

This is LSU

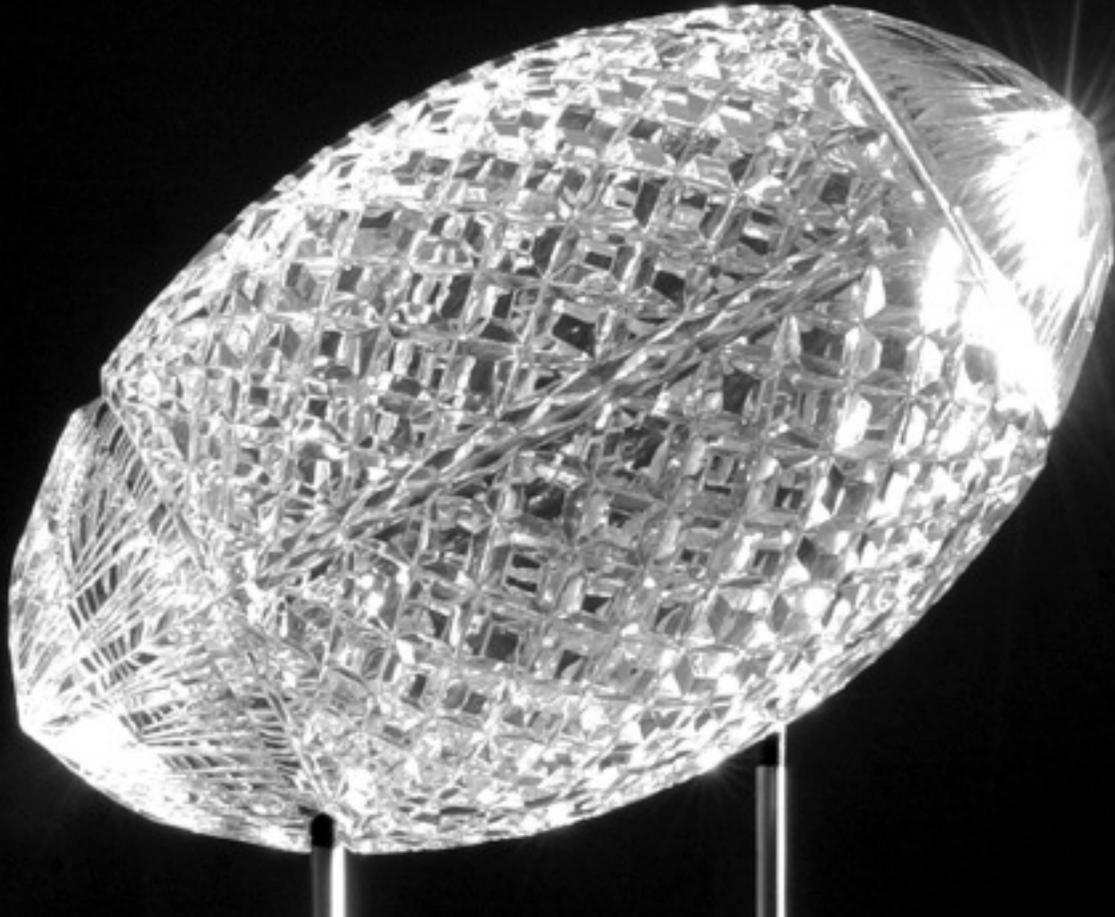


2003 NATIONAL CHAMPIONS



2003
NATIONAL CHAMPIONSHIP

NATIONAL FOOTBALL LEAGUE



1958 and 2003 NATIONAL CHAMPIONS

NATIONAL CHAMPIONS



SEC CHAMPIONS

2003 • 2001 • 1988 • 1986 • 1970 • 1961 • 1958 • 1936 • 1935



SEC WEST CHAMPIONS

2003 • 2002 • 2001
1997 • 1986





- 242** Academic All-SEC honors
- 180** First-Team All-SEC selections
- 58** All-America honors
- 35** Bowl Games
- 24** NFL first round draft picks
- 23** Academic All-America selections
- 17** Bowl victories
- 10** College Football Hall of Famers
- 9** SEC Championships
- 5** SEC West Championships
- 3** Pro Football Hall of Famers
- 2** National Championships

THE HARDWARE

FOOTBALL TROPHIES



NATIONAL COACH OF THE YEAR

- Nick Saban • 2003
- Jerry Stovall • 1982
- Charles McClendon • 1970
- Paul Dietzel • 1958



HEISMAN TROPHY WINNER

- Billy Cannon • 1959



BILETNIKOFF AWARD WINNER

- Josh Reed • 2001




EFFORT
TOUGHNESS
DISCIPLINE
COMMITMENT
TIGER PRIDE

For years outsiders viewed the LSU football program as an unpolished gem, a potential giant in the college football world waiting to be reborn. With the wealth of resources at LSU, its tradition and the available talent within the state of Louisiana, all the program needed was the right leader to guide it.

Entering his fifth year, Nick Saban, is that leader.

A man of vision and a leader for the future, Saban has restored LSU's proud tradition and brought the Tigers back to the elite of college football in his four years, leading LSU to its first national title in 45 years. During his tenure, Saban has guide the Tigers to 39 victories, including two Southeastern Conference championships, two Sugar Bowl victories and a Peach Bowl win.

With his ability to identify and develop talent, relate to his players and staff while managing an elite

program, it is safe to say that Nick Saban has made this a great time to be a part of LSU football.

"LSU has a great product. In any successful organization, you have to have a great product, you have to know what the competition is and you have to have togetherness," says Saban. "Everybody has to have a common goal and we all have to work towards that common goal. That's the way I've been successful in other endeavors."

Saban came to LSU from Michigan State where he rebuilt the Spartans into a top-10 power. Prior to his days at Michigan State, Saban

spent four seasons as defensive coordinator of the Cleveland Browns. He turned the Browns' defense from the worst in the NFL in points allowed the year before his arrival into a defense that allowed the fewest points in the league in his final year with the organization in 1994.

With the nation's best recruiting class added to the already highly succesful Tigers, Saban will continue to build upon his success and continue to design his program around the fundamentals that have made him a success at every level of the sport.



THE SABAN MISSION

- 1.** To help make you a better person for having been a part of the LSU football program.
- 2.** To help you become a successful student-athlete and earn your degree.
- 3.** To help you reach your full athletic potential and to have the opportunity to win a championship.
- 4.** To help launch your career so that when you leave LSU you can have the best opportunities in life.

THE TOTAL PROGRAM

Nick Saban built his reputation on defense as an assistant coach. As a head coach he has shown the ability to put together a total program. Being competitive on the field and stressing discipline and responsibility off the field, Saban's teams have proven to be consistent winners, while graduating student-athletes at the same time.

EDUCATION FIRST

Saban is a communicator who gets the best out of his players, a coach who can guarantee that a player willing to dedicate himself to the program will maximize his talents.

"I'm a player's coach. I have a tremendous amount of respect for the players in college football and the game. We care about the players first of all as people and I want them to be better people for having been a part of this program. They're here to get an education first. I want every player to work to reach his full potential as a player and as a competitor. I expect our players to commit to a standard of excellence that is very high."

TEAM OWNERSHIP

The keys to Saban's success are founded on aggressive and disciplined leadership and a philosophy of personal responsibility both on the football field and in the classroom.

"One thing that I expect our players to do is to take ownership of their team. This is the players' team. I'm the coach. I want the players to take some responsibility and ownership for all the areas that are important in building this program."

NATIONAL-SCHOLAR ATHLETES



THE Smartest PLAYERS IN FOOTBALL

They may look like big, imposing defensive linemen, but these players are also brilliant students. They are the smartest players in football.

BY JIMMY K. HARRIS

LSU has produced six recipients of the National Football Foundation and College Football Hall of Fame National Scholar-Athlete award, including two during Nick Saban's four seasons.

LSU has produced six recipients of the National Football Foundation and College Football Hall of Fame National Scholar-Athlete award, including two during Nick Saban's four seasons.

SCHOLAR-ATHLETES

- 1978 - Robert Dugas
- 1987 - Nacho Albergamo
- 1990 - Sol Graves
- 1997 - Chad Kessler
- 2002 - Bradie James
- 2003 - Rodney Reed



Cox Communications Academic Center for Student-Athletes

INTRO

THE CHAMPIONS

THIS IS LSU

PLAYERS

COACHES

PREVIEW

REVIEW

RECORDS

HONORS

HISTORY

LSU

MEDIA



Critical to the development of an athlete as a student is an adequate academic facility and capable staff to further the athlete's progress. The Cox Communications Academic Center for Student-Athletes is responsible for overseeing the educational development and progress toward graduation for all student-athletes. The staff acts as a liaison between the student-athlete and the academic communities and insures that student-athletes comply with academic rules established by the University, NCAA and Southeastern Conference. The staff also coordinates academic programs designed to assist student-athletes in acquiring a quality education.

THE GOAL

For each student-athlete to reach and receive the highest-quality education and degree.

THE RESPONSIBILITY

To oversee the educational development and progress toward graduation for all student-athletes.

- ▶ Tutoring
- ▶ Career Counseling and Development
- ▶ Time Management
- ▶ Study Skills
- ▶ Insure that student-athletes comply with academic rules established by the University, NCAA and SEC

FACILITY BUILT BY THE TIGER ATHLETIC FOUNDATION



LSU GRADUATES UNDER NICK SABAN

<p>WINTER 2000 Kareem Mitchell Louis Williams</p> <p>SPRING 2001 Muskingum Barnes John Compton Joe Domingeaux Jason Green Kyle Kipps Oliver Smith</p>	<p>Charles Thomas Roger Williams</p> <p>SUMMER 2001 Michael Lillie Robert Royal</p>	<p>SPRING 2002 Trev Faulk Jarvis Green Kris Kessler Ryan Miles Walter Moreham Tony Vastola Bob Wynne Wendell York John Young</p>	<p>WINTER 2002 Tommy Banks Willie Harvey Solomon Lee Chad Lewis Jerel Myers Jeremy Shealy Joe Wesley</p>	<p>SPRING 2003 Jimmy Courtenay Alonzo Diodene Bradie James Elice Parker Rodney Reed Marcus Whitty</p>	<p>WINTER 2003 John Corbello Byron Dawson Thomas Dunson Michael Dupuis. Donnie Jones Matt Mauck Rob Sale</p>	<p>SPRING 2004 Thomas Barrett Jeremy Burnham Ross Cockrell Eric Edwards Randall Gay Brandon Nowlin Jonathan Shensky Kyle Thompson Torrin Williams Bryce Wyatt</p>
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ACADEMIC ALL-SEC UNDER NICK SABAN

The number of football student-athletes to earn Academic All-SEC (3.0 GPA or better) increased by almost double during Saban's four years at LSU. In 2000 and 2001, Saban's first two seasons, a total of 23 players earned Academic All-SEC, while the past two seasons a total of 41 were honored, including 25 players in 2003. **The 25 in 2003 were the most Academic All-SEC selections in a single-season in school history.**



2003 SEC ACADEMIC HONOR ROLL

STUDENT ATHLETE	CLASS	MAJOR
Thomas Barrett	Sr.	Secondary Education
Harold Bicknell	Jr.	General Studies
Andre' Boagni	So.	Undeclared
Dorsett Buckels	Sr.	General Studies
Michael Clayton	Jr.	General Studies
Steven Damen	Jr.	General Business
Leo Desselle	So.	Undeclared
Joshua Dicharry	So.	General Business
Peter Dyakowski	So.	Undeclared
Ryan Gaudet	So.	Undeclared
Gino Giambelluca	Jr.	Kinesiology
Kory Hebert	Jr.	General Studies
Jack Hunt	Sr.	Chemistry
Brandon Hurley	Jr.	Mass Communication
Donnie Jones	Sr.	Finance
Christopher McCauley	Sr.	Finance
Matt Mauck	Sr.	Kinesiology
Rudy Niswanger	Jr.	Kinesiology
Brandon Nowlin	Sr.	General Business
Stephen Peterman	Sr.	General Studies
Gant Petty	Jr.	Kinesiology
Rodney Reed	Grad.	Accounting
Cameron Vaughn	So.	Undeclared
Ben Wilkerson	Jr.	General Studies
Ryan Willis	So.	Undeclared

ACADEMIC STAFF



Dr. Roger Grooters
Executive Director



Ted White
Sr. Associate Director



Dr. Tommy Karam
Director/Communications Lab



Jim Rost
Associate Director



Sabrina Youmans
Learning Specialist



Ako Baye Stafford
Tutorial Coordinator



Harold Russell
Coordinator of Supervised Study

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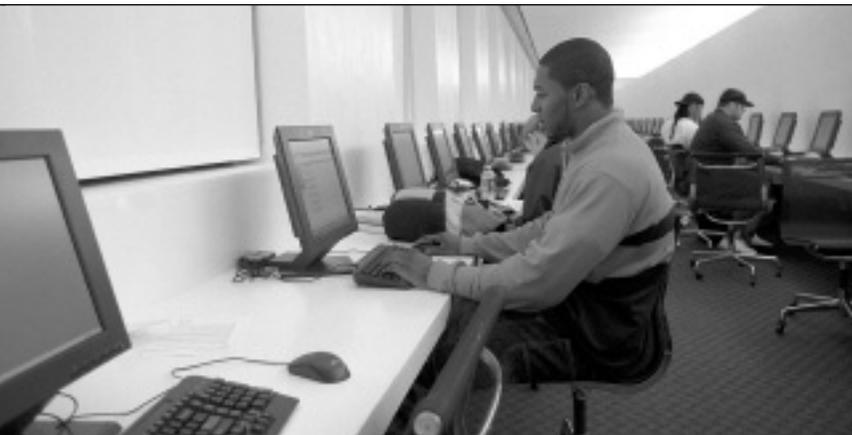
AMENITIES

- ▶ 54,000 square feet of working space
- ▶ 75 computer workstations
- ▶ 14 private computer rooms in a state-of-the-art computer lab
- ▶ Additional study rooms and classrooms for private or group study
- ▶ Electronic scheduling of tutoring sessions
- ▶ A 1,000-seat auditorium for classes and lectures



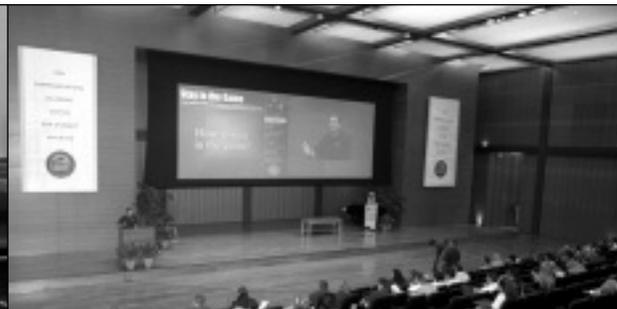
Paramount to the success of the “student” half of the term student-athlete is providing LSU athletes with the best possible resources to excel in the classroom. For more than 20 years, the LSU Academic Center for Student-Athletes has helped to build well-rounded student-athletes. But as times change and technology advances, the need for further improvements still exists. As a result, the Cox Communications Academic Center for Student-Athletes opened its doors in November of 2002. A \$15 million renovation to the Gym Armory not only made it among the nation’s premier centers, but put it at the forefront. Improvements to the existing center give LSU student-athletes the best opportunity for success by providing access to the latest technology, as well as an array of expanded services.





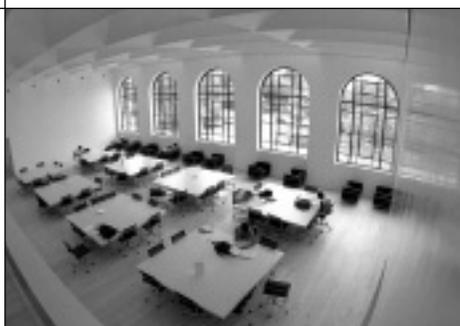
COMPUTER STATIONS

Throughout the Academic Center are 75 computer stations, providing student-athletes with a quiet working environment for research, writing and studying.



BO CAMPBELL AUDITORIUM

The 1,000-seat auditorium is used through the year as a classroom and lecture hall. Each seat in the auditorium has space for a laptop and a modem hookup, providing each student unlimited learning opportunities. The auditorium also contains a movie theatre size screen to aid professors with lectures and classroom activities.



THE LIBRARY

The library provides a perfect setting for individual study, or with a tutor as group.

STUDY AREA

Included in the 54,000 square feet of the Academic Center are individual study areas as well as 14 private computer rooms for student-athletes to work one-on-one with tutors or by themselves.



COMMUNICATIONS LAB



Along with the success of the LSU Football team, comes a great deal of media attention and Dr. Tommy Karam, the Director of the Communications Lab, uses his lab, located on the fourth floor of the Cox Communications Academic Center for Student Athletes, to work with LSU student-athletes on their interactions with the media and interview skills. Karam's lab is a mock press conference setting to get the student-athletes used to handling themselves in front of both print and electronic media. He video tapes the mock interview session and reviews it with the student-athlete to help them become more comfortable in an interview setting. Karam also helps the LSU Football players get prepared for the NFL Combine by working closely with those players on the interview process.



LIGHTS, CAMERA, ANSWER

Dr. Karam uses his studio to prepare LSU's student-athletes to interact with all phases of local and national media by working one-on-one in a press conference setting. The Communications Lab includes a working camera for Karam to review the session with the student-athletes.





Louisiana State University and Agricultural & Mechanical College has, throughout its 144-year history, served the people of Louisiana, the region, the nation, and the world. LSU is creating a revolution, one of pervasive change and advancement. For the past five years, the focus of the LSU community has been an increased commitment to excellence. Our progress has been dramatic and shows no sign of stopping.



Having witnessed many of yesterday's possibilities become today's tangible realities, the LSU community set forth to capitalize on its success. The goal was to improve our standing as a nationally competitive flagship university. Following intense discussions among the LSU Board of Supervisors, campus administrators, faculty, and student leaders, the objectives required to reach this status crystallized, providing the impetus for LSU's National Flagship Agenda.

LSU FACTS

Location: Baton Rouge, La.
 Founded: January 2, 1860
 Enrollment: 31,234
 President: Dr. William Jenkins
 Major Fields for Bachelor's Degrees: 72
 Major Fields for Master's Degrees: 72
 Major Fields for Doctoral Degrees: 54



DIVERSITY

“THE MOST DIVERSE SCHOOL IN THE NATION.”

Newsweek magazine named Louisiana State University the “Most Diverse” school in the nation in the Sept. 3, 2003 issue. The enrollment consists of 24 percent minority students.



“LOUISIANA STATE UNIVERSITY HAS A TRADITION OF GRATITUDE EXPRESSED IN SERVICE TO COMMUNITY AND COUNTRY.”



President George W. Bush
2004 LSU SPRING COMMENCEMENT

Strong supporters of education throughout the state have provided resources for a variety of innovative projects that are attracting world-class researchers and their expertise to LSU. The National Flagship Agenda is working to improve the standing of the University, as well as strengthen its position as an economic engine for the state of Louisiana. As a result, the University community is even more determined to achieve excellence at every level.

LSU remains firmly focused on attaining national flagship status by 2010, the University's 150th anniversary. The resolve of the LSU community and the support of the state make these goals attainable. And, if the last five years are any indication of success, the next phase of this agenda will guarantee LSU's place in the arena of national prominence.

Because of its designation as a doctoral/research university by the Carnegie Foundation, LSU ranks in the top 2 percent of the nation's colleges and universities. This designation is shared by only 59 public and 29 private universities across the nation. LSU is also one of only 25 universities nationwide designated as both a land-grant and sea-grant college.

History and tradition began with LSU's founding in 1853 by the General Assembly of Louisiana as the Louisiana State Seminary of Learning and Military

Academy near Pineville, Louisiana. The institution opened January 2, 1860. When the Civil War began, the school's first superintendent, William Tecumseh Sherman, resigned to assume a command in the Union Army. The seminary reopened in 1869, but was soon destroyed by fire. The institution moved to Baton Rouge, opening on Nov. 1, 1869.

In 1870, the Seminary was renamed Louisiana State University. In 1874, under the United States Morrill Act, the Louisiana State Agricultural & Mechanical College was established in New Orleans. The two institutions were merged by the Legislature in 1877 to become Louisiana State University and Agricultural & Mechanical College.

Construction on the present campus began in 1922 and the first classes were held in 1926. LSU experienced major growth in the 1930s and 1940s, expanding its student body, curricula, and services. During the 1960s, the University began to place increasing emphasis on research.

Recognizing the importance and extent of statewide agricultural activities of units in the LSU System, the LSU Board of Supervisors established the Center for Agricultural Sciences & Rural Development in 1972. This unit was renamed the LSU Agricultural Center in 1982. Components of the LSU Agricultural Center include the Louisiana Agricultural Experiment Station,

the Louisiana Cooperative Extension Service and International Programs.

The primary mission of the LSU Agricultural Center is to conduct research in agricultural and natural resource development and to provide off-campus extension education that disseminates technological, economic, and management information to Louisiana residents.

In 1977, the Paul M. Hebert Law Center, established as the LSU Law School in 1906, was made an autonomous division of the LSU System. The Law Center provides legal education characterized by an unyielding demand for academic excellence. Its unique curriculum, based on civil law as well as substantial elements of common law, provides law graduates with qualifications and training for not one, but two legal systems. The Hebert Law Center holds membership in the Association of Law Schools and is on the approved list of the American Bar Association.

LSU, located on more than 2,000 acres in the southern part of Baton Rouge, Louisiana, is bordered on the west by the Mississippi River. The University's more than 250 principal buildings are grouped on a 650-acre plateau that constitutes the main part of the campus.

LSU and A&M College is accredited by the Southern Association of Colleges and Schools.



Campus Life

CAMPUS APARTMENT - THE TIGERS' HOME AWAY FROM HOME



LSU has 18 residence halls with architectural styles ranging from a Renaissance style typical of the older core of the campus to modern high-rise buildings. Below is the newest addition, the highly popular East Campus and West Campus apartments, a co-ed dormitory that includes furnished rooms with connecting suites and e-mail workstations in the lobby, all within a short walk from the dining hall.



AMENITIES

- ▶ Dining Halls
- ▶ Weekly Housekeeping
- ▶ Cable Television
- ▶ High-Speed Internet
- ▶ Mail Service
- ▶ Card Access
- ▶ Facility Repairs
- ▶ Security
- ▶ Telephone Services
- ▶ Furnished
- ▶ Washer/Dryer
- ▶ Microwave

WHY LSU?

"It was really quite an honor to be able to play for LSU. Being from Lockport, everybody down there is a big LSU fan. Once I graduated from high school and had to make the decision where I was going to play, LSU was the obvious choice because I had grown up an LSU fan and it was a place where my family could watch me play. LSU really helped me grow both as a player and a person. I have nothing but fond memories of the place."



Tommy Hodson
Quarterback (1986-89)
All-SEC

"I had a lot of choices coming out of high school, but when I visited LSU it was different. It felt like a family with the coaches and the players. LSU was the best place for me to go. It had everything I wanted, both football and academically. The atmosphere and the coaches made me feel very comfortable around them as well as the academic people and everybody involved with the program. I was from down the road in Louisiana and could have gone anywhere to school, but I chose to stay close to home."



Jarvis Green
Defensive End (1998-01)
New England Patriots member

"As far back as I can remember (riding bicycles, playing little league baseball), I have literally bled purple and gold. It never crossed my mind that there was anywhere else to go other than LSU. The experiences and relationships that I developed at LSU have been an integral part of my life. No other colleges existed in my mind. I am fortunate to have attended a place that I considered a dream and look forward to my association with the University until the day I die."



David Toms
2001 PGA Champion
and LSU Graduate

"I was basically an in-state guy and had always thought about going LSU for football and to get a good education. I made a lot of visits to different schools in my selection process, but everything always pointed toward LSU. My heart and my family guided me in that direction not just for the athletics, but for the academics as well. From top to bottom LSU has good people from the coaches on down the line."



Bradie James
Linebacker (1999-2002)
Dallas Cowboys member



AFRICAN-AMERICAN CULTURAL CENTER

The African-American Cultural Center provides a multifaceted approach to working with all students at LSU. It offers opportunities for people to learn about the contributions of African-American men and women in the areas of literature, science and the humanities. In addition, opportunities for the University community to have greater exposure to art exhibits, dance troupes, theatre, poetry readings and educational programs are provided.

PROGRAM GOALS

Educational programs for the African-American Cultural Center are the heart of the center. The scope of these programs fall into the following four categories:

- ▶ historical/political
- ▶ artistic
- ▶ informal student advising
- ▶ community outreach

BENEFITS

By creating and funding the African-American Cultural Center, the University community benefits in the following areas:

- ▶ retention of African-American LSU students
- ▶ attract qualified African-American student applicants to LSU
- ▶ educate the student body and the community about African-American culture
- ▶ increase racial and cultural awareness of students, faculty and staff
- ▶ assist with the recruitment and retention of African-American faculty and staff



Giving Back



COMMUNITY OUTREACH

The Community Service aspect does not only serve to enhance a student-athletes college experience, but also serves to expand character. Players not only gain a strong sense of self-worth, but also experiences personal satisfaction and growth from volunteering and community service activities. More importantly are the benefits that the community receives. It enables the community to gain an enormous advantage in feeling that they have a "partnership" with LSU student-athletes.

LSU student-athletes participate in a variety of community service projects including reading in schools, nursing home visits, hospital pediatric ward visits, speaking engagements and more in East Baton Rouge Parish.



What is CHAMPS?

The CHAMPS/Life Skills program was developed by the NCAA to help prepare student-athletes for the challenges of life beyond the playing field. Through workshops, service projects, and social events, CHAMPS, an acronym for Challenging Athletes Minds for Personal Success, brings LSU student-athletes information that will prepare them for the biggest game of all - the game of life!

HOW CAN CHAMPS HELP?

By focusing on "real life" skills and personal development, the CHAMPS Program not only assists the student-athletes with meeting daily challenges, but also enhances student-athlete's growth in their college years and beyond.

CHAMPS at LSU

The CHAMPS/Life Skills program at LSU is operated out of the Academic Center for Athletes, and the focus of the program is on five commitments viewed as critical to personal growth:

- ▶ Academic Excellence
- ▶ Athletic Excellence
- ▶ Career Development
- ▶ Personal Development
- ▶ Community Service



Mike Mallet

Director for the
CHAMPS/Life Skills program



Kristen McFadden

Assistant Director for the
CHAMPS/Life Skills program



JOB EXPERIENCE

Student-athletes at LSU take full advantage of their summers by developing skills in their field of study. Football players spend most of their summer participating in jobs that relate to their major like working at ...

- ▶ Hospitals
- ▶ Physical Therapy centers
- ▶ Public Relations firms
- ▶ Building Contractors
- ▶ Restaurant Management
- ▶ Engineering firms
- ▶ Accounting offices



Being a part of the LSU football program involves more than simply playing in front of more than 90,000 crazed Tiger fans on Saturdays in the fall. LSU football provides an opportunity to achieve athletic success while also getting a head start on the most important game of all - the game of life.

The LSU football program has a longstanding internal summer jobs program that aggressively seeks



opportunities to help place its players in career-developing positions within the community. Every LSU football player that wants to get a leg up on their future has the opportunity to work during the summer with the goal to help players earn valuable experience.

LSU football players are expected to be extremely active in utilizing the career development resources readily available to them.



The City of Baton Rouge



BATON ROUGE FACTS

POPULATION:
 Baton Rouge.....227,818
 East Baton Rouge Parish.....412,852

AVERAGE TEMPERATURES:
 High81.3
 Low52.5
 Average.....67.5



► The average annual temperature in Baton Rouge is 68 degrees and the city features a semi-tropical climate highlighted by mild winter months.



► Baton Rouge is just an hour away from the French Quarter in New Orleans and even closer to the million-acre Atchafalaya Swamp, which is called one of the biggest fishing ponds in the country.

Hospitality and comfort are a Southern tradition practiced to perfection around Baton Rouge. Minutes from the city, ancient moss-draped oaks, fragrant honeysuckle, formal gardens and the finest examples of Southern architecture await. Combine this with the excitement of the mighty Mississippi River, cajun music and a gourmet meal that is topped with freshly brewed cafe-au-lait at one of Baton Rouge's fine restaurants. Mix in an autumn Saturday evening at Tiger Stadium, and Baton Rouge becomes one of the most attractive cities for living, entertainment and education in the South.

The state capitol building of Louisiana, located in Baton Rouge, is the tallest capitol building in the nation at 34 stories.

DISTANCE CHART FROM BATON ROUGE

(BASED ON 70 MPH SPEED):

Atlanta, Ga.	7 hours
Biloxi, Miss.	2 hours
Birmingham, Ala.	6 hours
Dallas, Texas	6 1/2 hours
Houston, Texas	4 hours
Jackson, Miss.	2 1/2 hours
Jacksonville, Fla.	8 1/2 hours
Little Rock, Ark.	5 hours
Mobile, Ala.	3 hours
Monroe, La.	2 1/2 hours
New Orleans, La.	1 hour
Orlando, Fla.	10 hours
Pensacola, Fla.	4 hours
Shreveport, La.	4 hours



THE MIGHTY MISSISSIPPI

Baton Rouge, the capital city of Louisiana, sits on the banks of the Mississippi River.



LOUISIANA FACTS

Nickname:The Pelican State
 Admitted to Union: April 30, 1812
 State Colors: ...Gold, white and blue
 State Bird:Brown Pelican
 State Dog: ..Catahoula Leopard Dog
 State Tree:Bald Cypress
 State Flower:Magnolia
 Climate:Subtropical

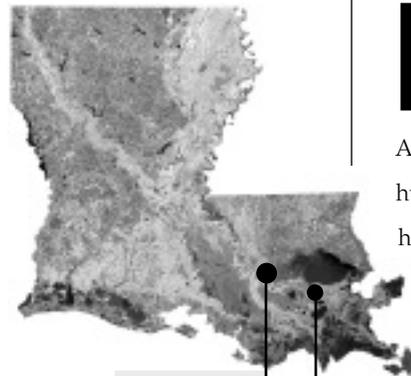
- ▶ Foods like boiled crawfish, jambalaya, shrimp etouffee, and gumbo make the cajun and creole cuisine of Louisiana the envy of the nation.



- ▶ Last year, an estimated 23.5 million U.S. resident visitors came to Louisiana.

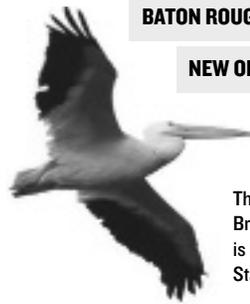
LOUISIANA LAGNIAPPE

- ▶ **Atchafalaya:** \a-chaff-a-LIE-a\ n. Louisiana's famed undeveloped wetland.
- ▶ **Beignet:** \ben-YAY\ n. A tasty French doughnut without the hole.
- ▶ **Boudin:** \BOO-dan\ n. Hot, spicy pork mixed with onions, cooked rice and herbs and stuffed in sausage casing.
- ▶ **Etouffee:** \ay-too-FAY\ n. Crawfish or shrimp in a delightfully spicy red sauce.
- ▶ **Gumbo:** \GUM-boe\ n. A delicacy of South Louisiana. A thick, robust soup with thousands of variations, only a few of which are Shrimp Gumbo, Chicken Gumbo, and File' Gumbo.
- ▶ **Krewes:** \crew\ n. An organization that puts on Mardi Gras balls and parades.
- ▶ **Lagniappe:** \LAHN-yap\ n. A little something extra.
- ▶ **Po-Boy:** - n. A sandwich extravaganza of either shrimp, oyster, roast beef, etc., that's served on a crispy-crust loaf bread called French Bread.
- ▶ **Vieux Carre:** \vyuh-kah-RAY\ n. The French name for the French Quarter meaning "Old Square."



BATON ROUGE

NEW ORLEANS



The East Brown Pelican is Louisiana's State Bird.



Louisiana, one of America's most culturally and geographically diverse states, is located in the heart of the Deep South. Adjacent to the Gulf of Mexico and dotted with hundreds of lakes and bayous, Louisiana is home to all types of terrain from swamps and marshes to lush forests and gentle hills. The state is known for its charm and friendly people, and still maintains the stately antebellum plantations and majestic oaks of its early days. The atmosphere is elegant, yet relaxed and casual.



SPORTSMAN PARADISE

Louisiana offers some of the finest hunting, fishing and boating opportunities in the country.

UNIQUE CULTURE

Louisiana is home to Mardi Gras, a two-week party that includes more than 60 parades and millions of visitors from around the world. All year long New Orleans Jazz, Creole culture, stately riverboats and some of the finest cuisine in the world is mixed into the diverse and renowned culture of Louisiana.



Tiger Stadium



SATURDAY NIGHT IN TIGER STADIUM

THE FACTS

YEAR BUILT:1924
 CAPACITY:91,600
 LARGEST CROWD:92,251 (vs. Georgia 9/20/03)

STADIUM CAPACITY

	SCHOOL	STADIUM	CAPACITY
1.	Michigan	Michigan	107,501
2.	Penn State	Beaver	107,282
3.	Tennessee	Neyland	104,079
4.	Ohio State	Ohio	101,568
5.	Georgia	Sanford	92,000
6.	LSU	Tiger	91,600

ATTENDANCE

	SCHOOL	GMS.	2003 ATT.	AVG.
1.	Michigan	7	776,429	110,918
2.	Penn State	7	739,403	105,629
3.	Tennessee	7	735,269	105,038
4.	Ohio State	8	838,963	104,870
5.	Georgia	6	552,348	92,058
6.	LSU	7	636,817	90,974
7.	Florida	6	541,060	90,177
8.	Auburn	7	596,422	85,203
9.	Texas	6	500,034	83,339
10.	Oklahoma	7	582,326	83,202



"I'd been warned prior to my first visit to Baton Rouge that the legendary Death Valley mystique was a myth. That assessment couldn't have been more wrong. Tiger Stadium was as loud as any I've ever heard during the dramatic fourth quarter of Saturday's Georgia game, the festivities surrounding it as advertised.

The streets were lined with purple and gold. Smoke emanated from the grills in the parking lot. Shouts of "Go Tigers" and "Tiger Bait" echoed from the stadium deep into the heart of campus.

And that was just Friday night."

Stewart Mandel

SI.com, Sept. 21, 2003



"I've been here as a player in the early '60s. I've been here as a coach in the '80s. When the crowd is with it, there is no place like this (Tiger Stadium) in all of college football. I might add there is no place like it in the NFL. These people (LSU fans) make a difference with their squad. It's tough to play them when they get like this."

Bill Curry

ESPN Color Analyst



The band plays the first note of the fight song and more than 90,000 fans rise to their feet, captivated and transformed by what they are about to see. The energy, the noise and excitement level hit another gear as the players charge through the uprights and prepare to take the field of battle. As the game begins the fans create an atmosphere unlike any other in college football, raising their level of intensity as the magnitude of the game heightens with every turn.

This could only be a Saturday night in Tiger Stadium.

For the college football fan, it doesn't get any better than Tiger Stadium, also known as Death Valley. Already considered one of the loudest athletic venues in the world, an additional 11,600 seats were added prior to the 2000 season, creating an even more hostile environment for its visitors with its current capacity of 91,600.

LSU averaged better than 90,000 fans per game a year ago and ranked at least sixth in the nation in attendance for the fourth straight season. Tiger Stadium had over 92,000 fans attend four home games in 2003, including a record crowd of 92,251 witness LSU's 17-10 thrilling victory over Georgia. 92,000 fans also filled the stadium versus Florida (92,077), Auburn (92,085) and Arkansas (92,213), while just under that mark were on hand for the Tiger's 49-10 homecoming victory over Louisiana Tech (91,879).



"Baton Rouge happens to be the worst place in the world for a visiting team. It's like being inside a drum."

Paul "Bear" Bryant
Former Alabama Head Coach



"It makes a body tingle -- these folks go berserk when the band marches on the field."

Douglas Looney
Sports Illustrated

"College football is never better than when there's a good team in Tiger Stadium."

Lee Corso
ESPN



"Unbelievable, crazy. That place makes Notre Dame look like Romper Room."

Brad Budde
former Southern Cal All-American

"The sheer noise level is startling, and the roiled passions and unrepentant love which oozes like hot lava from the steep cliffs of the stadium onto the field can be disarming. The intense level of noise cascades almost incessantly from the stadium peaks in a close game."

Marty Mule'
New Orleans Times Picayune



Gameday in Tigertown



TAILGATING ON THE LSU CAMPUS

EXTREME TAILGATING

They begin to roll into town and onto campus as early as Thursday night and by Friday afternoon, Tailgaters at LSU have their grills fired up and their coolers loaded with ice. This is in preparation for Saturday's game in Tiger Stadium. LSU's campus becomes one of the biggest and best parties in the south on a Saturday afternoon. Each weekend thousands of fans from around the nation gather in the shadows of the oak trees to prepare themselves for the game. An estimated 120,000 fans are on campus to tailgate, in recreational vehicles, sports utility vehicles, pick-up trucks, cars and even the occasional old painted school bus. Tiger fans tailgate with style and flair unlike any other.



LSU TAILGATER'S UNIQUE FOODS

- | | | |
|---------------|---------------------|---------------------|
| ▶ Jambalaya | ▶ Gumbo | ▶ Crawfish Etouffee |
| ▶ Boudin | ▶ Red Beans 'n Rice | ▶ Boiled Crawfish |
| ▶ Muffalettas | ▶ Shrimp Creole | ▶ Fried Alligator |

SATURDAYS IN THE FALL ON THE LSU CAMPUS

GAMEDAY IN TIGERTOWN



3:00 P.M.

Tiger fans begin lining North Stadium Drive to see the LSU football team and the LSU marching band walk down Victory Hill.



5:00 P.M.

The Tiger Football team makes the walk down Victory Hill to Tiger Stadium.



5:45 P.M.

The Golden Band from Tigerland follows as it walks to the stadium from the Greek Amphitheater. The band begins to play "Tiger Rag" as it marches down the hill next to the Journalism School.



6:40 P.M.

Mike the Tiger, LSU's live Bengal Tiger, rides through Tiger Stadium before each home game in his cage topped by the LSU cheerleaders. Before entering the stadium, his cage-on-wheels is parked next to the opponent's locker room in the southeast end of the stadium. Opposing players must make their way past Mike's cage to reach their locker room.



7:00 P.M.

KICKOFF!

It's kickoff time in Death Valley, the sixth largest on-campus college football stadium in America and the most feared road playing site according to Sport Magazine.

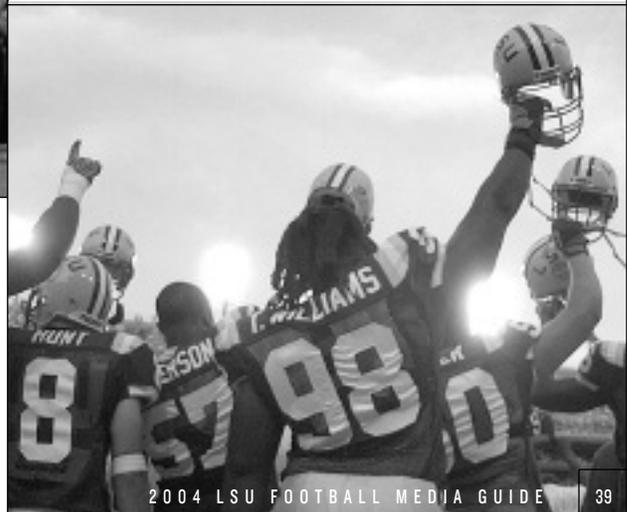
6:50 P.M.

The LSU marching band and golden girls enter the field for the National Anthem and the LSU Alma Mater. Before leaving the field, the band plays the LSU fight song and then forms a tunnel for the LSU football team to run through as they take the field.



6:55 P.M.

A standing ovation crowd greets the Tigers as they enter through the split goalposts.



National Spotlight



LSU is one of the most widely recognized programs on the national forefront. It is among the most frequently-covered programs in the nation, while also being the largest media draw in the state of Louisiana. With its constant national visibility, millions of college football fans throughout the country see, read and hear about LSU football on a daily basis. The LSU campus has also been the site of ESPN's Game Day three times, including once in 2003.



GAMEDAY IN BATON ROUGE

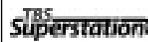
"Great food and great people who don't mind sharing it. Plus it's usually a night game so we have all day to get ready."

- CHRIS FOWLER
ESPN'S COLLEGE GAME DAY

Fowler listed LSU as his favorite game-day location in the Sept. 23, 2003 Sports Illustrated on Campus issue.

1. LSU
2. Texas
3. Texas A&M
4. Florida
5. Air Force

LSU FOOTBALL ON NATIONAL TELEVISION



ON THE TUBE

The Tigers were in the national spotlight a great deal in 2003. ESPN

College Gameday broadcast from Baton Rouge during the season and they were in New Orleans all week leading up to the BCS National Championship game. ABC, which broadcast the national championship game, also had a large presence in the Crescent City, including having Nick Saban as a guest on the set during the week.

Gameday also visited Baton Rouge for feature stories twice in 2003, including Rocket Ismail's story on the Tiger defensive secondary.



NATIONALLY TELEVISED GAMES

College football and LSU fans all across the nation had ample opportunity to root for their Tigers on television. Over the past three seasons LSU has appeared on national television 27 times, including the BCS National Championship game on ABC and 10 games on CBS.

2001

at Tennessee	ESPN	L, 26-18
Florida	CBS	L, 44-15
at Miss. State	ESPN2	W, 42-0
Ole Miss	ESPN2	L, 35-24
at Alabama	CBS	W, 35-21
Arkansas	CBS	W, 41-38
Auburn	ESPN	W, 27-14
SEC CHAMPIONSHIP GAME - ATLANTA, GA.		
Tennessee	CBS	W, 31-20
SUGAR BOWL - NEW ORLEANS, LA.		
Illinois	ABC	W, 47-34

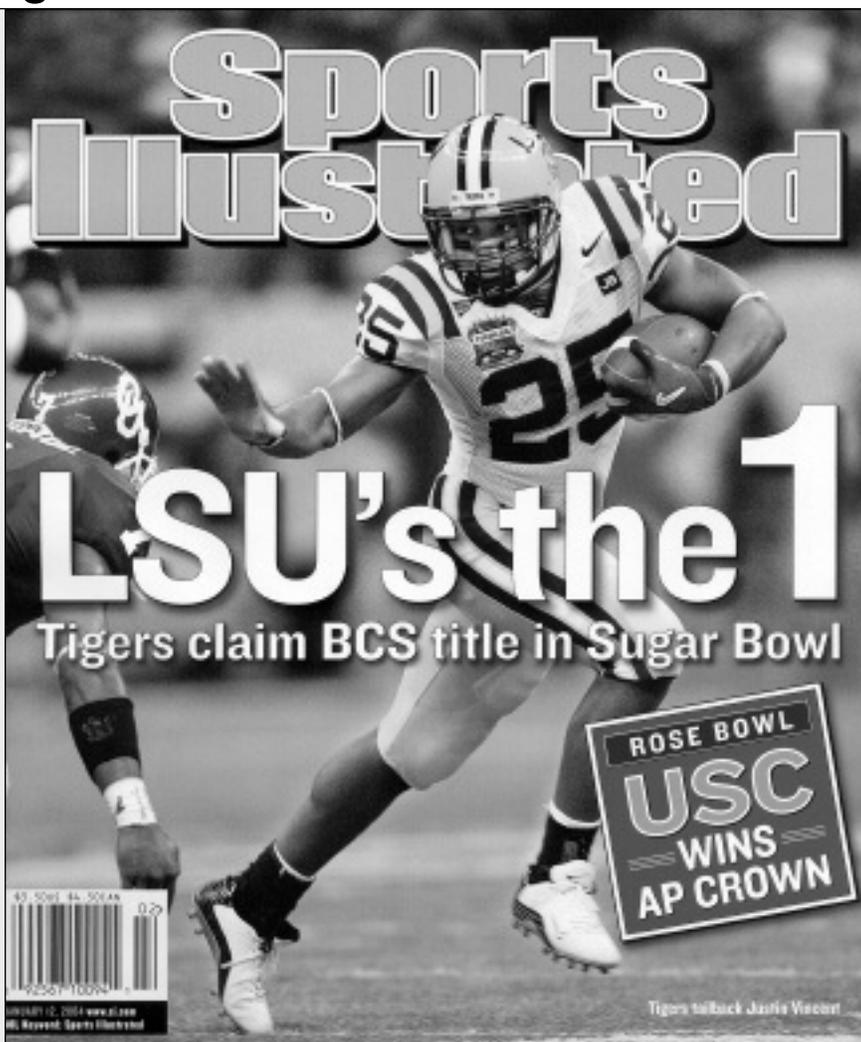
2002

at Virginia Tech	ABC	L, 26-8
at Florida	ESPN	W, 36-7
South Carolina	ESPN2	W, 38-14
Alabama	ESPN	L, 31-0
Ole Miss	ESPN2	W, 14-13
at Arkansas	CBS	L, 21-20
COTTON BOWL - DALLAS, TEXAS		
Texas	Fox	L, 35-20

2003

at Arizona	TBS	W, 59-13
Georgia	CBS	W, 17-10
at Mississippi State	ESPN2	W, 41-6
Florida	CBS	L, 19-7
at South Carolina	ESPN2	W, 33-7
Auburn	ESPN	W, 31-7
at Alabama	ESPN	W, 27-3
at Ole Miss	CBS	W, 17-14
Arkansas	CBS	W, 55-24
SEC CHAMPIONSHIP GAME - ATLANTA, GA.		
Georgia	CBS	W, 34-13
SUGAR BOWL - NEW ORLEANS, LA.		
NATIONAL CHAMPIONSHIP GAME		
Oklahoma	ABC	W, 21-14





Sports Illustrated's cover featured Sugar Bowl MVP Justin Vincent the week after LSU defeated Oklahoma in to win the National Championship.

ON THE COVER

MAGAZINE COVERS



QB Matt Mauck graced the cover of Sports Illustrated's Championship Edition magazine that was sold on news stands the weeks following LSU's victory over Oklahoma to win the national title.



DT Chad Lavalais was all smiles on this Sporting News cover following LSU's 21-14 win over Oklahoma in the National Championship Game.



Chad Lavalais shared the cover with Oklahoma's Tommy Harris on the Sporting News' Bowl preview issue.



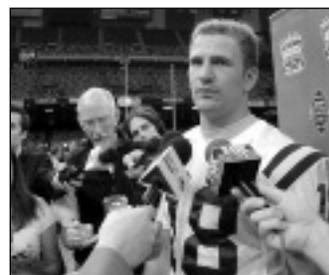
Matt Mauck appeared on the cover of the Sporting News in early December after leading LSU to a victory over Ole Miss to vault the Tigers into national championship contention.

IN THE NEWS

MEDIA ATTENTION



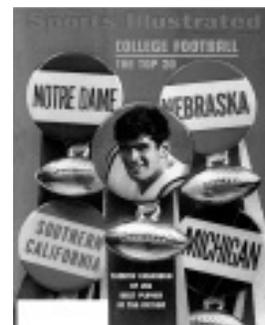
Over the years, LSU has garnered a great deal of media attention, but none moreso than that during the 2003 run for the national title. The Louisiana media, including the Baton Rouge Advocate and the New Orleans Times-Picayune, have always covered the Tigers on an indepth basis, but this past season the likes of Sports Illustrated, The Sporting News, ESPN, and numerous other national media outlets surrounded LSU to grasp the full story of the National Championship season.



Former Tiger and current Sports Illustrated writer John Ed Bradley's story about his days at LSU appeared in SI's 2002 College Football preview



In 1997, Kevin Faulk and the LSU Tigers defeated No. 1 Florida and later that week were on the cover of Sports Illustrated.



In Sports Illustrated's Sept. 13, 1971 edition, SI ranked the Tigers as the preseason No. 5 team in the nation and declared Tommy Casanova the best player in the nation.

