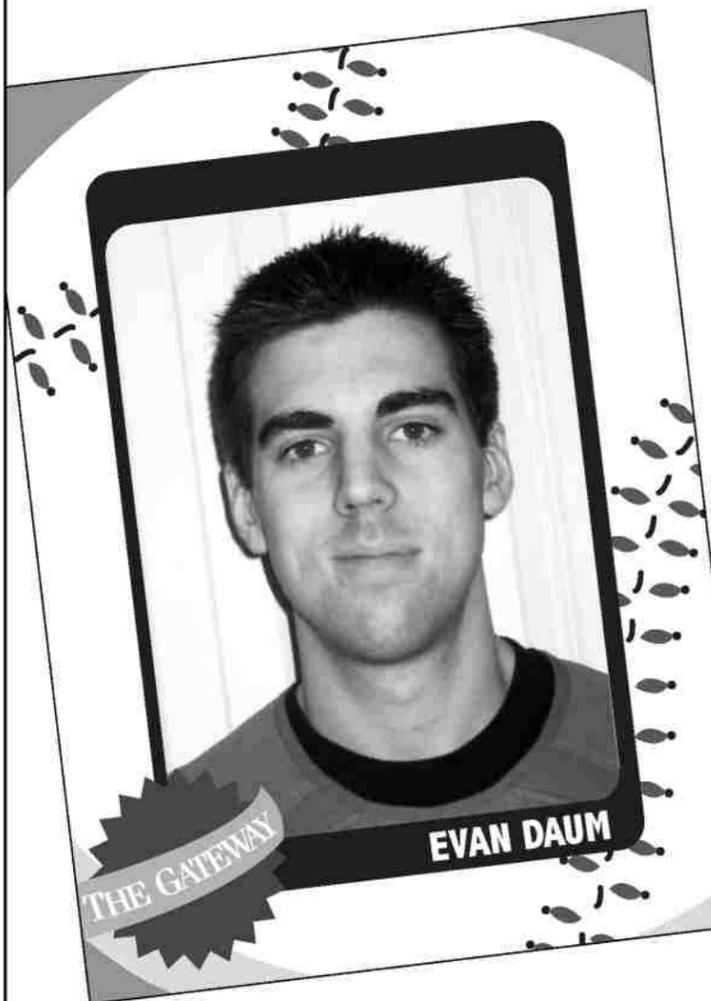


Ladies, gentlemen, and sports fans  
of the University of Alberta —  
meet your new Sports Editor,  
**Evan Daum.**



Seemingly a mild-mannered journalist from the outset, Evan will be your hook-up for coverage from all major sporting events on campus this year. Originally hailing from Saskatchewan, he's also become devoted fan of the Edmonton sports scene, as demonstrated by his preference of Eskimo green to Roughrider green.

If volunteering for *Gateway Sports* sounds like an intriguing opportunity to you, and you'd like to find out more about how to get involved, he's just the person to talk to — contact Evan and he'll help get you started: [sports@gateway.ualberta.ca](mailto:sports@gateway.ualberta.ca).

**GATEWAY SPORTS:**  
Coming up huge in the clutch since 1910.



FILE PHOTO: BRENNAN MURPHY

**DEFENDING THE MAPLE LEAF** Alberta's Stephanie Ramsay has a chance at making the final U-22 roster in December.

## Puck Panda Ramsay suits up for Canadian women's U-22 squad

EVAN DAUM  
Sports Editor

Three members of the Pandas hockey team — along with members of other CIS and NCAA schools — made the short trip south to Calgary from August 7–14 to showcase their skills at Hockey Canada's Women's Under-22 team selection camp.

Blueliners Stephanie Ramsay and Andrea Boras, along with forward Leah Copeland took part, giving Alberta the most players sent by any CIS school to the camp. All three were part of Team Canada's gold medal effort at the Winter Universiade in

Harbin, China during last season.

Of the three Pandas who attended the camp, Ramsay was the lone Panda to be named to the preliminary U-22 roster. Ramsay suited up for a three-game exhibition series against Canada's National Women's Team, and a game against the Under-18 Team from August 17–20.

By being named to the initial roster, Ramsay made a major step in making the final U-22 roster which will be announced in December. From there the squad will make its way to Germany to compete in the MLP Cup, which pits Canada's U-22 team against national teams from various

European nations. Germany, Finland, Russia, Sweden and Switzerland all competed in last year's MLP Cup, where the Canadians captured a silver medal.

Ramsay burst onto the CIS scene last season as a newcomer earning Canada West Rookie of the Year honours with six goals and 18 assists after spending time with the Western Women's Hockey League's Calgary Oval X-treme from 2005–08. Ramsay's offensive presence and strong skating ability were major weapons for the Pandas from the backend as she lead the conference in scoring among blueliners and rookies.

## New football media group should aid in present lack of CIS coverage



EVAN  
DAUM

Sports  
Commentary

If you haven't already heard of the UFRC, you're not alone. The United Football Reporters of Canada is a newly minted group whose objective is "to organize the media who cover the 27 CIS institutions" and "further promote the game," as Jim Mullin, the sports director at CKNW 980 in Vancouver explained in an email back in June. The UFRC was formed in 2008 at the Grey Cup in Montreal, and is an interesting development in media coverage, and promotion of the CIS game — specifically for football.

Mullin is the UFRC's first National Chairperson and must be applauded for his work to promote CIS football and organize the media which cover it into the group. The creation of such an organization may seem trivial to the casual fan, but is an important development in the promotion of varsity

football, and may be an example to be emulated for other CIS sports.

The UFRC is significant for a number of different reasons. With another season of CIS football just around the corner, the organization will already be playing a role in one of the key elements of the game's coverage: the top-ten poll. The new polling system gives members of the UFRC an opportunity to submit their top ten as part of the voting system, giving media types who cover the game from coast to coast a chance to shape the poll. From sports editors like myself working at a university paper to writers covering the sport at major newspapers, and all points in between, everyone gets a chance to be a part of the process.

An organization of media covering the same sport from across the country creates a network that serves to promote CIS football as a whole, and not just on a conference basis. With an organization that reaches across the country, the UFRC will be working to improve access to information about the varsity sport to media, which will assuably lead to greater and more in-depth media coverage. This would promote the product on

the field, which is something that the CIS desperately needs to compete for attention within such a sport-centric nation.

It's an important step in the development of promoting all varsity sports that a group covering the sport has decided to take the initiative to promote something that doesn't often get the attention it sometimes merits. Of all the groups to step up and try to promote CIS football, the people who cover it may be the best suited to truly increase interest since media coverage and access to information are key in attracting fans.

Organization at any level is important to success and growth, and the establishment of a group like the UFRC is an important step towards increasing the exposure of CIS football, and eventually other sports under the same umbrella. The initiative that Jim Mullin and others have taken to promote the brand, which is the Canadian pipeline to the CFL, is important. By coordinating those covering CIS football and improving access to information surrounding teams, more stories will reach the public and in turn more publicity for the sport will result.