

CONVERSATIONS UNLIMITED - Tuesday, Oct. 14, 1986

INTRO UP AND UNDER

Hi, everybody. The chances are pretty good that you have been hearing about college sports teams and athletes lately. Perhaps you have been reading, or watching television stories, about Notre Dame and Alabama, or Southern California, or even Hofstra and Albany. If you have, it's very likely that a person with the unusual job title of "director of sports information" was behind the story you read or saw.

Today's we'll meet just such a person -- known in the trade as an S.I.D. He is Patrick Murray, who began early in October his new position as S.I.D. at the State University of New York at Stony Brook. He had previously served as S.I.D. for women's athletics at Canisius College in Buffalo, N.Y. Pat, can an S.I.D. take credit -- or blame -- for everything written about his school's athletic teams?

INTERVIEW PAT MURRAY:

- Brief description of an SID's campus goals
- What preparation is best for such a position?
- Who's side is the SID on:
  - \* Student athlete's?
  - \* Administration's?
  - \* Media's?
  - \* Public's?
- Go into detail of the position - day-to-day:
  - \* Record-keeping
  - \* Media liaison
  - \* Promotion of campus sports
  - \* Training students
  - \* Links with alum and greater campus community
  - \* Fund raising

14:00

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14:00

We'll take a short break now. When we return, I'll be asking Pat Murray about boosterism and other services carried out in the interests of campus sports. Please stay with us.

BRIDGE MUSIC UP AND UNDER

Hi. I'm Al Oickle, and I'm talking with Pat Murray, who is the director of sports information at the State University of New York at Stony Brook. We've been talking about the position, and its goals. Tell us about your background, Pat.

INTERVIEW PAT MURRAY

- A sports maven as a child?
- How did he get involved in college sports?
- When did he make a career decision
- Expand on the number of SIDs nationally; their roles
- National and regional professional groups
- Best parts of job?
- Worst parts?
- Where can this job take one: sports administration?  
(Note Billy Sullivan, others)
- Any advice for careerists?
- Any advice for sports fans?

Boosterism

29:00

OUTRO

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PROMO

Hi, everybody. This is Al Oickle, inviting you to listen to Conversations Unlimited, on Tuesday, Oct. 14, at 6 p.m., here on WUSB - 90.1 FM. I'll be talking with Pat Murray, the new director of sports information at Stony Brook. Pat's job brings him in contact with student athletes, coaches, the media, the reading public -- and we'll be talking about how he serves these several constituencies. We'll also explore the job of the sports information director as a career. That's Conversations Unlimited, Tuesday, Oct. 7, at 6 p.m., here on WUSB - 90.1 FM.

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