

# TV changes college game; who makes the decisions?

*Do television broadcasts, specifically those of ESPN, give the broadcaster power over the team and its fans?*

By Joe Dana  
The Daily Universe

(U-WIRE) Brigham Young University—It would be too many seconds wasted on [BYU mascot] Cosmo the Cougar. BYU's lovable smile with long legs was supposed to be introduced before the team's starting five. Before? The man crouched in a van outside of the Marriott Center said that would be unacceptable.

"I don't want the mascot to be introduced first. We need the team to come first with the music," said ESPN producer Jeff Kibler, dressed in black and a headset.

Kibler sat in front of more than 20 televisions with his crew, shuttled from San Francisco over the weekend. They were covering Big Monday, which featured the basketball rivalry between BYU and Utah.

They are part of The Entertainment Sports Network, holder of a seven-year contract with BYU and the Mountain West Conference, and they dictate many details of the BYU football and men's basketball games, including game schedules, play times, and the staging strategies.

"We need the starters nearest to the half court in the order they are introduced," Kibler said, the clock reading 22 minutes until game time. Or show time, depending on who you ask.

For the past 20 years, some believe collegiate sports has in many ways become more tailored for the television



**ESPN's Big Monday College Basketball Game has been compared to the NFL's Monday Night Football. Is the business of College Hoops making too much of an impact on the team, the student and the fan? Who's really in charge?**

screen than the faithful fan.

"College sports is largely driven by television now," said Mikel Minor, Executive Producer for Sports West, a division of KSL broadcasting.

For the second time in two weeks, students and families cheered for BYU well into the midnight hour. While many fans left their kids for the babysitter and others stayed home, most didn't seem to mind the late game.

Big Monday is ESPN's college basketball version of Monday Night Football. It

also seems to represent the growing influence of television in college sports. The schools once made all the decisions about when and where their games would be played without the pressure of television contracts.

"Television really got its thrust in college athletics with the anti-trust lawsuit in the 1970's. Since then it has gained more and more influence," said Bob Burda, assistant commissioner of the Mountain West Conference.

Broadcast negotiating



By Kristi Odom / STUDENT PUBLICATIONS

rights have since been distributed to the individual conferences of the NCAA.

Last year, The Mountain West Conference signed a contract with ESPN that gives the network the ability to broadcast any game with a 12-day notice, said Minor. During the football season, ESPN announced the time of three home games just eight days before game day.

"They can target and pick games that have impact in the conference and also key games that have value," said

Minor.

Officials of the Mountain West Conference believe in the long run it is a worthwhile trade-off.

"ESPN's power is simple. It's the ability to put the Mountain West Conference in living rooms across the country," Burda said. "You try to convey that to the fans and hope they understand."

Burda said the contract is worth upwards of \$50 million for the conference. That money trickles down to BYU.

"There is money involved.

Of course," said Brett Pyne, Director of Sports Information.

It is also a national popularity contest between colleges to win over recruits and more fans.

"BYU has determined they want to be one of the preliminary programs in the country and they were willing to make some sacrifices," Minor said.

But some believe the control of television is disrupting the college sports community's original intentions.

Fifty-five year-old Salt Lake City resident Jay Benson, who usually attends the game with his daughter Brenda, came to Monday's game alone.

"She's got school tomorrow," Benson said. "It's about money, I know that. But I don't know who stays up late enough to watch it on TV anyway. I would rather be here with my family."

Pyne admits there are drawbacks to television's clout.

"The students probably benefit more than the families of the community," Pyne said.

But the interest in gaining from BYU's Nielsen potential is not all bad, Minor said. It is also a sign of improvement for the program.

"BYU is one of the jewels of the conference as far as ESPN is concerned," Minor said.

*I regret that I ran U-WIRE. I have been a big slacker when it comes to the paper. I'm sorry.*



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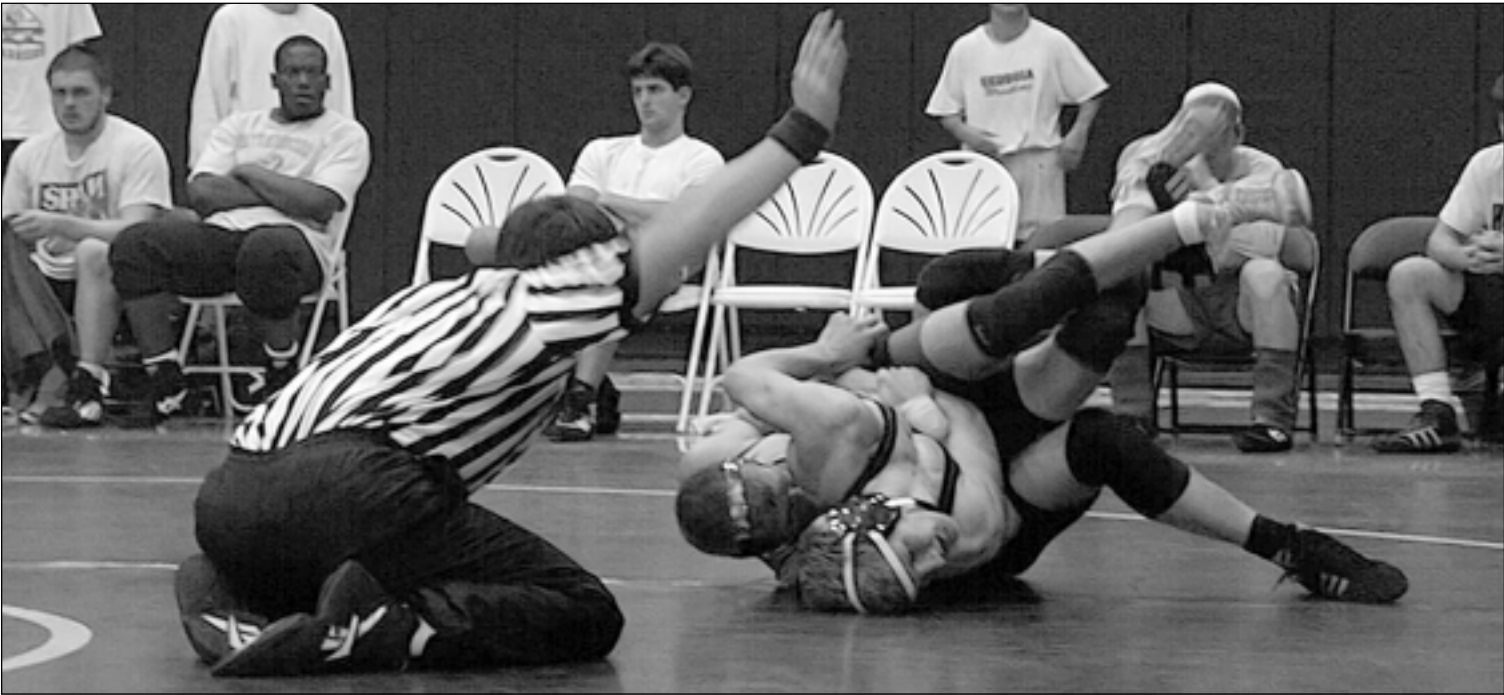


Photo Courtesy of Georgia Tech Wrestling Club

The Georgia Tech Wrestling Club is this week’s Club Sports Spotlight. The club has organized several tournaments including the Georgia Tech Open and the Georgia Tech Team Duals which took place last fall and represents Tech in competitions against both varsity and club teams. For more information on joining the team or their schedule visit the website at <http://cyberbuzz.gatech.edu/wrestling> or keep reading the *Technique*.

**BBall**

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(14.1). While the Terps can put the points on the board, they aren’t old-school NBA on defense. They have the fifth highest average point differential in basketball, and while that is largely due to their offense, their defense has been more than adequate. The Terps game is winnable; but the Jackets will again need to play a near flawless game to have a chance. Despite the loss to Duke in which they led by 10 points with under a minute remaining, the Terrapins have been playing some of the best basketball on the Atlantic Coast in the last month.

*This story was written by Ehsan Sarsharzadeh but was modified by Assistant Sports Editor Derek Haynes. Special thanks to both for their help this week. Please email questions, comments to [sports@technique.gatech.edu](mailto:sports@technique.gatech.edu)*

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# Jackets sting Seminoles; Jones has excellent showing



By Kristi Odom / STUDENT PUBLICATIONS  
With the help of Alvin Jones the Jackets downed the Seminoles 77-68 in last Saturday’s contest. After a week off the Jackets head to No. 4 UNC this Saturday to take on the Tar Heels fresh off their game against Duke.

By Terence Jones  
*El hombre grande*

Alvin Jones recorded his sixth double-double of the season with 26 points, 14 rebounds, and four blocked shots as Georgia Tech beat Florida State 77-68 last Saturday afternoon at Alexander Memorial Coliseum. The win moved the Yellow Jackets to 4-4 at the half-way point in the ACC season for just the second time in the last five years. Meanwhile, the hapless Seminoles remained winless in the ACC, pushing their league record to 0-7.

Jones matched his season high in scoring, set in the previous game against Clemson, shooting 8-of-11 from the floor, and 10-of-15 from the free throw line. His performance marked the seventh time this season he has led the Jackets in scoring. With Tech shooting just 4-of-19 from beyond the arc, their worst outing of the season, Jones’ performance kept Tech in the game throughout, eventually helping the Jackets pull away convincingly at the end.

“We said we were not going to be beaten by the 3-point shot, and if they went to Alvin, he was going to have to beat us,” said Monte Cummings, the Seminoles sixth man and

leading scorer on the night. “But he played a great game and put his team in position to win.”

The Seminoles had a hard time trying to contain Jones without the services of their 6-foot-10, 350 pound, starting center, Nigel Dixon, held from the game for unexplained reasons. The Seminoles other

“It’s been a great career for me so far...this is like icing on the cake. I have really enjoyed this season”

**Alvin Jones**  
Senior Guard

two centers, Mike Mathews and David Anderson, both fouled out trying to contest the goliath Jones. Jones has now scored over 20 points in three of his last four games. His recent play has earned him a share of ACC Player of the Week honors for back-to-back dominating performances against Clemson and FSU.

“It’s been a great career for me so

far,” said Jones, who contemplated entering the NBA after just three seasons at Tech. “This is like icing on the cake. I have really enjoyed this season.”

The Seminoles led in the game only once, early on at 4-3, then fell behind by double digits most of the way before twice rallying to within a single point, the second time coming with just over 11 minutes to go in the game. The Seminoles were within striking distance with around five minutes remaining, trailing 64-60, however, the Jackets reeled off 10 straight points, effectively shattering the Seminoles hopes and putting the game away.

“We did fall way behind at the start, but our guys showed a lot of toughness to come back and get in the game,” said FSU coach Steve Robinson. “We were down by just 1 point with 10 minutes left in the second half, and I’ll take that position. We are improving. We just fall short sometimes.”

The Yellow Jackets improved to 12-7 on the season, 4-4 in the ACC, while the Seminoles dropped to 5-15 on the year, 0-7 in the ACC. The win over Florida State improves the Yellow Jackets record against the Seminoles at Alexander Memorial Coliseum to 11-11 all-time.

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2 days until Christina’s Birthday...are you ready?

# Lady Jackets down Charleston Southern; Stewart sets mark

By Derek Haynes  
*What is that?*

Alex Stewart figured six years was enough.

Stewart recorded the second triple-double in school history Tuesday evening as the Jackets ended their four-game losing skid by defeating Charleston Southern 94-65.

Stewart, a 5-5 sophomore guard, had 11 points, 11 assists, and 10 rebounds, as she became the first lady Jacket to complete the rare feat since Kisha Ford's effort on February 13, 1995.

"It was just unbelievable. I didn't know I had it until Coach Berenato told me in a timeout I needed one more point," said Stewart.

What's next for Stewart?

"I'll dunk in a year and a half," joked Stewart, the smallest player on the Ramblin Wreck.

Tech was unable to pull away from the overmatched Buccaneers (11-8) in the first half, but a strong second period defensive effort was to much for Southern.

The Bucs shot only 30 percent from the floor in the second half

after shooting at a 50 percent clip in the first stanza. The Bucs turned it over 24 times, and the Tech defense forced numerous shot-clock violations. Jackets sophomore center Sonja Mallory, who had 21 points and 15 rebounds, and freshman forward Fallon Stokes dominated Southern inside as they limited Southern's front court starters to just 7 points.

Guard Milli Martinez and Stokes, getting her first career start, joined Mallory and Stewart in the double-digit point column with 14 and 11, respectively.

Scoring points has not been a problem for the Jackets and that trend continued against Southern. The 94 point output was the second highest of the season, trailing only a 102-90 win over Mount St. Mary's in the Atlanta Marriott Northwest Classic. The Jackets shot 51 percent from the field in the game.

The Jackets kicked off the second half of the season last night against North Carolina and then head to Florida State on Monday in a battle with the Seminoles.



By Daniel Uhlig / STUDENT PUBLICATIONS

**Alex Stewart (left) accomplished the second only triple double in Tech Women's Basketball history this past Tuesday night. Stewart had 11 points, 11 assists and 10 rebounds in the Jacket's 94-65 win over Charleston Southern. The Lady Jackets played North Carolina last night and head to Florida State on Monday.**

## Join Sports Staff

Meetings Tuesday nights 7:00p.m. Free Pizza.  
sports@technique.gatech.edu



By Daniel Uhlig (top) and Kristi Odom (bottom) / STUDENT PUBLICATIONS  
Nick Rodgers was recruited to Tech as a running back but was converted to defensive end when he arrived in '97. It is common for players in offensive positions like quarterback or running back to change positions and thrive simply because they are great athletes.

Recruiting

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been recruited to play a certain position only to find themselves at a different position by the time they graduate. Some examples on the Tech squad this year are Nick Rodgers, a defensive end originally recruited as a running back, and Gary Johnson, a defensive lineman originally recruited as a fullback.

Perhaps the most notable example of this trend in recent years was that of Peter Warrick at Florida State. Originally recruited as a quarterback, Warrick ended his career at FSU as one of the most prolific wide receivers in the history of college football.

Even though Tech has an ample number of players returning at quarterback and linebacker, those two positions usually yield some of the best athletes on a high school team, therefore, the Tech coaches are planning on signing as many recruits at those positions as they can possibly get their hands on.

Filling out the Tech positional recruits are three safeties, one cornerback, one running back, and one tight end.

With the current amount of scholarships available due to departing seniors, transfers, and academic casualties, Tech looks to be able to sign around 27 to 28 players this coming Wednesday. That means that two or three slots still remain open, which may well be decided upon as soon as today or as late as signing day.

Such is the intrigue that surrounds national signing day. Who will sign? Where will they sign? When will they sign? And until each player signs his official letter of intent (LOI) to play for a certain school, there are no guarantees, non-binding verbal commitments are just that, non-binding.

Therefore, to find out who may be the next Joe Hamilton, stay tuned this coming Wednesday as the Yellow Jackets look to reload with talent from around the nation, all the way from California to Minnesota and back down to Florida.

It is certainly an exciting time to be a college football fan in the midst of an off-season, and an especially exciting time to be a Yellow Jacket fan in the midst of another great recruiting year by George O'Leary and his hard working staff.

The Athletic Association is unable to comment on recruiting before signing day. Coach O'Leary will host a 3:00p.m. chat this Wednesday, signing day, online at <http://www.ramblinwreck.com>

2001 GEORGIA TECH FOOTBALL SCHEDULE

- Aug. 26 Syracuse, Kickoff Classic, East Rutherford, N.J. (ABC), 2 p.m.
- Sept. 1 THE CITADEL
- Sept. 8 at Navy
- Sept. 15 at Florida State
- Sept. 29 CLEMSON
- Oct. 6 at Duke
- Oct. 13 MARYLAND
- Oct. 20 NC STATE, Homecoming
- Nov. 1 NORTH CAROLINA (ESPN), 8 p.m.
- Nov. 10 at Virginia
- Nov. 17 at Wake Forest
- Nov. 24 GEORGIA



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## SPORTS

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## Is EPSN the new NCAA?

Have the sports network's broadcasts of games taken control away from the team, the students and the fan? Page 31

## Lady Jackets end slump

The Women's Basketball team ended their four-game losing streak last Tuesday against Charleston Southern. Page 34



# Jackets to start season with Syracuse

By Derek Haynes  
Vine, Vi, Conquisté

Preseason games are becoming a tradition at Georgia Tech, coach George O'Leary hopes canceling them doesn't become another one.

The Jackets have again tacked a preseason game onto their schedule facing the Syracuse Orangemen on August 26 at Giants Stadium in the Kickoff Classic.

The game, played in East Rutherford, N.J., will be televised by ABC.

This will be Tech's third scheduled preseason game in a row. How-

ever, Tech has only played two of those. Last season's BCA Bowl game against Virginia Tech was cancelled due to inclement weather.

O'Leary will be facing a team that Tech has never played, however he has close ties to the Orangemen.

The 2000 Bobby Dodd and ACC Coach of the year began his career at Syracuse in 1980 as a defensive line coach and assistant head coach. He served that position until 1987 when he came to Tech to assume the defensive coordinator position.

"I haven't been at Syracuse for a

number of years, but I have a lot of friends up there. . . I think," said O'Leary. "It really didn't concern me who the opponent was, but just to have the chance to play in the game is what's important."

The game is beneficial to Georgia Tech for a number of reasons. The Jackets have a weak non-conference schedule that will pull Tech's strength-of-schedule rating down in the BCS Rankings (used to determine the top-tier bowl matchups).

The game also will be played in an area of the country where Tech rarely gets recruits, so it will help

establish more nationwide recognition. The final reason: practice with a purpose heading into the season.

"I've always been in favor of playing a preseason game," said Tech head coach George O'Leary. "I think it sets the barometer for your football team during the off-season and gives you a sense of urgency in your workouts."

The Jackets, returning 36 of their top 44 players including quarterback George Godsey and defensive end Greg Gathers, will face an almost guaranteed quality opponent in the Orangemen.

"The matchup is a very good and exciting one for us because both programs are strong," says Athletic Director Dave Braine. "It is an opportunity to play on national television and gives our program excellent exposure."

Syracuse has a string of 14 consecutive winning seasons and finished 6-5 last season.

This is the 14th annual Kickoff Classic and the second featuring the Yellow Jackets. The first was a 1991 34-22 loss to Penn State. The game will be televised by ABC-TV at 2:00p.m. on Sunday, August 26.

## O'Leary chats about recruits

Visit ramblinwreck.com this Wednesday to talk with George O'Leary about this year's new recruits. Questions may be submitted immediately and the chat begins at 3:00 p.m.

## Jones and Lewis earn ACC honors

Alvin Jones shared the ACC Player of the Week award and Marvin Lewis captured ACC Rookie of the Week after their performances in Tech's wins over Clemson and Florida State. This is the second time in his career that Jones has won the award.

## No. 11 Vanderbilt trips Lady Jackets

The 30th ranked Lady Jacket tennis squad lost 6-1 to a strong Commodore team last Sunday. The lone win came in the No. 6 singles slot by Bobbi Guthrie. The Lady's first home match comes February 9 against Georgia State.

## Swimming & Diving dominates in trip to Atlanta neighbor

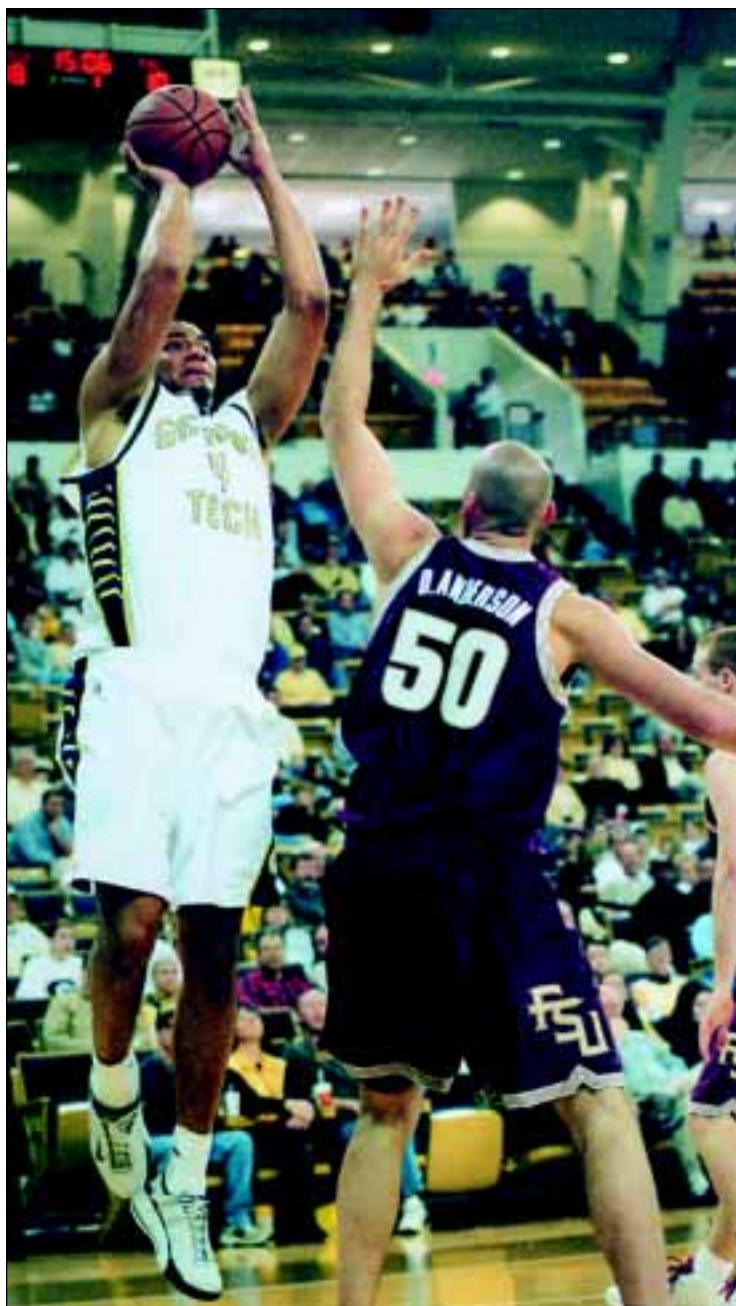
Tech defeated Emory University 136-91 this past weekend and captured first place finishes in 10 events. This improves their overall record to 10-3 and 73-4 all time against Emory.

## Men's Tennis double-header vs. UNC Charlotte and Mercer

Tech Tennis hosts a double-header this Saturday starting with UNC Charlotte at 9:30 a.m. and Mercer at 2:00 p.m. The Jackets are coming off a sub-par performance in the ACC Indoor.

## Track & Field heads to Gator Country

The Tech Track and Field team will make a trip to Gainesville for the Florida Invitational this weekend. The Jackets have already demonstrated their ability at this year's Kroger and Ikon Invitationals.



By Kristi Odom / STUDENT PUBLICATIONS

Center Alvin Jones shot 74 percent from the field and 71 percent from the line in the Jacket's wins over Clemson and Florida State last week.

# O'Leary and staff await signing day to reload

By Terence Jones  
Que onda?

Just five days remain until the single most important day of the college football offseason, national signing day, Wednesday, February 7. It is a day that all coaches look forward to in hopes of reaping the fruits of their labor. A day that highly touted high school seniors make the difficult decision of where to continue their football and scholastic careers.

Coaches work diligently almost year round to recruit these young men into institutions where they will receive the opportunity to excel

both on the field and in the classroom.

Over the past few years, George O'Leary and his staff have done an exceptional job of recruiting rich young talent to play on the Flats, as evidenced by four consecutive winning seasons coupled with four straight bowl appearances by the Yellow Jackets.

And so far this year looks to be no different; Coach O'Leary and his staff have been receiving verbal commitments from across the nation.

According to various published reports, as of Wednesday, January 31, the Yellow Jackets have received

25 non-binding verbal commitments.

Looking to fill the gaps left by departing offensive guard Brent Key and offensive tackle Chris Brown, the Yellow Jackets have been recruiting heavily along both the offensive and defensive lines.

So far the Jackets have received non-binding verbal commitments from six offensive lineman and five defensive lineman/ends, which amounts to nearly half of the 25 commitments received thus far.

Other positions the Jackets have been recruiting heavily are the quarterback position, with 3 non-binding verbal commitments, along with

paltry 37.8 percent from the floor against the Carolina Blue.

In their first meeting in Atlanta, the Heels pounced on Tech in the second stanza to win 84-70 after trailing 44-32 at the half. Carolina limited the Jackets to just 7 for 30 from the field in the second half and turned the ball over just twice against Tech's full court press.

"We cannot afford to give up any easy baskets like we did in the second half," commented Hewitt.

Tech will need more than a little luck to beat the Heels. UNC is playing their best basketball of the season, but will be coming off their biggest game of the year on Thursday. The Jackets will need to have a hot shooting night or sweet-shooting Joseph Forte (20.7 ppg, 5.3 rebounds per-game) and the Heels will sweep the season series.

Tuesday the schedule gets easier – now Tech plays only the 9<sup>th</sup> ranked team in the country.

Maryland, coming off a loss Wednesday to Virginia, would have the highest scoring offense in the ACC if it wasn't for the Blue Devils.

Luckily for Tech, the Terps aren't at home, where they have a 47-6 record in the last four seasons. Maryland is led by Juan Dixon, a sweet shooting guard who has made 57 of his last 58 free throw attempts, and forward Terence Morris, who leads the team in blocks (2.4) and rebounds (7.2) and is third in scoring

See BBall, page 32