



## Greatest Fans in All the Land



Continued from page 1

### Women's Basketball

After Coach Mickie DeMoss was hired last summer, DeFans of women's basketball began DeManding tickets at an unprecedented rate. The enthusiasm matched the fan frenzy of the early 1980s, when the UK women drew record-setting crowds and were routinely ranked in the top 10 nationally.

In 2003-04, UK broke its own women's basketball attendance records for most fans in a season (72,533) and best average-game attendance (5,182). The Cats also drew the second-largest crowd in the program's history (8,429) when Tennessee came to town to face the Cats in a packed Memorial Coliseum.

At season's end, Kentucky ranked 16th nationally in attendance and owned the largest leap in attendance average from last season (an increase of 3,488 fans per game) in the country. The Wildcats' home attendance was second to only Tennessee in the Southeastern Conference. Nearly 3,000 season tickets were sold after fans had bought just 140 the previous year.

DeMoss' reputation, combined with a clever and creative marketing campaign, helped awaken a disgruntled fan base that had been longing for a reason to return to Memorial Coliseum.

"People are buying season tickets because they want to have them when Kentucky becomes a national power," says Lea Wise, a Lexington native and former UK star (1979-83) who is one of the most popular players in the program's history.





## Basketball

It is undeniable that Kentucky Basketball reached "dynasty" status long ago and manages to retain that claim decade after decade. NCAA records for most wins, most tournament appearances, and most tournament victories. Records for

Southeastern Conference regular season titles and tournament crowns. Seven NCAA Championships. Thirteen Final Four berths. These are only a fraction of the boasts Kentucky claims in the college basketball world. But perhaps the most amazing facet of Kentucky Hoops is its ability to connect with its fans. Despite not having the largest facility in the nation — or even in its own conference — UK has led the nation in attendance nine straight years.



## Football






To gauge the passion of a Kentucky football fan, one need look no further than the parking lots at Commonwealth Stadium as they transform themselves five hours before kickoff into a festival of tailgating. Folks from all over Wildcat Country bring bags of charcoal, footballs to toss, and their culinary best as they gear up for kickoff on football Saturdays.

"There is nothing finer than a UK football game on a crisp fall afternoon ... nothing," touted long-time Kentucky football fan and season ticket holder Kenny Johnson, adding, "I've been all over the Southeastern Conference and what we have here at Kentucky is special."

In fact, when the family of UK Football fans comes home to Commonwealth on a football Saturday, they turn the Stadium into the "Third Largest City in Kentucky." Thanks to the loyal Wildcat fans, UK has ranked in the



### Only Schools in Top 25 Attendance in the 3 Majors

School	FB	MB	WBB
 Kentucky	23	1	16
 Tennessee	3	18	1
 Wisconsin	15	6	13
 Michigan State	20	15	17
 Iowa	22	20	25

### Season Ticket Prices

FB	MB	WBB
\$150-185	\$330-405	\$20.00
\$266.00	\$206.00	\$165.00
\$198.00	\$306-340	\$45-75
\$228.00	\$396.00	\$30-60
\$250.00	\$360.00	\$70.00



## Greatest Fans in All the Land

### Top Five Single Season Attendance for WBB Home Games

Year	Games	Total	Avg. Att.
2003-04	.16	72,553	5,182
1982-83	.17	61,975	3,645
1999-00	.12	29,643	2,470
1981-82	.19	41,000	2,158
1980-81	.15	29,224	1,948

### UK Hoops Realizes Largest One-Year Attendance Jump

	School	2003-04		2002-03		Difference
		Total	Avg. Att.	Total	Avg. Att.	
	Kentucky	72,553	5,182	22,024	1,694	3,488
	Purdue	121,258	10,105	112,863	7,054	3,051
	Penn State	135,383	9,670	108,337	6,771	2,899
	Connecticut	201,521	13,435	192,888	12,859	576



**Polls have ranked the Kentucky men's recruiting class as high as No. 1 and the women's class as high as No. 6**

Mcdonald's All-Americans Joe Crawford, Randolph Morris and Rajon Rondo have signed to play basketball at Kentucky, head coach Tubby Smith announced. The highly touted trio gives UK a four-man 2004 freshman signing class that includes guard Ramel Bradley of New York City, who was inked during the fall signing period.

Crawford, a 6-4, 205-pound guard from Detroit's Renaissance High School, is the nation's top shooting guard and No. 9 overall according to Rivals.com. The two-time all-state selection averaged 24 points, 11 rebounds and seven assists as a senior.

Morris, a 6-11, 250-pound center from Atlanta's Landmark Christian, is rated the No. 3 center in the nation and the No. 10 player overall by Rivals.com. As a senior, he averaged approximately 25 points, 16 rebounds and 4.5 blocked shots in leading Landmark Christian to a 22-9 record.

Rondo, 6-1, 165-pound guard and



Louisville native who prepped at Oak Hill (Va.) Academy, is the nation's No. 3 point guard and 25th-best player overall according to Rivals.com. He averaged 21 points, 12 assists and three rebounds as a senior for Coach Steve Smith. As a junior at Louisville's Eastern High School, Rondo was named first-team all-state and 7th Region Player of the Year.

Fall signee Adam Williams of St. Albans, W.Va., has decided to forgo his earlier commitment to UK and enroll in prep school.

**"Collectively, I think this is one of the strongest classes in the country."**

— Mickie DeMoss

Kentucky women's basketball coach Mickie DeMoss is known for being a great recruiter and she has lived up to that billing, signing four of the nation's top recruits to a national letter-of-intent, including three who rank in the top 40 nationally. Sade Buley, a 6-0 swing player from Knoxville, Tenn., Sarah Elliott, a 6-6 center from Berea, Ky., Samantha Mahoney, a 5-10 guard from Detroit, Mich., and Chante Bowman, a 6-0 two-guard from Detroit, Mich., have signed to play for the Wildcats next season.

"Collectively, I think this is one of the strongest classes in the country," DeMoss said. "Basically, we have put an entire team together, filling all five spots. As a unit it is a very strong class."

## Blueprint FanFare

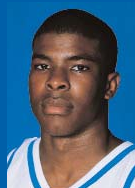
Want to know what forward Kelenna Azubuike does before each game? Or, if Mickie DeMoss could have coached another sport,

what would it be?

Send questions for **Kelenna, Mickie, or Asst. FB Coach Mike Archer** to

**theblueprint@lsv.uky.edu**

We will post some of the questions and answers on  
**ukathletics.com**



Azubuike



DeMoss



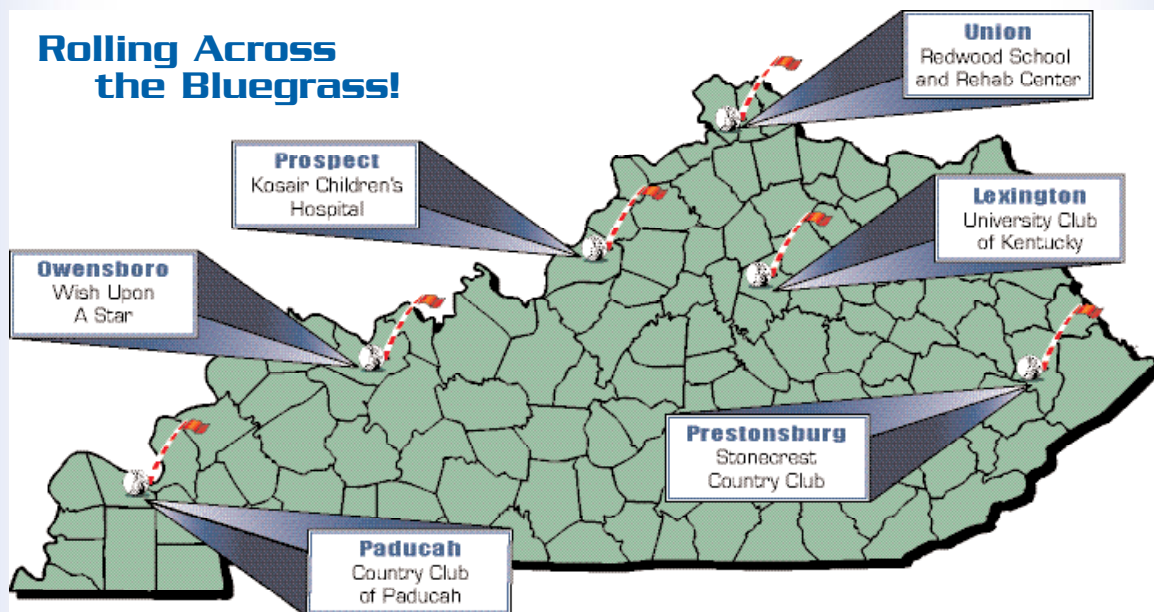
Archer





## 2004 BigBlue Caravan

### Rolling Across the Bluegrass!



#### A Typical Day with the Caravan June 14 - Prospect

- Community Event: Kosair Children's Hospital
- Lunch
- Scramble Golf Tournament: Hunting Creek Country Club
- Dinner

The BigBlue Caravan is rolling across the state from Lexington to Paducah, through the mountains of Eastern Kentucky, across the fields of the Bluegrass Region, and up to Northern Kentucky. We are painting the Commonwealth Blue as Coach Tubby Smith, Coach Rich Brooks, Coach Mickie DeMoss, Athletics Director Mitch Barnhart and other UK coaches and staff journey across the state to meet

the greatest fans in the country — YOU!

We are visiting local charities, hosting golf outings, and sitting down for barbecue dinners.

We hope you can be a part of the fun.

For more information, visit our web site: [ukathletics.com](http://ukathletics.com)



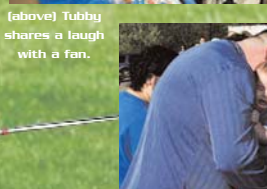
UK Basketball Coach Tubby Smith and his team members celebrate, after Tubby sinks a 27-foot putt.



(above) The Wildcat poses with a new friend at the Redwood School and Rehab Center in Fort Mitchell.



(below) UK Women's Tennis Coach Mark Guilbeau signs autographs, along with other UK coaches.



(left) Rich Brooks is pictured with a fan from the Redwood School.



## Cat Scratches

### NCAA Shows Flexibility



**Sandy Bell**

Very often we hear complaints about the NCAA and its "crazy" rules. This column is an excellent forum for educating UK fans about those rules and the process by which they are continually revised and improved.

The NCAA is first and foremost a membership organization. The rules that comprise the 500-plus pages of the NCAA manual are in place to: (1) prevent one member institution from gaining an unfair advantage over another and (2) protect the welfare of the student-athlete. And, contrary to popular belief, most of these rules make a great deal of sense when their true intent is understood.

The staff of the NCAA national office does not propose these rules nor do they vote on which ones should be adopted. Much like elected government officials and law enforcement personnel, their job is simply to interpret the rules and enforce them. It is actually the member institutions – the schools – who propose much of the legislation, often through their conference offices. College presidents, athletics directors and other representatives of these member institutions comprise the Management Council and the Division I Board of Directors who actually vote to decide which proposals should become new NCAA rules and which should not.

The process of proposing and voting on new legislation has been reported in the news media a lot lately because of the public's keen interest in the new academic reform package and the fate of the "5/8" rule for men's basketball. The Board of Directors recently voted to eliminate the "5/8" rule and to adopt the academic reform package known as "Incentives/Disincentives".

**For the entire story log on to [ukathletics.com](http://ukathletics.com) and click on compliance.**

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### UK Men's Swimming Has Best-Ever Finish

#### Wynn Paul Says Goodbye After 40 Years



**Kari Retrum**

The 2004 men's swimming squad placed fifth at the SEC Championships before taking a 15th-place finish at the NCAA Championships, the best in school history.

Junior Daniel Cruz was SEC runner-up in the 200 butterfly and placed third in the NCAA Championship, earning All-America honors and surpassing the NCAA-record time (which was broken again later in the meet). The eight NCAA-qualifying Kentucky men represented the largest Kentucky contingent ever at the NCAA Swimming & Diving Championships.

Three members of the Wildcat women's team, junior Jessica Siegle and sophomores Laura Graham and Jessica Thompson, qualified for NCAA competition. The Kentucky women took sixth at the SEC Championships, up from ninth a season ago. Kari Retrum won the SEC Women's

Platform Diving title and later was named SEC Women's Freshman Diver of the Year.

#### Season Highlights

- 15th-place NCAA finish for men
- Eight men in NCAAAs
- Three women in NCAAAs
- Daniel Cruz earns All-America
- Kari Retrum SEC Freshman Diver of the Year
- Eight men's school records broken
- Five women's school records broken

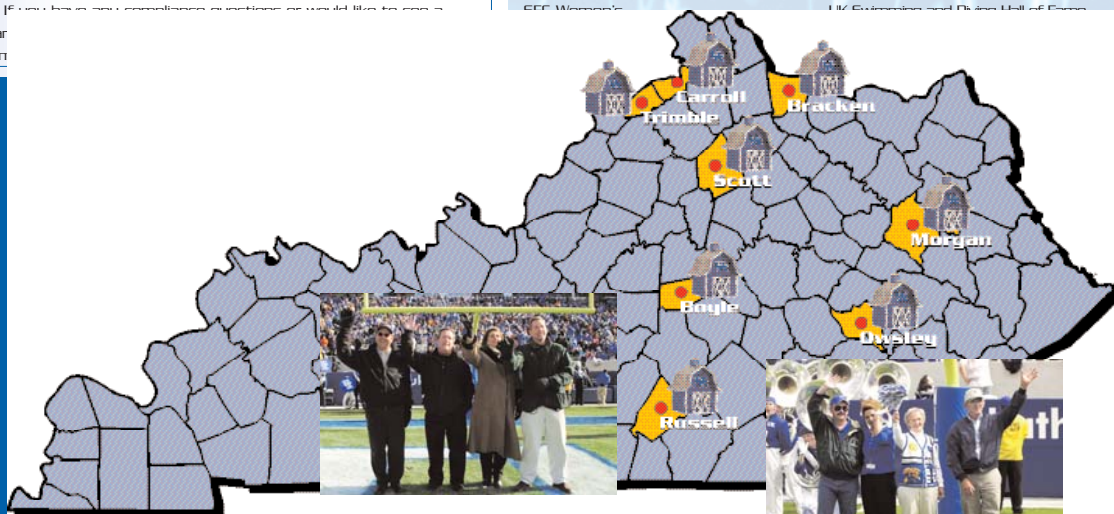


**Wynn Paul**

#### Paul Bids Farewell

Wynn Paul, a key figure in UK swimming and diving for 40 years, has retired from the University of Kentucky. Paul

coached water polo and men's and women's swimming and diving and also served as Aquatic Director during his years with UK. Last fall, he became the third person ever inducted into the UK Swimming and Diving Hall of Honor.



#### Boyle County

Owned by Old Bridge Golf Course and located on Lexington Road in Danville.



(L-R) Les Letton, Jeff and Marty Pittman, and Bruce Brown were acknowledged at halftime of the Tennessee football game on Nov. 29, 2003.

#### Owsley County

H & E Farms is located on Highway 11 and 30 in Boonesville.

Maria and Dick Edwards, pictured with their son Mark and a friend, were acknowledged at halftime of the Florida football game on Sept. 27, 2003.





# Supreme Dynasty

13 National Titles in 20 Years

A nearly perfect performance from the University of Kentucky cheerleading squad helped the country's most dominant program bring home its 13th national title on January 18.

Two falls and a step out of bounds. That's what ended one of the most impressive streaks in collegiate athletics last year. The UK cheerleading squad had won the Universal Cheerleaders Association Championship every year since the 1995 competition. That year, they began a streak of eight straight titles, which ended in January 2003, with a runner-up

finish to Central Florida.

"We wanted to bring the trophy back to the Bluegrass," Coach Jomo Thompson said. "We wanted to make the Commonwealth of Kentucky and the University proud once again of the cheerleading team."

The squad had one deduction in the judging on a step out of bounds. But they were able to hit every other component of their extremely difficult routine.

"As soon as we were done, I knew we had a great chance to win," Thompson said. "Lots of people that

were watching told us we were the best team. But there was still a little time where we had our fingers crossed."

No need for superstitious behavior anymore. The Kentucky cheerleading squad is back where it belongs – on top.

For more information or to view the National Championship routine, log on to [ukathletics.com](http://ukathletics.com) and click on cheerleading under traditions.



## Star Tracking Celebrity Fan Spotlight

NASCAR greats and lifetime UK fans Darrell and Michael Waltrip attended the UK-Tennessee basketball game and did the "Y" with the cheerleaders on February 25. Here are a few career highlights about the famous brothers, who are natives of Owensboro:

### Darrell

- Currently a Broadcast analyst with Fox Sports
- Elected into the National Motorsports Hall of Fame – 2003
- NASCAR Winston Cup Champion – 1981, 1982, 1985
- Most Popular Driver Award – 1989, 1990
- American Driver of the Year – 1979, 1981, 1982
- NASCAR Driver of the Decade – 1980s

### Michael

- Has 37 NASCAR NEXTEL Cup starts at Darlington
- Won the 2002 Pepsi 400
- Won 2001 Daytona 500
- Second place in 2001 Daytona 400
- Has nine wins and one pole in the Busch Series
- Has raced for 18 years
- Picked Kentucky to win the NCAA Basketball Title





## Cat Scratches

Kentucky men's basketball fans were treated to reunions of two very special teams near and dear to the hearts of the True Blue faithful during the 2003-04 of the "Bringing Back The C" began with a reception the a UK home game, then cor pre-game autograph sessio Kentucky Basketball Museu cluded with an appearance Arena during a game.

On January 17, the 1984 returned to Rupp Arena, the during its run to the SEC regular season championship, the SEC

# Bringing Back

*The Cats*

1954 & 1984  
Basketball Teams  
Welcomed back to Rupp



ent crown, and the NCAA east Region Championship. Coach Joe B. Hall joined UK greats Melvin Turpin, Sam Bowie, Jim Master, Kenny Walker, and Winston Bennett, among others.

Adolph Rupp's undefeated 1954 team made its j back to the Bluegrass for bruary 7th game against 1.

ing were Frank Ramsey, awemeyer, Gayle Rose, way in April. The No. 1

ranked team was UKIT champion and SEC champion.



The 1954 Kentucky Wildcats had a perfect 25-0 season.  
Front Row (l-r): Dan Chandler, Jess Curry, Pete Grigsby, Gayle Rose, Linville Puckett, Hugh Coy Back Row: Bob Moore (Manager), Bill Evans, Bill Bibb, Harold Hurst, Jerry Bird, Phil Grawemeyer, Lou Tsioropoulos, Frank Ramsey



The 1984 Kentucky Wildcats were both regular season and tournament champions.  
Front Row (l-r): Walt McCombs (Trainer), Joe B. Hall (Head Coach), Roger Harden, Leroy Byrd, Lake Kelly (Asst. Coach), Dicky Beal, Paul Andrews, Troy McKinley, James Blackmon, Bill Keightley (Equipment Manager) Back Row: Brett Bearup, Kenny Walker, Sam Bowie, Jim Master, Melvin Turpin, Winston Bennett, Tom Heitz

## Bringing Back The Cats Upcoming Reunions

This fall, UK Athletics welcomes back the 1984 Hall of Fame Bowl football team. The reunion festivities will take place during the October 2nd game versus Ohio. The Ohio game is also this year's "Throwback Game," when the Wildcats will be donning vintage uniforms.

On December 29, 1984, with eight minutes remaining in the Hall of Fame Bowl, Kentucky kicker Joe Worley booted a 52-yard field goal to put the Cats one point ahead of the Wisconsin Badgers. Turnover-free Kentucky held off Wisconsin for the



remainder of the game to win 20-19. Coach Jerry Claiborne's team, with such notables as Dermontti Dawson, Bill Ransdell, Paul Calhoun, and George Adams finished the season with a 9-3 record.

Check out [ukathletics.com](http://ukathletics.com) for more information about "Bringing Back The Cats."



## Spirit Awards

The University of Kentucky took home three Spirit Awards, the most of any school, including Best College Basketball Fans, Favorite Cheerleaders and Best Athletic Department Website. [www.ukathletics.com](http://www.ukathletics.com).

CollegeHoopsNet.com announced the winners of the 2003-04 Spirit Awards on Wednesday, April 14. The Spirits honor the very best in the world of college basketball, both on the court and off.

Kentucky led the nation in home attendance for the ninth straight season, filling in an average of 22,710 fans a game at Rupp Arena. The UK cheerleading squad captured their 13th national championship in January, their ninth in the last 10 years. UKAthletics.com continues to grow in popularity since joining with Host

Communications last fall and adding a new Extreme Access video portion to the site.

### Final 2004 Spirit Awards Best College Basketball Fans

Winner ..... Kentucky

### Best Athletic Department Website

Winner ..... Kentucky ([ukathletics.com](http://ukathletics.com))

### Favorite Cheerleading Squad

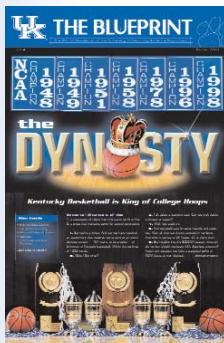
Winner ..... Kentucky





## From the Gallery

### UK Basketball Keeps Winning



I very much enjoyed the recent publication of the Blueprint (passed on to me by my daughter). I have seen similar reviews and statistical analysis (re: your story, "The Dynasty") trying to capture the mystique of Kentucky basketball. It surprises me that you, and all other authors, have missed the most telling of all of the numbers. There have been six college basketball programs that have won the NCAA tournament with two different coaches. Besides UK, they are North Carolina (McGuire & Smith), Indiana (McCracken & Knight), UCLA (Wooden & Harrick), Kansas (Allen & Brown), and NC State (Valvano & Sloan). Other institutions have had a "minute in the sun" with one good coach such as Krzyzewski, or a unique recruiting class such as San Francisco and (ugh), Louisville.

There is only one program, however, that transcends all coaches, players, or arenas and belongs to its fans. Kentucky has had FOUR coaches win the NCAA! Adolph left and we kept winning. Joe B. left and we kept winning, then Pitino left and we kept winning. And now Tubby keeps winning. That fact so out-distances all other programs, there is just no comparison.

Kentucky's secret is the passion that exists in the Big Blue Nation and our ability to prompt the Erik Daniels, Jeff Sheppards, Scott Padgett, Johnny Coxes, Jack Givens, & many, many others to rise above themselves and join us all as "we go down the glory road together."

Roger Brown  
University of Kentucky, 1961, 1963

Roger,

You make a very good point. Kentucky basketball will always be the best, and a major reason is the unwavering support of our fans, to whom we pay tribute in this issue.

--The Editor

### Blueprint Fans

Hello. I am a huge fan and '95 graduate of UK. I have read every issue of the Blueprint that I find at friends' houses, wherever... and would love to receive the newsletter myself. It is a real demonstration of the tradition and pride surrounding the University of Kentucky program as a whole. I would feel privileged to receive such a mailing.

Thank you,  
Megan VanArsdale

I recently discovered your Blueprint newsletter for the first time. It is a very impressive publication and I would like to receive it myself.

If there is a charge could you please let me know. I am a former baseball player there and like to keep up with the world of Wildcat Athletics.

Thanks for your time.  
Darin Wilson  
Megan and Darin-  
We will add you to our mailing list.  
Go Cats!  
--The Editor

### Thanks, UK Football

I would like to thank Coach Joker Phillips and the rest of the football staff for their interest and concern for Chris Deamond from DeSales H.S. in Louisville. Chris suffered a

severe head and spinal injury early in our football season and was unable to return to football. Coach Phillips and staff did a great job of cheering up Chris and his family after his injury. He has returned to school on a regular basis after being home-schooled for nearly 3 months. The cards, letters, and UK game functions helped Chris physically and mentally. He's a huge "CATS" fan! He and his parents wanted me to relay their appreciation and give Coach Phillips an update on Chris' condition.

I would also like to wish the football staff luck for the upcoming football season. I know they have worked extremely hard and are laying the groundwork for much improvement in the football program. Being a longtime season ticket holder and H.S. coach for 31 years, I can't wait for this season to roll around.

Respectfully,  
Bill Jarboe  
Asst. FB-DeSales H.S.

### UK Fans in Baghdad

My name is Senior Master Sergeant Steve Peters with the Kentucky Air National Guard, currently deployed to Baghdad, Iraq.

When we were asked to come here to help in the fight against terrorism, none of us hesitated. We also had no problem with missing the past holiday season away from our family and friends. Our biggest disappointment was the fact that we would miss our beloved Wildcats' entire basketball season.

But your staff helped ease our disappointment

by video taping every game and mailing them to the die-hard fans stationed here. In a place where violence and danger is still very much alive, it was great that we could momentarily escape our surroundings and enjoy the intensity and excitement that is Kentucky Basketball. We can never express enough our appreciation and gratitude.

Sincerely,  
Steve Peters, SMS  
447 AEG/ECES  
Baghdad, Iraq

P.S. I've enclosed a picture of all the Ky Troops gathered for a BIG KENTUCKY basketball game. Master Sergeant Peters,

Your letter made our day. And we want to thank you on behalf of all UK fans for the brave



and dangerous work you are performing in Iraq.

Best wishes,

--The Editor

### Going to "Extreme"

Just wanted to say thanks! I'm currently stationed in Hawaii and frequently travel throughout Southeast Asia and don't have an opportunity to hear much about the Cats. Extreme Access allows me to keep track of what's going on...keep it coming!

Capt Ron Horn, USAF

### "A Job Well Done"

The purpose of my mail is two-fold. I would like to welcome Mr. Barnhart to the University of Kentucky. As someone who works in the public eye, I certainly can appreciate the stresses of the job and the hardships that occur through trying to please everyone all the time.

A few months ago, I received a copy of "The Blueprint" in the mail. I was very impressed at the quality, the insight and the great marketing value that the piece contained. The design and content were top-notch. I commend the Athletics Department on a job well done with The Blueprint.

Once again, thank you for all your labors for the University of Kentucky.

Sincerely,  
Mark Buckles, Pres/CEO  
Heritage Media Of Kentucky, Inc.

Kentucky basketball fans in Baghdad.

