

STROCK TALK



FOOTBALL

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FIU launches marketing campaign for debut football season



One of the new 14" x 48" billboards being used for FIU's football season ticket campaign was unveiled for hundreds of fans.



Billboards will be up around Miami-Dade and Broward counties during the summer months. You can see them at five different locations including: I-95 and Pembroke Road and Bird Road, one mile west of 72nd Avenue.

With the beginning of its first football season just three months away, Florida International University is launching its first ticket campaign – a multifaceted marketing effort organizers hope will fill the school's 17,500-seat stadium for all seven home games this fall.

The first and most visible part of the campaign: billboards featuring Head Coach Don Strock, appeared on June 1. The boards show a smiling Strock, a black stripe of sunblock under each eye, and the slogan, "Got tickets?" Radio ads featuring the same tagline will launch on several Miami stations soon.

The campaign will continue throughout the summer, with university officials aiming toward a target of 5,000 season tickets. Commitments are already in hand for 1,500, according to Strock.

"Our fans are in for a treat, because FIU is going to play an exciting brand of football," said Strock. "When you combine that with the fact that this is one of those rare opportunities to watch a program

develop from its very first game, you have something special. And we believe our students, our alumni and this community will respond to it."

FIU faculty, staff and students were treated to a special unveiling of the 14' x 48' billboards this month at a bash at the Community Football Stadium at FIU-University Park.

Hundreds who attended the event were given black sunblock to sport under their eyes for a huge group photograph.

"Under the leadership of Coach Strock and Athletic Director Rick Mello, this program already has a huge leg up on the competition," said Pauline Winick, marketing director for the program and a former vice president for the Miami Heat. "It's not often that you get to witness the formation of something with this much promise, and we can already feel the buzz on campus."

For more information or to purchase tickets, call toll free 1-(866) FIU-GAME.

La Banda del Sol gets first member

Roxanne Frias Casillan, an FIU nursing student, is the first member of FIU's inaugural marching band, *La Banda del Sol*. Casillan, 20, will be part of the band's color guard.

"I find color guard to be an extra curricular activity I can be part of. I hope to meet new people and have unforgettable memories and accomplishments," says Casillan. "There seems to be a huge color guard tradition here in South Florida."

A Miami native, Casillan began studying at FIU in the summer of 2000.

A member of Pembroke Pines' Charles W. Flanagan High School band for four years, Casillan found

out about FIU's new band while on the university's website, and she decided to get involved again and tried out in February. The color guard is a group within the band, which adds color, contributes to the visual interpretation of the music and adds excitement through the performance of various choreographed movements.

Casillan, who anticipates the band will be a strong, focused and hardworking group, believes that this is not only an extra-curricular activity but a commitment as well. "I practice as much as I need to get the routine down, whether it's three or seven days a week," said Casillan. "It's a nice feeling to be able to make history as the first member in the band's inaugural year."

The band, which currently has 51 members will be made up of nearly 100 musicians by the start of football season. *La Banda*, which will perform at all of FIU's football games, will kick off their season at FIU's first game on Thursday, Aug. 29 at 7:30 p.m. "We are having a brand new fanfare composed just for that occasion," said *La Banda's* director Greg Martin. "I am looking forward to providing the necessary edge to assist our team in attaining their goals next year."

For more information on *La Banda del Sol* call 305-348-2896 or email Martin at gmartin@fiu.edu.

Marching to the beat

FIU's *La Banda del Sol* is still looking for talented musicians to be part of the inaugural marching band. The final open audition of the summer will take place on Sat., July 13, 10 a.m. – 12 p.m. For more information on the band or the auditions, contact Greg Martin at 305-348-1137 or gmartin@fiu.edu or visit www.fiu.edu/~music/gpb.

La Banda del Sol
GOLDEN PANTHER BAND

StrockTalk Live

Don't forget to join Don Strock for the StrockTalk radio show. StrockTalk airs every Wednesday, 6-7:30 p.m. on WAXY 790 AM. You can also watch the show live at Shorty's Bar-B-Q located at 2255 NW 87 Avenue. For more information call 305-471-5554.

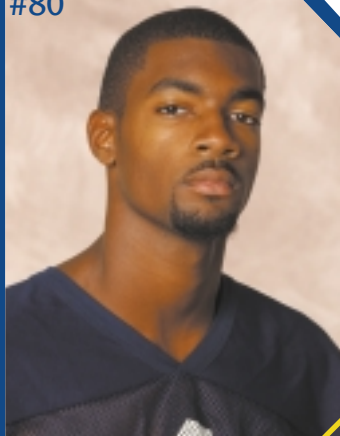




Meet the Golden Panthers

Student Athlete Profiles

#80



Name: Andre Rollins
Age: 19
Height: 6'4"
Weight: 196 LBS.
High School:
 Miami Carol City High School
High School Coach:
 Walt Frazier
High School Track & Field Stats:
 Second Team All-County
Intended Major:
 Business Administration

Andre Rollins

WR

#97



Name: Christopher Horne
Age: 19
Height: 6'3"
Weight: 204 LBS.
High School:
 Miami Carol City High School
High School Coach:
 Walt Frazier
High School Football Stats:
 Honorable Mention All-County
Intended Major:
 Elementary Education

Christopher Horne

LB

#79

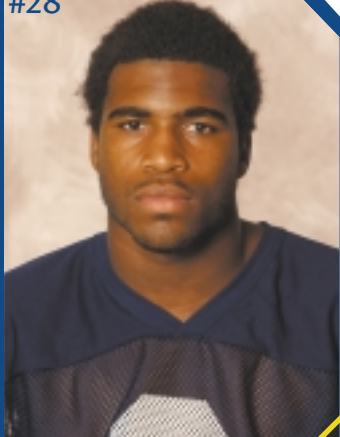


Name: Talmadge "Matt" Matthews
Age: 20
Height: 6'5"
Weight: 285 LBS.
High School:
 Palmetto High School, Palmetto, FL
High School Coach:
 Bob Bowling
High School Football Stat:
 Best Tackle All County
Intended Major:
 Construction Management

Talmadge "Matt" Matthews

RT

#28



Name: Rashod Smith
Age: 20
Height: 5'7"
Weight: 176 LBS.
High School:
 Miami Northwestern Sr. High School
High School Coach:
 Billy Rolle
High School Football Stat:
 Offensive MVP
 Third Team All-County
 Miami-Dade County's
 10th Best in Rushing
High School Wrestling Stat:
 Two-time State Placer
Intended Major:
 Undecided

Rashod Smith

RB

GOLDEN PANTHER TICKETS

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 FIU season ticket packages are available for you, your family
 and friends. Just call **305-FIU-GAME (348-4263)** or toll-free
1-866-FIU-GAME (348-4263) to order your season tickets today!

Prices are: VIP Package - \$125 per season ticket
 Panther Fan Package - \$90
 Panther Alumni/Employee Fan Package - \$80
 Family Fun Zone Package
 (2 adults; 3 children) - \$180
 Reserved End Zone Package - \$54

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