

UCLA – LEADER IN SPORTS ILLUSTRATED COVERS (96)

Here is the complete list:

1. Rafer Johnson (Jan. 5, 1959)
2. Gary Cunningham (Mar. 19, 1962)
3. C.K. Yang (Dec. 23, 1963)
4. Walt Hazzard (Mar. 30, 1964)
5. Gail Goodrich (Mar. 29, 1965)
6. Doug McIntosh (Dec. 6, 1965)
7. Arthur Ashe (Aug. 29, 1966)
8. Gary Beban (Sept. 19, 1966)
9. Lew Alcindor (Dec. 5, 1966)
10. Lew Alcindor (Apr. 3, 1967)
11. Gary Beban (Nov. 19, 1967)
12. Lew Alcindor (Jan. 29, 1968)
13. Lew Alcindor (Apr. 1, 1968)
14. Lew Alcindor (Mar. 31, 1969)
15. Lew Alcindor (Oct. 27, 1969)
16. Lew Alcindor (Mar. 9, 1970)
17. John Vallely (Mar. 16, 1970)
18. Sidney Wicks (Mar. 30, 1970)
19. Lew Alcindor (Apr. 27, 1970)
20. Sidney Wicks (Nov. 30, 1970)
21. Lew Alcindor (Feb. 8, 1971)
22. Steve Patterson (Apr. 5, 1971)
23. Lew Alcindor (Apr. 19, 1971)
24. James McAlister (May 17, 1971)
25. Gail Goodrich (Dec. 13, 1971)
26. Bill Walton (Mar. 7, 1972)
27. Bill Walton (Apr. 3, 1972)
28. Lew Alcindor (Apr. 24, 1972)
29. Tommy Prothro (July 24, 1972)
30. John Wooden (Dec. 25, 1972)
31. Bill Walton (Feb. 5, 1973)
32. Kareem Abdul-Jabbar (Feb. 19, 1973)
33. Bill Walton (Mar. 26, 1973)
34. Bill Walton (Dec. 10, 1973)
35. Bill Walton (Feb. 25, 1974)
36. Jimmy Connors (Mar. 4, 1974)
37. Bill Walton (Mar. 25, 1974)
38. Bill Walton (Apr. 1, 1974)
39. Kareem Abdul-Jabbar (May 20, 1974)
40. Jimmy Connors (July 15, 1974)
41. Bill Walton (Oct. 14, 1974)
42. David Meyers (Feb. 17, 1975)
43. Jimmy Connors (May 5, 1975)
44. Arthur Ashe (July 14, 1975)
45. Dwight Stones (Jun. 14, 1976)
46. Shirley Babashoff (July 19, 1976)
47. Jimmy Connors (Sept. 20, 1976)
48. Bill Walton (Dec. 23, 1976)
49. Kareem Abdul-Jabbar (Feb. 14, 1977)
50. Sidney Wicks (Apr. 25, 1977)
51. Bill Walton (May 27, 1977)
52. Bill Walton (Jun. 13, 1977)
53. Bill Walton (Aug. 21, 1978)
54. Jimmy Connors (Sept. 18, 1978)
55. Bill Walton (Oct. 15, 1979)
56. Darren Daye (Mar. 31, 1980)
57. Kareem Abdul-Jabbar (May 5, 1980)
58. Kareem Abdul-Jabbar (Dec. 15, 1980)
59. Wendell Tyler (Aug. 24, 1981)
60. Jimmy Connors (July 12, 1982)
61. Jimmy Connors (Sept. 20, 1982)
62. Kareem Abdul-Jabbar (May 9, 1983)
63. Kareem Abdul-Jabbar (Feb. 1984)
64. Dwight Stones (July 2, 1984)



65. Rafer Johnson (Aug. 6, 1984)
 66. Kareem Abdul-Jabbar (Jun. 10, 1985)
 67. Kareem Abdul-Jabbar (Jun. 17, 1985)
 68. Kareem Abdul-Jabbar (Dec. 23, 1985)
 69. Kareem Abdul-Jabbar (May 26, 1986)
 70. Kareem Abdul-Jabbar (Jun. 22, 1987)
 71. Jackie Joyner-Kersey (Sept. 14, 1987)
 72. Kareem Abdul-Jabbar (Apr. 18, 1988)
 73. Florence Griffith-Joyner (July 25, 1988)
 74. Jackie Joyner-Kersey and
Florence Griffith-Joyner (Oct. 10, 1988)
 75. Florence Griffith-Joyner (Dec. 26, 1988)
 76. Kareem Abdul-Jabbar (Jan. 23, 1989)
 77. Troy Aikman (Aug. 29, 1989)
 78. Troy Aikman (Aug. 27, 1990)
 79. Mike Powell (Sept. 9, 1991)
 80. Jimmy Connors (Sept. 16, 1991)
 81. Jay Schroeder (Dec. 16, 1991)
 82. Jackie Joyner-Kersey (July 22, 1992)
 83. Gail Devers (Aug. 10, 1992)
 84. Arthur Ashe (Dec. 21, 1992)
 85. Troy Aikman (Feb. 8, 1993)
 86. Arthur Ashe (Feb. 15, 1993)
 87. Troy Aikman (1993 Year in Pictures)
 88. Troy Aikman (Aug. 1, 1994)
 89. Troy Aikman (Jan. 16, 1995)
 90. Ed O'Bannon (Apr. 10, 1995)
 91. Tyus Edney (April 1995)
 92. Steve Bono (Sept. 2, 1996)
 93. Cameron Dollar (Basketball Issue)
 94. Kareem Abdul-Jabbar (Nov. 11, 1996)
 95. Jackie Robinson (May 5, 1997)
 96. Joy Fawcett (Dec. 20, 1999)
- ***UCLA had 35 straight years of covers

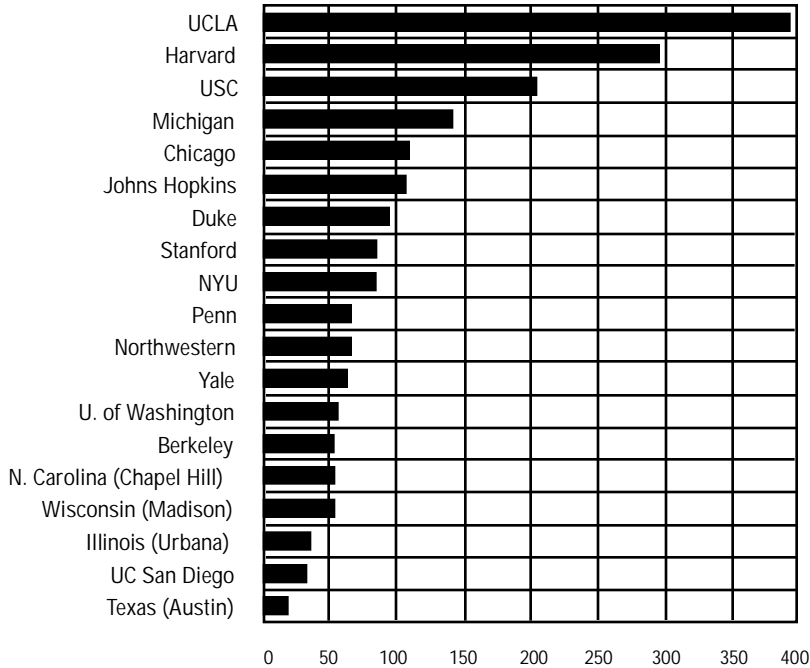
UCLA current and former athletes have appeared on more *Sports Illustrated* covers than any other college

**UCLA
FACT**

UCLA PROVIDES NATIONAL MEDIA COVERAGE

NATIONAL BROADCAST MEDIA SURVEY

NUMBER OF STORIES MENTIONING RESEARCH, ACADEMIC ACHIEVEMENTS OR FACULTY COMMENTARY AT MAJOR UNIVERSITIES (DOES NOT INCLUDE NON-ACADEMIC OR SPORTS RELATED STORIES)



Source: Nexis

ELITE SELECTION OF FORMER UCLA ATHLETES IN MASS MEDIA WORK

Name	Sport	Media Position
Kareem Abdul-Jabbar	Basketball	Actor/Broadcaster (Movies, ESPN)
Kay Cockerill	Golf	Sportscaster (Golf Channel)
Randy Cross	Football	Football Commentator (CBS)
Donna De Varona	Swimming	Sportscaster/Writer
Tim Daggett	Gymnastics	Sports Commentator (NBC)
Maura Driscoll-Farden	Gymnastics	Sports Commentator (ESPN & Lifetime)
Roy Hamilton	Basketball	Coord. Producer (Fox Sports West)
Kim Hamilton-Anthony	Gymnastics	Sports Commentator (Fox Sports, ESPN)
Mark Harmon	Football	Actor (People "Man of the Year")
Tim Harris	Soccer	Sports Broadcaster (Fox Sports)
Marques Johnson	Basketball	Actor/Sportscaster (Movies, Fox Sports)
Ann Meyers	Basketball	Sportscaster (NBC, ESPN, Fox)
Nigel Miguel	Basketball	Actor (Movies, TV)
Paul Nihipali	Volleyball	Sports Commentator (Fansonly Network)
David Norrie	Football	Sports Commentator (Fox Sports)
Keith Owens	Basketball	Sports Commentator (Fox Sports, Bruintalk)
Ron Pitts	Football	Sportscaster (Fox Sports Network)
Dot Richardson	Softball	Sports Commentator (ESPN, Fox Sports)
Dwight Stones	Track	Sports Broadcaster (ESPN, Fox, NBC)
Rick Walker	Football	Sportscaster (ESPN, Sports Channel, Fox)
Bill Walton	Basketball	Sportscaster (NBC, Fox Sports)
Michael Warren	Basketball	Actor (Hill Street Blues, Movies)

UCLA Sports Media Training Program

UCLA runs an extensive sports media training program for its student-athletes in all 21 sports. This is because UCLA receives more local, national and international sports media coverage than any other university. It helps that UCLA is located in Los Angeles, perhaps the nation's #1 media market.

UCLA Athletic Media Facts and Programs

- LA has 7 local network affiliates or independent TV stations.
- Fox Sports Net is based in LA and Fox Sports West is 3 miles from campus.
- UCLA has its own Fox Sports West contract, with over 30 non-football and basketball events televised nationally.
- ESPN, CNN and USA Today have bureaus near the UCLA campus.
- Over a dozen local newspapers, including the world famous LA Times, cover various facets of UCLA's athletic program.
- UCLA has a regular half hour sports show on Fox Sports West during the fall and winter geared towards football and basketball.
- UCLA has a weekly half hour cable television show, "UCLA Bruin Talk" focusing primarily on Olympic Sports that runs from San Diego to Ventura County.
- UCLA has a 50,000 watt radio station for football and men's basketball.
- UCLA provides regular radio coverage of other sports such as women's basketball, volleyball, baseball and softball.
- Regular Internet broadcasts of most Olympic Sports are now provided over Fansonly Network to go with football and basketball. These can be accessed through UCLA's athletic web page at WWW.UCLABRUIINS.COM
- Media counseling and/or training is available for all interested student-athletes to prepare them for the various publicity aspects available at UCLA.
- UCLA's training includes video question and answer sessions as well as interview practice sessions with the Media Relations staff.

UCLA PRIMARY MEDIA OUTLETS

NEWSPAPERS

UCLA Daily Bruin, 308 Westwood Plaza, L.A., CA 90095
(310) 825-2095, FAX (310) 206-0906

L.A. Times, Times Mirror Square, 202 W. First St., L.A., CA 90053
(213) 237-7145, FAX (213) 237-7876

Long Beach Press-Telegram, 604 Pine Ave., Long Beach, CA 90844
(562) 435-1161, FAX (562) 347-8914

Pasadena Star-News, 525 E. Colorado, Pasadena, CA 91109
(626) 578-6300, FAX (626) 792-9413

Riverside Press Enterprise, 3512 14th St., Riverside, CA 92502
(909) 782-7596, FAX (909) 782-6009

San Bernardino Sun, 399 "D" St., San Bernardino, CA 92401
(909) 889-9666

San Gabriel Valley Tribune, 1210 N. Azusa Cyn. Rd., W. Covina, CA 91790 (626) 962-8820

The Daily News, P.O. Box 4200, Woodland Hills, CA 91365-4200
(818) 713-3600, FAX (818) 713-3436

The Daily Breeze, 5215 Torrance Blvd., Torrance, CA 90509
(310) 540-5511, FAX (310) 540-3067

The Orange Co. Register, 625 N. Grand Ave., Santa Ana, CA 92711
(714) 953-7805, FAX (714) 565-6765

The Sentinel, 1112 East 43rd St., Los Angeles, CA 90011
(213) 299-3800

USA Today, 10877 Wilshire Blvd., #406, L.A., CA 90024
(310) 443-8900, FAX (310) 443-8923

WIRE SERVICES:

AP, 221 S. Figueroa, Su. 300, Los Angeles, CA 90012
(213) 626-1200, FAX (213) 346-0200

TELEVISION:

KCBS-TV, 6121 Sunset Blvd., Hollywood, CA 90028
(323) 460-3252, FAX (323) 460-3337

KNBC-TV, 3000 W. Alameda Ave., Burbank, CA 91523
(818) 840-4237, FAX (818) 940-3076

KTLA-TV, 5800 Sunset Blvd., L.A., CA 90028
(323) 460-5907, FAX (323) 460-5333

KABC-TV, 4151 Prospect Ave., L.A., CA 90038
(310) 557-3285, FAX (310) 557-4509

KCAL-TV, 5515 Melrose Ave., L.A., CA 90038
(323) 467-5459, FAX (323) 460-4979

KTTV-TV (FOX), 1999 S. Bundy Dr., L.A., CA 90025
(310) 584-2262, FAX (310) 584-2450

KCOP-TV, 915 N. La Brea Ave., L.A., CA 90038
(323) 850-2222, FAX (323) 850-1265

FOX WEST SPORTS, 10000 Santa Monica Blvd., L.A., CA 90067
(310) 286-3800, FAX (310) 286-3876

CNN, 6430 Sunset Blvd., Su. 300, Hollywood, CA 90028
(323) 993-5039

ESPN, 962 N. La Cienega Blvd., L.A., CA 90069
(310) 358-5300

ADELPHIA CABLE (UCLA BRUIN TALK), 2939 Nebraska, Santa Monica, CA 90404 (310) 315-4400

RADIO:

KABC-RADIO, 3321 S. La Cienega Blvd., L.A., CA 90016
(310) 840-2800

KFI-RADIO, 610 S. Ardmore, L.A., CA 90005
(323) 251-3124

KFWB-RADIO, 6230 Yucca, L.A., CA 90028
(323) 871-4698, FAX (323) 850-2245

KLA-UCLA RADIO, 308 Westwood Plaza, L.A., CA 90095
(310) 825-9104

KNX-RADIO, 6121 Sunset Blvd., L.A., CA 90028
(323) 460-3343, FAX (323) 460-3275

XTRA-RADIO (1150), 3400 Riverside Dr., Suite 800, Burbank, CA 91505 (818) 295-6406

XTRA-RADIO (690), 4891 Pacific Coast Hwy., San Diego, CA 92110
(619) 291-9191

UCLA Olympic Sports Internet Radio (WWW.UCLABruins.Com)
(310) 825-8699



Los Angeles Times

Sports Illustrated

Daily News

SuperStation
WTBS