

Sports Editor:  
Jesse Thomas  
jessethomas@dailymerald.com

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**Jesse Thomas**  
Go the distance

## Armstrong will wear yellow in Tour finish

When muscles scream and the body cries for mercy. When your heart won't let you stop and your soul yearns for more. When pain is not an option and the finish line is out of sight. When there is no pack and it's just you and the mountain.

That makes a champion, and Lance Armstrong epitomizes such a word.

Although only the second stage of the Tour de France has ended, and names like Bradley McGee, Alessandro Petacchi and Baden Cooke have stood on top of them all, Armstrong resounds in the head of every cyclist on the 2,130-mile monster.

After the first stage, Armstrong stood only 11 seconds behind the leaders. And with a crash among 35 riders, it doesn't seem uncommon that the 31-year-old Texan knows how to stare into the face of adversity. From surviving testicular cancer to evolving into a sports deity, Armstrong understands the meaning of "been to hell and back."

After four straight wins — last year's by more than seven minutes — America's greatest cyclist doesn't look to be off-pace to tie the record of five.

French riders Jacques Anqueti and Bernard Hinault, Belgian Eddy Merckx and Spaniard Miguel Indurain are the only riders in the 100th year of the Tour de France who can say they have won the coveted fifth title.

Among them, only Indurain has won five straight, from 1991 to 1995.

If Armstrong can again find the heart and soul to drive him through Champs Elysées wearing the yellow jersey, to which he has become so accustomed, he could place himself in a chance to win an ungodly six. But of course, he must get through five first.

"Call me a favorite, but don't say it's as if I've already won the Tour," Armstrong said after arriving in Paris Wednesday, according to ESPN.com. "It's not that simple. It will be three really hard weeks."

"Simple" would be the last word to describe an event like the Tour de France. Twenty-three days, more than 2,000 miles and the most grueling course in the history of man are what stand between Paris and the cobblestones of the finish line.

In weeks leading up to cycling's most renowned race, Armstrong has been said to have barely a handful of competitors who could stand between him and his quest for number five.

Jan Ullrich, the 1997 Tour Champion, is the only other racer besides Armstrong to have crossed the finish line wearing the yellow jersey. But with two knee surgeries in past years, it is doubtful he is at his peak performance to challenge Armstrong.

A list of others include 2002 runner-up

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## Marketing mastermind

Jim Bartko is one of the main forces behind Oregon's recent marketing successes, including 'Joey Heisman' and 'Luke2Luke'

By Jesse Thomas  
Sports Editor

Jim Bartko loves sports. Football, basketball, tennis or baseball — you name it, he played it.

After being an all-around athlete in high school and having a short stint in collegiate athletics, Bartko soon realized he would not be the next Barry Bonds or Jerry Rice.

"I wasn't going to play in the NFL, so I took the next best route," he said.

Regardless of where life led him, Bartko knew he had to be involved with sports.

"I wanted to be an agent when I was growing up," he said. "I wanted to be the Jerry Maguire, that was my deal."

And although dreams change, Bartko has been with Oregon's athletic department for nearly 15 years and helped put Oregon on the map.

Bartko, now assistant athletic director at Oregon, is one of the masterminds behind "Joey Heisman," "Luke2Luke" and the other recent successes in Oregon marketing.

Bartko has always felt that Oregon needs to lead the way in the marketing world, and that the Harrington campaign was the perfect opportunity to put Oregon on the map.

"We always feel from our standpoint we need to be out in front, cutting edge and push the envelope on marketing," said Bartko, a 1988 Washington State business sports management graduate. "You always need to try and do something different, and who knows what we'll do next, but it won't be a billboard in New York this year."

### The principal guy

The marketing spree all started when alumnus Ken O'Neil, President of Farwest Golf, was in New York a few years back.

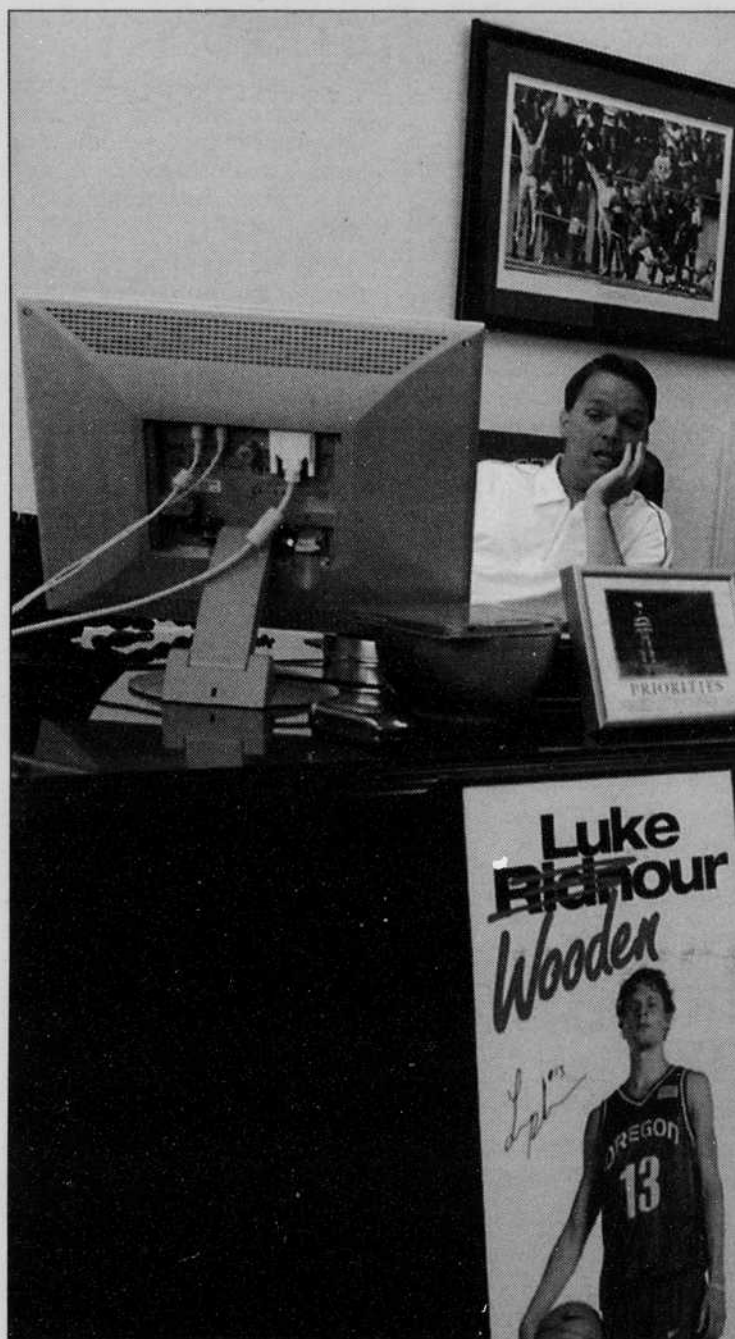
"He was walking (in) Manhattan, saw some big billboards and he goes, 'You know what, wouldn't it be cool to have Joey Harrington here in New York,'" Bartko said.

The athletic department also considered everything from sending footballs with Joey's hand print to media outlets across the nation to bobbleheads or a full page ad in one issue of Sports Illustrated.

An advertisement in one issue of Sports Illustrated would have cost about \$250,000, the same amount it cost the university to put up the Harrington billboard.

"It was a magical ride," Bartko said. "That thing worked, and it caused a lot of controversy nationally. The first week here we had The Boston Globe, The Washington Post, USA TODAY, Sports Illustrated and ESPN all here in Eugene saying, 'Who the heck is Joey and who the heck is Oregon?'"

Along with Bartko, Athletic Director Bill Moos, Director of Media Services Dave Williford, Oregon football head coach Mike Bellotti and Director of Marketing Greg Graziano all took part in the process of putting a "Joey Heisman" together.



Jessica Waters Emerald

Assistant Athletic Director Jim Bartko is one of the directors behind Oregon's recent marketing success including the "Luke Woodenour" campaign.

"Jim has the access to the innovative minds at Nike," Moos said. "He is the principal guy on my staff who works with the folks that create the billboards."

Bartko's successes have come from behind the scenes as well. He was placed in charge of the Duck Athletic Fund in 1994 after five years

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## Kent looks to take USA Juniors to gold

Oregon's coach will lead the USA Men's Junior Championship Team for the third time in three years — this time in Thessaloniki, Greece

By Jesse Thomas  
Sports Editor

Oregon men's basketball coach Ernie Kent will resume head coaching duties Thursday, but it won't be with the Ducks.

Kent will coach the 2003 USA Basketball Men's Junior World Championship Team in Thessaloniki, Greece, July 10-20.

The Oregon coach of six years, who earned the U.S. men a qualifying berth for the 2003 FIBA Junior World Championship by leading the junior qualifying team to a bronze medal in Venezuela last summer, was named head coach May 7.

Coaching selections were made by the USA Basketball Men's Collegiate Committee and approved by USA Basketball's Executive Committee. Chairman Terry Holland of the Men's Collegiate Committee said Kent was highly qualified.

"Head coach Ernie Kent's background as a highly

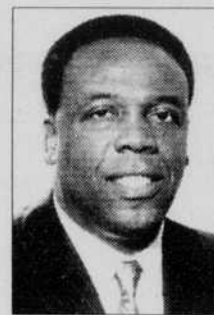
successful college coach and the fact that he played and coached overseas using the international rules makes him uniquely qualified to coach this team," Holland said.

Kent is making his third appearance in as many summers on a USA Basketball team's sideline. He was head coach of the 2002 USA Junior World Championship Qualifying Team and led the Americans to a 4-1 record and a bronze medal in Isla de Margarita, Venezuela.

Prior to that he was an assistant coach at the 2001 USA Basketball World Championship for the Young Men Team that won the gold medal in Saitama, Japan, and finished 8-0.

Kent said he is just as excited to be back again this season.

"I'm looking forward to an excellent tournament," he said. "Having coached the qualifying



Kent

team last year, I know the group that we assemble for the USA Junior World Championship Team is in for an outstanding experience."

Kent will lead a 12-man squad overseas to compete against some of the world's best competition. Included on Kent's team are collegiate standouts J.J. Redick of Duke, UCLA's Ryan Hollins and Michigan State's Maurice Ager.

Illinois' Deron Williams and Dee Brown hold the experience on the squad after playing together on the 2002 qualifying team.

The team begins play Thursday, facing off against Slovenia. All 16 teams in the tournament are placed in preliminary round groupings and play teams within their group the first three days. The United States is in Group C with China, Nigeria and Slovenia.

"The competition will be extremely tough as we will see the best that the world has to offer," Kent said. "But I look forward to going to Malaysia and representing the USA extremely well."

Contact the sports editor  
at jessethomas@dailymerald.com.