


## The Heroes and the Goats

**T**here are the Oscars and the Grammys, the Espys and Emmys. You have the MVP, VIP and ROY, not to mention the smattering of other individual awards dished out each year. There has even been the Slammies, the Henrys and the "Mim-sies."

But it's time for something different — something a little more twisted. So put on your

**OPINION**  
  
**Trevor Kearney**  
Sunday-best, order up your favorite beverage and consume my personal compilation of awards, grievances

and run-ins with Oregon athletes and coaches.

**Best Sport Award:** This one actually goes to the line-backer tandem of Jeremy Asher and Rich Ruhl. After the Civil War football game — a game in which I picked the Beavers (for the 12-point spread, of course) in our weekly picks — the duo gave me an earful for my "unfaithfulness." As I approached Asher for an interview, I heard Ruhl say from across the room, "Jeremy, don't talk to him." He picked the Beavers. Asher held a stern face for a moment, but quickly broke into laughter and I realized I was off the hook. Thank God.

**Worst Sport Award:** Stanford distance runner Jason Lunn, who shoved Oregon's Ben Andrews after Andrews did a little "What? I knew I was going to win" shrug as he crossed the finish line at the April 6 track meet. Hey, a little bit of confidence and character never hurt any sport — just ask Josh Wilcox.

**Coach and Team of the Year:** Jody Runge. In what many thought (and reported) would be a rebuilding year, Runge led her team to the Big Dance — again. Granted, the tournament game didn't go as planned, but the efforts put forth by Runge and her crew deserve much recognition.

**Favorite Athlete Award:** Rob Ramaker. The first time I saw this guy play, I didn't like him one bit. But every time I said something bad about him, he came back and had a great game. By the end of the season, Ramaker had racked up about a dozen great games that had me wiping egg off my face — and he proved himself as a force inside while he was at it. You have to like a guy that can make you look bad on a regular basis.

**Most Memorable Interview:** This one is a close call, but my interview with

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EN MIN CHANG/Emerald  
Neal Pilson, former President of CBS Sports, discussed sports television Wednesday at the third Warsaw Sports Marketing May Lecture.

## Speaker explains 'Sports is a hybrid'

■ **LECTURE:** Neal Pilson, retired from CBS sports, advised students how to break into sports media

By **Trevor Kearney**  
Sports Editor

In the fast moving, ever-changing world of sports television, soon-to-be graduates and prospective employees need to be aggressive but patient, former President of CBS Sports Neal Pilson told a crowd gathered for the Warsaw Sports Marketing Center's third May Lecture on Wednesday afternoon.

Pilson was president of CBS sports until age 55, when he left the company and began his own business, Pilson Communications Inc. Entering his second year of operation, Pilson advises several major sports companies, including NASCAR and the Arena Football League.

"I basically work directly with my clients and provide them with a reality check as to what is happening in our business, why it is happening, and what their relative chances for success or failure or how I can help them achieve their goals," Pilson said in an interview Tuesday.

Speaking in Room 138 Gilbert on Wednesday, Pilson spoke about the evolution of sports television, where it is going and how students nearing graduation should go about breaking into the business.

That business has changed dramatically over the last two years for several reasons, Pilson said. The first and foremost reason is a good economy.

"A rising tide brings up all ships," he said. "Sports is moving up because of the economy."

Expanded coverage of sports has also contributed to change in the industry, he said. With the emergence of the Fox Network, sports broadcasting on cable television and the influence of bigger corporations on sports, competition has brought about new and innovative broadcasting that has been instrumental to change.

With General Electric, Disney and Westinghouse entering the network picture, Pilson said, that competition has created more sports choices for viewers.

"These are much bigger corporations than were around 10 years ago," he told the audience. "The bigger companies have more money to risk and play around with."

"Networks were large, but GE, Disney, Westinghouse and Fox are far larger," Pilson said on Tuesday. "It makes a difference. They have found that sports is working for them in many areas other than sports."

Not only in the United States, but around the world, sporting events have gained in interest, Pilson said.

"Sports, rightly or wrongly, occupies a very large part of our attention," he said on Tuesday. "It is very significant that the stakes are being raised. The scope of the competition level is much broader."

Also important in the rise of the business of sports is the makeup of the industry. Sports,

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## Detroit must win in Denver in order to stay alive

■ **NHL:** The Red Wings compiled the best season in the history of the league but are down 2-0 in the Western Conference Finals

DENVER (AP) — Goalie Patrick Roy is showing why he won two Stanley Cup rings, the defense is unyielding and the offense ever threatening.

In short, the Colorado Avalanche are doing everything right in taking a 2-0 lead over the Detroit Red Wings in the Western Conference finals.

Well, almost everything. There's this problem with the Avalanche's most prolific scoring line. Peter Forsberg, Valeri Kamensky and Claude Lemieux, who combined to account for 272 points during the season, don't have a point in the first two games against the Red Wings.

"They've had some chances but have been a little bit unlucky," coach Marc Crawford said Wednesday. "We know they're going to break out of it soon. They're too good to stay down for long."

If that trio gets untracked, the Red Wings could face even worse trouble in Games three and four in Denver on Thursday and Saturday nights.

The Red Wings, seeking their first Stanley Cup title since 1955, won an NHL-record 62 games this season but have stumbled in the playoffs.

Their 3-0 loss in Detroit on Tuesday night

meant they have been blanked in regulation in three of their last six playoff games; Detroit was not shut out during the regular season. Tuesday's loss was their fourth at home during the playoffs; they dropped only three at Joe Louis Arena the entire regular season.

Roy was 0-5 against Detroit during the season, including a pair of one-sided losses, but he's been brilliant this series.

"Like I said all along," Roy said, "the playoffs are totally different. It's a different season. You start out new, and the team that plays the best hockey wins."

Complicating Detroit's task are injuries. Paul Coffey left Tuesday's game with back spasms. Steve Yzerman, who didn't play after the second period of Detroit's 3-2 overtime loss on Sunday, was scratched just before the second game with a groin pull.

"Coffey couldn't do much today," coach Scotty Bowman said after Wednesday afternoon's workout. "He's gone for treatment. He's had this condition all season and has had to miss a game here or there. Last night, it went into spasms during the game. I'd say he's day-to-day. If we had a game tonight, he obviously would not play."

"Yzerman is feeling better. He chose not to skate today but will get three treatments, and then will try to skate [Thursday] morning."

Bowman also said left wing Bob Errey is out for the rest of the playoffs with a separated shoulder.

"He won't need surgery but he's probably

going to need six weeks to rehab," Bowman said.

Bowman tried to shrug off the ailments.

"I think every team at this time has some injuries that are more severe than others," he said.

Colorado is relatively healthy. But Crawford doesn't believe that will be a factor.

"In the playoffs, I think everybody is a little bit beat up," he said. "It's a very physical time of year, and you have to play with bumps and bruises. As far as the people they have or don't have, we can't be concerned with it."

"Obviously, we'd like to play this game against the 20 worst injured players we could face," he said. "But at the same time, they've got a lot of character on that team and they battle very hard."

The Red Wings' stumbling play against Colorado has prompted criticism in Detroit, and Bowman says that's fine with him. His team is being trashed and treated like sudden losers.

"Trash more!" he urged. "It would help us. The best chance you have is if nobody gives you a chance."

Bowman recalled that the Red Wings had to win or be eliminated in the last series against St. Louis.

"We did it," he said. "We're not in a situation now where we can be eliminated by one game. But when you're down 2-0 you have got to get going and win pretty soon."