

The Behrend Beacon

Friday, April 2, 2004

Famed sportswriter to speak at Behrend

by Ryan Russell
advertising manager

Frank Deford, a nationally known sports commentator, newspaper columnist and bestselling author, will speak at Behrend, on Wednesday at 7:30 p.m. in the McGarvey Commons of the Reed Building. Mr. Deford's speech will be free and open to the public.

The *Sporting News* has described Deford as "the most influential sports voice among members of the print media," and the magazine *GQ* has simply called him "the world's greatest sportswriter."

Deford is one of the most versatile writers today, having appeared in almost every medium, from radio and television to magazines and newspapers, but he is best known as a sports writer, and his byline appeared in *Sports Illustrated* from 1962 to 1989.

In addition to that, he also recently contributed to the book "Sports Illustrated: Fifty Years of Great Writing," with his submissions starting and ending the book. He has been elected to the Hall of Fame by the National Association of Sportscasters and Sportswriters, and was voted by his peers as U.S. Sportswriter of the Year six different times. The American Journalism Review has cited him as the nation's finest sportswriter, and he was twice voted Magazine Writer of The Year by the Washington

Journalism Review. He was most recently presented with the National Magazine Award for profiles, for his profile of Bill Russell, the former Celtic basketball great.

On television, where Deford has won an Emmy, he is now a regular correspondent on *RealSports* with Bryant Gumble, a weekly HBO show. Deford may also be heard on the radio every Wednesday on the NPR show *Morning Edition*. He has won a George Foster Peabody Award as well, which are awarded for radio programming. The awards recognize distinguished achievement and meritorious service by radio and television networks, stations, producing organizations, cable television organizations and individuals.

Deford is also the author of 14 books. Two of Deford's books, a novel titled "Everybody's All-American," and "Alex: The Life Of A Child," his memoir about his daughter who died of cystic fibrosis, have been made into movies. Another of his novels, "Casey On The Loose," is presently being adapted as a



Frank Deford, a nationally renowned sports commentator, will be speaking on campus Wednesday.

SUBMITTED PHOTO

Broadway musical.

The Penn State Behrend Speaker Series is sponsored by the Student Activity Fee, the Sam and Irene Black School of Business, the Janet Neff Sample Center for Manners and Civility and the Harriet Behrend Ninow Memorial Lecture Series Fund.

BLOOD DRIVE

Karla Murray, IB 02.

According to Dan Desrochers, public relations director for the Community Blood Bank, people who donate blood in college and high school are more inclined to continue giving blood when they are older.

"The benefit is you introduce young people into a life-long process of donating blood in hopes they will continue as they get older," said Eller.

A nationwide study in 2001 by a showed that the majority of donors were adults with families as well as high school and college students.

"It's kind of surprising. More college people care than you think," said Dee Nowacinski, president of Alpha Sigma Alpha.

The free cookies and beverages are the best-known perks of giving blood. Other incentives included contests to win tickets for four at Jr's Last Laugh, free movie passes and more. In January, the Community Blood Bank gave away 200 ski passes for Peak N' Peak.

Right now The Community Blood Bank is in need of O+ blood. The Blood Bank is located at 2624 Peach St. They are open from 9 a.m. to 6 p.m. Monday and Wednesday through Friday, 9 a.m. to 7:30 p.m. Tuesday and 9 a.m. to 12:30 p.m. on Saturday.

PAGEANT

estimated between 80-100.

This is the second year for the pageant, and the sisters promise it is going to be bigger and better than last year's.

"This year we have tons of prizes to give away," said Emily Waters, pageant chair. "AST has put lots of effort into organizing, expanding and promoting the event."

Donations from local restaurants, tanning salons and bowling alleys will be given away as door prizes. Other donors

supporting the event include Calamari's, Splash Lagoon, more tanning packages, Brink Ink, Tinseltown, Longhorn Steakhouse and Eastway Lanes.

AST president Diane Smigielski and sweetheart Jefferis Peterson will emcee the event. In addition, MCC representative George Morgan will be showcasing his talents while rapping at the event.

Dave Masilunas and Adrienne Schermer currently hold the titles of Mr. and Ms. Penn State Behrend, respectively.

-Lauren Packer contributed to this report.

FASHION SHOW

some program to take over."

This was Sumah's first year with the program, and Cuttino has been participating in it for the past two years.

"I think Pam's done well with the program this year," said Cuttino "I was really hoping for a good performance and no April Fool's day messups," she ended, laughing.

and promotional tool, according to Cuttino, and to "help better the name of ABC as a fun and social organization." "I'm was anxious to see all of the planning and hard work culminate into such a successful show," said Sumah. "I knew all would go well, and this was an awe-



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