

Significant sacrifices for Penn State Football Story staff

By BOB FETTER
Collegian Sports Writer

Penn State football has been referred to as a religion. The production staff at The Penn State Football Story treat it as just that.

The Penn State Football Story is a behind-the-scenes look at a day in the life of a Penn State football player.

"I watch it sometimes," safety Kim Herring said. "They do a good job of putting it together. It's informative and every time I watch it, I learn something new."

The show has evolved gradually over the years, adjusting to the needs of its audience. The show started as an hour-long highlight show. It was a condensed version

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of the previous day's game, consisting mostly of scoring drives.

"The best thing about the job is being associated with Penn State football in any capacity," said Penn State graduate Guy Junker, narrator of The Penn State Football Story.

Most people do not realize the effort necessary to make the program possible.

Games don't end before 3 p.m. Saturday and the show is sent out via satellite shortly after. The first broadcast of the show is 11 a.m. Sunday morning.

The show is made possible by the brainstorming sessions with Guido D'Elia and Michael Messner, producers, and Jay Paterno, tight ends coach and recruiting coordinator, Messner said.

Each show is designed to be an inside look with two main feature segments each show. These features include game highlights as well as post-game footage. The shows this season have taken the theme of an individual day of the week for each episode. Saturday is game day and will be the subject three times.

The story gives a closer look at the players, whether it's in the classroom, the locker room or on the field.

The Penn State Football Story crew is given more privileges than other programs.

It is allowed to sit in on locker-room talk with Coach Joe Paterno and is granted exclusive pre-game and post-game interviews.

One such exclusive showed kicker Brett Conway apologizing for putting the fans through such a gut-wrenching situation in the Texas Tech game, Junker said.

With the exception of a one year break, Junker has been the voice of the show since 1989.

"People don't realize the high-tech equipment used in making the MTV-ish product that is aired," Junker said.

Junker added that it's sometimes difficult to do the show because he's married with two children and has not attended a Penn State game since 1988 because of the time he puts in on Saturdays.

"It's a labor of love," he said. "Being paid to do Penn State football is the perfect fit for me."

Button success prompts T-shirt sales

By JORDAN HYMAN
Collegian Sports Writer

They have been one of the more eye-catching novelties on College Avenue for years. No, not the Joe Paterno masks squeezed into store fronts or those chest and face painted superfans en route to games. They are the blue and white Mellon Bank football buttons sported by alumni and students on football weekends.

In fact, the intimidating slogans on the buttons have been so popular they recently took a big step towards marketing immortality—the buttons became T-shirts.

The buttons were an idea that originated thirty-five years ago from the Mellon Bank company, which has been distributing the blue pins to local stores and hotels to be given out for football weekends to support the team.

Ideas for the slogans are submitted at the beginning of each year for all of the games that year.

A committee then selects the winners from the thousands of entries for each game.

The T-shirts were an idea thought up by the Centre County Youth Service Bureau, which approached Mellon Bank with the fund-raiser possibility.

"This is the first time that Mellon Bank has allowed

a fund-raiser to be made out of the buttons," Margie Marcotrigiano of Mellon Bank said.

The shirts contain the weekly button slogan, the date of the game, and a cartoon depicting the slogan.

The \$15 price, coupled with the highly marketable football team, has made these particular shirts a popular collectible in Happy Valley. Marcotrigiano commented, "They're real cute, each cartoon design beats out the last one.... They are well worth the price of the shirt."

Cathy Brown from the Centre County Youth Service Bureau said it is an organization not really known by students.

"Most people are not familiar with what the Bureau does because it has so many organizations," Brown said.

The CCYSB heads organizations such as the Big Brother/Big Sister program, the Stepping Stone program and various drug awareness groups. "We also offer free counseling to youths and teens," Brown added.

As the weather continues to get colder, those infamous chest and face painted superfans might want to think about trading in their paint for a T-shirt with a button pinned to it—one of those Joe Paterno masks.

Booters make technological advances

By AARON BASTIDE
Collegian Sports Writer

In order to become one of the elites in college sports Penn State athletic teams must find new ways of staying ahead of the competition. That is exactly why the men's soccer team is using a new home page on the Internet

— to stay on the cutting edge while at the same time promoting the sport of soccer.

The Penn State soccer home page is a total information source for anyone interested in Penn State soccer. The home page includes player profiles, up-to-date information on the men's varsity team, and information concerning soccer camps.

Total credit for the creation of the soccer home page goes to Ross Kramer (sophomore-health

policy administration). Kramer, who now serves as the team manager, decided to start the home page last spring when he discovered that Big Ten rival Indiana already had its own home page.

Kramer said when coach Barry Gorman found out about Indiana's page Gorman said, "Anything Indiana has, we want and we want better."

Inspired by this idea, Kramer has worked hard to make Penn State's page up to date.

This hard work has been rewarded by an impressive display of public interest. Kramer said thousands of people have already seen the page and that he gets at least one e-mail per day from interested viewers. He believes the home page has helped generate more interest in Penn State soccer on campus.

Gorman is more than happy with this exposure because it generates interest from players in foreign countries.

"We've had inquiries from people recommending players in places as far away as Spain, Scandinavia, and Australia," Gorman said.

Tamir Young (senior-speech communications) also manages the varsity team and has helped Kramer with the home page. Young agrees with Gorman that the most valuable aspect of the page is its marketing ability.

"Penn State is known for high-class athletics and this is a way of marketing that," Young said.

Kramer said he believes every Penn State athletic team should construct a home page as a means of promoting its respective sport.

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