



PRESS RELEASE

Freelance writer Vicki Friedman wins 2013 WBCA Mel Greenberg Media Award

ATLANTA (March 5, 2013) – Vicki Friedman, a freelance writer, is the winner of the 2013 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.

"I am pleased to announce Vicki as this year's recipient of the WBCA Mel Greenberg Media Award," said WBCA CEO Beth Bass. "Vicki has worked relentlessly promoting the game of women's basketball and her excitement and passion for the game can be seen in her work. Vicki is very deserving of this award. I congratulate Vicki on receiving this honor."

Friedman created LadySwish, a blog covering mainly the 13 Division I basketball teams in the state of Virginia. The blog site occasionally looks into the states' Division II and III programs, as well as standout players in nearby states. LadySwish has almost 800 Twitter followers and has reached an audience in excess of 345,000 including an international audience with visitors from Scotland, England, France, Israel, Portugal and Greece.

Prior to establishing LadySwish, Friedman covered the Old Dominion University women's basketball program for 14 years for the Norfolk Virginian-Pilot. Friedman covered such ODU players as Ticha Penecheiro, Clarisse Machanguana and Mery Andrade. The three Lady Monarchs led ODU to a 34–2 record in 1997 reaching the NCAA® national championship game. In 2008 she received an Associated Press Sports Editors (APSE) features award.

Friedman will be formally recognized during the WBCA Awards Show, which will be held at 5 p.m. CT Monday April 8, in the Ernest N. Morial Convention Center's New Orleans Theater. This event is part of the WBCA National Convention and is held in conjunction with the NCAA® Women's Final Four® in New Orleans.

As the 23rd winner of the award, Friedman joins a distinguished list of recipients, including: Mike Carmin, Lafayette (Ind.) Journal and Courier (2012); Carol Stiff, ESPN (2011); 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 Women's Basketball Coaches Association 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 as a sport for women and girls. For more information on the WBCA, please visit wbca.org.