

AUBURN UNIVERSITY



A U B U R N UNIVERSITY has a proud and dynamic history. The institution was chartered on Feb. 1, 1856, as the East Alabama Male College, a private liberal arts school established by Alabama Methodists to foster Christian education.

A single four-story building was completed at a cost of \$111,000 in 1859 with 80 students enrolled and a faculty of five. Five male students were graduated in the first commencement held. When

Alabama seceded from the Union, faculty and students resigned to enlist for the duration of the Civil War. Among those joining was William J. Samford, who would later become governor of Alabama.

The college building, then named Old Main, was used as a Confederate hospital from 1864 until classes resumed in 1866. When fire destroyed Old Main in 1887, it was replaced on the same site in 1888 by Samford Hall, named after Gov. Samford. Today Samford Hall serves as AU's administrative headquarters.

The college struggled in the shattered Southern economy during the years after the Civil War. Those that pledged large sums to the college went bankrupt and could not meet their pledges. The Methodist Church granted the institution to the state in 1872 for use as a land-grant university under the Morrill Act, signed by President Lincoln in 1862. The institution then became the Agricultural and Mechanical College of Alabama, changing from the private liberal arts school to a state-supported college with an emphasis on the new scientific and agricultural programs.

Continuous expansion followed. In 1899, the Alabama Legislature decided a new name was needed to reflect the expanded role of the institution. The college's name was changed to the Alabama Polytechnic Institute.

From the beginning, however, virtually everyone connected with the university ignored official names, preferring always the name selected for the town, founded in 1836, where the institution was located--Auburn. Elizabeth Harper, the daughter-in-law of the settlement's founder, was inspired by a line from Oliver Goldsmith's poem, "The Deserted Village," which reads, "Sweet Auburn, loveliest village of the plain." Would the history of this institution have been the same had it been named Geneva as once was proposed for naming the town? The story goes that straws were drawn for naming the town Geneva or Auburn. Auburn won out.

As Charles C. Thach, the university's sixth president said, "The Alabama Polytechnic Institute, a high sounding phrase, is fit for legal document and grave legislation, but not to conjure with and not to yell and not to dream with as is 'Fair Auburn.'" The Legislature agreed, and in 1960 Alabama Polytechnic Institute became Auburn University. Female students were first admitted to Auburn in 1892, making Auburn the oldest four-year coeducational school in Alabama and the second oldest in the Southeast.



Today, 12 schools and colleges advance the University's outstanding programs of teaching, research and service. The current colleges and schools and the dates of their original inception are: College of Agriculture, 1872; College of Architecture, Design and Construction, 1907; College of Business, 1967; College of Education, 1915; Samuel Ginn College of Engineering, 1872; School of Forestry and Wildlife Sciences, 1984; College of

Human Sciences, 1916; College of Liberal Arts, 1986; School of Nursing, 1979; James Harrison School of Pharmacy, 1885; College of Sciences and Mathematics, 1986; College of Veterinary Medicine, 1907; Graduate School, 1872. In 1986, a university reorganization created the College of Liberal Arts and the College of Sciences and Mathematics from the former School of Arts and Sciences (1872), as well as portions of the School of Agriculture and Biological Sciences and the School of Architecture and Fine Arts (both subsequently renamed).

Auburn's greatest growth and development came after World War II. From a campus of 35 buildings in 1946, the university's multi-million dollar physical complex has grown to approximately 375 buildings on 1,840 acres. The Alabama Agricultural Experiment Station conducts crop, animal and soil experimentation statewide, and Extension agents are stationed in all 67 Alabama counties. Main campus enrollment currently exceeds 23,000, with more than 1,100 faculty.

In 1967, the State Legislature approved a \$5 million bond issue for the purpose of establishing a four-year university at Montgomery under the supervision and control of the Auburn University Board of Trustees. It was named Auburn University at Montgomery. AUM temporarily began operation in the former Extension Center of the University of Alabama in 1969. The Montgomery community raised money to purchase a 500-acre site seven miles east of the city off I-85. The new campus was built and occupied in 1971. Currently its enrollment stands at approximately 5,000.

ECONOMIC IMPACT HIGHLIGHTS

- A recent study determined AU has a more than \$4 billion economic impact on the state of Alabama.
- AU provides principal academic support for Alabama agricultural, construction and manufacturing industries.
- AU is the primary source of instruction and research for Alabama's emerging aerospace, automotive, microelectronics and wireless technology industries.
- AU is developing alternative fuels from renewable energy sources such as switchgrass and other agricultural produce and dedicated \$3 million to a new alternative energy initiative.

RESEARCH HIGHLIGHTS

- The Auburn University Natural Resources Management &

Development Institute was established in 2007 to create and promote traditional and innovative natural resource products and services. The Institute will develop sustainable practices for the benefit of communities today and for the well-being of generations to come.

- Sponsored research at AU totals more than \$72 million annually.
- Construction is under way for a new 156-acre research park. At full development, the park should provide more than 12,000 new jobs stemming from those created within the park and spin-off employment within businesses supporting park tenant companies.

INSTRUCTION/ACADEMICS HIGHLIGHTS

- U.S. News & World Report ranked two AU colleges in the top 100 in their fields nationwide. The Samuel Ginn College of Engineering was ranked 74th and the AU College of Education was ranked 82nd in the ranking of America’s Best Graduate Schools.
- U.S. News & World Report--for the 14th consecutive year--ranked AU in the top 50 public universities in the nation.
- Kiplinger’s Personal Finance magazine has ranked AU among its best values in U.S. public institutions, as has the Princeton Review. Kiplinger rated AU 26th in terms of in-state student value and 31st for out-of-state student value.
- AU is the only university in the country to offer a degree in wireless engineering, and the first in the Southeast to offer degrees in software engineering.
- AU is known for its “rocket science”: six NASA astronauts graduated from AU, and two past directors of Kennedy Space Center are also AU alumni. • AU’s Ralph Brown Draughon Library has more than 2.7 million volumes, with 2.5 million volumes of microfilm.

AUBURN PEOPLE

Auburn faculty and alumni are world-class achievers in practically every arena. Here are just a few examples:

- Auburn has graduated six astronauts: Henry “Hank” Hartsfield (‘54), T.K. Mattingly (‘58), Kathryn Thornton (‘70), Jan Davis (‘77), Jim Voss (‘72) and the late Clifton Williams (‘54).
- Vincent “Bo” Jackson, a two-sport professional athlete who won the Heisman Trophy in 1985, received his Bachelor of Science degree in family and child development from Auburn in 1992. • Fob James (‘57), earned all-America honors as a running back for the Tigers. In addition to an extremely successful career in industry, including founding DP Industries, he was twice elected governor of Alabama.
- AU grad Timothy D. Cook, senior vice president of worldwide operations for Apple Computer, Inc., of Cupertino, Calif., is responsible for leading Apple’s global operations organization.

AUBURN PROFILE

STUDENT PROFILE (2006-07)

Enrollment.....	23,547
Graduate students	3,245
New freshmen	4,092
Male students	11,896 (50.5%)
Female students.....	11,651 (49.5%)
In-State students.....	14,456 (62%)
Minority students	2,873 (12.2%)

FACULTY PROFILE: (2006-07)

Faculty with terminal (highest available) degree	93%
Full-time faculty	1,176
Minority faculty	183 (15.6%)
Female faculty	337 (28.6%)
Male faculty	839 (71.3%)
Student to faculty ratio	17:1

CAMPUS PROFILE (2006-07)

Size89 academic buildings; 1,843 acres
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• Don Logan (‘66) is retired chairman of Time Warner’s Media & Communications Group and is currently the chairman of the board of Time Warner Cable, Inc.

• Carl Mundy (‘57) retired after serving as Commandant of the Marine Corps. More than 100 AU graduates have served as admirals or generals in the U.S. armed forces.

• Rowdy Gaines (‘82) is an Olympic gold medalist, world record holder and television sports commentator.

• Elmer Harris (‘62) is retired chairman and CEO of Alabama Power Company.

THE CAMPUS/CITY

Auburn’s beautiful main campus--graced by greenery and open spaces and highlighted by historic Samford Park--is made up of 375 buildings spread across 1,875 acres. Buildings in the main campus area are within walking distance of each other. Residence halls are only a short walk from classrooms, dining and athletic facilities. Auburn is located in the Southeastern United States in east-central Alabama about 30 miles from the Georgia border.

One of the state’s fastest growing cities, Auburn has a population of about 47,000. An adjacent twin-city, Opelika, has a population of about 30,000. Atlanta, Ga., is only 100 miles to the northeast via Interstate 85; Birmingham is 100 miles to the north via U.S. 280 or I-85/65; Montgomery is 50 miles to the east via I-85; and the Gulf beaches are about 200 miles away.

The university enjoys the advantages of security, seclusion and clean air and water. Auburn is a clean city with a mild climate that offers many cultural opportunities.





DR. JAY GOGUE

President

Jay Gogue began his tenure as Auburn University's 18th president on July 16, 2007.

The Waycross, Ga., native is a 1969 AU alumnus. He received his bachelor's and master's degrees in horticulture from AU and a doctorate in horticulture from Michigan State University in 1973.

Gogue arrived at AU with ample experience in the top ranks of University leadership.

He was selected president of New Mexico State University in 2000 and, in 2003, named chancellor of the University of Houston System and president of the University of Houston.

Gogue worked for the National Park Service from 1973 to 1986, starting as a field research scientist and rising to the position of chief administrative scientist for several regions of the U.S. Park system.

He began his distinguished career in higher education administration in 1986 as associate director of the Office of University Research at Clemson University, where he also served as vice president for research and vice president/vice provost for agriculture and natural resources. Utah State University selected Gogue as provost in 1995.

Gogue and his wife, Susie, met in the eighth grade as classmates in their native Waycross. They were married during their undergraduate years at Auburn. Susie also earned her undergraduate and graduate degrees from AU. They are the parents of three children and have two grandchildren.

He is a member of Phi Kappa Phi and Golden Key honor societies, Sigma Chi Fraternity, Sigma Xi scientific research society and the National Society of Scabbard and Blade, the honorary military society for all branches of service. Gogue previously served as an accreditation reviewer for the Pacific Northwest Association of Schools and Colleges.



Jay and Susie Gogue



JAY JACOBS ATHLETICS DIRECTOR

Auburn Director of Athletics Jay Jacobs has a vision of leading Auburn Athletics to becoming the nation's preeminent Athletics Department. In his brief tenure at the helm of the Tigers' program, the department has prospered athletically, academically and financially.

Under Jacobs' leadership, Auburn Athletics has made major strides that have benefited Auburn student-athletes, coaches and fans.

Athletically, the Tigers have claimed seven national championships under Jacobs, including a school-record four titles in 2005-06, along with nine Southeastern Conference titles. Last year, the Auburn men's and women's swimming and diving programs each won NCAA titles, while eight programs finished in the top 15 nationally, including seven that recorded top 10 finishes on the national level.

Individually in 2006-07, Auburn produced 73 All-Americans, 37 All-SEC performers, 11 NCAA individual and relay champions, 24 Southeastern Conference champions and four Tiger student-athletes were named SEC Athlete of the Year in their respective sport.

Academically, Auburn has earned four public recognitions by the NCAA for scoring in the 90th-100th percentile nationally in the Academic Progress Rate (APR). The APR, which is a formula based upon student-athletes' retention and eligibility, has honored the men's golf program in 2005 and 2006 and the football team in 2006.

In 2006-07, four Auburn student-athletes were Academic All-Americans, four were named SEC Scholar Athletes of the Year, 106 earned Academic All-SEC honors and National Champion Kerron Stewart won the Honda Sports Award for Track and Field, presented annually to the nation's top collegiate female track and field athlete. A total of 40 percent of Auburn student-athletes earned grade point averages of 3.0 or better during the Spring 2007 semester, including 165 student-athletes that were honored at the annual Tiger Torch Banquet.

Jacobs, who gained strong business expertise as the Senior Associate Athletics Director for Tigers Unlimited prior to his appointment as Director of Athletics, has initiated several successful business ventures for the Athletics Department.

In December 2005, Auburn signed a five-year contract with Under Armour Performance Apparel to be the official outfitter of the University's athletic teams. The five-year contract, worth over \$10.6 million in sponsorship, product and additional benefits, provides Auburn's athletic teams Under Armour uniforms, cleats, apparel and accessories.

Auburn also extended its multi-media rights contract with ISP Sports for an additional nine years following the end of the current agreement in 2007. The new terms include revenue to the Athletics Department of an average of more than \$5.8 million annually, more than double the previous contract of nearly \$2.4



million per year.

Under Jacobs' leadership, Auburn has also moved forward with numerous facility projects designed to benefit Tiger athletic programs and their fans.

The approval in June 2007 of a new \$92.5 million state-of-the-art basketball arena and practice facility ranks among Jacobs' most significant accomplishments. Groundbreaking for the new arena will occur in the summer of 2008 with the facility opening prior to the 2010-11 season.

The 243,792 square foot facility, which will be built on campus north and west of the existing Beard-Eaves-Memorial Coliseum on Roosevelt Drive, will have an approximate capacity of 9,600. It will include over 29,000 square feet of student-athlete space, a two-court practice facility, coaches offices, the Auburn University Athletic Ticket Office, an AU Team Store, the relocated Lovelace Museum and two food courts, along with many other amenities.

The most recognizable completed project under Jacobs' watch has been the Jordan-Hare Stadium Phase 1C renovation, which was completed in August 2006. The renovations included new concessions and expanded restroom facilities on the west and east concourses along with a spacious plaza on the west side of the stadium.

For the 2007 football season, Auburn fans will enjoy a new \$2.9 million high definition (HD) video display scoreboard in the south end zone. The first of its kind in the Southeastern Conference, the HD display will measure approximately 30 feet high by 74 feet wide.

In 2005-06, Auburn opened the new Hutsell-Rosen Track, and a new wood floor surface was placed over the old tartan floor at Beard-Eaves-Memorial Coliseum. Other projects set for completion for the 2007-08 academic year include a new tennis facility west of campus, an outdoor training pool located at the old Luther Young Tennis Complex and a golf training center.

For Jacobs, it was only fitting that he was named Auburn's 14th Director of Athletics on Dec. 22, 2004, after working in almost every area of the Auburn Athletics Department for the previous 20 years.

It was the final step for Jacobs in a career that had allowed him to gain a wide range of experiences in collegiate athletics, from the perspective of a student-athlete, to the position of Senior Associate Athletics Director for Tigers Unlimited, Auburn's fund-raising arm.

Jacobs grew up just 20 miles from Auburn in LaFayette and made several trips a year to the campus to watch athletic events. Later, after moving to Jacksonville, Fla., where he attended high school, he returned to Auburn for college. After walking on the Auburn football team, he earned two letters as an offensive tackle in 1982 and 1983. As a senior, he started for the SEC Championship Tigers that finished the season ranked third nationally.

Not long after his career ended against Michigan in the 1984 Sugar Bowl, Jacobs started the journey that led him to being named Director of Athletics.

After one season as a coach at Lee-Scott Academy in Auburn, Jacobs returned to his alma mater in 1985 as the Assistant Strength and Conditioning Coach. After serving two seasons (1986-88) as a graduate assistant football coach, Jacobs was named Conditioning Coach, a position he held for three years (1988-91).

In 1991 he became an Assistant Athletics Director. Three years later, he was promoted to Associate Athletics Director for Operations, overseeing a variety of support functions in the Athletics Department.

As the Senior Associate Athletics Director in charge of Tigers Unlimited from 2001-05, Jacobs oversaw the fund-raising efforts that secured approximately \$60 million in gifts the last three years. He spearheaded a \$90 million capital campaign, the largest in Auburn athletics history.

Jacobs earned his undergraduate and master's degree in business administration from Auburn in 1985 and 1988, respectively. He is married to the former Angie Sapp of Dublin, Ga. The couple has three daughters, Haley, Meagan, and Jayne.



MEAGAN, JAYNE, JAY, ANGIE AND HALEY JACOBS

ATHLETIC DEPARTMENT STAFF



Lori Arthurs
Director,
Athletics Finance



Keith Bagwell
Director of Facilities
Operations



Janie Boles
Director of Donor
Services and Annual
Giving



Nikki Borges
Associate AD,
Marketing and
Communications



Randy Byars
Director, Facility
Planning



Kayron Campbell
Athletics Business
Assistant



Susan Cannan
Compliance
Coordinator



Rebecca Coan
Athletics
Development
Officer



Anita Cox
Manager, Ticket
Sales Office



Kimberly Crabb
Gift Collections
Specialist



Latisha Durroh
Director of
Community
Relations/Spirit



Haven Fields
Athletics
Development
Officer



Steven Fifield
Information
Technology
Specialist



Mike Hales
Coordinator,
Athletics Marketing



Kay Hargrave
Associate AD,
Development



Ann Harper
Athletics Business
Assistant



Cathie Helmbold
Assistant AD,
SASS



Steven Herren
Coordinator, Ticket
Office



Bernard Hill
Associate AD,
Compliance



Dot Hill
Mail Room Clerk



Kymberly Holland
Assistant Director of
Athletics
Development



Tim Jackson
Executive Associate
Athletics Director



Meredith Jenkins
Sr. Associate AD,
Senior Women's
Administrator



Sandra Johns
Athletics Business
Assistant



Eric Kleypas
Manager, Turf and
Grounds



Mary Mask
Athletics Business
Assistant



Rich McGlynn
Associate AD,
Compliance



Brent McNeely
Manager, Athletic
Facility Operations



Vicki Meetze
Dir. of Development
Operations and
Programs



David Mines
Assistant AD,
Compliance



Stephen Naughton
Director, Ticket
Office



Hillary Nowland
Assistant Director
of Donor Services
and Annual Giving



Kim Presley
Business Office
Supervisor



Mark Richard
Senior Associate
AD/Team Support



Anne Riedel
Athletics Program
Assistant



Jeremy Roberts
Director of
Operational
Support Services



Virgil Starks
Sr. Associate AD/
Student-Athlete
Support Services



Jeff Steele
Associate AD/
Athletic Facilities



Ben Thomas
Director, Athletic
Events



Chick Wade
Official Scorer



Dr. Gary Waters
Faculty Athletics
Representative



Joe Whitt
Assistant AD



Bob Whittenburg
Ticket Office



Terry Windle
Senior Associate
AD



Jennifer Wright
Accountant,
Business Office



Helen Yates
Assistant Director of
Athletic
Development

In 2008, Auburn baseball is once again available to Tiger fans throughout the state of Alabama. The Auburn ISP

AUBURN ISP SPORTS NETWORK

Sports Network, a Division of ISP Sports, is in its 14th season of producing and distributing Auburn baseball throughout the state.

As the exclusive producer and marketer of Auburn sports programming, the Auburn ISP Sports Network coordinates and distributes all football, men's basketball, women's basketball, baseball, soccer, volleyball and softball radio broadcasts, a weekly coaches call-in show and weekly television shows for football and men's basketball. The Auburn ISP Sports Network is also in charge of Auburn's pay-per-view television production, all Auburn video projects, and is also involved in a wide range of marketing, promotional and licensing activities related to Auburn athletics.

The official website for Auburn sports, AuburnTigers.com, is a joint venture between Auburn ISP Sports Network and CSTV Online.

The Auburn Network will broadcast 32 regular-season games which includes Auburn's entire Southeastern Conference schedule. The Network will also broadcast all post-season action.

In addition, the entire Auburn baseball schedule can be heard locally on WKKR-FM (97.7). Baseball games that conflict with men's basketball games can be heard on WMXA-FM (96.7).

Mike Hubbard is the president of the Auburn Network. Jon Cole is the vice-president and general manager. Steve Witten serves as General Sales Manager for the network and Drew King is an Account Executive. Audra Plummer and Billy Ferris coordinate the Network's video services. Sam Brumbeloe is the Radio Network Manager and is the associate producer for Auburn baseball.

AUBURN NETWORK BASEBALL AFFILIATES

CITY/TOWN	STATION	FREQUENCY
Abbeville	WESZ-FM.....	98.7
Auburn/Opelika	WKKR-FM	97.7
.....	WMXA-FM	96.7
Birmingham	WJOX-FM	100.5
Cullman	WKUL-FM	92.1
Evergreen	WTID-FM.....	93.3
Foley	WHEP-AM	1310
Guntersville	WGSV-AM	1270
Jackson.....	WRJX-AM.....	1230
Jasper	WQJJ-FM	97.7
Montgomery.....	WMSP-AM	740
Moulton	WALW-FM.....	98.3
Oneonta	WKLD-FM	97.7
.....	WCRL-AM	1570
Roanoke/LaGrange	WELR-FM	102.3
.....	WELR-AM	1360
Scottsboro	WZCT-AM	1330
Selma	WHBB-AM	1490

Listing as of January 18, 2008

ROD BRAMBLETT

Rod Bramblett, the Auburn ISP Sports Network's Director of Broadcast Services, is serving in his 16th season as the play-by-play voice for Auburn baseball.

Bramblett also serves as play-by-play voice for Auburn Tiger football and basketball making him one of only four announcers in the SEC to do radio play-by-play for all three major sports. Bramblett is also the host for the Auburn ISP Sports Network's weekly call-in show Tiger Talk as well as the Auburn Football Preview, Review and Auburn Basketball Review, television shows. For his on-air work, Bramblett was named the Alabama Sportscaster of the Year in 2007 by the National Sportscasters and Sportswriters Association.

As Director of Broadcast Services for the Auburn ISP Sports Network, Bramblett is responsible for coordination of the network's affiliate relations, audio production and satellite uplink services.

Born in Waycross, Ga., Bramblett, 42, grew up in Valley, Ala., and is a 1988 graduate of Auburn.



ANDY BURCHAM

Andy Burcham, Station Manager for WANI, 1400 AM, in Auburn-Opelika, is now in his 14th season on the Auburn baseball broadcast crew.

A veteran of Auburn ISP Sports Network football and men's basketball radio broadcasts, as well as the play-by-play voice for Auburn ISP Sports Network pay-per-view telecasts, Burcham handles all the play-by-play duties for Auburn's women's basketball games.

The host of 'Auburn/Opelika This Morning' on WANI, the show won the 2007 ABBY Award for Best Talk Show by the Alabama Broadcasters Association.

A native of Nashville, Ill., Burcham, 47, received his undergraduate degree from Indiana State in 1983. Burcham is married to the former Jan Gunnels. Gunnels received her B.S. and PhD from Auburn.



BRAD LAW

Brad Law, production assistant for the Auburn ISP Sports Network, begins his second season on the Auburn baseball crew.

In addition to his role with Auburn baseball, Law is the play-by-play announcer for Auburn softball, serves as studio host for men's basketball broadcasts and the SEC Report for football broadcasts. He also produces and hosts Tiger Clips – a daily radio feature airing on Auburn ISP Sports Network affiliates throughout the Southeast. Law also hosts 'Inside the Auburn Tigers Radio', a daily sports talk program that airs in Auburn/Opelika.

A native of Piedmont, Ala., Law, 26, is a senior in Mass Communications at Auburn University."



MEDIA RELATIONS STAFF DIRECTORY



KIRK SAMPSON

Assistant AD/Media Relations
Football

Home (334) 887-0839
Email sampska@auburn.edu



CHUCK GALLINA

Sports Information Director
Men's Basketball, Equestrian, Men's Golf

Home (334) 502-0929
Email gallica@auburn.edu



DAN FROEHLICH

Associate Director
Baseball, Soccer

Office (334) 844-9803
Home (334) 501-8455
Cell (334) 750-1389
Email froehdp@auburn.edu



BRAD GUST

Associate Director
Football, Track & Field

Home (334) 501-2239
Email gustbra@auburn.edu



CAROL WHITE

Associate Director
Football, Women's Basketball, Women's Golf

Cell (334) 750-0401
Email whitecr@auburn.edu



MATT CROUCH

Assistant Director
Volleyball, Swimming & Diving, Men's Tennis

Cell (334) 740-4109
Email mbc0002@auburn.edu



BOB GRANT

Assistant Director
Football, Softball

Cell (334) 740-1380
Email grantrs@auburn.edu



MEGAN MURREN

Media Relations Assistant
Gymnastics, Women's Tennis

Cell (516) 238-5771
Email murrenm@auburn.edu



Kathy Harker
Admin. Asst.



Steve Sain
Videographer



Tyler Trout
Creative Designer



Todd Van Emst
Photographer

The 2008 Auburn Baseball Media Guide has been prepared to assist the working news media and is designed to aid all media members in their coverage of Tiger baseball. Requests for additional information, player interviews, photographs and press credentials should be directed to Dan Froehlich, Auburn Media Relations, P.O. Box 351, Auburn, AL 36831-0351, (334) 844-9803.

CREDENTIALS: Arrangements for media credentials for all Auburn home baseball games should be made through Auburn Media Relations. Media members are urged to send credential requests on company letterhead to Dan Froehlich.

Auburn's goal is to disseminate information as widely, uniformly and fairly as possible using normally accepted media standards. Media must meet the following guidelines in order to be granted credentials. Only media that meet the criteria will be considered for access to Auburn's press conferences and other media opportunities.

The number of credentials issued is limited by available resources. Due to space and facility restrictions, access, seat assignments on press row as well as on-field photography will be made on a space available basis. In some situations, pool reporting may be necessary.

PRINT

1. Daily newspapers are eligible to apply for credentials and access to media opportunities. The granting and number of credentials will be based on circulation of the newspaper on a space available basis.
2. Weekly newspapers should contact the Alabama Press Association to request credentials.
3. Speciality publications that cover college football or sports in the host site of the two participating schools are eligible to be granted credentials on a space available basis.

TELEVISION

1. Television stations that have nightly news broadcasts that include sports coverage are eligible to apply for credentials. All other stations will be filled on a space available basis.
2. Student television stations from the two participating schools are eligible to apply for credentials.

RADIO

1. National and regional networks are eligible to apply for credentials.
2. Radio stations that employ a full-time sports director and regularly air sports news are eligible to apply for credentials. Credentials will be granted on a space available basis.

INTERNET

1. Internet sites of the home and visiting school (as determined by the Media Relations Director) are eligible to apply for credentials.
2. The internet site that is the official online service of the national cable network that is televising the game will receive credentials in accordance with conference contractual obligation.
3. Auburn's policy is to issue credentials only to those online organizations whose primary purpose is gathering news and disseminating it and for which other commercial activities are ancillary (e.g. CNN/SI).
4. Other internet sites must meet each of the following guidelines in addition to meeting the above criteria to be eligible to apply for credentials and access as determined on a space available basis.

- * Web site must be a legal, corporate entity.
- * Web site must provide daily coverage of Auburn or the visiting team with its own full-time staff of

reporters, photographers and equipment.

- * Web site must be accredited by home university as working media.

The credential authorizes the use by an accredited organization for news coverage of the game or event. Any unauthorized use of credentials subjects the bearer to ejection from the location the event is being held and subjects the accredited organization to revocation of its credentials for future Auburn athletic events. The accredited organization and bearer assume all risk incident to the performance by the bearer.

PRESS SERVICES: Members of the working media will be provided statistics, rosters and notes prior to each Auburn baseball game. Additionally, a complete boxscore will be available to the media following each game. Phone lines and power outlets are available throughout the new Plainsman Park press box. Anyone wishing to file a story may do so from the press box or from the Auburn Media Relations Office at the Auburn Athletic Complex. Multiple courtesy telephone lines are also available for use by visiting radio broadcast crews on a reciprocal basis.

WEEKLY TELECONFERENCE: Coach Tom Slater will conduct a weekly teleconference prior each to a Southeastern Conference series. The first teleconference will be the week of March 13th, before the Tigers' SEC series against South Carolina. Please contact the Auburn Media Relations Office for the day, time, and number to participate in this media opportunity.

INTERVIEWS: Coach Tom Slater and Auburn baseball players are available for personal or telephone interviews by contacting Dan Froehlich in the Media Relations Office. On game days, players will be available after the game. Post-game interviews with Coach Tom Slater can be conducted in the dugout following Coach Slater's post-game radio show. Auburn practices are open to the media and players can be made available before or after practice. Practices generally run from 2 p.m. until 4-5 p.m.

WWW SITE: Auburn Media Relations maintains a comprehensive web site on the internet. The Auburn Athletic Home Page, which features all releases, stats, notes and boxscores distributed by the Auburn Media Relations Office, can be located at: www.auburntigers.com

MAILING ADDRESS

P.O. Box 351
Auburn, AL 36831-0351

OVERNIGHT ADDRESS

Auburn Athletic Complex
392 South Donahue Dr.
Auburn, AL 36849

OTHER IMPORTANT NUMBERS

Athletic Department	(334) 844-4750
Media Relations Fax	(334) 844-9807
Baseball Office	(334) 844-4975
Plainsman Park Press Box	(334) 844-4138
Athletic Ticket Office	(334) 844-4040
	(800) AUB-1957
Auburn ISP Sports Network	(334) 826-2929
Satellite Uplink	(334) 844-5707

Auburn University is an equal opportunity institution whose programs, services, activities and operations are without discrimination as to sex, color, or national origin, and are not opposed to qualified handicapped persons.

PRINT	CONTACT	ADDRESS	PHONE	FAX	EMAIL
Associated Press	John Zenor	201 Monroe St., Suite 1940, Montgomery, AL 36104	334/262-5947	334/265-7177	jzenor@ap.org
Anniston Star	Joe Medley	4505 McLellan Blvd., Anniston, AL 36206	256/235-3576	256/241-1991	jmedley@annistonstar.com
Auburn Plainsman		Auburn University, Auburn, AL 36849	334/844-9104	334/844-9114	
Birmingham News	Charles Goldberg Kevin Scarbinsky	P.O. Box 2553, Birmingham, AL 35202	205/325-2431	205/325-2425	goldcrim@gmail.com
Columbus Ledger-Enquirer	Christa Turner	17 West 12th St., Columbus, GA 31902	706/571-8500	706/576-6290	turnerc@ledger-enquirer.com
Decatur Daily	Ross Dellenger	P.O. Box 2213, Decatur, AL 35609-2213	256/353-4612	256/340-2392	dellenger@gmail.com
Dothan Eagle	Jon Johnson	Box 1968, Dothan, AL 36302	334/792-3141	334/712-7979	jjohnson@dothaneagle.com
Florence Times Daily	Gregg Dewalt	219 W. Tennessee St., Florence, AL 35630	256/766-3434	256/740-4717	gregg.dewalt@timesdaily.com
Gadsden Times	Jimmy Smothers Matthew Martin	P.O. Box 188, Gadsden, AL 35999	256/549-2054	256/549-2105	jimmymothers@yahoo.com matthew.martin@gadsdentimes.com
Huntsville Times	Phillip Marshall John Pruett	2317 Memorial Pkwy., Huntsville, AL 35801	256/532-4430	256/532-4420	pmarsh9485@yahoo.com pruettjb@aol.com
Montgomery Advertiser	Jay G. Tate	200 Washington Ave., Montgomery, AL 36104	334/240-0193	334/261-1548	advertiserjay@yahoo.com
Mobile Press-Register	Evan Woodberry Tommy Hicks	P.O. Box 2488, Mobile, AL 36652	800/239-1340	251/219-5797	ewoodberry@yahoo.com
Opelika-Auburn News	Collin Mickle	P.O. Drawer 2208, Opelika, AL 36803	334/749-6271	334/749-1228	cmickle@oanow.com

RADIO	CONTACT	ADDRESS	PHONE	FAX	EMAIL
Tiger Communications	Drew Peacock	2514 S. College, Suite 104, Auburn, AL 36832	334/887-9999	334/826-9599	drew@thetiger.fm
WANI	Andy Burcham	P.O. Box 950, Auburn, AL 36831	334/826-2929	334/826-9151	burcham@aunetwork.com
WEGL		116 Foy Union, Auburn Univ., Auburn, AL 36849	334/844-4114	334/844-4118	
WERC	Pat Smith		205/439-9600	205/439-8390	patsmith@mindspring.com
WKRR	Woody Ross	P.O. Box 2329, Opelika, AL 36803	334/745-4657	334/749-1520	
WJOX	Ryan Haney	244 Goodwin Crest Dr., Ste 300, B'Ham, AL 35209	205/945-4646	205/942-8959	ryan.haney@citcomm.com
WNSP	Wayne Gardener	P.O. Box 1661, Mobile, AL 36633	334/438-5460	334/438-5462	wayne@wnsp.com

SPECIALTY	CONTACT	ADDRESS	PHONE	FAX	EMAIL
Inside The Auburn Tigers	Mark Murphy Jason Caldwell	P.O. Box 4037, Auburn, AL 36831	334/887-7100	334/887-7175	mark@autigers.com jason@autigers.com
Rivals.com	Kendall Rogers	10 Cadillac Dr., Suite 400, Brentwood, TN 37027	979/229-4092		kendall@rivals.com
SEBaseball.com	Mark Etheridge	6019 Garden Oaks Dr., Tuscaloosa, AL 35405	205/562-7977		mark@sebaseball.com

TELEVISION	CONTACT	ADDRESS	PHONE	FAX	EMAIL
ABC 33/40	Mike Raita	800 Concourse Pkwy., Suite 200, B'Ham, AL 35244	205/982-3988	205/982-3942	miker@abc3340.com
WBRC (Fox)	Rick Karle	1720 Valley View Dr., Birmingham, AL 35209	205/583-4345	205/583-4356	sports@wbrc.com
WVTM (NBC)	Don Hawes	1732 Valley View Dr., Birmingham, AL 35209	205/558-7348	205/323-3314	don.hawes@nbc.com
WIAT (CBS)	Brad Radice	2075 Golden Crest Dr., Birmingham, AL 35209	205/322-4200	205/326-3915	bradice@wiat.com
WAAY (ABC)	T.W. Starr	P.O. Box 2555, Huntsville, AL 35804	256/533-3131	256/533-5191	starr@waaytv.com
WAFF (NBC)	Scott Theisen	1414 N. Memorial Pkwy., Huntsville, AL 35804	256/533-6397	256/534-4101	sports@waff.com
WHNT (CBS)	John Pearson	200 Holmes Ave., Huntsville, AL 35801	256/535-9287	256/536-9468	john.pearson@whnt.com
WALA (NBC)	Eric Richey	P.O. Box 1548, Mobile, AL 36633	251/434-1084	251/434-1023	erichey@wala.emmis.com
WKRG (CBS)	Randy Patrick	555 Broadcast Dr., Mobile, AL 36606	251/662-3003	251/473-8130	rpatrick@wkr.com
WAKA (CBS)	Dee Jackson	3020 East Blvd., Montgomery, AL 36116	334/420-3227	334/244-7859	djackson@waka.com
WNCF (ABC)	David Wilkinson	3251 Harrison Rd., Montgomery, AL 36109	334/270-3200	334/270-2848	dwilkinson@wncfv.com
WSFA-TV (NBC)	Jeff Shearer	12 E. Delano Ave., Montgomery, AL 36105	334/613-8299	334/613-8303	jshearer@wsfa.com
WRBL (CBS)	Dan Edward	P.O. Box 270, Columbus, GA 31902	706/324-6397	706/323-0841	dedward@wrbl.com
WTVM (ABC)	Dave Platta	1909 Wynnton Rd., Columbus, GA 31906	706/322-5734	706/327-0179	thenewsleader@wtvm.com

NATIONAL	CONTACT	ADDRESS	PHONE	FAX	EMAIL
Baseball America	Aaron Fitt John Manuel	P.O. Box 2089, Durham, NC 27702	919/682-9635	919/682-2880	aaronfitt@baseballamerica.com
Collegiate Baseball	Lou Pavlovich	P.O. Box 50566, Tuscon, AZ 85703	520/623-4530	520/624-5501	lou@baseballnews.com
USA Today/Baseball Weekly	Dana Heiss	P.O. Box 191439, Miami Beach, FL 33110-1439	305/674-0139	786/514-2612	bbwcollege@aol.com



The Story

According to legend, football and the cry of “War Eagle” came to Auburn the same day.

It was February 20, 1892, the day Auburn and Georgia met in the first game of the longest continuous football rivalry in the Deep South.

The story actually began before that. That first Auburn-Georgia game was only the culmination. It began in 1864 at the Battle of the Wilderness in Virginia.

An Auburn student had gone off to fight with Robert E. Lee and the Confederate troops. He was with them on the worst day of the long and fierce battle.

He was wounded, and when the armies retreated to their respective lines, he was left on the battlefield for dead. When he regained consciousness, there were only two living things as far as he could see, himself and a baby eagle.

Brought together by their common bond of misery, the soldier took the wounded bird with him and nursed him back to health. When he returned to Auburn after the war, the eagle came with him.

The student-turned soldier came back to Auburn and ultimately became a member of the faculty. He was there that day in Atlanta’s Piedmont Park when Auburn and Georgia met in what would now be called “The Game of the Century.” As usual, the eagle—called War Eagle because of the circumstances under which he was found—was there with him.

When Auburn scored the first touchdown, the old eagle broke free from its master and began to soar above the field. Auburn people looked skyward, saw the familiar figure, and shouted “War Eagle.”

At the end of the game, which Auburn won 10-0, the old eagle collapsed and died, presumably having given his all in pursuit of victory for Auburn. War Eagle’s body may have died that day, but his spirit lives forever in the hearts of Auburn people who love to stand and shout “War-r-r-r Eagle” long into the night following an Auburn victory.

The facts of this legend cannot be authenticated, but it makes a good



story and is the one most used to describe how the “War Eagle” battle cry became associated with Auburn teams.

Auburn teams are known as “The Auburn Tigers,” but the cry of Auburn faithful is ever the same: “War-r-r-r Eagle!”

War Eagle V, which had represented Auburn for five seasons, died just days prior to the 1986 football season-opener. Following a nationwide search for the perfect eagle, War Eagle VI was located at Land Between the Lakes, Ky. The female Golden Eagle underwent numerous tests and conditioning programs at the Auburn Vet School before making its debut at the Georgia game on Nov. 15, 1986 in Auburn.

— *Editor’s Note: Jim Phillips, former Plainsman editor, wrote this version of the fable of War Eagle in the late 1950s.*



Auburn’s nickname is the TIGERS.
Auburn’s battle cry is “WAR EAGLE!”

Through the years, these two Auburn terms have often been used interchangeably and incorrectly. There are hats and T-shirts with Auburn War Eagles on them. Even the news media has been known to refer to an Auburn team as the War Eagles or to an Auburn player as a War Eagle.

In fact, when the Tigers play a game on the road, there is often an article written in the local paper wondering why Auburn has three nicknames -- the Auburn Tigers, the Auburn War Eagles and the Auburn Plainsmen.

To set the record straight, Auburn has only one nickname -- the Auburn Tigers.

“War Eagle” is a battle cry, used by Auburn fans in the same manner Alabama fans yell “Roll Tide!” and Arkansas fans yell “Sooie Pig!” You never hear Alabama referred to as the Alabama Roll Tides or Arkansas as the Arkansas Sooie Pigs, and to call Auburn teams the Auburn War Eagles would be just as incorrect. The battle cry “War Eagle” should never have an “s” on the end of it.

The nickname “Tigers” comes from a line in Oliver Goldsmith’s poem, “The Deserted Village,” published in May 1770, “where crouching tigers wait their hapless prey...”

The term “Plainsmen” comes from a line in that same Goldsmith poem,

“Sweet Auburn, loveliest (sic) village of the plain...”

Since Auburn athletes were, in the early days, men from the Plains, it was only natural for newspaper headline writers to shorten that to “Plainsmen.”

It may be confusing to an outsider, but to Auburn people, it is very simple.

That’s why War Eagle VI, Auburn’s golden eagle mascot, is named Tiger!