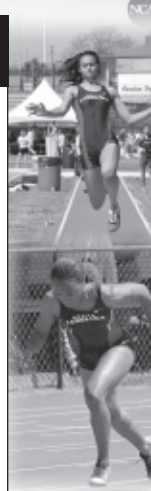


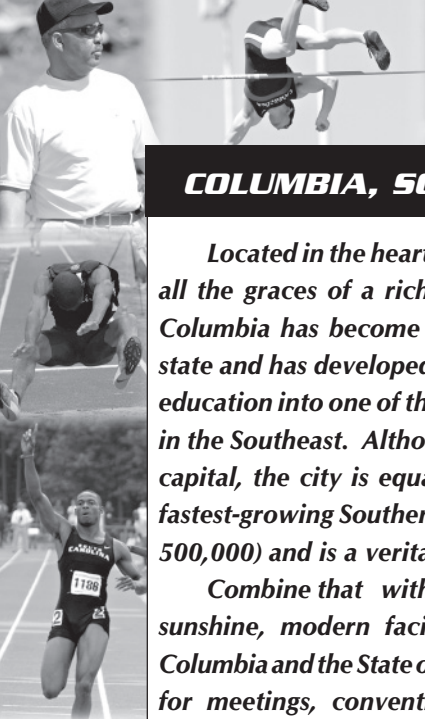
South Carolina's Head Athletic Trainer, Assistant Athletics Director Rod Walters, is in his 14th year at the helm of USC's Sport Medicine Department. Walters' philosophy on rehabilitation has been developed over the more than 25 years he has spent in the field of athletic training. Walters' philosophy on Sports Medicine is simple - good health and medical care go hand in hand with good education - and good education to medical students involves the practice of good health care - especially when applied to physically active populations.

Walters' attitude toward health care is evident at USC with the opportunity to provide clinical rotations for the athletic training and medical students, and provide a clinical elective for the Family Practice residents.

The student-athletes are offered excellent care, including daily medical clinics in the training room by physicians specializing in Family and Preventative Medicine with additional certification in Sports Medicine. The University of South Carolina physicians oversee the day to day general medical concerns of the student-athletes and coordinate the Sports Medicine fellowship within the Department of Family and Preventative Medicine.

The athletic training facility at the Stadium has a complete x-ray service. Dr. Walters and his staff of 11 certified athletic trainers serve the student-athletes at four athletic department training rooms on campus.



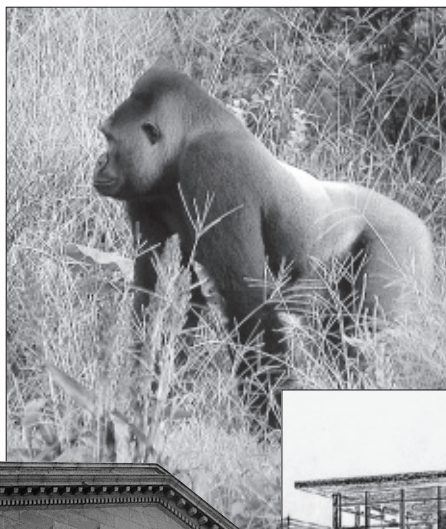


## COLUMBIA, SOUTH CAROLINA

## 2004 MEDIA GUIDE

Located in the heart of South Carolina, Columbia is a city that combines all the graces of a rich past with the vibrance of the emerging Sunbelt. Columbia has become the commercial and governmental center for the state and has developed its banking, commerce, industry, government and education into one of the most diversified economies to be found anywhere in the Southeast. Although it offers many glimpses into history as the state capital, the city is equally mindful of the future. It numbers among the fastest-growing Southern cities (with a metropolitan population in excess of 500,000) and is a veritable hotbed of development.

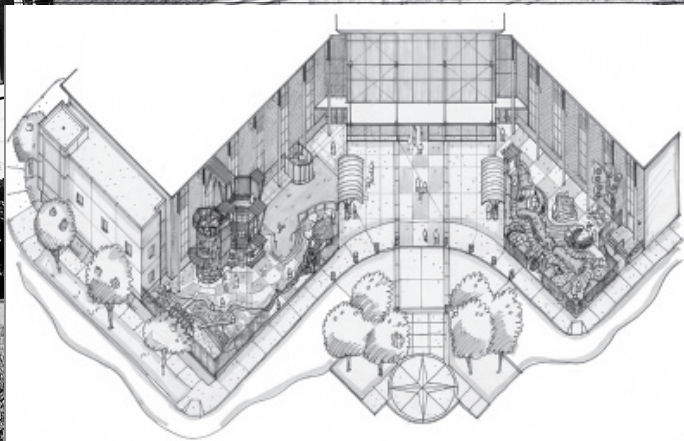
Combine that with a world of vacation possibilities, loads of southern sunshine, modern facilities and ample attractions, you can see why Columbia and the State of South Carolina are recognized as prime destinations for meetings, conventions and visits. Beaches, lakes, mountains and many other major cities are all within easy reach of this capital city.



### Average Monthly Temperatures in Columbia

January .....	56
February .....	59
March .....	67
April .....	79
May .....	83
June .....	89
July .....	91
August .....	91
September .....	85
October .....	76
November .....	67
December .....	58

Left: The Riverbanks Zoo in Columbia features more than 2,000 animals in natural exhibits including its newest - Gorillas in the Mist. Below middle: The new Convention Center currently being built in downtown Columbia. Bottom: EdVenture Children's Museum opened in November, 2003 and is one of the top children's museums in the country and the nation's ninth largest museum for kids.

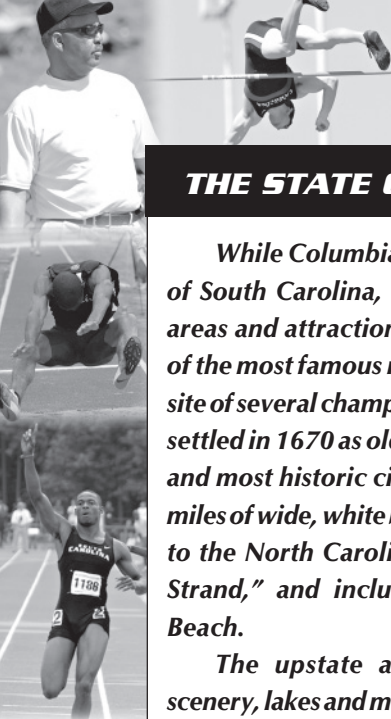




*Above: The State Museum is home to numerous exhibits. Right: Columbia has a number of places to socialize, relax and shop. Columbiana Center is one of three major malls in Columbia.*



*Left: Golf is a major tourist attraction in the Palmetto State. Above: There are numerous lakes and rivers in the Midlands area with numerous types of wildlife and fish.*



# THE STATE OF SOUTH CAROLINA

# 2004 MEDIA GUIDE

While Columbia is the centerpiece of the great state of South Carolina, there are a variety of other choice areas and attractions to see. Hilton Head Island is one of the most famous resorts in the world and has been the site of several championship sporting events. Charleston, settled in 1670 as old Charles Towne, is the state's oldest and most historic city and is a bustling seaport. The 60 miles of wide, white beaches stretching from Georgetown to the North Carolina border is known as "The Grand Strand," and includes the popular resort of Myrtle Beach.

The upstate area features beautiful mountain scenery, lakes and many other areas of interest. Columbia and the Palmetto State — places that are proud of their history and eager to unveil their future.



Columbia hosts the South Carolina State Fair every October.



Above: Darlington Raceway, located an hour from Columbia, is one of NASCAR's most fabled tracks and is the home of the TranSouth 500. Right: The harbor at Hilton Head is one of the top sight-seeing locations in South Carolina.



Above: South Carolina's beaches and inlets draw visitors from all over the world.



Left: Brookgreen Gardens, located south of Myrtle Beach at Murrells Inlet, is home to the world's largest collection of outdoor American sculpture.

## 2002-03 ... Gamecocks Strive For Athletic and Academic Excellence

The University of South Carolina Athletics Department continued its quest for athletic and academic excellence during the 2002-03 school year. From championship-caliber performances on the playing fields, to a continuing upward trend in academic standing, to superlative graduation rates, the Gamecock program has risen to become one of the nation's elite. Recording its second straight top 20 finish in the NACDA Director's Cup all-sports national rankings, earning post-season berths in virtually all of its sports, and maintaining a high grade point average in the classroom are all indicative of the quality of achievements Carolina student-athletes accomplished this past year. Combine that with a high-water mark in annual fundraising, continued support from the Gamecock faithful and exemplary community service participation on the part of the athletes, and it's no surprise that the eyes of the nation are focused on Carolina Athletics, as it continues its journey towards building a championship pro

### 2003 NACDA Director's Cup Top 20 Standings

1.	Stanford	1420.5
2.	Texas	1084
3.	Ohio State	1074.8
4.	Michigan	1037.3
5.	Penn State	993
6.	UCLA	943.75
7.	Florida	935.75
8.	North Carolina	933.5
9.	California	884.75
10.	Arizona State	860.75
11.	Minnesota	845
12.	Auburn	822.75
13.	Notre Dame	822.5
	Southern California	822.5
15.	Georgia	784.75
16.	Arizona	760
17.	Washington	732
18.	<b>South Carolina</b>	<b>701</b>
19.	Virginia	690
20.	Oklahoma	643.25



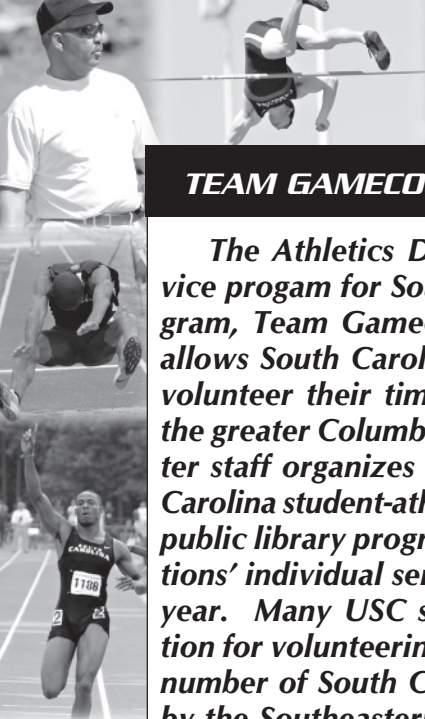
"We congratulate our student-athletes and coaches for an outstanding year. The commitment to excellence has been made across the board and it's rewarding to see the efforts of our athletes and coaches come to fruition. Our coaches have recruited the caliber of young people it takes to compete at the highest level and all of our coaches have set their standards high."

- Mike McGee  
USC Director of Athletics

### ***The Carolina Athletics Program Achieved the Following in 2002-03***

- Posted its second consecutive top 20 finish in the NACDA Director's Cup national all-sports rankings (#18), which is a first in the program's history
- Advanced to the NCAA College World Series for the second straight year and saw its baseball team win its fourth SEC Eastern Division title in the past five seasons
- Compiled its second straight top 10 ranked football recruiting class - a first in the program's history - and for the second year in a row, sold more than 60,000 football season tickets
- Recorded top 10 finishes at both the NCAA Indoor and Outdoor Track Championships for both the women (2,3) and men (4,10) ... Head Coach Curtis Frye was selected as an assistant coach for Team USA at the 2004 Summer Olympics in Athens, Greece
- Opened its new 18,000-seat Colonial Center in grand style, with the women's basketball team defeating Clemson before 17,712 fans, the largest crowd to ever see a basketball game in the state of South Carolina ... The women's team went on to make their second straight NCAA Tournament appearance and posted their second consecutive 20-win season
- The Colonial Center opened to rave reviews and was the site for such concerts as Bruce Springsteen, Jimmy Buffett, Billy Joel, Elton John, The Eagles, and LL Cool J
- A record-tying 11 teams had grade point averages which exceeded the USC student body average (2.960) during the 2003 spring semester
- The current football graduation rate, as calculated by the American Football Coaches Association, is 76 percent, which is an all-time high and ranks as one of the top 16 football graduation rates in Division 1-A
- Raised a record \$11.7 million through the Gamecock Club, providing Carolina with one of the most successful fundraising organizations in all of college sports
- Saw 16 of its teams advance to NCAA postseason competition - which equals the most in school history
- Continued to have its student-athletes involved in the community, with the department's public service organization - "Team Gamecocks" - indeed making a difference in the Midlands area





## TEAM GAMECOCKS

## 2004 MEDIA GUIDE

*The Athletics Department sponsors a community service program for South Carolina student-athletes. The program, Team Gamecocks, is a volunteer organization that allows South Carolina student-athletes the opportunity to volunteer their time to organizations located throughout the greater Columbia area. The Academic Enrichment Center staff organizes the Team Gamecocks program. South Carolina student-athletes visit various hospitals, schools, and public library programs along with responding to organizations' individual service requests throughout the academic year. Many USC student-athletes have received recognition for volunteering their time throughout the year, with a number of South Carolina student-athletes being honored by the Southeastern Conference Good Works teams. The Southeastern Conference Good Works team, recognizes outstanding volunteer efforts for all student-athletes at all 12 SEC member institutions.*



## 2004 MEDIA GUIDE

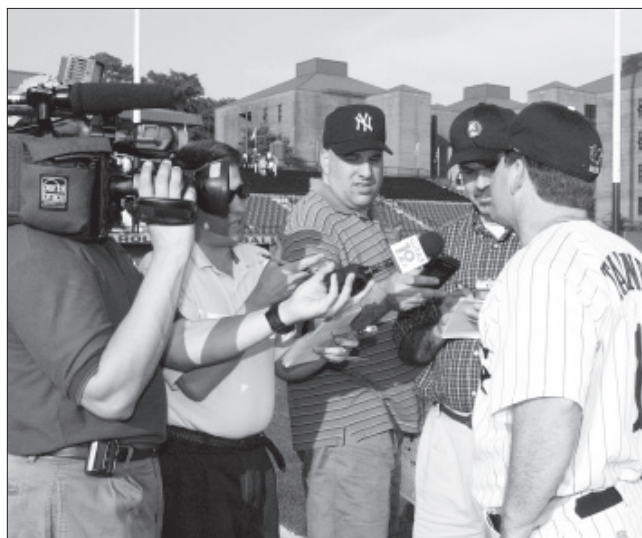
## GIVING BACK TO THE COMMUNITY





**NATIONAL MEDIA**

**2004 MEDIA GUIDE**



**2004 MEDIA GUIDE**

**BEST FANS IN THE COUNTRY**



**2004 SOUTH CAROLINA TRACK & FIELD**

## Nickname

The University of South Carolina is the only major college athletic program in the country that uses "Fighting Gamecocks" as its official nickname and mascot. The University's athletic teams have been known as Gamecocks for almost 100 years.

At the turn of the century, after struggling for more than a decade under numerous nicknames, the school's football team was first referred to unofficially as "Game Cocks."

In 1903, Columbia's morning newspaper, *The State*, shortened the name to one word and South Carolina teams have been Gamecocks ever since.

Those early teams must have been a feisty and spirited group. A gamecock, of course, is a fighting rooster known for its spirit and courage. A cock fight, which was a popular sport throughout the United States in the 19th century, would last until the death of one of the combatants. Cock fighting has been outlawed by most states for humanitarian reasons, but it is still held surreptitiously in many areas.

The state of South Carolina has long been closely connected with the breeding and training of fighting gamecocks. General Thomas Sumter, famed guerilla fighter of the Revolutionary War, was known as "The Fighting Gamecock."

## School Colors

Garnet and Black were adopted near the turn of the century as the official colors of the University of South Carolina athletic teams.

The colors are dominant ones on the gamecock, which is the University's official mascot for its athletic teams.

## "2001"

The University of South Carolina Gamecocks feature perhaps the most unique and electrifying pregame entry in all of college football. In fact, *The Sporting News* rated USC's "2001" as the most exciting pregame entry in all of college football. As the minutes wind down on the game clock prior to the opening kickoff, the Gamecocks leave the locker room following final pregame instruction from their coaching staff and assemble in the tunnel in the southwest corner of Williams-Brice Stadium. Then, as the crowd of more than 82,000 begins its roar of anticipation, the first notes of the theme song from "2001 — A Space Odyssey" blare over the stadium sound system. As the music continues, the enthusiasm of the crowd is feverish. Finally, at just the exact moment, in perfect coordination with the music, the Gamecocks hit the field running, and the stadium goes wild.

This magical moment has been captured by national television, including ESPN, CBS, ABC, Jefferson-Pilot, ESPN-2 and WTBS, during those networks' telecasts of games at Williams-Brice Stadium. It is indeed one of the special traditions in college football.

The theme "2001" corresponds with the University's Bicentennial, which was celebrated two years ago.

## Retired Numbers

Four Gamecocks have had their jersey numbers retired over the years at the University of South Carolina.

Sterling Sharpe, who wore #2, is the school's all-time leading receiver with 169 catches for 2,497 yards and 17 touchdowns. Sharpe had his jersey retired following the 1987 regular season. He became only the second Gamecock to have his jersey retired while he was still active at the school. In fact, both Sharpe and George Rogers played in the Gator Bowl in their final collegiate game. Sharpe was a number one draft pick by the Green Bay Packers in 1988.

Probably the school's most well known player was also USC's Heisman Trophy winner — George Rogers. He had his #38, retired during halftime ceremonies at Carolina's final 1980 home game. Rogers was the first USC player to have his jersey retired while still active at the school.

Running back Steve Wadiak, who wore #37 for Carolina, 1948-51, was the first to have his number retired, after a tragic automobile accident claimed his life. Wadiak, who still appears throughout the South Carolina record book, was the school's all-time rushing leader for 28 years after his senior season.

Wadiak, who rushed for 2,878 yards in his career, had his mark passed by Rogers in 1980. Wadiak led his team in scoring and rushing all four years he played.

Center Mike Johnson, #56, became gravely ill before the start of his junior season, and the illness cut short a potentially great football career. Johnson had finished his sophomore campaign as the regular center. When he died in 1965, his number was retired.



**Cocky - South Carolina's mascot.**

*The USC mascot was named the Capital One National Mascot of the Year in 2003 and also captured National Championship titles in 1986 and 1994.*