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A guided look through the Pac-10

By Steve Mims

Oregon Daily Emerald

At the beginning of every basketball season, the promotions and sports information departments at each school get together to find a catchy slogan, some cool pictures, statistics and other information about their teams to put together their media guides.

The core of each book is the same at each school: pictures, statistics, past results, player honors, etc. However, what really makes the media guide is diversity, something that is different and unique. This year's guides from around the Pacific-10 Conference are no different.

USC has this year's most eye-catching cover, as forward Lorenzo Orr stands in a pose more fit for *Playgirl*, than a media guide. Orr stands, dripping in sweat, with his shirt hanging over his shoulder.

USC head coach George Raveling is almost as famous for his one-liners as he is for coaching, so the Trojans put a few of his funnier quips in the book. On the subject of Indiana coach Bobby Knight, Raveling says, "Bobby Knight is a very good friend of mine. But if I ever need a heart transplant, I want his. It's never been used."

Another key feature is how much information irrelevant to basketball a school includes. USC has its fare share. For example, did you know Young M.C., John Ritter and Ally Sheedy all attended the school? Did you care?

Across town, UCLA's media guide is more fit for a college reading class than it is for reporters. This epic novel featuring the history of the Bruins is impressive, particularly a 20-

page section documenting its championship teams, retired numbers, *Sports Illustrated* covers and All-Americans among other honors.

The Bruins' guide also has its fair share of humor, including this note for perspective student-athletes: "L.A. offers ... a perfect combination of climate and opportunity" ... and gang warfare and earthquakes and smog, etc.

However, that takes a backseat to this quote from sophomore forward Kevin Dempsey, who averaged 4.5 points per game last season. "I try to shoot like Larry Bird, pass like Magic Johnson and jump like Michael Jordan."

Arizona includes the most theatrical cover, with guards Damon Stoudamire and Khalid Reeves dressed in fencing uniforms with the words "En Garde" written above. Inside, it is noted that guard Dylan Rigdon "enjoys Beavis and Butt-head." Also included is a photo album and diary from the team's trip to Australia to play last summer. Note: May 23, the team was "catching up on postcards and doing laundry."

Arizona State's media guide features the best photo. It's a shot of former guard Lionel Hollins in 1975, leaning against a tree while wearing plaid bell-bottoms and nearly platform-length shoes. The most informative part of this guide is an interview with head coach Bill Frieder, who claims that he "invented" the credit card during a college project, and reveals he was a national champion bowler at the age of six.

Oregon's media guide takes on an ominous tone as head coach Jerry Green is pictured on the cover in darkness with the phrase "Coach Jerry Green Leading Oregon Out of the Dark-

ness." On a brighter note, Oregon features the best name of any ex-Pac-10 player. It's former great Urgel "Slim" Wintermute, whose No. 22 has been retired by the Ducks.

Oregon State gets the "Oops" Award for placing forward Mustapha Hoff, who is redshirting while recovering from back surgery, on the cover alongside Brent Barry and Kareem Anderson.

Give California the "Good Publicity Only" Award for its review of the 1992-93 season, which barely mentions its mid-season coaching change. In fact, former coach Lou Campanelli, whose firing drew a lot of criticism to Berkeley, is not even mentioned.

The cover of the media guide is supposed to showcase something that is exciting about the program. So when Stanford put eighth-year head coach Mike Montgomery on the cover, there must not have been much optimism on The Farm. With this in mind, the Cardinal sports information department must have been trying to soften the negative press they would receive this year by including "Stanford Basketball Is ... Excellent Media Coverage."

A disturbing trend emerged this year with the apparent death of basketball slogans. Only Arizona and Washington State came up with catchy slogans for their covers. For this reason, Washington State must be applauded for taking the time to come up with a slogan, even if it is the ever dry "Shootin' and Slammin'."

As for Washington, there is nothing unique or different about the media guide, but that is to be expected from a team whose leading returning scorer from last year's 13-14 squad averaged 4.7 points.

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