be at least a 3.0.

Getting drafted by the GTE Academic Honor Team isn't easy. That's what makes it such an honor for those who do.

**GTE Southwest Conference
Academic Honor Team**



GTE

THE POWER IS ON