

Comcast SportsNet will air Elon-produced football show

Jessica Rivelli
Reporter

Are we ready for some football? "Touchdown Thursday Night" is back with a new name, new set and a new audience. In the past, the Elon community has spent its Thursday nights watching highlights of Elon's football games on "Touchdown Thursday Night." This season, the show has been renamed, "Touchdown Phoenix Football" and will be available to more than 5 million homes.

"Touchdown Phoenix Football" is airing on Comcast SportsNet, a network that reaches 5.1 million homes through 345 stations from Pennsylvania to North Carolina.

"Touchdown Phoenix Football," a student-run production, highlights last week's game and previews the upcoming Saturday. The show features Trip Durham,

Elon assistant director of athletics and Phoenix Coach Al Seagraves. During the Sunday taping, both critique the game-using tools, such as graphics. Last year, "Touchdown Thursday Night" picked up a bronze Telly Award and a Communicator Award.

The show is produced and directed by Elon students. "There are about 20 students doing everything from producing to directing to camera to editing to for the show," said J. McMerty, Elon coordinator of student television. "The experience they are getting is immeasurable."

Students working on the show have the opportunity to earn class credit for their work. Senior Steve Jeffries, the show's producer, worked on the production and interned for Comcast over the summer.

"It gives us a chance to pro-

duce real television and use what we have learned in the classroom combined with our creativity to put our final product together," Jeffries said. "This show has allowed me to leave a legacy at Elon, which is extremely gratifying because I have had such a great experience at this school."

Elon Athletics is paying Comcast to air the show, but McMerty insists the money is worth the experience and the national recognition. "We will be going out to 5.1 million viewers every week," said McMerty. "What other university TV station can say that?"

Comcast viewers can watch the show at 2 p.m. on Wednesdays. Local fans can see it at its original time and date, 7 p.m. on Thursday nights on cable channels 5 in Alamance and 10 in Mebane.

Stadium makes headlines

Jessica Rivelli
Reporter

In print and on television, the construction of Rhodes Stadium has become a headline here in the Piedmont. Over the summer, reporters and photographers from area papers and television stations covered the stadium from its infancy to its finishing touches. Today, they will capture history at its opening.

The construction made headlines in the *Greensboro News and Record*, *Raleigh News and Observer*, *The Daily Reflector*, a Greenville newspaper and the *Burlington Times News*. Each newspaper offered at least one full-length story along with pictures.

The *Burlington Times-News*, the hometown paper, has continuously covered the construction over the year, according to David Hibbard, Elon News Bureau Director. The stadium's pictures have covered the front page of the Times-News several times, Hibbard explained.

Crews from four area television stations visited Elon a handful of times over the summer, Matt

Eviston, assistant director of athletics for sports information and media relations said. More than 30 television stories on the stadium and the football team aired over the three-month period, said Eviston.

The University Relations staff worked to coordinate the media coverage. They supplied reporters with much of the material used in the newspaper articles and television stories. They also pitched the Rhodes Stadium story to several national media outlets, including the Associated Press, which plans to cover the opening today.

"I think football and athletics is a great ambassador for the school," Dan Anderson, director of university relations said. "We received a lot of great exposure and free publicity from the stadium."

Director of Athletics, Dr. Alan White said he is also impressed with media coverage of the stadium. "The publicity and media attention have been tremendous over the last few months," he said. "I think having a stadium of this stature will continue to generate a lot of interest in Elon."

Tailgating before games to become new tradition

Jessica Vitak
Copy Editor

For many football fanatics, tailgating before a game is as important as the game itself. And in true football fashion, Elon is offering Phoenix fans the opportunity to have a great time before they even reach their seats at Rhodes Stadium.

Tailgating is a tradition in both college and professional football, where fans get together before a game to catch up, eat good food and get pumped for the impending game. This season, tailgating will be held "on the green," the grassy area behind Moseley Center and in its adjacent parking lots. Official tailgating will run from 11:30 a.m. to 1:30 p.m.

Sponsored by Student Life and the Student Government Association (SGA), Elon hopes to make tailgating a Phoenix tradition for students, faculty and staff, alumni and community members. Jana

Lynn Patterson, dean of student life, says that the school recognizes what an important role tailgating plays in raising team spirit.

"We are providing this opportunity for everyone, but especially for the students, to have fun before home games," Patterson said. "It is a great way to enjoy the spirit surrounding the team and the new stadium."

SGA is also playing an active role in organizing tailgating, having coordinated the tailgating at Williams High School in previous years. The precedent SGA set then is the basis for current practices. SGA president Trey Bolton is excited that the event will now be held on campus and said he believes it will be even more successful than in the past.

"The SGA hopes this will provide a fun and safe environment for all those who attend," Bolton said. "We believe this new alternative will be well received and everyone will have a good time."

Student Life and SGA have

worked together to develop a set of guidelines to make tailgating as easy as possible for those attending. Students, faculty and alumni groups may register before each game, although registration is not necessary to attend. Patterson says that registering can make the experience more enjoyable.

"If a group of friends wants to register for tailgating, they will be provided with a table and a parking pass," Patterson said. "But they don't have to get a table. We just want everyone to have a good time."

Huey's Bar-be-que of Burlington will be at all games selling sandwiches and box lunches. Groups can also grill on the green, provided they bring their own equipment. Drinking is allowed for those of age as long as the drinks are in plastic cups.

Patterson stresses that Elon and campus police will not be actively patrolling the tailgating, but all participants are held to the school's guidelines on drinking. Students will be held to the honor system and

are expected to abide by school rules. Drinking is also limited to the area designated for tailgating and fans should not walk around campus with open drinks.

"There is an open container law in the town of Elon, and we do not want to see any fans receiving tickets for having open drinks," Patterson said. "We will be handing out information at the tailgating to remind all fans of the town policy."

Tailgating will also include an appearance by the school's mascot and live music by the school's radio station, WSOE.

To register a group for the next Elon home game, contact the office of student life by calling 278-7200. Student, faculty and staff groups must register by 5 p.m. on the Wednesday prior to a game in order to be guaranteed a spot. Alumni groups must register at least 10 days prior to a game and can complete the registration process over the phone.



Catch the Phoenix

9/29	Gardner-Webb University, 2 p.m.
10/6	at Western Kentucky University
10/13	Northwestern State University, 2 p.m.
10/20	at Hofstra University
10/27	Charleston Southern University, 7 p.m.
11/3	at Samford University
11/10	Georgia Southern University, 2 p.m.
11/24	Possible rescheduled game with Eastern Kentucky University