

"Put Me in, Coach!" Raises Funds, Awareness

By Lindsay Hartleben

A successful athletic department needs fans, money, and talented student-athletes. Since becoming a Division II program five years ago, Concordia has been able to attract the latter to make significant improvement in the Northern Sun Intercollegiate Conference in many sports. However, the other two key components have been somewhat lacking, due to school size and competition in the media from the plethora of professional and collegiate sports teams in the area.

Totino-Grace High School in Fridley has hosted a very lucrative annual fundraising dinner and auction since 1986. Randy and Jolene Hodson, parents of 2004 graduate and two-sport athlete Stephanie Hodson, were inspired by the school's event and envisioned Concordia hosting a similarly elegant dinner in the Gangelhoff Center to raise money for athletic programs. In 2001, the couple brought the idea to Athletic Director David Herbster, who expressed interest, but no action was taken for some time.

"The idea was circulating for two and a half years," Herbster



Dinner is served at the "Put Me in Coach" banquet.

Photo by Jennifer Sila

said. "Finally we said, 'Enough's enough. Let's do this.'"

Planning for "Put me in, Coach!" began in May, and on Nov. 6, the dream of bringing together community members, sports fans, parents and athletes to celebrate Concordia athletics was made

a reality, thanks to individuals across campus and volunteers far and wide.

Organizers had a goal and plenty of ideas, but lacked a plan to follow in making arrangements.

"In creating a new event that doesn't have a track record, it

was difficult to gauge what the reaction would be for an event of this scale," said Jason Rahn, the director of Conference and Event Services.

Sponsorship from Trivent Financial for Lutherans, Skyway

Event Services and American Bank got the ball rolling, then Senior Women's Administrator Lisa Raitz was responsible for finding volunteers to take care of various aspects of the event. Parents of student-athletes were called upon to procure items for the silent auction. Student-athletes were asked to help sell the \$100 tickets.

"We overestimated on ticket sales," Raitz said. "We thought we could sell 600 to 800, with each athlete selling two tickets."

Despite invitations sent out to parents, community members such as the Midway Chamber of Commerce, and alumni, ticket sales were slow.

"More of our ticket sales came from the peer-to-peer format [such as selling at football games] than invitations," said Jesse Stremcha, director of Alumni Relations and co-chair of the ticketing subcommittee.

Weeks before the event, the location was moved to the Buenger Education Center and Dining Hall...

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"On Concordia" Highlights Athletics

By Jeanne Ronchak

In between classes, homework, extracurricular activities, and socializing, television has always been a popular pastime for many college students. Perhaps, as channels were idly surfed, the TV landed on some familiar faces.

Detail, Concordia University's campus cable channel, frequently broadcasts many informative and entertaining programs within the campus on Channel 6, an effort orchestrated by many students and staff members. One program in particular extended Detail's programming into the broader Twin Cities area after airing on Metro Cable Network 6 (MCN6). This enabled those outside of the campus community to watch "On Concordia," a program airing on Thursday nights, devoted to recent events in the Athletic Department of CSP. The last episode of the season aired on MCN6 on Thursday, Nov. 18, and, although it's not official yet, Detail and the Athletic Department hope to continue this program next semester with further funding.

"On Concordia" began from an idea by David Herbster, the Director of Concordia's Athletic Department. Herbster said that the department "needed a way

to reach out and educate people on Concordia athletics." MCN6 airs programs that are especially tailored to the surrounding community. According to their website (www.mcn6.org), the station reaches not only the Twin Cities, but also such places as Hennepin and Anoka counties. With this new capability of receiving such a wide span of audience members, the Athletic Department was

able to better depict its aptitude in sports to such viewers as prospective students or even to prospective fans. Detail staff member Zachary Schuster expressed that the program "is a new show that has received a lot of positive feedback."

In case you missed the show, "On Concordia" included not only the sporting events, but also featured interviews with coaches and players. The show was hosted by Mike Woodley, a sports newscaster for MCN6, who has covered many other school-related sporting events for the network as well. During an episode, he would interview the coaches of the teams "in season."

According to Schuster, "This fall we featured football coach Mark Mauer, volleyball coach Brady Starkey, as well as the

coaches for soccer, cross country, and golf. On several occasions, we have also had student athletes on the show to talk about their experiences at Concordia."

Woodley would usually interview the coaches on how their teams were doing, such as their teams' strengths and chief players. Detail planned for three sports to be covered over the course of one show. Along with the interviews, Schuster, as well as Detail students, would have filmed clips from various games. "Then, at the end of the show, Athletic Director Dave Herbster comes on and he and Mike discuss the sports not covered in the first part of the episode," says Schuster.

After the fall season, thanks to the efforts of Detail, the cooperation of those involved with the Athletic Department, and MCN6, "On Concordia" got off the ground with great success, and hopefully, continuing success in the future. Schuster adds, "We also want to get more students involved with the show, so those who are interested in athletics are encouraged to contact the Detail office at 603-6274 to find out more about the program."

Interested in getting involved with the "On Concordia" program? Call the Detail office: 603-6274

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