

Thank You!

AWSM In Arizona

From recruiting panelists and speakers to rounding up myriad silent auction items and more, I'd like to recognize the following AWSM members who were particularly instrumental in the execution of this summer's conference:

Stacy Bauman, University of Tulsa
Paola Boivin, Arizona Republic
Christine Brennan, USA Today Sports
Kelly Burke, WSIL-TV
Jenni Carlson, The Oklahoman
Allison Creekmore, Consultant
P.K. Daniel, Freelance
Jenny Dial, Houston Chronicle
Joanne Gerstner, Gerstner Media

Tracy Greer, KJZZ Phoenix
Kristin Huckshorn,
The Dartmouth Institute
Loretta Hunt, SI.com
Gina Mizell, The Oklahoman
Jennifer Overman, ESPN
Kristen Pflipsen, Fiesta Bowl
Alisha Puckett, ESPN.com
Nicole Vargas, San Diego State

On behalf of AWSM and with much appreciation,
Lydia Craver, ESPN
VP/Conventions

Thanks to the following organizations and individuals for donations to AWSM in Arizona:

Atlantic Coast Conference
Arizona Cardinals
Arizona Diamondbacks
Arizona Republic
Arizona Roller Derby
Arizona State
Baltimore Orioles
Big Ten Conference
Big 12 Conference
Boston Red Sox
Callaway Golf
Candus Thompson
Chicago Blackhawks
Chicago Cubs
Chicago White Sox

CNN
Connecticut Sun
Dallas Mavericks
Denver Nuggets
Disneyland
ESPN
Fiesta Bowl
Fogo de Chao
Houston Texans
Joanne Gerstner
KJZZ Phoenix
Lather
Local First Arizona
Los Angeles Angels
Los Angeles Dodgers
Los Angeles Kings
Major League Soccer
NASCAR
New York Jets
New York Knicks

Nike
Orange Bowl
Pac-12 Conference
PF Chang's
Phoenix Coyotes
Phoenix Suns
Rose Bowl
SABR
San Diego Padres
San Francisco Giants
Southeastern Conference
Sports Illustrated
Tulsa Shock
University of Georgia
University of Kansas
University of Kentucky
University of Notre Dame
USA Softball
USTA
Whitney Childers

Welcome!

From AWSM's Chair Of The Board

A warm and sunny welcome to the Valley of the Sun and the celebration of the Association for Women in Sports Media's 25 years!

As chair of the board, I'd like to thank all of our sponsors, speakers and attendees for joining us on this special occasion. We are pleased to also honor our 15th Mary Garber Pioneer Award winner, Lisa Olson. If you are unfamiliar with her story – or for those of us "old timers" who remember it like yesterday – you'll learn why AWSM is a critical ally for us all.



We hope these three days will not only enlighten you but invigorate you as well. Learn new techniques, be inspired, connect with new and old friends and re-acquaint yourself with why we love this business so much.

Convention organizer Lydia Craver has spent the past year working to bring you the best convention yet. Please take a moment to give her a pat on the back, or congratulations for a job well done.

So please, enjoy your time in Phoenix, and welcome!

Kathy Kudravi
CNN

2013 AWSM Board of Directors

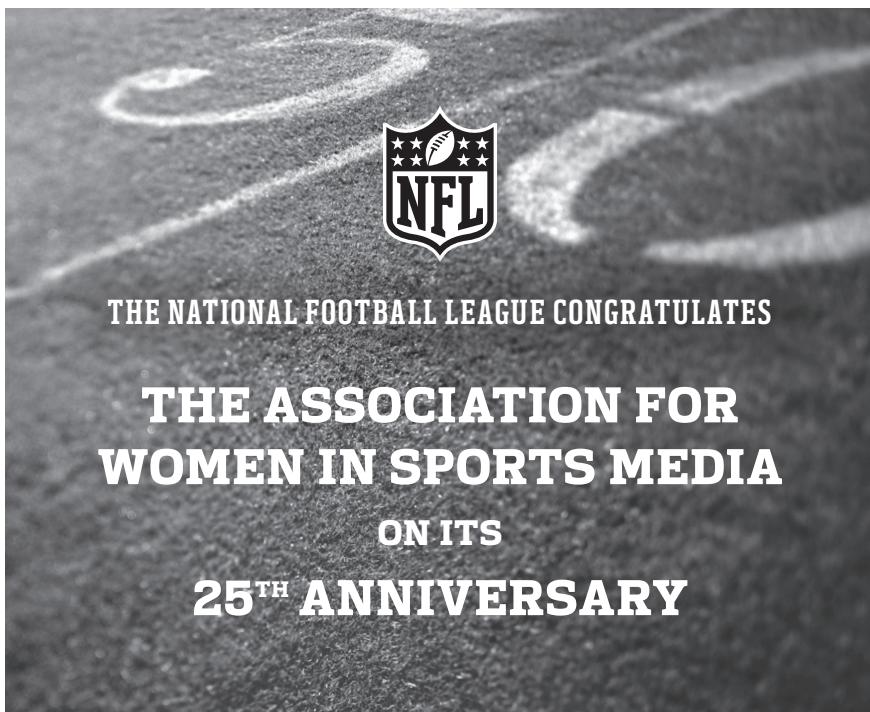
Stacy Bauman	Lindsay Jones	Jennifer Overman
Meri-Jo Borzilleri	Kathy Kudravi	Alisha Puckett
Karen Bush	Laken Litman	Stacie Shain
Lydia Craver	Stef Loh	Nicole Vargas
Allison Creekmore	Gina Mizell	
Joanne Gerstner	Meghan Montemurro	

#AWSM2013: Use our hashtag on Twitter and you'll be automatically entered to win a gift card each day!

Conference program designer:
Tracy Greer, KJZZ Phoenix
AWSM Phoenix logo designer:
LouAnn Lamb, UNC Charlotte

Thursday

Time	Place	Event
9 a.m.-noon	Cortijo boardroom	AWSM board meeting
2-5 p.m.	Valencia foyer	Registration open
2-5 p.m.	Cordoba	Silent auction open
5:15 p.m.	East ballroom entrance	Bus departs for Scottsdale Waterfront
6 p.m.	Ziegler Fiesta Bowl Museum	Welcome reception with Dr. Robert Shelton , Fiesta Bowl executive director; AWSM scholarship winners recognized
7:30 p.m.	Culinary Dropout	Dinner with Brittney Griner , Phoenix Mercury and Holly Rowe , ESPN; AWSM student chapter award
9:30 p.m.	Scottsdale Waterfront	Bus departs for Montelucia



AWSM Leaders



From the 1993 convention in Minneapolis. Front row, from left: Ann Miller, Tracy Dodds, Susan Fornoff, Michele Himmelberg. Back row from left: Mary Schmitt Boyer, Julie Cart, Christine Brennan.

Kelly Schultz
Roxanna Scott
Stacie Shain
Lori Shontz
Claire Smith
Michelle Smith
Jody Stott
Elaine Sung
Tammy Surprenant
Jean Tenuta
Camelia Trahan
Jodie Valade
Nicole Vargas
Susan Vinella
Kelly Whiteside
Celeste Williams
Lisa Winston
Lynn Zinser



Jodie Valade and Rachel Bachman at the 2004 convention in Milwaukee.

AWSM Leaders

Thank You For Your Service!

AWSM thanks the following women for their service on the organization's board of directors during the past 25 years:

Jill Agostino	Cynthia Faulkner
Joan Andrews	Jas Faulkner
Rachel Bachman	Susan Fornoff
Carla Baranauckas	Joanne Gerstner
Julie Bartel	Leslie Gibson
Stacy Bauman	Tracy Greer
Paola Boivin	Marie Hardin
Meri-Jo Borzilleri	Erin Harvego
Mary Schmitt Boyer	Melanie Hauser
Christine Brennan	Cathy Henkel
Karen Bush	Leba Hertz
Anita Cechowski	Michele Himmelberg
Jenni Carlson	Elizabeth Holland
Robin Carr	Kristin Huckhorn
Julie Cart	Sara Hunninghake
Rana Cash	Lindsay Jones
Rachel Cohen	Stefanie Krasnow
Lydia Craver	Kathy Kudravi
Aimee Crawford	Marjorie Lewis
Allison Creekmore	Laken Litman
P.K. Daniel	Stefanie Loh
Tracy Dodds	Mindy Matthews
Jill Dorson	



Roxanna Scott, Vicki Michaelis and Joanne Gerstner at the 2008 convention in Miami.

Continued next page

Thursday

Brittney Griner with Holly Rowe

AWSM welcomes Brittney Griner, the 6-foot-8 Baylor center who was selected by the Phoenix Mercury with the top overall pick in the 2013 WNBA draft.

"A conversation with Brittney Griner" will be hosted by ESPN's Holly Rowe during Thursday's opening-night dinner at Culinary Dropout in Scottsdale.

Griner finished her collegiate career with 3,283 points, second most in Division I history, and 748



blocks - the most in women's or men's Division I history. She dunked a women's record 18 times.

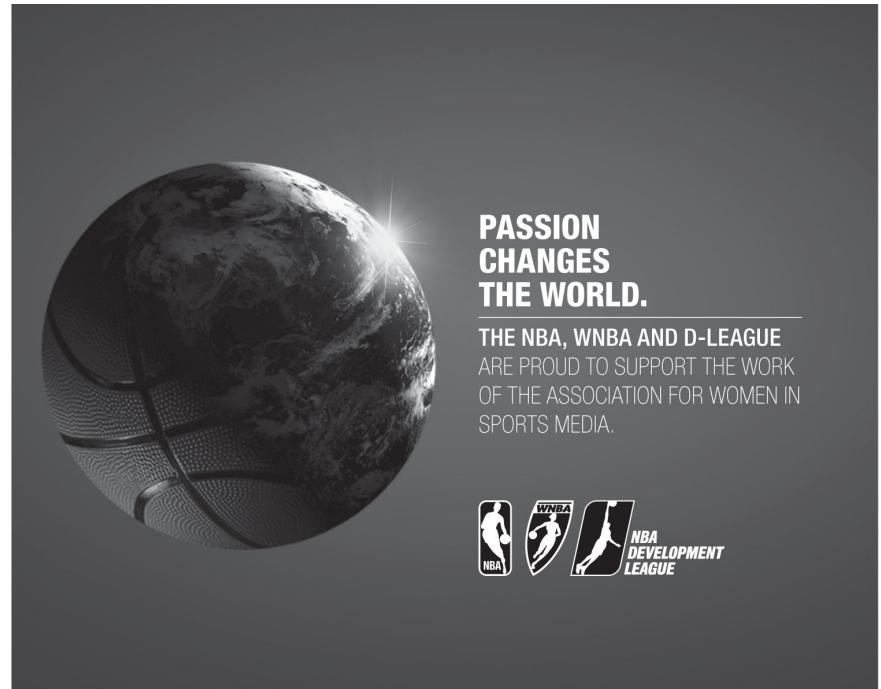
Baylor won 135 of 150 games and a national championship during her time with the Bears.

Rowe primarily covers college football, basketball and softball as a reporter, as well as the NBA and WNBA for ESPN.

Photo by Barry Gossage/Phoenix Mercury

**PASSION
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THE WORLD.**

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OF THE ASSOCIATION FOR WOMEN IN
SPORTS MEDIA.



Friday

Time/Place

8 a.m.
Valencia foyer

8 a.m.
Cordoba

8-10 a.m.
Valencia A&B

10:15-
11:45 a.m.
Valencia A&B

Valencia C

Sevilla

Noon

12:30-2:15 p.m.
Blanco

2:30 p.m.

3-4:30 p.m.
Valencia C

Sevilla

Event

Registration open

Silent auction open

Breakfast/general session: Q&A with AWSM's founders
Leader: **Christine Brennan**, columnist, USA Today Sports; Panelists: **Nancy Cooney**, coordinating producer, ESPN; **Susan Fornoff**, founder, GottaGoGolf; **Michele Himmelberg**, public relations director, Disneyland; **Kristin Huckshorn**, patient advocacy project director, The Dartmouth Institute

Breakout session: Women, TV and finding success
Leader: **Marie Hardin**, associate dean, Penn State; Panelists: **Jody Jackson**, reporter, Fox Sports Arizona; **Shelley Smith**, reporter, ESPN; **Romy Titus**, host/anchor, SuperSport; **Lesley Visser**, reporter, CBS Sports

Breakout session: How to investigate a university with **Paula Lavigne**, investigative reporter, ESPN

Breakout session: How to set and get your true market value with **Lisa Gates**, co-founder, She Negotiates

Bus departs from the circular drive outside the East ballroom entrance for lunch at Blanco

Lunch/general session: How to confidently frame your value with **Lisa Gates**, co-founder, She Negotiates

Bus departs for Montelucia

Breakout session: When a sports story becomes a crime story with **Paula Lavigne**, investigative reporter, ESPN

Breakout session: Staying healthy in the grind, a nutritional panel with **Dr. Lauren Beardsley**

25 Years

Convention Snapshots

Los Angeles, 2010: Stacy Bauman, Kathy Laughlin, P.K. Daniel, Lydia Craver, Joanne Gerstner, Kayla Daniel-Gonzales, Jenn Overman, Nicole Vargas and daughter Emma.



Miami, 2008: Christine Brennan, Lesley Visser, Mary Schmitt Boyer.



Charlotte, 2011: Jenna Mitchenson and Sarah Hornaday.



San Diego, 2005: Karen Bush and Dawn Burkes.

Milwaukee, 2004: Stacie Shain, Ann Miller, Jill Dorson, Kathy Kudravi and daughter Jonna.

Orlando 2014



Next Stop, Florida!

Join us May 22-25, 2014, at Rosen Shingle Creek!

The property is located on Universal Boulevard, just 10 minutes from Orlando International Airport.

Rosen Shingle Creek features a 13,000 square-foot spa, 18-hole (par 72) golf course, 15 dining/lounge options, four outdoor pools, two lighted tennis courts, nature and jogging trails, basketball courts and sand volleyball.

Rates for singles/doubles are \$129/night, which includes internet in the guest rooms and self-parking during the meeting. Room rates are good three days before and after the event.

If you'd like to get involved with the 2014 conference (residency in Orlando is not required!) please see any board member.

... and 2015?

Attendance at the 2013 conference in Arizona ranks in the top five in AWSM's history alongside Los Angeles (2010), Miami (2008), Austin (1997) and San Francisco (1994). Help us choose the best location for 2015, and tell us how to make future conventions as popular! Share your ideas by completing the survey at Friday's breakfast, or contact any board member with ideas.

AWSM Conventions

2014: Orlando
2013: Phoenix
2012: Chicago*
2011: Charlotte
2010: Los Angeles
2009: Philadelphia
2008: Miami
2007: Dallas
2006: Baltimore
2005: San Diego
2004: Milwaukee
2003: San Francisco
2002: Cleveland
2001: Phoenix
2000: Toronto
1999: St. Louis
1998: Colorado Spgs.
1997: Austin
1996: Seattle
1995: Miami
1994: San Francisco
1993: Minneapolis
1992: New York
1991: Newport Beach
1990: Dallas
1989: Baltimore
1988: Oakland

*Partnership
with APSE

Friday

Time/Place

3-4:30 p.m.

Valencia A&B

Event

Breakout session: A chat with female executives
Leader: **Kristin Huckhorn**, patient advocacy project director, The Dartmouth Institute; Panelists: **Amber Cox**, president & COO, Phoenix Mercury; **Nona Lee**, senior VP & general counsel, Arizona Diamondbacks; **Stacey Roberts**, executive producer, KPNX-TV

4:45-5:15 p.m.

Valencia C

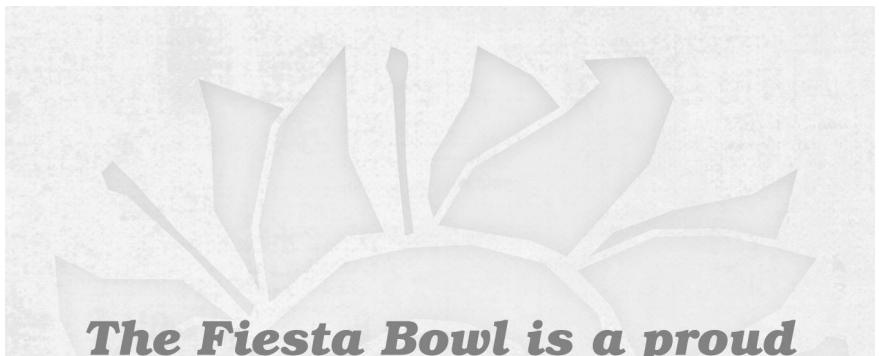
Business meeting

5:40 p.m.

Evening on your own or optional events:

- Diamondbacks vs. Reds, 6:40 p.m. Bus departs for Chase Field at 5:40 p.m. Advance signup required.
- Mercury vs. Mystics, 7 p.m. Ticket information available at registration desk.

10 p.m.-midnight Hospitality at Centro



The Fiesta Bowl is a proud sponsor of the Association for Women in Sports Media

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Friday

USA Today Sports columnist Christine Brennan, AWSM's first president, will lead a discussion with the organization's four founders, Nancy Cooney, Susan Fornoff, Michele Himmelberg and Kristin Huckshorn during Friday's breakfast.

What is your favorite memory of the first year?

Nancy Cooney: I loved meeting all these accomplished, sassy, hilarious women who I only knew by byline. ... Julie Cart was one of the best storytellers I'd come across, Lesley Visser was awfully generous with her time, Michelle Kaufman had a great laugh that filled the room, and mostly I remember shaking my head and laughing at Tracy Dodds, as she registered, saying, we should put our age and weight on our name cards instead of our newspapers - that's what people really want to know.



Nancy Cooney



Susan Fornoff



Michele Himmelberg



Kristin Huckshorn

How do you feel AWSM has most benefited women in sports media?

Susan Fornoff: The official spokeswoman role has been very important in drawing lines against discrimination and harassment but I think more important has been all of the networking that goes on among members, especially at the conventions and big sporting events.

What was the biggest challenge you faced in founding AWSM?

Michele Himmelberg: The first challenge was identifying all of the women in sports journalism. We were spread out all across the country and this was before email or the internet to help connect us. ... We wanted to create a sense of community through an organization that wouldn't immediately fizzle.

What was your motivation for creating the organization?

Kristin Huckshorn: Frustration, for one. In the world of sports journalism, the 80s were still in the dark ages. There were few women, usually one or none, on a staff, and basic issues like locker room access had not been resolved. ... I also knew that (California) was Eden for female sports journalists. There were a lot of us ... I knew how much strength we took from that support. I wanted to somehow share that with other women across the country.



**WE PROUDLY SUPPORT THE
ASSOCIATION FOR WOMEN IN
SPORTS MEDIA AND ARE HONORED
TO WORK ALONGSIDE SO MANY
TALENTED MEMBERS OF THE
MEDIA EACH AND EVERY DAY.**

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TM

Student Chapters

AWSM@Oklahoma State Named Top Chapter

AWSM is proud to honor Oklahoma State as the winner of our inaugural student chapter of the year award.

The AWSM@Oklahoma State chapter is one of our organization's founding chapters and has shown a steady rate of growth and sophistication of programming since 2011.



The chapter started a "AWSM speakers series" on campus, increased membership, and raised \$6,000 in funding during the

2012-13 school year.

Congratulations to advisors Mike Sowell and Ray Murray, president Kelli Grashel and a big thank you to AWSM mentors Gina Mizell and Jenni Carlson.

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Friday

Lisa Gates

The word "no" can sting, sometimes biting deep into confidence and self-worth.

Stopping there is a mistake played out in newsrooms, across conference tables and behind closed doors daily, says Lisa Gates, co-founder of She Negotiates, who will speak during Friday's lunch, held at the Mexican eatery, Blanco.

"No is the beginning of the conversation, not the end," she says.

Executing the art of healthy negotiation can lead to increased



salaries, greater stability and better interviews for those willing to face resistance with proven strategies.

And it isn't just about money, although that is often what drives people to the table. It's drilling down to what matters most, and not burning bridges along

the way.

In addition to Friday's lunch session, "Developing your bragging rights," Gates will lead a second session Friday morning, "How to set and get your true market value."



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Saturday

Time/Place**8:30 a.m.**

Valencia foyer

Event

Registration open

8:30 a.m.

Cordoba

Silent auction open

9-10:30 a.m.

Valencia A&B

Breakfast/general session

Connecting with breast cancer awareness

Leader: **Christine Brennan**, columnist, USA Today Sports; Panelists: **Missy Farr-Kaye**, assistant golf coach, ASU; **Sharon Farr**; **Dr. Mark Runfola****10:45 a.m.-noon**

Valencia A&B

Breakout session: Improving journalist/PR relations

Leader: **Michele Himmelberg**, public relations director, Disneyland; Panelists: **Gina Chappin**, director of media, Rose Bowl; **Mark Dalton**, VP/media relations, Arizona Cardinals; **Marisabel Muñoz**, senior director of international communications, MLS; **Rich Nairn**, senior director of communications, Phoenix Coyotes; **Doug Tammaro**, assistant athletic director for communications, Arizona State

Valencia C

Breakout session: The next level of multimedia storytelling with **Robin Phillips**, digital director, Reynolds Center for Business Journalism, Arizona State/Cronkite

Sevilla

Breakout session: Q&A with the veterans

Leader/panelist: **Jill Painter**, columnist, Los Angeles Daily News; Panelists: **Nancy Cooney**, coordinating producer, ESPN; **Kristen Pflipsen**, public relations director, Fiesta Bowl; **Roxanna Scott**, Olympics editor, USA Today Sports**12:15-2 p.m.**

Castillo Lucena

Mary Garber Pioneer Award Lunch

Chuck Culpepper will introduce honoree **Lisa Olson****2:15-3:30 p.m.**

Valencia C

Breakout session: Effective uses of social media in sports reporting with **Vicki Michaelis**, director, Grady Sports Journalism Program, University of Georgia; **Kayte Christensen**, senior online producer, Arizona Republic;**Greg Esposito**, digital manager, Phoenix Suns

Scholarships

Since 1990, AWSM has awarded more than \$100,000 in scholarships and placed more than 125 college women in sports media internships. AWSM would like to thank the following 2013 program benefactors:

Associated Press Sports Editors**Christine Brennan****Gaylord Foundation****Michelle Kaufman****Myra MacPherson****Selena Roberts**

Former AWSM interns are employed by such outlets as the New York Times, Washington Post, Boston Globe, Los Angeles Times, USA Today Sports, Sports Illustrated, Turner Sports, Fox Sports and Yahoo!

AWSM also would like to thank Leon Carter, Greg Lee and Sandy Rosenbush of the Sports Journalism Institute, which partnered with AWSM for the third consecutive year to host an intern at SJI's summer workshop.

AWSM plans to expand its internship/scholarship program in 2014. For information on hosting an intern or providing funding for the scholarship program, contact Stacy Bauman, Laken Litman or any board member.

**Congratulations to
LISA OLSON**

THE 2013
AWSM
MARY GARBER PIONEER
AWARD RECIPIENT



THIS IS SOCCER

Scholarships

2013 Winners

AWSM introduces this year's scholarship recipients, who were selected from a group of more than 150 applicants.

Sarah Barshop

Marquette University
Leah Siegel Scholarship
Summer placement: ESPN



Sarah Barshop



Kelly Erickson

Kelly Erickson

University of Wisconsin
Jim Brennan Scholarship
Summer placement: MLB.com

Maria Guardado

Yale University
Mike Roberts Memorial Scholarship
Summer placement:
Sports Illustrated



Maria Guardado



Brooke Pryor

Brooke Pryor

University of North Carolina
Betty Brennan Scholarship
Summer placement:
Colorado Springs Gazette

Megan Stewart

Arizona State University
Katie Jackson Morrison Memorial Scholarship



Megan Stewart



Caitlin Swieca

Caitlin Swieca

University of Missouri
Kaufman Scholarship /
Sports Journalism Institute
Summer placement:
Denver Post

Saturday

Time/Place

2:15-3:30 p.m.
Valencia A&B

Sevilla

3:45-5 p.m.

Valencia A&B

5:15 p.m.

Cordoba

6:45 p.m.

Event

Student chapter meeting with **Joanne Gerstner**, AWSM VP/Outreach

Breakout session: Inside the Lance Armstrong case
Leader/panelist: **Annie Skinner**, media relations manager, U.S. Anti-Doping Agency; Panelists: **Juliet Macur**, reporter, The New York Times; **Melinda Travis**, CEO, PRO Sports Communications

General session: Breaking into the big leagues

Leader: **Malcolm Moran**, director, National Sports Journalism Center, Indiana University; Panelists: **Mary Byrne**, managing editor, USA Today Sports; **Jim Jenks**, VP/executive producer, MLB Advanced Media; **Kathy Kudravi**, sports editorial director, CNN; **Diane Lamb**, VP/communications, ESPN; **Trisha Blackmar**, senior editor, Sports Illustrated

Silent auction closes; payments taken at registration desk

Bus departs from the circular drive outside the East ballroom entrance for reception and dinner at El Chorro. Buses will make multiple trips.

Reception, dinner and book signing with **Ann Meyers Drysdale**, vice president, Phoenix Suns and Mercury.

Bus departs for Montelucia. Bus will depart every 20 minutes until everyone is transported.

10 p.m.-midnight Hospitality at Centro

AWSM Gives Back

AWSM is collecting travel-sized toiletries for Maggie's Place during the Arizona convention. Maggie's Place has locations in Phoenix and Cleveland, and it provides for the physical and emotional needs of mothers. Don't forget to drop items in the bin at the registration area!

Saturday

Breast Cancer Awareness

Heather Farr, one of the nation's finest amateur golfers before embarking on a promising career on the LPGA Tour, died in November 1993, after a very public and heroic 4.5-year battle with breast cancer. She was 28.

Four years after her older sister died, Arizona State associate head women's golf coach Missy Farr-Kaye (pictured), then 30, was diagnosed with breast cancer and had both of her breasts removed. A decade later, in July 2008,



she discovered a lump. A biopsy came back positive and she underwent chemotherapy.

"What all of us learned with Heather allowed Missy to survive," their mother, Sharon Farr, told USA Today Sports columnist Christine Brennan during a 1998 interview.

Missy, Sharon and Missy's oncology surgeon, Dr. Mark Runfola, will tell that story during Saturday's breakfast at the Montelucia in a session moderated by Brennan.

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Hartford Courant
MTM Recognition

Sponsors

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Silver

Arizona Diamondbacks
Major League Soccer
National Basketball Association
USA Today Sports
Viacom Media Networks/Spike TV

Bronze

Major League Baseball Advanced Media
McClatchy Company

Champions of AWSM

Associated Press
Los Angeles Newspaper Group
Miami Herald
National Collegiate Athletic Association
Rose Bowl
Sporting News
U-T San Diego

Friends of AWSM

Buffalo News
Hartford Courant
MTM Recognition

Saturday

Ann Meyers Drysdale

Ann Meyers Drysdale, who will sign copies of her autobiography "You Let Some Girl Beat You?" and speak Saturday night at El Chorro, has accomplished a dizzying number of firsts in her Hall of Fame basketball career. She was the first high school player to compete for the U.S. national basketball team; the first woman to receive a four-year Division I athletic scholarship to UCLA, which she led to its first women's AIAW national basketball championship.



She was the first and only woman to sign a free-agent contract with an NBA team. While she was cut by the Indiana Pacers, she parlayed that opportunity into becoming the first female NBA color commentator.

She is now the vice president of the Phoenix Suns and Mercury, which she helped, as GM, to two WNBA titles.

She and her late husband, Dodgers great Don Drysdale, were the first spouses to be inducted into their respective Halls of Fame.

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7/9 Pat XO
7/16 Let Them Wear Towels
7/23 No Limits
7/30 Swoopes
8/6 The Diplomat
8/13 Runner
8/20 The '99ers
8/27 Branded



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of women
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Pioneer Award

Honoring Lisa Olson

Yes, Lisa Olson was afraid. She had received death threats, her tires were slashed, her apartment burglarized, and she was spit on by fans.

It was an unparalleled reaction to a 1990 locker room incident of sexual harassment when Olson, dressed in jeans, an Arizona State sweatshirt and tennis shoes, got off a plane, heading directly to the New England Patriots practice facility for an assignment.

Her life would never be the same. But not because a few players surrounded her in the locker room, naked, trying to demean her. She looks back at that now and calls it a "dumb prank" that spiraled because of a "perfect storm."

First came the newspaper rivalry between the Boston Globe and her own paper, the Boston Herald. While the Herald initially chose to honor her wishes and settle the matter privately, the Globe broke the story that fanned the flames for what would affect women in sports media for years to come. There were also unhappy fans following a team on an interminable losing streak, its defiant owner even going as far as spending \$100,000 on newspaper ads that proclaimed: "I never called Lisa Olson a b---h."



AWSM was only three years old then, but Olson became a rallying cry for the organization. While she tried seclusion to see if the firestorm would break, AWSM members spoke on her behalf, calling for equal opportunity on the job without harassment.

"I wasn't that aware of AWSM until I needed them to be there," she said from her home in New York

City. "And you all were there in full force, across the country, reaching out to me to offer support, advice, just rallying around me. You can't image how much stronger that made me."

She returns to her hometown of Phoenix to receive AWSM's Mary Garber Pioneer Award, the group's highest honor.

"I don't know if there are adequate words to describe how I feel about getting this award," she said. "I cried, I was honored, I was touched, I felt validated, though I'm not sure that's even the right word. I can't imagine getting a higher honor."

Prompted by the Patriots' fallout, Olson left for Australia, where she spent six years, first at the Daily Telegraph, then at the Sydney Morning Herald as its first female columnist.

Pioneer Award

She returned to the U.S. as a sports columnist for the New York Post for 10 years before joining Sporting News on AOL in 2009.

She has covered stories all over the world. She watched girls in Afghanistan playing soccer with a goat's head; covered a cricket game in Pakistan where women weren't allowed in the stadium, let alone the press box; and watched the Boston Red Sox come back from a 0-3 deficit to overcome the Yankees in the 2004 ALCS.

"Oh, that made me teary-eyed," she said. "I still love Boston, I still love sports."

Olson also is featured in historical footage in "Let Them Wear Towels," an ESPN documentary that debuted at the Tribeca Film Festival this year. The film contains interviews with fellow Pioneer winners Lesley Visser, Melissa Ludtke, Claire Smith, Christine Brennan and Michele Himmelberg.

Written by 2005 Pioneer honoree Cathy Henkel.

Mary Garber Pioneer Award



Lisa Olson is the 15th recipient of the Mary Garber Pioneer Award, given annually to those who have distinguished themselves in the field of sports media while reflecting and advancing the values and mission of AWSM. The award was renamed in 2006 to honor Mary Garber – one of the industry's original pioneers, who worked as a sports writer in Winston-Salem, N.C., from 1944-2002.

- | | |
|--------------------------|--------------------------|
| 1999: Lesley Visser | 2006: Kristin Huckhorn |
| 2000: Claire Smith | 2007: Julie Ward |
| 2001: Michele Himmelberg | 2008: Mary Schmitt Boyer |
| 2002: Tracy Dodds | 2009: Linda Robertson |
| 2003: Melissa Ludtke | 2010: Julie Cart |
| 2004: Christine Brennan | 2011: Rosa Gatti |
| 2005: Cathy Henkel | 2012: Sandy Rosenbush |