



PRESS RELEASE

Knoxville News–Sentinel's Dan Fleser Announced as Winner of the Mel Greenberg Media Award

ATLANTA, Ga. (March 6, 2008) -- Dan Fleser of the *Knoxville News–Sentinel* has been named the winner of the 2008 WBCA Mel Greenberg Media Award.

Named after Mel Greenberg, the Philadelphia Inquirer sportswriter who founded the Associated Press Top 25 women's basketball poll, the WBCA's Mel Greenberg Media Award is presented annually to a member of the media who has best displayed a commitment to women's basketball and to advancing the role of the media in the women's game. Selected by past recipients of the award, the candidate must have had a positive impact on the growth and national or regional exposure of the sport, been involved in the media exposure of women's basketball for a minimum of five years and should be a media ambassador for the women's game.

Fleser has covered the University of Tennessee Lady Volunteer basketball team in all but two seasons since joining the Knoxville News–Sentinel in 1988. In 20 years, he has covered five national championship teams and women's basketball greats such as Bridgette Gordon, Chamique Holdsclaw, Tamika Catchings and Candace Parker. Fleser, who recently won a battle with colon cancer in December, was also a voting member of The Associated Press women's basketball poll until his recent bout.

Greenberg, the pre–eminent name in women's basketball coverage, was named the winner of the inaugural award in 1991. Fleser will be formally presented the award at the WBCA Awards Luncheon presented by State Farm and Jostens on Tuesday, April 8, at Noon (ET) in the Marriott Waterside's Grand Ballroom. The luncheon is part of the WBCA National Convention, held in conjunction with the 2008 NCAA® Women's Final Four® in Tampa Bay, Fla.

As the 18th winner of the award, Fleser joins a distinguished list of recipients, including: Debbie Antonelli, CSTV (2007); Bill Jauss, *Chicago Tribune* (2006); Dave Loane, University of Illinois (2005); Tam Flarup, University of Wisconsin–Madison (2004); Mechelle Voepel, *Kansas City Star/ESPN* (2003); Bob Kenney, *Courier Post* (2002); Robin Roberts, ABC News (2001); Vic Dorr, *Richmond Times–Dispatch* (2000); Ann Meyers Drysdale, ESPN (1999); Mary Garber, *Winston–Salem Journal* (1998); the late Mitch Parkinson, Southern Illinois University (1997); Debby Jennings, University of Tennessee (1996); the late Mike Augustin, *St. Paul Pioneer Press* (1995); Mimi Griffin, MSG Promotions/ESPN (1994); Jane Burns, *Des Moines Register* (1993); Debbie Becker, *USA TODAY* (1992); and Mel Greenberg, *Philadelphia Inquirer* (1991).