

JUN 28 '89 12:56 UT MEN'S ATHLETICS



BOARD OF DIRECTORS

PRESIDENT

SH Lyle
University of Texas
Austin, Texas 78713
(512) 471-7437

FIRST VICE PRESIDENT

Arnie Bgalo
Big Sky Conference
409 West Jefferson
Boise, Idaho 83701
(208) 345-8963

SECOND VICE PRESIDENT

June Stewart
Vanderbilt University
Nashville, Tenn. 37212
(615) 322-2988

THIRD VICE PRESIDENT

George Wina
University of Iowa
Iowa City, Iowa 52242
(319) 335-8411

SECRETARY

Fred Nuech
Texas A&I University
Kingsville, Texas 78363
(512) 596-3008

TREASURER

Dave Wohluster
Cornell University
Box 728
Ithaca, N.Y. 14851
(607) 255-3752

AT-LARGE

REPRESENTATIVES

Charles Prophet
Mississippi Valley State University
Hts. Bens, Miss. 38941
(601) 294-8641

Dave Young
Miami University
Oxford, Ohio 45056
(513) 528-4327

COLLEGE DIVISION
REPRESENTATIVES

Sam Goldman
San Francisco State University
San Francisco, Calif. 94132
(415) 469-1579

Jody Corro
Delta State University
Cleveland, Miss. 38733
(601) 846-4877

George Ellis
North Dakota State University
Fargo, N.D. 58105
(701) 237-8331

Tony Wells
University of Rochester
Rochester, N.Y. 14627
(716) 276-5855

PAST PRESIDENTS

Bob Smith (1987-88)
Rutgers University
New Brunswick, N.J. 08854
(201) 932-4200

Roger Valdeserri (1986-87)
University of Notre Dame
Notre Dame, Ind. 46556
(219) 239-7516

Howard Davis (1982-83)
University of Massachusetts
Amherst, Mass. 01003
(413) 545-7439

MEMORANDUM

Date: June 28, 1989

To: Betty Myer

From: Bill Little

Subject: CoSIDA Luncheon

First of all, thank you for any consideration at this late date. Briefly, this began in November and has been an on-going project of some well-meaning folks who dropped the ball.

Our organization is The College Sports Information Directors of America. We will be meeting at the Crystal City Gateway Marriott.

Our Kickoff Luncheon is Sunday, July 2. It is sponsored by CBS, the NCAA, and Host Communications. We will have over 1,000 people at the Workshop.

Our membership represents every college and university in the nation. We represent both men and women, and we have a good number of Blacks. Our annual workshop is held in the Midwest Corridor (last year at Kansas City), the East (this year in Washington), the Midwest again (Houston in 1990) and the West (San Francisco in 1991).

The average age will be somewhere close to the late 20s, with a great number of young people who are recent college graduates. We have right at 1,500 members.

Our discussion on getting a "name" Republican began last fall when some of our members in the East suggested they could secure Dukakis or Ted Kennedy, and I told them we would handle it here. Our sources in Austin worked with getting the President, and we were assured that if he was not out of the country, he would come. In the event he was gone, we were told, they would have someone for us. Unfortunately, this all came crashing down last week.

Our organization is education-oriented, it is a very saavy group, and all we need is 5 to 10 minutes from a person of stature, since we are in our nation's capital. We could get a sports representative or a media person, but I felt it was important to get a national figure.

If this is something the Senator would be willing to do, we would all be extremely grateful.

PLEASE CALL ME AT 512 471-7437

Thank you for your consideration.

Speak

*12:00 Luncheon
12:30 SPEAK
1:00 SPEAK*

*Arlington
Ballroom
ends street
entrance*

*P.2
July 2
Sunday*

11:00 attendees

*Contact
Helming
512/471-7439
512/471-7439*

CoSIDA College Sports Information Directors of America



1989 WORKSHOP PROGRAM

Crystal Gateway Marriott

Washington, D.C.

July 1-6

OFFICERS AND DIRECTORS

President, **Bill Little** (Texas); 1st Vice President, **Arnie Sgallo** (Big Sky Conference) Program Chair; 2nd Vice President, **June Stewart** (Vanderbilt) Social Chair; 3rd Vice President, **George Wine** (Iowa) Awards Chair; Secretary and Digest Editor, **Fred Nuesch** (Texas A&I); Treasurer, **Dave Wohlheuter** (Cornell).

At-Large Representatives: **Charles Prophet** (Mississippi Valley State); **Dave Young** (Miami, Ohio).

College Division Representatives: **Sam Goldman** (San Francisco State); **George Ellis** (North Dakota State); **Ken Cerino** (Springfield College); **Jody Correro** (Delta State).

Past Presidents: **Bob Smith** (Rutgers); **Roger Valdiserri** (Notre Dame); **Howard Davis** (Massachusetts).

This document is from the collections at the Dole Archives, University of Kansas
<http://dolearchives.ku.edu>

1989 CoSIDA WORKSHOP PROGRAM

SATURDAY, JULY 1

Noon to 5:00 p.m.
REGISTRATION (Arlington Registration Desk)
 Noon to 5:00 p.m.
JOB INTERVIEW REGISTRATION (Lobby Level Foyer)
 1:00 p.m. to 6:00 p.m.
NBA RECEPTION — Sponsored by the National Basketball Association. (Arlington Ballroom III-IV)
 1:30 p.m. to 4:30 p.m.
HANDS ON COMPUTER SEMINAR (Macintosh Computers, Mt. Vernon; IBM Computers, McLean; and Telecommunications, Manassas.)
 7:00 p.m. to 9:00 p.m.
ESPN RECEPTION — (Grand Ballroom, A, B, C, H, J, K)

SUNDAY, JULY 2

8:00 a.m. to 8:30 a.m.
COFFEE & PASTRY — Sponsored by Tony Wells Agency, ABAUSA (in memory of Katha Quinn), Sunkist Fiesta Bowl, Mutual Broadcasting, Ohio Valley Conference, The Ivy Group, Hula Bowl, Southeastern Conference, NACDA, St. John's University, Football News. (Grand Ballroom Foyer)
 8:00 a.m. to 11:00 a.m.
REGISTRATION (Arlington Registration Desk)
JOB INTERVIEW REGISTRATION (Jackson, Lee, Jefferson, Madison Rooms)
 8:30 a.m. to 9:30 a.m.
ROOKIE SESSION Moderated by Donna Murphy (Washington State). Panelists are Chris Plonsky (Big East Conference), Mike Matthews (Pac-10 Conference), Liz Able (Utah), Bill Esposito (St. John's). (Arlington Ballroom Salon I)
CoSIDA CHAPEL (Don Ott, WCAC) (Grand Ballroom Salon D)

9:00 a.m. to Noon
HANDS ON COMPUTER SEMINAR (Macintosh Computers, Mt. Vernon; IBM Computers, McLean; and Telecommunications, Manassas.)
 8:30 a.m. to 11:45 a.m.
COMMITTEE MEETINGS (Grand Ballroom Salon D, F, G and Parlors, 3051, 3057, 4051, 5051, 5057)
 9:30 a.m. to 11:45 a.m.
TABLE TOPICS — Coordinated by Sam Goldman (San Francisco State); George Ellis (North Dakota State); Ken Cerino (Springfield) 61. **Finding Feature and Human Interest Stories** (Mike Gambaiana, Morningside; Nan Elrod, Texas A&M) 2. **Press Box Management** (Jamie Klund, Oregon; Mike Mahon, Drake; Ron Lenz, South Dakota St.) 3. **Breaking Down the Barriers in Women's Sports** (Mary Jo Haverbeck, Penn St.; Ivan Meltzer, Maryland; Karen Smith, Minnesota) 4. **Publication Hints/"Tricks of the Trade"** (Steve Morris, Assumption; Wayne Koehler, Florida Southern) 5. **Handling the Crisis** (Ed Wuisneski, SMU; Bud Ford and Haywood Harris, Tennessee) 6. **Talk with the Veterans** (Tam Flarup, Wisconsin; Jack Grinold, Northeastern; Pete Moore, Ithaca) 7. **"Who's the Boss"/Role of the Conference Office** (Tracie Dittmore, Gateway Conf.; Mike Matthews, Pac-10; Larry Barber, Mid-Eastern Conf.) 8. **Fax Machines** (Don Ott, West Coast Conf.; Pete Simon, San Francisco; Lisa Flemister and Gerald Wood, Savin Fax/Copiers) 9. **On Campus Marketing** (John D'Argenio, Siena; Wallace Dooley, No. Car. Cent.; Ken Cerino, Springfield) 10. **How to Survive Among the Bigs** (Wylie Smith, Northern Arizona; Hunter Reid, Furman) 11. **Office Fundamentals** (Kathryn Smith, Conn. College; Dennis O'Donnell, Rochester) 12. **NCAA Stat Help** (Gary Johnson and Steve Boda, NCAA) 13. **USA Volleyball** (Grant Burger, USA Volleyball) 14. **Volvo Tennis** (Joe Lynch and Lisa McLindon, Volvo Tennis) 15. **1990 Goodwill Games** (Jane Habiger, 1990 Goodwill Games Organizing Committee) (Grand Ballroom Salon A, B, C, H, J, K)

Noon to 1:45 p.m.

"KICK OFF LUNCHEON — Sponsored by NCAA, CBS, Host Communications, Corsages courtesy of Hula Bowl. (Arlington Ballroom I-IV)

1:45 p.m. to 3:00 p.m.
"CoSIDA LOOKS AT COMPUTERS" — Moderated by Bryan Dangerfield (UC-Davis). Panelists are Dave Kellogg (Air Force), Eric Moore (Fayetteville St.) and Bob Barbrow (USA Today) (Grand Ballroom Salon A, B, C, H, J, K)
 2:00 p.m. to 5:00 p.m.
JOB INTERVIEWS (Jackson, Lee, Jefferson, Madison Rooms)
EXHIBITS (Arlington Ballroom V-VI)
 3:00 p.m. to 4:30 p.m.
T-SHIRT AND CAP EXCHANGE (Grand Ballroom Salon F, G)
 3:15 p.m. to 4:15 p.m.
U.S. BASKETBALL WRITERS — Moderated by Joe Mitch (Missouri Valley Conf.). Panelists are Gary Nuhn (Dayton Daily News), Dick Weiss (Philadelphia Daily News), Mel Greenberg (Philadelphia Inquirer) (Arlington Ballroom I)
 3:30 p.m. to 5:00 p.m.
USA TODAY RECEPTION — (Arlington Ballroom III-IV)
***APPROPRIATE ATTIRE REQUESTED**

MONDAY, JULY 3

8:30 a.m. to 9:00 a.m.
COFFEE & PASTRY — Sponsored by The Sporting News (Grand Ballroom Foyer)
 8:00 a.m. to 5:00 p.m.
EXHIBITS (Arlington Ballroom V-VI)
 8:00 a.m. to Noon
JOB INTERVIEWS (Jackson, Lee, Jefferson, Madison Rooms)
 9:00 a.m. to Noon
HANDS ON COMPUTER SEMINAR (Macintosh Computers, Mt. Vernon; IBM Computers, McLean; and Telecommunications, Manassas.)
 9:00 a.m. to 10:30 a.m.
"NACDA CoSIDA INTERPHASE: LOOKING AT TODAY'S SID" — Moderated by Tom Bates (Navy). Panelists are Jack Lengyel (Director of Athletics, U.S. Naval Academy/Incoming NACDA President), Joe Krivak (Head Coach, Univ. of Maryland),

Tom Schneider (Head Basketball Coach, Loyola Univ.-Baltimore), and L. Budd Thalman (Associate Athletic Director for Communications, Penn State). (Grand Ballroom Salon A, B, C, H, J, K)

10:45 a.m. to Noon

"DON'T FORGET RADIO" — Moderated by Max Corbet (Boise State). Panelists are Woody Durham (Play-by-Play voice, University of North Carolina), Andre Smith (Elizabeth City College), Jim Militello (AP Radio Sports), and a representative from the Mutual Sports Network.
 (Grand Ballroom Salon A, B, C, H, J, K)

Noon to 1:30 p.m.

CoSIDA LUNCHEON — Sponsored by Sports Illustrated, Playboy Magazine, Dallas Cowboys. (Arlington Ballroom I-IV)

1:30 p.m. to 4:30 p.m.

HANDS ON COMPUTER SEMINAR (Macintosh Computers, Mt. Vernon; IBM Computers, McLean; and Telecommunications, Manassas.)

1:45 p.m. to 3:15 p.m.

"WHERE DO WE GO FROM HERE?" — Moderated by Chris Plonsky (Big East Conf.). Panelists are Christine Brennan (Washington Post), Kathryn Reith (Women's Sports Foundation), Linda Bruno (Asst. Commissioner Big East Conf.).
 (Grand Ballroom Salon A, B, C, H, J, K)

2:00 p.m. to 5:00 p.m.

JOB INTERVIEWS (Jackson, Lee, Jefferson, Madison Rooms)

3:15 p.m. to 4:45 p.m.

"HOW TO GET TO THE MEDIA" (University Division) — Moderated by Ivan Metzer (Maryland). Panelists are Steve Robinson (Sports Illustrated), Steve Doyle (Orlando Sentinel), Marion Dunn (President, FWA, Provo Herald), Nubar Stone (ESPN Sports Center), and Jim O'Connell (Associated Press).
 (Grand Ballroom Salon A, B, C)

"HOW TO GET TO THE MEDIA" (College Division) — Moderated by Fred Baer (JC Bureau). Panelists are Don Cronin (USA Today), Dave Ginsburg (Associated Press), Sandra Bailey (Washington Post) and a representative from Turner Broadcasting
 (Grand Ballroom Salon, H, J, K)

4:45 p.m. to 5:45 p.m.

"GAMBLING AWARENESS" — Moderated by Dave Schumess (BYU). Panelists are Howard Davis (Univ. of Mass.), Donna Murphy (Washington State), James L. Sample (Special Agent, FBI). (Grand Ballroom Salon H, J, K)

"CoSIDA SPOUSE PROGRAM" — Moderated by Kim Scofield (Texas). Panelists are Susie Carpenter (Boston Univ.), Bill Stewart (Vanderbilt). (Grand Ballroom Salon A, B)

8:00 p.m. to Midnight

SCHOOL CALENDAR "TOGA" PARTY
 (Grand Ballroom Salon A, B, C, H, J, K)

TUESDAY, JULY 4

8:00 a.m. to 9:00 a.m.

TRACK AND FIELD WRITERS OF AMERICA — Moderated by Fred Baer (JC Bureau). Panelists are Bob Fachet (Washington Post), Dick Patrick (USA Today). (Arlington Ballroom I)

8:30 a.m. to 9:00 a.m.

COFFEE & PASTRY — Sponsored by WBCA (Women's Basketball Coaches Association), Walter Camp Football Foundation, Eastern College Athletic Conference, American South Conference, Metro Conference, Pac 10, Darome, National Football Hall of Fame, Atlantic Coast Conference, Lombardi Award, Hula Bowl
 (Grand Ballroom Foyer)

8:00 a.m. to 5:00 p.m.

EXHIBITS (Arlington Ballroom V-VI)

8:00 a.m. to Noon

JOB INTERVIEWS (Jackson, Lee, Jefferson, Madison Rooms)

9:00 a.m. to 10:45 a.m.

"CRISIS . . . WHAT IS THERE TO MANAGE?" — Moderated by Mark Bockelman (North Carolina State). Panelists are Rod Commons (Washington State), Joyce Aschenbrenner (UNLV).
 (Grand Ballroom Salon A, B, C, H, J, K)

11:00 a.m. to 12:30 p.m.

CoSIDA BUSINESS MEETING — Bill Little (Texas) presiding.
 (Grand Ballroom Salon A, B, C, H, J, K)

2:30 p.m. to 5:30 p.m.

WORLD FAMOUS CoSIDA SOFTBALL — Sponsored by Action Sports of America and Anheuser-Busch. (Virginia Highland Fields, No. 3 and No. 4)

WEDNESDAY, JULY 5

7:30 a.m. to 9:00 a.m.

U.S. BASEBALL WRITERS MEETING
 (Grand Ballroom Salon D, E)

8:30 a.m. to 9:00 a.m.

COFFEE & PASTRY — Sponsored by Atlantic 10, Tel Ra, Colonial Athletic Association, Athlon Publications, WTBS, Jefferson Pilot, Big East Conference, Portland Trail Blazers, Home Sports Entertainment, GTE (Grand Ballroom Foyer)

8:00 a.m. to 5:00 p.m.

EXHIBITS (Arlington Ballroom V-VI)

8:00 a.m. to Noon

JOB INTERVIEWS (Jackson, Lee, Jefferson, Madison Rooms)

9:00 a.m. to Noon

HANDS ON COMPUTER SEMINAR (Macintosh Computers, Mt. Vernon; IBM Computers, McLean; and Telecommunications, Manassas.)

9:00 a.m. to Noon

"RANLY III" — Don Ranly (Missouri-Columbia), Seminar on writing. (Grand Ballroom Salon A, B, C, H, J, K)

Noon to 1:30 p.m.

CoSIDA LUNCHEON — Sponsored by Coors Brewing Company, University of Maryland, Washington Redskins and the National Football League. (Arlington Ballroom I-IV)

1:45 p.m. to 2:45 p.m.

"COURTING THE CORPORATE SPONSOR" — Moderated by Gregg Burke (Providence). Panelists are Tim Simmons (Coors Brewing Company), Jeff Hathaway (Univ. of Maryland), Richard Giannini (Raycom), Jim Albright (Kodak).
 (Grand Ballroom Salon A, B, C, H, J, K)

2:00 p.m. to 5:00 p.m.

JOB INTERVIEWS (Jackson, Lee, Jefferson, Madison Rooms)

3:00 p.m. to 4:30 p.m.

"THE NCAA . . . WHERE IS IT HEADED?" — Moderated by Jim Marchiony (NCAA). Panelists are Steve Morgan (NCAA), George Solomon (Washington Post), Michael Tringhese (Big East Conference) (Grand Ballroom Salon A, B, C, H, J, K)

4:30 p.m. to 5:30 p.m.

"HOW TO ORGANIZE AN SID OFFICE" — Moderated by Rich Murray (Virginia). Panelists are Mike Finn (Georgia Tech); Fred Nuesch (Texas A & I); Scott Johnson (Fresno State); Hal Cowan (Oregon State); Pete Nevins (East Stroudsburg).
 (Grand Ballroom Salon A, B, C, H, J, K)

5:00 p.m. to 8:00 p.m.

WORLD FAMOUS CoSIDA BASKETBALL — Featuring Ted St. Martin, the Coors Light "Silver Bullet" sharpshooter. Sponsored by the Coors Brewing Company and Domino's Pizza (George Washington University)

9:00 p.m. to Midnight

EASTMAN KODAK PARTY —
 (Grand Ballroom Salon A, B, C, H, J, K)

THURSDAY, JULY 6

8:30 a.m. to 9:45 a.m.

CoSIDA PUBLICATIONS AWARDS PRESENTATION — Kevin Keys (West Virginia), Bob Bradley and Tim Bourret (Clemson)
 (Grand Ballroom A, B, C)

10:00 a.m. to Noon

"CHEVROLET AWARDS BRUNCH (Arlington Ballroom)

***APPROPRIATE ATTIRE REQUESTED**

Registration Name Badges must be worn at all times to gain admittance to all workshop sessions and receptions. Admittance to all other functions will be by printed paid admission tickets only. Appropriate attire requested at all functions.

CoSIDA child care available. Please call: Alexandria Child Care, 838-0750; Potomac Nanny, 986-0048.
 (Call 24-hours in advance)

Spouses' Hospitality located in Alexandria Room beginning Sunday, July 2.

COLLEGE SPORTS INFORMATION DIRECTORS OF
AMERICA

CRYSTAL CITY GATEWAY MARRIOTT

SUNDAY, JULY 2, 1989

-2-

I APPRECIATE THE INVITATION TO SPEAK TO THIS
OUTSTANDING AUDIENCE. I'LL TRY TO BE BRIEF
BECAUSE AFTER I COMPLETE MY REMARKS, YOU'LL
ONLY HAVE ABOUT THREE MINUTES TO PUT OUT ALL THE
'GOOD QUOTES' AND GET OUT THE 'STAT SHEETS'.

BELIEVE ME, I KNOW YOU HAVE A TOUGH,
THANKLESS JOB TO DO -- THERE'S THE PRESSURE OF
DEADLINES, THE ENDLESS TRAVELING AND, OF COUSE,
THE DAY-TO-DAY CONTACT WITH YOUR FRIENDLY
HOMETOWN MEDIA.

-3-

TO MAKE IT EVEN WORSE, MOST OF YOU HAVE
PROBABLY NEVER HAD THE PLEASURE OF ACTUALLY
WATCHING AN ENTIRE SPORTING EVENT.

STILL, THERE ARE PLENTY OF REWARDS. NO DOUBT
ABOUT IT, COLLEGIATE ATHLETICS HAS A VERY SPECIAL
PLACE IN AMERICAN HEARTS. AND YOU HAVE HELPED
MAKE IT THAT WAY -- WITHOUT YOUR DEDICATION, AND
YOUR GOOD OLD FASHIONED HARD WORK, SPORTS
FANS

-4-

WOULD NEVER GET THE FULL SCOOP, THE INSIDE STORY
AND ALL THOSE OTHER STATISTICAL GOODIES YOU
SEND OUR WAY.

SO LET ME TIP MY HAT TO YOU -- AND ALSO
FORGIVE ME AS I PLAY 'SPORTS INFORMATION
DIRECTOR' FOR JUST A MOMENT. AS THE SENIOR
SENATOR FROM KANSAS, I AM TREMENDOUSLY PROUD
OF THE NATIONAL COLLEGIATE CHAMPIONS FROM OUR
STATE.

-5-

A FEW WEEKS AGO, I HAD THE HONOR OF HOSTING
ON CAPITOL HILL THE 1989 NCAA WORLD SERIES
CHAMPS -- THE WICHITA STATE UNIVERSITY SHOCKERS.
TWO YEARS AGO, IT WAS THE NCAA BASKETBALL
CHAMPS -- THE KANSAS JAYHAWKS -- WITH A BIG
CELEBRATION. WE'VE ALSO BEEN THRILLED BY THREE
N.A.I.A. BASKETBALL CHAMPIONS -- WASHBURN
UNIVERSITY AND FORT HAYS STATE -- AND ONE JUNIOR
COLLEGE BASKETBALL CHAMP -- HUTCHINSON JUCO --
DURING THE PAST SEVERAL YEARS ---- NOT TOO BAD!

VALUE OF SPORTS

- o WE HEAR TOO MUCH LATELY ABOUT THE PROBLEMS IN SPORTS. YES, THERE ARE PROBLEMS -- DRUGS, CHEATING, PHONY DEGREES, SLUSH FUNDS AND ALL THE REST.
- o BUT THERE IS MORE THAN ENOUGH GOOD NEWS TO OVERWHELM THE BAD -- EXCEPT YOU NEVER SEE THE GOOD NEWS ON THE EVENING NEWS OR ON THE FRONT PAGE.

-7-

o LOOKING AT THIS AUDIENCE, I CAN SEE THE TRUE
PICTURE: A THRIVING PROFESSION -- WIDE OPEN TO MEN
AND WOMEN, WHITE AND BLACK AND BROWN, AND TO
PERSONS OF EVERY ETHNIC ORIGIN. THAT'S THE BEAUTY
OF SPORTS... AND THE GENIUS OF AMERICA.

o I KNOW SOMETHING ABOUT THE VALUE OF
SPORTS. IN A SMALL TOWN ON THE PLAINS OF WESTERN
KANSAS, I LEARNED FIRSTHAND THE VALUE OF
COMPETITION AND TEAMWORK WHILE I WORE THE
BRONCO COLORS OF RUSSELL HIGH SCHOLL.

-8-

o SOMEHOW -- I'LL NEVER KNOW HOW -- I LATER
PLAYED SOME BASKETBALL AT THE UNIVERSITY OF
KANSAS. AT A SCHOOL THAT HAS GIVEN US DEAN SMITH,
ADOLPH RUPP, WILT CHAMBERLAIN AND DANNY
MANNING, BOB DOLE'S NAME DOESN'T GET MUCH
BILLING. AND IT SHOULDN'T.

-9-

BUT I LEARNED A LIFETIME OF WISDOM FROM A
LEGENDARY COACH NAMED PHOG ALLEN. HE STOOD
FOR EVERYTHING THAT IS GOOD IN COLLEGIATE
SPORTS. BASIC AMERICAN VALUES -- LIKE RESPECT FOR
THE FLAG.

-10-

CONSTITUTIONAL AMENDMENT ON FLAG

o FLAG & SPORTS: NATIONAL ANTHEM PLAYED &

FLAG DISPLAYED AT EVERY ATHLETIC EVENT.

UNDERSCORES NATIONAL PROMINENCE -- AND RESPECT --

FOR FLAG. IT IS A ESSENTIAL PART OF OUR DAILY LIFE.

-11-

o TIME FOR AN AMENDMENT: THE SUPREME COURT
WAS WRONG ON THIS ONE. AND SO ARE THE CRITICS.
THE COURT JUDGEMENT HAS STRUCK A RAW NERVE ALL
ACROSS THE COUNTRY.

o IWO JIMA: HAD THE HONOR OF STANDING WITH
THE PRESIDENT ON FRIDAY TO TELL NATION ABOUT
CONSTITUTIONAL AMENDMENT. AMERICA IS MAD --
PRESIDENT BUSH AND I HEAR YOU LOUD AND CLEAR.

-12-

DRUGS

AS "INFORMATION DIRECTORS" YOU CAN HELP
SHAPE OUR MESSAGE TO AMERICA'S YOUTH -- STAY OFF
DRUGS. PLAY WITH A BAT AND BALL, NOT WITH THE
PUSHER.

o NATIONAL TRAGEDY: IT HAS TOUCHED SPORTS --
STAINED IT. LEN BIAS WAS THE SHOCKING HEADLINE
EXAMPLE OF THE HORROR -- AND WASTE -- OF THE
DRUG EPIDEMIC.

-13-

STILL, THE BAD NEWS KEEPS COMING ON THE
COLLEGIATE SCENE. WE NEED TO DO MORE -- IN
CONGRESS, IN OUR STATEHOUSES, IN OUR
COMMUNITIES, AND YES, ON THE CAMPUS AND IN THE
FIELDHOUSE.

-14-

o TRAGIC NUMBERS -- COCAINE AVAILABLE IN 2/3'S
OF OUR SCHOOLS. AVERAGE ENTRY LEVEL AGE FOR
DRUGS -- 13! TODAY'S MARIJUANA IS USUALLY NINE
TIMES MORE POTENT THAN A DECADE AGO. AND DRUG
ABUSE ON A PER CAPITA BASIS IS NOW HIGHEST IN
COMMUNITIES OF 10-25,000 PERSONS.

IT'S NOT A WHITE OR BLACK PROBLEM. IT'S NOT A
SPORTS PROBLEM. IT'S AN AMERICAN PROBLEM. AND
WE HAVE TO GET TOUGH.