

MEDIA EXPOSURE



All 31 regular-season UCLA basketball games will be televised this season, on either a national or local basis. Over the past 31 seasons, 762 games have been broadcast live in Los Angeles.



IN THE SPOTLIGHT

The UCLA basketball team continues to attract great media attention, both locally and nationally, in the nation's second-largest media market. Los Angeles has seven local network affiliates or independent television stations which cover UCLA basketball on a regular basis.

The addition of the Pac-12 Networks, which features six regional stations and one national channel, provides the newest additional outlet for Bruin basketball games throughout the nation. Over 13 local newspapers and one international wire service regularly cover UCLA basketball, including the *Los Angeles Times*, which boasts the nation's largest daily circulation in excess of one million readers.

A 70,000-watt radio station (KLAC Sports 570 AM) broadcasts all UCLA basketball games live. The Bruins also have a contract with SIRIUS National Satellite Radio. Over 100 *Sports Illustrated* covers feature current and former Bruin athletes. Media training is available for all interested student-athletes, while video interview sessions are offered as well as print interview sessions.

In February 2008, UCLA's Pauley Pavilion provided the backdrop to ESPN's College Gameday show, a national broadcast originating from a college basketball venue each Saturday (photo, above). ESPN's College Gameday show will return to Pauley Pavilion this season, when the Bruins face Arizona in their final regular-season home game on March 2, 2013.



REGULAR COVERAGE

UCLA will have at least 11 games televised by the ESPN family of networks in 2012-13. Fox Sports Net will televise at least five games, while Pac-12 Networks will carry 13 contests. Above, UCLA's Travis Wear is interviewed by FSN broadcaster Courtney Jones.



CENTER STAGE

A four-year standout for the Bruins, Darren Collison (above) speaks with reporters on the court at Staples Center after UCLA won the 2008 Pac-10 Tournament title.



WE'VE GOT IT COVERED

Kevin Love (above) graced the "March Madness" cover of Sports Illustrated in 2008. To the right, Lazeris Jones is interviewed by former UCLA standout Reggie Miller.



ESPN's COLLEGE GAMEDAY

UCLA will host ESPN's College Gameday program on March 2, 2013 in Pauley Pavilion. The Bruins close their regular-season home schedule with a Pac-12 meeting against Arizona that evening. The photo above is from College's Gameday's 2008 appearance.

FORMER UCLA ATHLETES IN MASS MEDIA WORK

Name	Sport	Media Position
Kareem Abdul-Jabbar	Basketball	Actor/Sportscaster (Movies, CBS)
Troy Aikman	Football	Sportscaster (FOX)
Charles Arbuckle	Football	Sportscaster (ESPN)
Ato Boldon	Track	Sportscaster (CBS, NBC)
Kay Cockerill	Golf	Sportscaster (Golf Channel)
Wayne Cook	Football	Sportscaster (AM 570 KLAC Radio)
Randy Cross	Football	Sportscaster (CBS)
Tim Daggett	Gymnastics	Sportscaster (NBC)
Donna De Varona	Swimming	Sportscaster/Writer (ABC, ESPN)
Terry Donahue	Football	Sportscaster (Radio, TV)
Maura Driscoll-Farden	Gymnastics	Sportscaster (Lifetime, ESPN)
Danny Farmer	Football/VB	Sportscaster (FSN Prime)
Sean Farnham	Basketball	Sportscaster (FSN Prime, Fox Radio)
Lisa Fernandez	Softball	Sportscaster (ESPN)
Justin Gimbelstob	Tennis	Sportscaster (Tennis Channel)
Leslie Gudel	Rowing	Sideline Commentator (ABC)
Jack Haley	Basketball	Sportscaster (Fox Sports Net)
Roy Hamilton	Basketball	Coordinating Producer (Fox Sports)
Mark Harmon	Football	Actor (Movies, TV)
Marques Johnson	Basketball	Actor/Sportscaster (Movies, Fox Sports)
Eric Karros	Baseball	Sportscaster (FOX)
Karch Kiraly	Volleyball	Sportscaster (NBC Sports, FSN)
Don MacLean	Basketball	Sportscaster (AM 570 Radio, FSN)
Ann Meyers Drysdale	Basketball	Sportscaster (CBS, ESPN, ABC)
Reggie Miller	Basketball	Sportscaster (TBS)
David Norrie	Football	Sportscaster (ABC, ESPN)
Stacey Nuverman	Softball	Sportscaster (ESPN, Fox Sports)
Ron Pitts	Football	Sportscaster (FOX)
Tom Ramsey	Football	Sportscaster (Fox Sports)
Floyd Reese	Football	Sportscaster (ESPN)
Matt Stevens	Football	Sportscaster (AM 570 KLAC Radio)
J.J. Stokes	Football	Sportscaster (Fox Sports)
Dwight Stones	Track	Sportscaster (ESPN, FOX, NBC)
Rick Walker	Football	Sportscaster (ESPN, Fox Sports)
Bill Walton	Basketball	Sportscaster (ABC, ESPN)
Michael Warren	Basketball	Actor (Television, Movies)
James Washington	Football	Sportscaster (Fox Radio, Fox Sports)



UCLA'S TRIP TO CHINA



WEEK TO REMEMBER

UCLA spent Aug. 23-29, 2012, on a weeklong goodwill tour in China, visiting Beijing and Shanghai. The Bruins won all three exhibition games and enjoyed several sightseeing trips during their stay.



AROUND THE CITY

The two photos directly above highlight UCLA's various trips to shopping districts in Beijing and Shanghai. Players, coaches and staff enjoyed day trips to markets, city squares and historic gardens during the stay in China.

TRIP HIGHLIGHTS

Among the most rewarding parts of UCLA's trip included the team's visit to the Great Wall of China on Aug. 24, the Bruins' first full day in Beijing (pictured above right). Later that afternoon, UCLA toured the Forbidden City, the Chinese imperial palace that lasted from the Ming Dynasty through the Qing Dynasty (built from 1406 to 1420). UCLA played two games against Chinese university teams (Tsinghua University and Shanghai Jiao Tong University) before closing the trip with a 92-63 win over the Shanghai Sharks, a Chinese pro team co-owned by former NBA great Yao Ming (pictured above with head coach Ben Howland).





ABOARD THE HUANGPU RIVER

After arriving in Shanghai on Aug. 26, UCLA enjoyed an evening aboard a riverboat on the Huangpu River (above). The hour-long tour along the river showcases the best views of Shanghai's skyline and The Bund, a waterfront area that typically refers to the buildings and wharves along the Huangpu River.



CULTURAL EXCHANGE

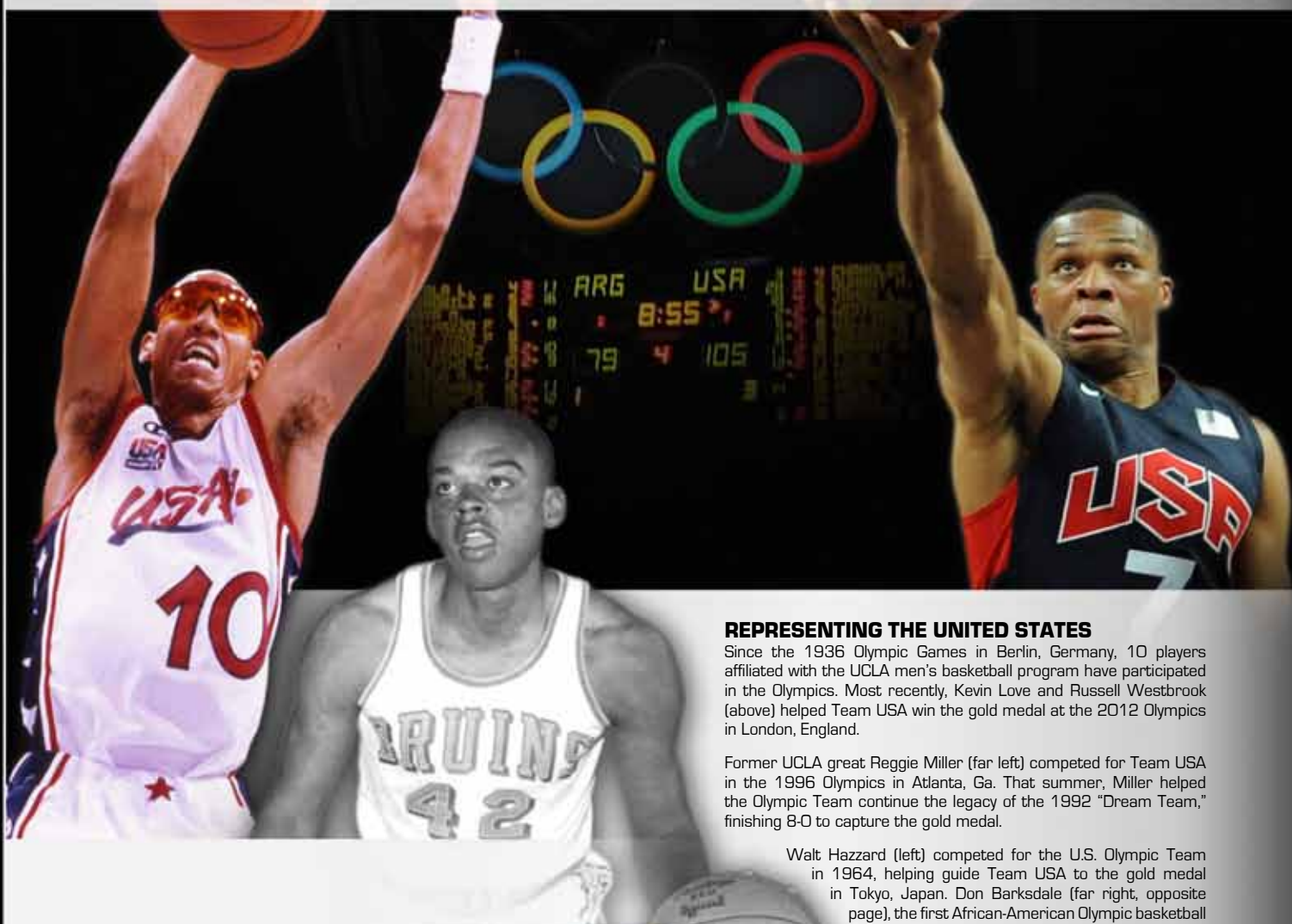
UCLA's trip allowed players an opportunity to better appreciate Chinese culture, food and history. The photo above features (left to right) Larry Drew II, Kyle Anderson, Tony Parker and Jordan Adams at a UCLA "meet and greet" event in Shanghai.



PREGAME PAGENTRY

Prior to both games against Chinese universities, fans and participants watched an hour-long pregame ceremony. Such events included performances from cheerleaders representing both universities. The group photo above was taken before UCLA's game against Shanghai Jiao Tong University.

UCLA'S OLYMPIC HERITAGE



REPRESENTING THE UNITED STATES

Since the 1936 Olympic Games in Berlin, Germany, 10 players affiliated with the UCLA men's basketball program have participated in the Olympics. Most recently, Kevin Love and Russell Westbrook (above) helped Team USA win the gold medal at the 2012 Olympics in London, England.

Former UCLA great Reggie Miller (far left) competed for Team USA in the 1996 Olympics in Atlanta, Ga. That summer, Miller helped the Olympic Team continue the legacy of the 1992 "Dream Team," finishing 8-0 to capture the gold medal.

Walt Hazzard (left) competed for the U.S. Olympic Team in 1964, helping guide Team USA to the gold medal in Tokyo, Japan. Don Barksdale (far right, opposite page), the first African-American Olympic basketball player, helped the United States win a gold medal at the 1948 Olympic Games in London.



GOLD MEDAL WINNERS

To the left, former UCLA standout Kevin Love (right) stands on the medal podium alongside USA teammate Kobe Bryant (left). In the photo above, former UCLA great Reggie Miller displays his gold medal on the medal podium at the 1996 Olympic Games.

FORMER BRUINS IN THE OLYMPICS

Player (Years at UCLA)	Year	Olympic Site
Sam Balter	1936	Berlin, Germany
Carl Knowles	1936	Berlin, Germany
Frank Lubin	1936	Berlin, Germany
Don Piper	1936	Berlin, Germany
Carl Shy	1936	Berlin, Germany
Don Barksdale	1948	London, England
Walt Hazzard	1964	Tokyo, Japan
Reggie Miller	1996	Atlanta, Ga.
Kevin Love	2012	London, England
Russell Westbrook	2012	London, England



UCLA IN THE OLYMPICS

Don Barksdale (above right) played for the U.S. Olympic Team in 1948 (London), helping Team USA win all 12 games and the gold medal that summer. Barksdale is best known as the first African-American to earn All-America honors at UCLA (1947). He could aptly be described as the "Jackie Robinson" of basketball. Reggie Miller (above left) played for the 1996 U.S. Olympic Team, helping the United States earn its second consecutive gold medal, four years after the debut of the original "Dream Team".

KEVIN LOVE

Pictured above playing for Team USA in 2010, Kevin Love averaged 11.6 points and a team-best 7.6 rebounds per game at the 2012 Olympics.



1936 SUMMER GAMES

The 1936 U.S. Olympic Team won the first-ever Olympic basketball gold medal. UCLA's Olympians: Sam Balter (front row, second from left); Don Piper (front row, third from right), Carl Shy (back row, first on left), Carl Knowles (back row, second from left), Frank Lubin (back row, third from left).

CHAMPIONS IN THE CLASSROOM

The mission of the **UCLA Academic and Student Services** office and its **S.U.C.C.E.S.S. Program** is to provide an interactive learning environment that emphasizes life-long learning habits, goal setting, teamwork, leadership and character.

UCLA's Student-Athlete Services

1. Academic Counseling
 - A. Program planning and course selection
 - B. Degree progress report (DPR) checking
 - C. Priority registration
 - D. Major Exploration
 - E. Graduate/Professional School Preparation
 - F. Academic difficulty counseling
 - G. Media/Interview Techniques
2. Student Support Services
 - A. Orientation programs
 - B. Academic travel coordinator
 - C. Learning center computer lab
 - D. Laptop lending program
 - E. Scholar-athlete banquet
 - F. Bruin athletic graduation reception
 - G. Awards and post-graduate scholarships
3. Academic Support Services
 - A. Tutorial services
 - B. Academic mentoring
 - C. Community of Learners (COL)
 - D. Learning specialist
 - E. Midterm progress reports
 - F. Learning strategies, educational assessments
 - G. Professor final review sessions
4. Student-Athlete Development
 - A. Community service
 - B. Personal development
 - C. Professional development
 - D. Wooden Academy
 - E. Bruin Athletic Council
 - F. Student-athlete ambassadors



IN CAP AND GOWN

(above) Former UCLA center Alfred Aboya earned his undergraduate degree in June 2008. Pictured from left to right are assistant Doug Erickson, former assistant coach Ernie Zeigler, Aboya and academic counselor Kenny Donaldson at UCLA's 2008 Commencement ceremony.

(left) Former UCLA guard Josh Shipp with his mother, Deborah, at the 2009 Commencement exercises.



UCLA GRADUATE IN THE NBA

(above) Former UCLA center Ryan Hollins with his family at the university's 2006 Commencement exercises. Hollins has competed in the NBA the last six seasons and will play for the Los Angeles Clippers during the 2012-13 season.

KEY ACADEMIC SERVICES STAFF



Mike Casillas



Kenny Donaldson

ACADEMIC SERVICES AND CAMPUS RESOURCES

UCLA has 10 full-time staff in the academic area to assist student-athletes in areas such as scheduling, degree planning, selecting a major, tutoring, career pathing, specialized learning programs and other academic-related fields. UCLA's renovated Rose Gilbert Learning Center for student-athletes operates six days a week for almost 100 hours (closed on Saturdays). There are 24 Dell computers, as well as printers and study rooms available. The learning center has over 20 laptops available for check-out for team road trips.

BASKETBALL ACADEMIC SUPERLATIVES

- UCLA has 61 NCAA Post-Graduate Scholarship winners (five in basketball).
- UCLA has produced 96 GTE Academic All-Americans (18 in basketball).
- The basketball program has produced three GTE Academic Hall of Famers.

THE STUDENT-ATHLETE AT UCLA

UCLA prides itself on the basketball program's commitment to academics and achievement in the classroom.

George Zidek (right) served as UCLA's starting center for two seasons (1993-94, 1994-95) and was a driving force behind the Bruins' 1995 NCAA Championship. He finished his career as one of UCLA's most academically honored players.

Zidek recorded a 3.76 career GPA as an economics major. As a senior in 1994-95, he captured first-team GTE Academic All-America honors and earned an NCAA post-graduate scholarship. Zidek was selected in the first round of the 1995 NBA Draft by the Charlotte Hornets.

In 1997, Bob Myers had the team's highest GPA (3.44) and earned first-team Pac-10 All-Academic honors. Myers is a 1998 UCLA graduate with a degree in economics and a 2003 graduate of the Loyola Marymount School of Law.

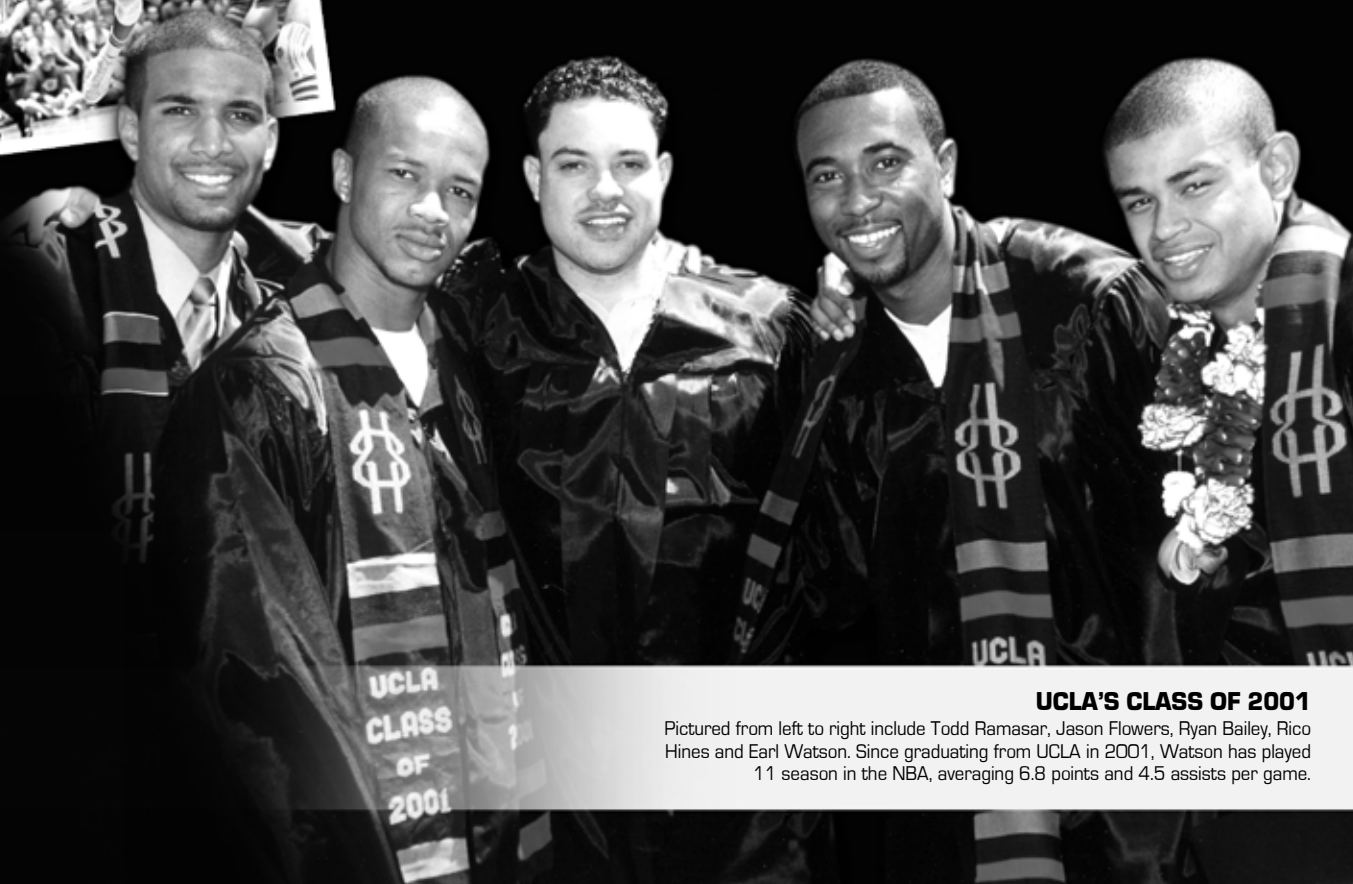
ACADEMIC ALL-AMERICANS (18)

Players (Years at UCLA)	Pos.	Year
Ralph Drollinger (1973-76)	C	1975
Kenny Heitz (1967-69)	G	1969
Marques Johnson (1974-77)	F	1977
Greg Lee (1972-74)	G	1972, 73, 74
Kiki Vandeweghe (1977-80)	F	1979, 80
Bill Walton (1972-74)	C	1972, 73, 74
Michael Warren (1966-68)	G	1967
Sidney Wicks (1979-71)	F	1972, 73, 74
George Zidek (1992-95)	C	1994, 1995



STARS IN THE CLASSROOM

Pictured from left to right include Sidney Wicks, Marques Johnson, Michael Warren and George Zidek. All four players earned Academic All-America honors for at least one season in their collegiate career. Likewise, each of these four players helped win at least one NCAA Championship at UCLA.



UCLA'S CLASS OF 2001

Pictured from left to right include Todd Ramasar, Jason Flowers, Ryan Bailey, Rico Hines and Earl Watson. Since graduating from UCLA in 2001, Watson has played 11 seasons in the NBA, averaging 6.8 points and 4.5 assists per game.

PAC-12 CONFERENCE

"THE CONFERENCE OF CHAMPIONS"

UCLA embarks on its second season in the Pac-12 Conference in 2012-13. The league expanded in July 2011 by adding the University of Colorado and the University of Utah. Upholding its tradition as the "Conference of Champions," the Pac-12 has captured 119 NCAA team titles since 1999-2000, including nine in 2011-12.

THROUGH THE YEARS...

The conference's roots date back to December 2, 1915, when the Pacific Coast Conference (PCC) was founded at a meeting at Portland's Oregon Hotel. Original membership consisted of California, Washington, Oregon and Oregon State College (now Oregon State).

1916 PCC play begins. One year later, Washington State College (now Washington State) was accepted into the Conference. Stanford University joined in 1918.

1922 PCC expands to eight teams with admission of USC and University of Idaho.

1924 Montana joins the PCC.

1928 The PCC grows to 10 members with the addition of UCLA.

1950 PCC competes as a 10-team league until 1950, with the exception of 1943-45 when World War II curtailed intercollegiate athletic competition to a minimum. In 1950, Montana resigns from the Conference and joins the Mountain States Conference.

1959 PCC dissolves and the Athletic Association of Western University forms. Original AAUW membership consists of California, Stanford, USC, UCLA and Washington. Washington State joins in 1962, while Oregon and Oregon State are added in 1964.

1968 The name "Pac-8 Conference" is adopted.

1978 Arizona and Arizona State are admitted July 1, completing the Pac-10 Conference.

2011 For the first time since 1978, the league expands. Colorado and Utah join the league in July 2011, forming the Pac-12 Conference.



ABOUT THE PAC-12 CONFERENCE

Built on a firm foundation of academic excellence and superior athletic performance, the Conference ushered in a new era on July 1, 2011, officially becoming the Pac-12 Conference with the addition of the University of Colorado and University of Utah.

Just 27 days after the Conference officially changed its name, Commissioner Larry Scott announced the creation of the Pac-12 Networks on July 27, 2011, solidifying a landmark television deal and putting the Conference on the forefront. The Networks, including one national network and six regional networks, in conjunction with four of the nation's largest cable operators, marked the first time a U.S. collegiate conference or any other programmer has launched a collection of networks across a variety of platforms, rather than a sole network. In addition, the "TV everywhere" rights will allow fans to access coverage outside the home on any digital device, including smartphones and tablet computers.

On the field, the Pac-12 rises above the rest, upholding its tradition as the "Conference of Champions" ®, claiming an incredible 119 NCAA team titles since 1999-2000, including nine in 2011-12. That is an average of over nine championships per academic year. Even more impressive has been the breadth of the Pac-12's success, with championships coming in 28 different men's and women's sports. The Pac-12 has led or tied the nation in NCAA Championships in 46 of the last 52 years. The only exceptions being in 1980-81, 1988-89, 1990-91 and 1995-96 when the Conference finished second, and only twice finished third (1998-99 and 2004-05).

For the seventh consecutive year, the Pac-12 had the most NCAA titles or tied for the most of any conference in the country, winning at least six every year since 2000-01. No other conference has won double-digit NCAA crowns in a single year, the Pac-12 doing so six times, including a record 14 in 1996-97.

Spanning nearly a century of outstanding athletics achievements, the Pac-12 was the first conference to reach 400 championships in 2010-11. With the inclusion of Colorado and Utah, the Conference surpassed another major milestone, with league teams capturing 450 titles, outdistancing the next conference by nearly 200. In all, Conference teams have won 451 NCAA Championships (306 men's, 145 women's).

The Conference's reputation is further proven in the annual Learfield Sports Directors' Cup competition, the prestigious award that honors the best overall collegiate athletics programs in the country. Stanford continued its remarkable run and won its unprecedented 18th-consecutive Directors' Cup in 2011-12. For the second-straight year, six of the top 25 Division I programs were Pac-12 member institutions: No. 1 Stanford, No. 3 UCLA, No. 7 USC, No. 11 California, No. 19 Arizona and No. 24 Oregon. With three teams in the top 10, it was the most of any conference.

The Conference's nine national titles came in the form of five women's and four men's crowns. Six different schools claimed NCAA titles and, of the five NCAA institutions to have won multiples titles, three were from the Pac-12.

In addition to the nine national championships, the Pac-12 also had runners-up in eight NCAA Championship events: women's volleyball (USC), cross country (Washington), men's water polo (UCLA), skiing (Utah), women's tennis (UCLA), women's track & field (Oregon), men's volleyball (USC) and women's water polo (USC). Overall, the Conference had 39 teams finish in the top four at 25 NCAA Championship events.

Participation in the postseason was a common occurrence for the Pac-12 in 2011-12. Of the 22 sports sponsored by the Conference, 14 witnessed at least half its teams participating in NCAA or other postseason action. The men sent 53 of a possible 101 teams into the postseason (52.4 percent), while the women sent 67 of a possible 113 teams (59.3 percent).

Colorado won the Pac-12 Tournament men's basketball title and represented the league in the NCAA Tournament. Regular-season champion Washington and Stanford headed to the NIT where the Cardinal put together an impressive run, securing the Pac-12's sixth-ever NIT title. The Huskies advanced to New York City, but fell in the semifinals. The Conference's 10-3 record in NIT play were the most wins ever by Pac-12 teams in the nation's oldest tournament. Washington State missed out on becoming the third Pac-12 team in four years to capture a postseason title in the College Basketball Invitational (CBI), advancing to the championship series before falling, two games to one.