



PRESS RELEASE

Associated Press' Chuck Schoffner Announced as Winner of the Mel Greenberg Media Award

ATLANTA, Ga. (March 5, 2009) -- Chuck Schoffner of the *Associated Press* has been named the winner of the 2009 Women's Basketball Coaches Association's (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.

Schoffner spent a combined 33 years covering sports for AP and the United Press International. Before retiring in 2005, the Iowa based journalist covered women's basketball teams, players and special stories. Best known for his work with the AP Top 25 poll, Schoffner was chosen to run the poll in 1994 and became AP's first national women's basketball writer. He continued to run the poll from 1994 until the 2006-07 season and two years after his retirement. In addition to running the poll Schoffner coordinated the selection of the AP All-America teams and player and coach of the year awards, as well as writing the AP weekly notebook.

Schoffner was frequently seen covering NCAA tournaments. His first NCAA Women's Final Four was in 1989, and he continued to cover the tournament through 2006. The now-freelance writer received the Pioneer Award from the U.S. Women's Basketball Writers Association in 2005. He chairs the Hall of Fame Committee for the Iowa Girls High School Athletic Union and serves on the Drake Relays committee, which helps run one of the nation's largest track & field competitions.

Greenberg, the pre-eminent name in women's basketball coverage, was named the winner of the inaugural award in 1991. Schoffner will be formally presented the award at the WBCA Awards Luncheon *presented by State Farm and Jostens* on Tuesday, April 7, at Noon (CT) in the Hyatt Regency St. Louis Riverfront Grand Ballroom. The luncheon is part of the WBCA National Convention, held in conjunction with the 2009 NCAA® Women's Final Four® in St. Louis, Mo.

As the 19th winner of the award, Chuck Schoffner joins a distinguished list of recipients, including: Dan Flessler, *Knoxville News-Sentinel* (2008), 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).