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March Madness more than mere words

PEORIA, Ill. (AP) — Millions of basketball fans gladly succumb to "March Madness" every year at tournament time, never knowing the cliché is also a registered trademark, technically off-limits to all but licensed users.

The Illinois High School Association says one of its employees coined the phrase in 1939. The trademark "March Madness" was registered in 1989 and "America's Original March Madness" was added in December.

The IHSA has joined with a television production company to form March Madness LLC. The new corporation makes it possible to sell use of the phrase.

Jack Waters, the NCAA's

licensing director, says his group has no intention of asking permission to use "March Madness." The IHSA controls its use in high school tournaments, he said, but not at the college level.

"I think if you were to stop 10 people on the street and ask what 'March Madness' is, a lot of them would say it is the NCAA tournament," Waters said Monday.

"We're convinced 'March Madness' is our basketball tournament," responded Jim Flynn, an IHSA assistant executive director. "If we can market it to the benefit of Illinois high schools, that's a positive."

The IHSA and its partner, Intersport Inc., don't want money from the NCAA — just some agreement on how to handle the

trademark issue. But they will sell use of "March Madness" to companies, perhaps for hundreds of thousands of dollars each.

Most — but not all — of the money will go to scholarships, said Intersport President Charles Besser. He wouldn't say how much money will go to profit and expenses.

And what about local basketball fans who might want to make a "March Madness" sign for the big game?

"If that was brought to our attention, we would review it. My initial reaction is that we would have no problem with it," Flynn said.

"March Madness" isn't the only sports phrase claimed as property.

A Kentucky high school group owns "Sweet Sixteen," Flynn said. Pat Riley, coach of the NBA's New York Knicks, has "Three-peat."

Even the NCAA controls a famous phrase: "Final Four."

The IHSA says H.V. Porter came up with "March Madness" for an anthology about sports. Porter used it as the title of a section on fans caught up in the high school basketball tournament.

"When the March madness is on him, midnight jaunts of a hundred miles on successive nights make him even more alert the next day," Porter wrote.

Flynn credits (or blames) announcer Brent Musburger for linking the phrase with the NCAA's college tournament.

Friars upset No. 4 UConn, 72-70

PROVIDENCE, R.I. (AP) — First-year Providence coach Pete Gillen had seen his Friars come close against many good teams this season. They always fell short. Until Monday night.

The Friars got 37 points from the Browns — 21 from senior Troy and 16 from junior Michael — and beat No. 4 Connecticut 72-70.

"Tonight we just weren't going to be denied," said Gillen, who took over at Providence after a successful career at Xavier, Ohio. "We lost two or three games like this to great teams — Georgetown twice, Syracuse once — where we had it and it just slipped through our hands in the last minute or two."

"If we play them 20 times maybe we win once. Tonight was our one time to win."

Providence (14-11, 6-11 Big East) built a 13-point second-half lead, then had to withstand a furious comeback and a final-seconds 3-pointer to beat

the Huskies (22-3, 15-2) and deny them clinching their second straight Big East regular-season title.

"When we made our runs they stepped up, made poised plays and basically beat us. Providence really answered the emotion that we had at the end. They never broke," Connecticut coach Jim Calhoun said.

The Huskies worked the ball around until Donny Marshall, who sat out most of the first half with foul trouble and was benched for most of the second half, shot an air ball 3-pointer with seven seconds left. Michael Brown was fouled on the rebound and made a free throw with 4.4 seconds left to seal the victory.

"I got a good look, I just missed," said Marshall, who scored four points, 12 below his average.

Doron Sheffer led Connecticut with 21 points, while Ray Allen had 19, 13 in the second half. Eric Williams scored 14 points for Providence.

WSU guard earns newcomer honor

PULLMAN, Wash. (AP) — Washington State guard Shamon Antrum has been named the newcomer of the year in the Pacific-10 Conference, the university said Monday.

Antrum, a transfer from Dixie College in Utah, is the first Washington State player to win the Fred Hessler Award.

Antrum, a 5-foot-10 junior, has started all 23 games for the Cougars (14-9 overall, 8-6 Pac-10) and leads the team with 46 3-point baskets. He's been Washington State's top scorer in seven games, including a season-high 29 points against UCLA in Pullman.

Antrum, of New Haven, Conn., is the team's second-leading rebounder, averaging 4.5, and third-leading scorer, averaging 14.2 points.

The Hessler Award, named for the late UCLA broadcaster, was first made in 1993 to Marcell Capers of Arizona State. Capers' Sun Devil teammate Isaac Burton received the Pac-10 honor last year.

Strickland given award

NEW YORK (AP) — Guard Rod Strickland, who averaged 29.3 points, 11 assists and seven rebounds in leading the Portland Trail Blazers to three straight victories, has been chosen NBA Player of the Week.

Strickland, who also averaged two steals per game, shot .537 from the field, .875 from the foul line and .818 from 3-point range.

Other candidates for the week-

ly honor were Atlanta's Mookie Blaylock, Boston's Dee Brown, Charlotte's Alonzo Mourning, Cleveland's Danny Ferry, Houston's Hakeem Olajuwon, Indiana's Dale Davis, the Los Angeles Lakers' Vlade Divac, New York's Patrick Ewing, Orlando's Anfernee Hardaway, San Antonio's David Robinson and Dennis Rodman, Seattle's Detlef Schrempf and Utah's Karl Malone.

name the new coffee bar contest!

EMU Food Service is opening a new coffee bar in the Knight Library beginning spring term... and we're asking your help in naming it!

The coffee bar will be located in the lower level of the Knight Library in the "old" student lounge area. Menu items include coffee, espresso, panini, sandwiches, salads and soft drinks.

The winning name will be selected by an EMU Food Service committee. The person who submits the winning name will receive a certificate for free coffee for the duration of the 1995 spring term, at the new coffee bar.

I think the new Knight Library Coffee Bar should be named:

Name: _____

Address: _____

Telephone: _____

Please place your suggestion in the drop box at either the Fishbowl or Fountain Court cashier stations by 4:00 p.m., Thursday, March 2, 1995.

MONDAY'S TRANSACTIONS

- BASEBALL**
- AL
- OAKLAND ATHLETICS—Signed Russell Swan, Joe Warren, Bruce Arola and Sid Akins, pitchers, and Clay Gunn, catcher, to minor-league contracts.
- MID-AMERICA LEAGUE
- MERRILLVILLE MUDDOGS—Named Pat Krull and Kim Bieker assistant general managers. Signed Dan Casas, catcher, and Mark Hebbeler, infielder.
- TEXAS-LOUISIANA LEAGUE
- LUBBOCK—Named Jason Bogle general manager.
- BASKETBALL**
- NBA
- NBA—Announced that Houston guard Vernon Maxwell will be reinstated from his 10-game suspension after Monday night's game between Houston and Cleveland.
- WESTERN BASEBALL LEAGUE
- PALM SPRING SUNS—Named Steve Yeager catching instructor and coach.
- FOOTBALL**
- NFL
- KANSAS CITY CHIEFS—Reassigned Kurt Schottenheimer, special teams coach, to defensive backs coach. Named Mike Stock special teams coach. Promoted Carl Hairston, scout and assistant defensive line coach, to defensive line coach.
 - LOS ANGELES RAIDERS—Named Kevin Spencer special teams coach.
- CANADIAN FOOTBALL LEAGUE
- BIRMINGHAM—Named Alan Dale Everest special teams coach-offensive assistant and Ronnie Vinklarek offensive line coach.
- ARENA FOOTBALL LEAGUE
- ARIZONA RATTLES—Traded Daryl Rogers, wide receiver, to San Jose for Tom Gibson, lineman.
 - MIAMI HOOTERS—Signed Bennie Bazley, fullback. Waived Dan Sileo, lineman.
- HOCKEY**
- NHL
- MIGHTY DUCKS OF ANAHEIM—Recalled David Sacco, forward, from San Diego of the International Hockey League. Assigned Valeri Karpov, forward, to San Diego.
- MONTREAL CANADIENS—Recalled Valeri Bure, right wing, from Fredericton of the American Hockey League. Assigned Craig Conroy, center, to Fredericton.
- NEW JERSEY DEVILS—Traded Corey Millen, center, to the Dallas Stars for Neal Broten, center. Recalled Jaroslav Modry, defenseman, from Albany of the American Hockey League.
- NEW YORK ISLANDERS—Announced that Kip Miller, center, has been returned to Denver of the International Hockey League.
- TORONTO MAPLE LEAFS—Announced that Darby Hendrickson, left wing, has been returned to St. John's of the American Hockey League.
- WASHINGTON CAPITALS—Recalled Sergei Gonchar, defenseman, from Portland of the American Hockey League.
- WINNIPEG JETS—Recalled Oleg Mikulchik, defenseman, from Springfield of the American Hockey League.
- EAST COAST HOCKEY LEAGUE**
- DAYTON BOMBERS—Announced that Paul Taylor, goalie, has been reassigned from Fort Wayne of the International Hockey League. Released Chad Black, goalie.
- COLLEGE**
- ARKANSAS-LITTLE ROCK—Announced that Tony Chime, senior forward, has been dismissed from the basketball team.
 - CLEMSON—Named James Earle assistant athletic director.
 - LENOIR-RHYNE—Named Raymond Kordus women's soccer coach.
 - TEXAS TECH—Named Jeff Nelson volleyball coach.
 - WILLIAM PATERSON—Announced the resignation of Jerry Dallesio, men's basketball coach. Named Lisa Halliok and Mary Dean assistant softball coaches.
 - WISCONSIN—Named Brian White running backs coach.