

A DAY IN THE LIFE OF LINDY BROWN

► *Western Carolina '95, Associate Sports Information Director at Duke University*

7:45 am It's Monday, January 12, 2008, and after helping my wife get my two kids – Jordan and Olivia – off to school and daycare, I make my way over to Durham. My office is located in Cameron Indoor Stadium and sometimes I take it for granted what a beautiful and historic place it is.

8:30 am Today we are playing 12th-ranked Maryland at 7:30 pm, on ESPN2. I try to use the morning to get everything ready for the game. My game notes were done a couple of days before, but now is the time I put together the assignment sheet for my student workers and other sports information staff members. I usually have about 5-8 workers from

our office that help distribute stats, type postgame quotes, obtain scores of other games, help set up the computers for stats, postgame interviews, and other various tasks that need to be done during games.

I make copies of both Duke and Maryland game notes, the ACC Release, timing sheet and wireless information sheets. All this information will go to the Bill Brill media room for all of the media that cover the game. I next went through my credential list to make sure all media covering the game had a pass left at will call, and were put on the parking list. Following doing the credentials, I put together the seating chart for the press and photographers. This game between two teams ranked in the top 12 nationally received decent coverage but not as good as we have had in the past. We had about 45 seats on press row and approximately 20 photographers.

12:30 pm The Maryland shoot around kicked off, so I went out to say hello to the Connecticut Sun coaching staff that were here to scout the game. Both teams have a combined 4-5 potential draft selections and three in the top 10, most likely, so we had members from six WNBA teams in attendance at the game. I also passed out the credentials for the Maryland contingent to the sports information contact as well as a timing sheet. We then discussed the layout of the arena and postgame interview needs. At this time, I also had discussions with the ESPN2 director about the location of the sideline reporter, Rebecca Lobo. She wanted to sit near the bench so she would have easy access to the huddles during timeouts. We provided her a seat on press row at the other end of the court enabling her to easily maneuver to and from the Duke huddle.

1:30 pm I went out to the Duke shoot around to talk with the ESPN2 announcers Pam Ward, Kara Lawson and Rebecca Lobo. This is a time where I will answer any and all questions from the television announcers about Duke, while also trying to push any certain stories that are happening with our team. By this time, the announcers have already



received the game notes and television tidbits two days before so they can do their preparation prior to coming to Duke. Being in the business for almost 10 years, I have developed some good relationships with television announcers and this is a fun time to catch up with them about women's basketball, their families and what they have been covering recently.

At the end of the shoot around, I find out from the announcers who they want to talk with and get each player and our head coach for them for about 15 minutes, depending on how many questions they have and how many student-athletes they have requested to talk with.

3:00 pm I head back into the office to check on a few things and catch up on e-mails. I always carry a Blackberry, which is a big help, because like so many other people, we live on e-mail with getting rosters, stats, notes, etc., to each other all the time. It has gotten so bad that if the internet is down at the office we don't really know what to do.

3:15 pm With such a long day, I try to get a quick workout in.

4:15 pm I then grab our intern from our office to help set up press row for the game as well as the photographer seats. We place name cards out on press row for everyone and place labels on the floor where the photographers sit. We try to have all of our equipment set up for the game about three hours prior to tip-off. Other people I am in charge of for the game are the stat crew, scoreboard operator, shot clock operator and scorebook person. We have a technical services department that sets up all of the scoreboard equipment, public address, timing and shot clock, and music, which is a big help.

5:30 pm We start having media show up and I will make my way around the media room and on the court talking with the media and greeting them along with my game workers when they show up. We have a meal provided for all of them in the media room and will sneak some dinner in there when I have some down time. We had Beth Mowins, who is a national television analyst, come to the game tonight so I spent a little time talking with her about the latest happenings in women's basketball. Whenever we have television talent or any other national media, I always try to spend a little time and pump Duke basketball as much as possible.

7:30 pm Tip time! During the game I sit at the scorer's table near the statcrew and the visitor's bench. I keep notes during the game so immediately following I can print out postgame notes to distribute to the media with career highs, records broken and other special notes from the game. We

pass out stats to the benches, SID and the sideline reporter at each media timeout. At halftime, I take the stat sheet to the copier and we make 100 copies to distribute to the radio crews, television, media, coaching staffs and other staff at the game. We also have cookies for the media and game workers in the media room, which is always a highlight for most people working the game.

This game was very close after Duke held an 11-point halftime lead, but the Blue Devils went on to pull out a 68-65 victory to improve to 14-1 on the year. ESPN2 wanted to talk with our head coach immediately after the game so I got her for them and then took the stats to the office to make copies.

9:30 pm Postgame is one of the busiest times of the game as we distribute final stats to all media and I head to the Duke locker room to wait for the staff to talk with the team. Following their meeting, I alert which players are needed for postgame interviews. One of our local stations goes live at 10 pm, with sports so I grabbed one of our players for a quick interview before the press conference. With women's basketball, we are always pushing for coverage as we don't get nearly the coverage the men do. So when a station stays for interviews, I try to help them any way I can.

Our press row moderator always walks the visiting team to the media room for postgame interviews, and they go first. Following the Terrapins, I brought our head coach and three players into the media room where they are questioned by the covering media. I also provide any extra interviews with student-athletes if they are requested. In the game, our sophomore point guard sank four free throws in the final eight seconds, so I had her wait until after the press conference for a few interviews. I am also trying to finish the postgame notes during the press conferences.

10:15 pm After the press conference, I head back to the office to do all of the postgame reporting. We have students and staff members typing quotes from the home and visitor press conferences, make copies for media and then post on our web site, GoDuke.com. I also e-mail all stats, quotes and notes to the media, and post whatever else is needed on the web site. I usually try to print out our updated stats and take them down to the media writing their stories in case they would like them.

I then put together pdf files of our stats and send to our coaching staff, out to our next couple of opponents and post on our web site. After all of the media are done with their stories, I try to chat with our local writers about the upcoming week and anything else that came up during the game.

11:45 pm I head home for the night.