ESPN's Carol Stiff Receives 2011 WBCA Mel Greenberg Media Award

ATLANTA – ESPN vice president Carol Stiff is the winner of the 2011 Women's Basketball Coaches Association's (WBCA) Mel Greenberg Media Award, the WBCA announced today.

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. Greenberg, the pre-eminent name in women's basketball coverage, was named the winner of the inaugural award in 1991.

"Carol is a former student-athlete and coach, and a tireless warrior for women's basketball," said WBCA CEO Beth Bass. "I am honored and excited to announce her as this year's recipient of the Mel Greenberg Award. She always has the best interests of women's basketball and the WBCA at heart."

A former women's basketball coach at Western Connecticut State University, Rensselaer Polytechnic Institute and Brown University, Stiff began her career with ESPN as a program planner in 1990. She received a promotion in 1997 to program planner II, and, in 2000, to senior program planner. She was promoted to her current position as vice president, programming & acquisitions, in 2010. Her responsibilities include the acquisition and scheduling for a variety of sports programming on ESPN, ESPN2 and ESPNU, including women's NCAA basketball, NCAA championships (the NCAA Women's Basketball Championship, Frozen Four, College World Series and Women's College World Series), WNBA, professional softball and more.

Stiff has been a passionate leader on behalf of ESPN's efforts to benefit The V Foundation for Cancer Research. She was instrumental in the development of Jimmy V Week and is a vital contributor to the Kay Yow/WBCA Cancer Fund via the programming initiative "February Frenzy" on ESPN networks, among other efforts. February Frenzy makes for two of the biggest days of basketball in the women's college basketball season on ESPN while helping to raise money for and promote awareness of women's cancer research.

Stiff will be formally recognized during the WBCA Awards Show, which will be heldat 6

p.m. Monday, April 4, in the Indianapolis Convention Center's Sagamore Ballroom. This event is part of the WBCA National Convention and is held in conjunction with the NCAA® Women's Final Four® in Indianapolis.

As the 21st winner of the award, Stiff joins a distinguished list of recipients, including: Dick Patrick, USA Today (2010); Chuck Schoffner, Associated Press (2009); Dan Fleser, 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).

About the WBCA:
Founded in 1981, the WBCA promotes women's basketball by unifying coaches at all levels to develop a reputable identity for the sport and to foster and promote the development of the game in all of its aspects as a sport for women and girls. For more information about the WBCA, please visit wbca.org.