

The Second Annual Basketball Press Guide Review

The 1977-1978 press guide ratings are now complete! I'm very sorry for delay, however, on the road to completion I was hospitalised for the better part of a month and forced to miss a semester of school. (Miami University-remember, We're the ones that beat Marquette last spring!) But I have recovered and I certainly hope that the rating service helps you in a positive way.

This year's survey is four pages long. Page two finds the top 25 press guides in each division displayed as well as some other tidbits of information. This year press guides of similar size were placed in the same division for rating and ranking purposes.

Page three finds an "SID BRAINBUSTER", a quiz that may drive you to the point of insanity, so please watch out!

Page four concludes the survey with an individual rating of your press guide and a general statement as well. I might add that over 250 press guides were used this year and I am looking forward to even bigger and better things next year. There will be a new category for next year entitled: "effectiveness towards aiding the media". After all, that's what a good press guide should do. (Flashy items are fine too)

Until Aug. 20 I may be reached at: 1605 Woodcrest Rd. Harrisburg, Penna. 17112. However, all 78-79 press guides should be sent after that date to: Elliot Hall Miami Univ. Oxford, Ohio 45056...I might add that I am planning a mass display of collegiate athletic material in the central Penna. area. If it is possible for you to send any football posters of the upcoming season, it would be appreciated. The posters will also be rated at a later date. (pocket schedules are always popular too) Also, if it is possible to have my name placed on the list of your press release recipients, it would again be greatly appreciated... So much for requests! I hope you enjoy the survey and I look forward to rating your press guide for the upcoming season. Good luck in your work.

very sincerely,

(bumper stickers also)

Ed Harris
Ed Harris

THE TOP PRESS GUIDES IN AMERICA TODAY

"AB" CATEGORY

1. Clemson 132.0
2. U.C.L.A. 131.5
3. Texas Tech 130.5
4. U.S.C. 129.5
5. Mississippi St. 129.0
6. Princeton 128.5
- 7.t S.M.U. 128.0
- 7.t NW Miss. St. 128.0
- 7.t Wichita St. 128.0
10. Old Dominion 127.5
11. Utah 127.0
- 12.t No. Illinois 126.5
- 12.t Stanford 126.5
- 14.t California 126.0
- 14.t Slippery Rock 126.0
- 14.t St. Bonnie 126.0
- 17.t Cenentary 125.5
- 17.t Detroit 125.5
- 17.t New Mexico 125.5
- 17.t Alabama 125.5
- 17.t Mississippi 125.5
- 22.t SW Missouri 125.0
- 22.t Penn St. 125.0
- 22.t Arizona 125.0
- 25.t Cleve. St. 124.5
- 25.t Long Beach St. 124.5
- 25.t New Orleans 124.5
- 25.t Tulsa 124.5

"CD" CATEGORY

- 1.t Kentucky 128.5
- 1.t North Carolina 128.5
3. Georgia 128.0
- 4.t Wake Forest 127.5
- 4.t Kansas 127.5
6. George Washington 126.5
- 7.t West Virginia 126.0
- 7.t Marquette 126.0
9. Notre Dame 125.5
- 10.t Arkansas St. 125.0
- 10.t South Carolina 125.0
- 10.t Purdue 125.0
13. Maryland 124.5
14. Nebraska 124.0
- 15.t Arkansas 123.5
- 15.t Montana 123.5
- 15.t Boise St. 123.5
- 18.t Niagra 123.0
- 18.t Las Vegas 123.0
- 18.t Missouri 123.0
- 18.t Arizona St. 123.0
- 22.t Tennessee 122.5
- 22.t So. Alabama 122.5
- 22.t Quincy 122.5
- 22.t San Francisco 122.5
- 22.t Utah St. 122.5

-NOTES-

Some interesting "AB" statistics include: 63.2% of the press guides were found to have at least one error; 26.0% included the schedule of the 77-78 opponents; 43.8% included a small photo or write-up of the SID; 41.0% placed a team picture in the press guide; 88.6% had a table of contents; 38.6% placed a conference schedule inside the press guide if the particular university was in a conference..... Some interesting insertions found in a few of the press guides included: "Best time to talk with the opposing head coach". (Mike Strickler-VMI & Frank Soltys-Arizona); All time records of the junior varsity. (Kirk McNair-Alabama); All opponent team the last 10 years. (Nellie King-Duquesne); 76-77 defensive stats. (Charges taken, interceptions ect...) and height and weight in metric measurements. (Bob Hartley-Mississippi St.); Astrological predictions for the ensuing year. (Rod Commons-Washington St.); minutes lost due to fouling out. (Mike Trang-hese-Providence); detachable media guide from yearbook (Bruce Herman-Wake Forest); W-L records on particular days of the week and months of the year. (Bob Rose-Pepperdine); shoe size of the players. (Greg McCollam-Morris Harvey College)...Poor Princeton! This past year they played in two tournaments, the Indiana Classic and the Holiday Festival. On both occasions they were to meet Alabama at 9:00 in the first game. They lost both times by a combined total of 4 points.

My address AFTER august 20 is: Ed Harris Elliot Hall Miami Univ. Oxford, Ohio 45056

"SID BRAINBUSTER"

1. What university in Div. 1 is the smallest in terms of enrollment with only 908? A. Bowling Green B. Eastern Kentucky C. Cenentary D. Wichita St.
 2. Approximately 1 out of every ___ games in major league baseball are decided by 1 run. A. 2 B. 3 C. 4 D. 5 E. 54
 3. Elroy Hirsch is the Athletic Director at what university? A. Nebraska B. Wisconsin C. Texas at El-Paso D. Louisiana Tech
 4. Al McGuire holds the record for most consecutive 20 win seasons by a coach in the NCAA. Tied for 2nd. with Everett Case is A. John Wooden. (UCLA) B. Darrel Hedric (Miami O) C. Joe Mullaney (Providence) D. Ed Diddle (Western Kentucky) E. Bruce Sutter (Chicago Inst.)
 5. Here's an oddity concerning ex-N. Carolina basketball star Phil Ford: Both of his parents are ____. A. white B. Lefty Driesell haters C. over 6 feet tall D. teachers E. from Philadelphia
 6. A year ago, Maryland Baseball coach Jack Jackson canceled a regularly scheduled game vs. Georgetown. Why? A. The game was to be played on a Sunday B. Jackson couldn't find a parking spot when he arrived at the ball park. C. Jackson's daughter was scheduled to graduate high school that same day. D. Jackson's BioRhythym charts indicated that the game was going to be a total disaster.
- FACT OR FICTION (T or F)
7. Oral Roberts U. has a basketball player measuring 7'7".
 8. Recently, an Iowa high school football coach fired up his players by tossing a live chicken in a huddle and had it kicked to death.
 9. While pitching for Okla. City of the American Assn. (AAA) pitcher Steve Waterbury was asked by plate umpire Bill Harbeson to remove his shirt so that he could check for any foreign substances used to "doctor up the ball". This action came at the request of opposing Denver manager Craig Keefauver. Before Over 1400 startled fans, Waterbury went one step further, he took off everything!
 10. Going back to the 1974 Derby Classic in Louisville for high school b-ball stars, the finals of the 1 on 1 championship saw Moses Malone losing to A. James Lee B. Jack Sikma C. Walter Jordan D. Rick Robey E. Lloyd Free
 11. Most hockey fans agree that the now defunct Cleveland Barons of the NHL were a lost cause. But believe it or not, a year ago a "Meet the Barons" luncheon was a complete failure. WHY? Naturally the Barons and their coach got lost and arrived an hour late!
 12. (Bonus points to all SID's who answer the following question correctly) Who is the SID at Miami of Ohio? A. Dave Young B. Young David C. Randy Ayers D. Jose Cardenal
 13. Michigan plays 8 home football games during the 1978 season.

INDIVIDUAL RATING ANALYSIS

SCHOOL Arkansas St.

TOTAL SCORE 125.0

Presented below is the personal evaluation of your press guide. The category is listed with an appropriate point total. Each point total helped in the rating and ranking of each press guide. (For example, a score of 14 usually implies that the general criteria were met, while a 17 designates an unusually fine job in the specific category).

NOTES- The category entitled misc. took into consideration 3 different items- the cover, layout design and the pictorial display...Special is a category giving points to various additions that aid the SID...If no mistakes were found in the press guide, a score of 10 was rewarded. Otherwise, points were deducted...You might find some of my statements regarding your press guide rather degrading in nature, but the final intent was for your benefit, as I realize how much time and effort went into the editing of each press guide.

16.0 Coverage of present players- very consistent coverage; write-ups on freshmen well done.

16.5 Coverage of coaching staff- articles on asst. coaches really stand out.

16.0 Coverage of opponents- no major complaints although mention of top newcomers is always a helpful addition.

17.0 Coverage of past players and record section- Both team & individual records are very inclusive.

47.5 Miscellaneous —

10.0 Mistakes- no major errors found

2.0 Special- overall SLC coverage

General Comments- No doubt about it, your p. guide is an immense help to the media.