

TRINITY

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*"Miracle" Play Draws
Worldwide Media
Attention*



San Antonio Express-News



The New York Times



KEN



FOX
NEW
channel



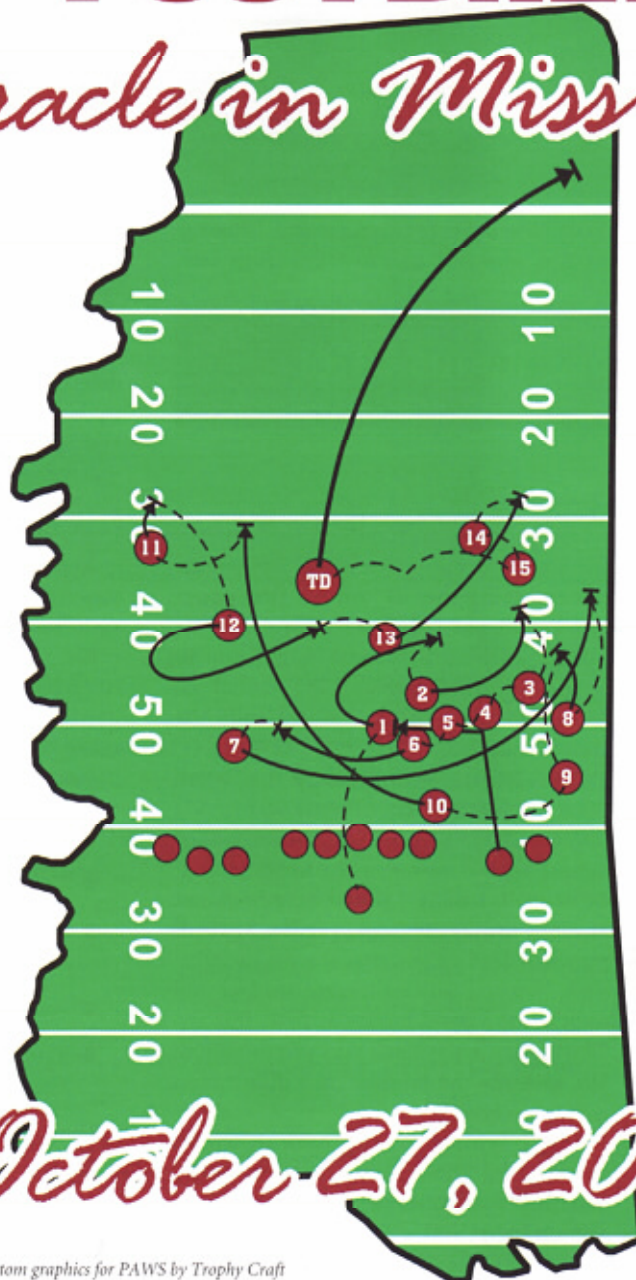
It happened on October 27 in Jackson, Mississippi.

With just two seconds left on the clock, and down by two points in an important game in Southern Collegiate Athletic Conference (SCAC) play, the Trinity University football team found itself 60 yards away from the end zone. Facing defeat, the Tigers executed a highly improbable 15-lateral play that lasted over 60 seconds, and ended with junior Riley Curry scoring the touchdown that catapulted his team to victory.

And, that's when the madness began...literally.

TRINITY UNIVERSITY FOOTBALL

"Miracle in Mississippi"



This custom design for a T-shirt by Trophy Craft of San Antonio was commissioned by PAWS (Parents and Alumni With Spirit) to commemorate the Tigers' miraculous victory. The team roster appears on the back. According to Cindy Fox, president of the booster group, the shirt along with other spirit items, may be ordered online at www.trinitymiracle.com.

October 27, 2007

Custom graphics for PAWS by Trophy Craft

by JUSTIN PARKER '99

It wasn't just the wild celebration that saw Trinity's bench clear and every player, coach, trainer, etc. file onto the field in jubilation. It wasn't even the euphoria of the small contingent of Tiger fans that had made the trek to Jackson, Mississippi, to watch their team. It's what happened next that turned a small Division III football game into a national sensation.

Trinity volunteers at the game worked tirelessly into the night to put together a video clip of the play that has arguably become one of the most famous plays in college sports history. Bob Edwards and Scott Baer made it happen. Bill Swint and Butch Maddux were integral as well, assisting in filming the game—and the play—for all to see.

A copy of the video was sent to ESPN—yes, *that* ESPN—and the network ran it three times in a short span late Saturday night/Sunday morning. That's when we officially reached the point of no return. The play was selected by ESPN as a Pontiac Game Changing Performance of the Week, beating out schools from all over the nation. From that moment on, the phones started ringing...and ringing...and ringing. Then came the e-mails. If the football team had won in "normal" fashion, Sunday would have been a day of rest at Trinity. Instead, it was a day that seemed to never end.

I began answering voice mail and e-mail messages late Sunday morning, and I still haven't really stopped. I am sure there are some I have missed among the flood of messages received, and I apologize for anyone left out, but we're really not used to this kind of attention. As head football coach Steve Mohr would quip on Monday, "We didn't get this much attention when we went to the Stagg Bowl (the Division III National Championship)!"

One of the earliest requests was from ESPN for an interview with Coach Mohr. That turned into a request for him to appear on television live for ESPN's "First Take" and "College Football Live." (Are you kidding me?!?!?) College Sports Television called, requesting a copy of the video. An Austin radio station wanted an interview... wait a minute! The UT Longhorns played the same weekend, and an Austin station wanted to interview someone from Trinity?

After that, the requests began piling in at an unbelievable rate. By Tuesday night, I had received roughly 400 e-mails and voice messages just relating to this play. It was at this point that we became nationwide, and it

reminded me of the Johnny Cash song, "I've been to Reno, Chicago, Fargo, Minnesota, Buffalo, Toronto, Winslow, Sarasota..."

Sports Illustrated asked for a picture from the game. CNN wanted to interview someone involved, and radio people from around the country called. Requests for live radio interviews for sports talk shows came in from around the country: Los Angeles, Phoenix, Colorado, Austin, San Antonio, Missouri, Indiana, Atlanta, Philadelphia. And, oh yeah...the "Dan Patrick Show!" Anyone who knows sports talk radio and/or ESPN knows Dan Patrick, who still hosts a daily radio show. "Dan would really like to have Coach Mohr on live Monday morning." Oh, would he? Well, I guess we can fit him in!

Jonathan Wiener and Justin Thompson, who made the call that has become as famous as the actual play, were also sought-after interview subjects. Wiener, a Faulkner-loving

It's not inconceivable that Trinity's "miracle" play has been viewed over a million times online.

The play garnered attention on NBC Nightly News, ABC World News Tonight, and Monday Night Football. Okay, so they didn't show the play on Monday Night Football, but they did reference it!

Still the accolades didn't stop. *Time* magazine listed the play as the top sports moment of 2007, beating out Barry Bonds breaking Hank Aaron's home run record (the No. 2 play), and Appalachian State beating Michigan in a monster upset (finished third).

I can't say it was all cheery and pleasurable, because it was an extraordinary amount of work; however, it has been an unforgettable experience for everyone involved, and I have to say it's been a fun ride. The football team and the University will move on, as will the rest of the nation. The Tigers continued their season and most players turned

Photo courtesy of Cindy Fox



Tigers savor the victory following their miracle win in Mississippi.

English major with broadcasting ambitions and who just happened to be in his hometown for the game, was even featured in a *New York Times* article.

Newspapers from across the nation called, as did nearly every paper in the state of Texas. We were truly a nationwide phenomenon. But it didn't stop there.

We were a worldwide phenomenon on the Internet as well. The clip put together by Edwards and Baer was posted on youtube.com Saturday night, and received nearly 400,000 hits in a less than 24 hours. The play has been shown online at aol.com, ESPN.com, yahoo.com, cnn.com, and a host of others.

down media requests to concentrate on their academic work and upcoming exams. Trinity's 15 minutes of fame may well be ticking down to zero. Although the hysteria will soon fade, the play may live forever, as will the memories of the days when the entire nation became enthralled with a small Texas liberal arts school's miraculous victory.

EDITOR'S NOTE: Justin Parker, a former Tiger athlete, is the sports information director for Trinity University. See the play and hear the commentary by visiting www.trinity.edu and clicking on "The Trinity Miracle." The play won the Pontiac Game Changing Performance of the Year, earning a \$100,000 scholarship for Trinity's general scholarship fund.