

Schwab, Marchiony are honored by USBWA

Lung-transplant recipient is named Most Courageous

News that Marquette assistant coach Trey Schwab had been selected the recipient of the U.S. Basketball Writers Association's Most Courageous Award on Jan. 11 was dwarfed by what was to come just six days later.

That's when Schwab, 39, received the double-lung transplant that was a necessity for his long-term survival. Schwab received the transplant exactly 26 months after being diagnosed with idiopathic pulmonary fibrosis – an incurable lung disease that attacks the air sacs in the lungs, hindering the body's ability to produce oxygen. Doctors had told him they didn't know if he could survive the two-year period that it might take to locate a donated lung.

Schwab had continued to perform his

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Trey Schwab

Ex-NCAA Tournament media coordinator wins Katha Quinn Award

Often, sports writers turned to Katha Quinn as a voice of reason.

So, too, could they count on Jim Marchiony, who spent the final five years of a 17 1/2-year tenure with the NCAA as media coordinator for the Division I men's basketball tournament. The USBWA recognizes Marchiony's work on its behalf by naming him the 16th recipient of the Katha Quinn Award, given to those who "like Katha provide an inspiration to those in the sports journalism profession."

"Jim Marchioni has always demonstrated that he understands the valuable contributions the print media has made to the growth of the NCAA basketball tournament, long before the Final Four became college's basketball's equivalent

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Jim Marchiony

USBWA serves up a breakfast unlike any other

I can't tell you which team is going to win the NCAA championship. I won't even try to pick the four teams that will start the Final Four party in San Antonio. Put a bracket in front of me, and I'm in major trouble.

But what I can tell you is this: If you come to the U.S. Basketball Writers' Association annual breakfast on the April 5, the morning of the NCAA championship game, you'll enjoy an experience unlike any other experience you'll have during the Final Four. I'm sure of that.

And what I can ask you is this: If you're a USBWA member, make the effort to attend the breakfast – and bring a friend whom you think would make a great addition to the organization. That's how I got started – and nearly a couple of decades later, I'm glad I did.

With nearly 30 years in the business, I can anticipate your next question: What's so special about a breakfast, especially a breakfast the morning after you've had a remarkable night in downtown San Antonio? You're sleeping in, right? Been there. Done that.

This is what is so special: It's the kind of breakfast that reminds you of the good things the USBWA does.

Last year, both the national Player of the Year – David West of Xavier, who took the Oscar Robertson Trophy back to Cincinnati – and the Coach of the Year – Tubby

Smith of Kentucky – attended our gathering. I'd anticipate that the 2004 winners will also join us.

Several of your press row friends will exit smiling with their awards from the USBWA Best Writing Contest. You might even have a friend or two inducted into the USBWA Hall of Fame.

But those items are only appetizers. The highlights of the meetings are *always* a pair of awards the USBWA presents. One is the Most Courageous Award, which is presented to somebody in college basketball who has shown remarkable courage while confronting adversity. The other is the Katha Quinn Award, which is presented to

a representative of the sports information business who has shown they understand the media and the job that we try to do. It's named in the memory of Katha Quinn, the former St. John's SID, who lost a battle with cancer.

Ask anybody who has attended the breakfast and watched the USBWA present those two awards. Kleenex is not optional.

And, hey, I almost forgot one thing: The breakfast is always good.

So, if you're going to be in San Antonio for the Final Four, circle the morning of April 5 on your calendar. And bring a friend.

President's Column

By RICK BOZICH

Louisville Courier Journal



Writers' nightmare: move to ban printed media guides

If you haven't heard by now, the NCAA is proposing legislation that would ban the printing of media guides by institutions and conferences.

The NCAA wants to make media guides available only through electronic mail or an institution or conference's web site.

This, of course, is causing quite an uproar among writers and sports information directors alike.

The reasoning behind this legislation is to reduce costs. Quoting from the NCAA's Official Notice booklet that outlines proposed legislation:

"Printing athletics publications, specifically media guides, has resulted in significant cost expenditures for institutions. Media guides have grown larger in size over the years as institutions continue to include an increasing amount of information in the publications in an effort to bolster its recruiting efforts.

"This has created a financial burden on institutions to produce and distribute these publications. With advancements in technology, these publications are being

Executive Director

BY JOE MITCH
MVC



placed on institution's web sites for easy accessibility.

"This proposal will reduce the significant costs associated with the production and distribution of these materials, while permitting institutions and conferences to develop such materials and include them on institutional and conference web sites or deliver them via electronic mail."

The intention of the legislation is sound from a financial perspective. Practically speaking, however, it would be a nightmare for sports writers.

Think about beat writers and columnists on deadline needing to find a particular statistic or record after a game and – without easy access to a printed media guide – having to download the information either from a CD or a web site onto a personal computer.

God forbid the internet connection going down, leaving writers scratching their head about how to get the information they need to complete their stories.

Of course, writers could spend time printing out media guides on their personal printers and carry printed copies with them to games.

Again, not very practical, considering media guides are hundreds of pages long.

The problem with today's media guides is that they're no longer being produced for what they were originally intended to do – to provide a service for the media.

The NCAA requires member schools to print either a recruiting brochure or media guide (but not both) and provide it to prospective student-athletes.

As a result, school press guides are expensive, magazine-like publications, intended more to impress recruits it seems

than serve the media.

They're filled with recruiting information and countless number of pages that the media simply aren't interested in – things like pictures of locker rooms, weight training rooms, dorms, campus scenes.

Because of this, some of these guides have gotten so big in size and weight that writers simply can't carry them around when traveling.

If the NCAA is really interested in reducing printing costs for athletics publications, one solution is to eliminate the recruiting information in press guides and make that information available to prospects on the internet.

Reduce all the clutter that's in these guides and concentrate on producing smaller-size publications that focus on providing the media with statistics, bios and historical data about the players, coaches and teams they cover during the season.

Printing costs will come down and the media will be happier. The pros do a good job of this. Their guides are nothing fancy, but they're detailed and full of facts and figures and they're user-friendly.

The bottom line to all of this: Keep printed media guides. Writers need them.

USBWA SCHEDULE OF EVENTS

2004 NCAA FINAL FOUR – SAN ANTONIO

Thursday, April 1	Past Presidents and Board of Directors Dinner, 8 p.m., site TBA
Friday, April 2	USBWA Board Meeting with NCAA Basketball Committee, Marriott Rivercenter, 7:30 a.m.
Monday, April 4	USBWA Awards Breakfast, Marriott Rivercenter, Salons C-D, 9 a.m.

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USBWA Application Form

If you have not yet renewed your membership to the U.S. Basketball Writers Association now is the time to act. For your \$35 membership fee you will receive the most complete directory in college basketball and you will also get all 12 issues of *Basketball Times* and, as well, you will be eligible to enter our Best Writing Contest.

Send a check for \$35 and let the USBWA make your job of covering college basketball easier.

Title _____

Newspaper/Publication/ College _____

Address _____

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Let's not pile on by glamorizing the postgame crush

It's probably time we stopped glamorizing rushing the court.

After Stanford remained undefeated by beating Arizona on Nick Robinson's spectacular last-second shot in February, I wrote a story that said it was "bliss" at the bottom of the pile.

But even when I wrote it, I knew I had seen Matt Lottich, the player directly on top of Robinson, shouting at the crush of people that pressed down on them.

I had seen Tiger Woods unwisely head into the fray from his courtside seat before someone pulled him back. (Not only did he risk missing, say, the Masters, with a broken ankle, but his presence could have incited dangerous antics as well.)

And Gerry Plunkett, the wife of ex-Stanford and NFL quarterback Jim Plunkett, was helped off the court, insisting she was fine even though her foot was caught in a chair.

It was only later that I learned that a night earlier in Arizona, Joe Kay, a Tucson High senior who had earned a volleyball scholarship to Stanford, broke his jaw and suffered a ruptured carotid artery and stroke after being crushed by fans in a post-game celebration. Partially paralyzed after the incident, he had begun regaining feeling and speech and was entering rehabilitation when I wrote this.

It's an unlikely coincidence, of course, that a future Stanford student was injured in the same sort of celebration as unfolded in Maples Pavilion the next day, but a story in

the San Jose Mercury News indicated people in Palo Alto were sobered by what they heard.

Around the country, people seem to have gotten the message about the danger of tearing down goalposts.

It looks as if it's time for some of the same standards—things like refraining from televising such "celebrations" or glorifying them in print—were applied to scenes where people storm the court.

Those of us who have seen fans rush the floor a few times — we're usually worried about computers and phone lines as the students come over the press tables — understand the inherent danger. But for most people, the first time they see something like a No. 1-team being upset is probably the only time. They don't understand what the middle of that crowd is like, how a row of bleachers feels when you crash

your shin bone into it, or that the innocuous-looking row of chairs on the bench is often one long, heavy strand, all connected.

Most of all, of course, they don't understand the crush of another 100 or more people coming down behind you.

Anything we can do to get across how unsafe it is to rush the court—most of all for the heroes at the bottom of the pile—should be considered a public service.

For those among our members in sports information, maybe it's time to talk with game-operations staff about better securing the court — whether that's by enhancing security or using people working the game in non-security positions to help guard the court at the end of the game.

As for me, well, next time I'll be looking for another lead.

Vice President

By **ROBYN NORWOOD**
LOS ANGELES TIMES



Free speech doesn't protect students' right to yell #\$\$%^&*

One of the problems we have in higher education today is that the adults who are in charge are afraid to *act* like they are in charge.

As Exhibit A, we give you our good friends at the University of Maryland.

Maryland had a problem that exists at many campuses—that of unruly fan behavior at basketball games that clearly steps over the line that separates enthusiastic support from obscene harassment.

Maryland got some negative press after some of its rowdy fans trampled that line during a game with Duke. No news there. It happens at lot of places, not just Maryland.

To Maryland's great credit, AD Debbie Yow and coach Gary Williams, rolled up their sleeves and got involved. They put together a 15-point plan to get ahead of the problem. Maryland even went so far as to confiscate obscene T-shirts being sold outside of the Comcast Center.

President C.D. Mote wrote a letter to the school newspaper, The Diamondback, where he pulled no punches: "While support of our team may be well-intentioned, displays of profanity simultaneously debase our team, our athletes, and our university."

I was on board with everything Maryland was doing until I read the third-from-the-last paragraph in its release:

"As a public university, we cannot silence fans or eject them from the arena from participating in vulgar cheers or for wearing vulgar t-shirts, according to our University legal office. Such language and t-shirts, while offensive to many, remains protected free speech."

This begs several questions.

Are you kidding me?

Maybe I missed that day in Political Science, but where does it say in the United States Constitution that a student has the right to call J.J. Redick a #\$\$%^&* when all he is doing is playing basketball in a public place?

Where does it say he has the right to publicly embarrass the university on national television?

Where does it say he has the right to engage in behavior

that, if exhibited outside of the basketball arena, would easily get you a night in jail?

Are you telling me that a university does not have the right to establish standards of behavior for its students at university-sponsored functions? Then, students apparently are free to shout expletives at their professors if they don't think the lecture is going particularly well that day.

Free speech? This isn't about free speech. It's about obscene behavior that has gone unchecked because the adults in charge hoped they could get a handle on this problem without hurting anybody's feelings. You can't.

Here's a reality check. If I'm Dr. Mote at Maryland, I tell my university legal office that I'm ignoring their advice. If one of those bright young future leaders of America wants to haul me into court for the right to shout obscenities at people who are guests on our campus, then I'll fight that fight all the way to the Supreme Court.

I enlist the rest of the students to help clean up the problem, as Maryland has done. But as president, if I don't get satisfactory results, then the offending students will soon find themselves in the upper deck of the Comcast Center—or in the parking lot.

And while we're at it, here are a couple of new rules that could help schools deal with the problem:

- Currently, officials can call a technical foul if fans throw things on the floor. Empower them to also call

technical fouls for excessive fan behavior. The crowd gets one warning. Profanity, such as the collective "Bull....." for a perceived bad officials call is an automatic T. I once saw Dean Smith grab the public address microphone in the middle of a game to make his students shut up when they were swearing. It worked. More coaches should do that.

- The Big Ten does not allow student sections to single out one opposing player for abuse. This should also be an automatic technical foul.

- No instant replay on the in-house monitors on close calls by the officials.

- Finally, and this won't make my friends at ESPN very happy, but those who storm the court after a game will be prosecuted to the full extent of the law. Somebody's child is going to get hurt in one of these post-game stampedes and a significant lawsuit will follow.

ESPN and the other broadcast outlets could help by not showing such things to a national TV audience and thus encouraging other student bodies to follow suit. I won't hold my breath on that one.

Educators must remember that the standard of behavior that they get from students is the one that they *demand*. The teacher-student relationship has never been based on equality—nor should it be. School officials cannot be afraid to demand appropriate behavior from students at any university event—and that includes athletics.

Vice President

By **TONY BARNHART**
Atlanta Journal-Constitution





Trey Schwab (right), the USBWA's Most Courageous Award winner, has served as a Marquette assistant despite having to rely on the use of an oxygen machine because of a lung disease.

Schwab receives transplant days after winning award

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duties as a Marquette assistant over the past two seasons, despite undergoing six operations, spending 13 months on a portable oxygen machine and taking an experimental drug that slowed the disease. He also was named Co-National Spokesperson for Organ Donations because of his commitment to increase donor awareness nationwide.

"Not only has Trey Schwab shown remarkable courage in dealing with his illness, he's shown an ability to think about others by becoming an enthusiastic spokesperson for organ donor awareness," said USBWA President Rick Bozich.

In October 2001, Schwab and Marquette coach Tom Crean thought they had pneumonia or the flu. Crean got

better through the use of antibiotics, and Schwab didn't.

"I woke up one day and coughed up a whole bunch of blood," Schwab said, "so I knew it was more than pneumonia."

Schwab's name had been at the top of a regional transplant list since mid-March of 2003. Although he was instructed last season to remain within two hours of Milwaukee, Schwab was able to accompany Marquette to New Orleans for the Final Four.

When asked about his condition at every stop, Schwab would politely point out that he was just one of 81,000 who were waiting for transplants.

"I've got a little bit of a platform that 81,000 people don't have," Schwab said. "I take it as an obligation."

He was listed as critical but stable condition after undergoing a seven-hour operation on Feb. 17, 2004, and can expect a full recovery.

Schwab is the 27th recipient of the USBWA's Most Courageous Award since it was first presented in 1979. Former USBWA Executive Director Steve Guback originated the award, which is presented annually by the association to recognize individuals in college basketball who wage courageous battles in life in face of adversity and hardships.

The USBWA will present the award at this year's NCAA Final Four in San Antonio during the association's annual awards breakfast on Monday, April 5.

Player of Year finalists named

The USBWA has narrowed its list of finalists for the Oscar Robertson Player of the Year Award to 15.

The finalists include:

Andre Emmett of Texas Tech; Francisco Garcia of Louisville; Ryan Gomes of Providence; Devin Harris of Wisconsin; Julius Hodge of North Carolina State; Luke Jackson of Oregon; Jaime Lloreda of LSU; Matt Lottich of Stanford; John Lucas of Oklahoma State; Jameer Nelson of Saint Joseph's; Emeka Okafor of Connecticut; Lawrence Roberts of Mississippi State; Kirk Snyder of Nevada; Ronny Turiaf of Gonzaga; and Shelden Williams, of Duke.

Marchiony wins Katha Quinn Award

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of the Super Bowl," said Rick Bozich, president of the USBWA.

Marchiony proved to be a friend to the USBWA during a critical period regarding its relations with the NCAA Tournament. He could be willing to stand up to CBS-TV, the tournament's billion-dollar sponsor, and he found a comfortable solution to the credentialing issues that came with the rise of the Internet.

Marchiony, 48, currently is in his first year as Associate Athletics Director for External Relations at the University of Kansas. He also served in a similar role at the University of Connecticut after leaving the NCAA in April 2002.

He had served in various communications roles with the NCAA, primarily dealing with television and media relations, before he was named NCAA Tournament media coordinator.