

-Sports-

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Memphis Athletics and Altius Sports Partners announce the appointments of Mark C. Greer Jr. and Camie Cole

MEMPHIS, TN – The University of Memphis Athletics Department, in collaboration with Altius Sports Partners (ASP), announced the appointment of Mark C. Greer Jr. as the school's in-house ASP NIL (Name,

"Mark's and Camie's additions stand as a significant milestone in our commitment to supporting student-athletes," stated Laird Veatch, University of Memphis Vice President and Director of Intercollegiate Athletics. "With Mark's extensive experience, right here in Memphis, we're confident he will enhance our NIL program. We're also thrilled to welcome Camie, reinforcing our dedication to elevating the student-athlete experience..."

Image, and Likeness) General Manager and Camie Cole as ASP Athlete Marketing Manager. Initiated in September 2023, Memphis' collaboration with ASP enhances its NIL operations, providing centralized points of contact for unparalleled support to

all Memphis stakeholders in navigating and maximizing NIL opportunities. The announcement was made on February 27.

"Mark's and Camie's additions stand as a significant milestone in our commitment to supporting student-athletes," stated Laird Veatch, University of Memphis Vice President and Director of Intercollegiate Athletics. "With Mark's extensive experience, right here in Memphis, we're confident he will enhance our NIL program. We're also thrilled to welcome Camie, reinforcing our dedication to elevating the student-athlete experience. This collaboration with Altius Sports Partners is proving beneficial, as these additions highlight our commitment to excellence and innovation in student-athlete support."

Under the training and supervision of ASP, Greer will oversee all aspects of the school's NIL program – MaximUM. This includes providing education for internal and external stakeholders, offering strategic guidance, and implementing

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Showboats single-game tickets are now on sale

MEMPHIS, TN.– Single-game tickets for the Memphis Showboats 2024 season are now on sale at TheUFL.com/tickets.

The Showboats will play five home games at Simmons Bank Liberty Stadium during the 2024 United Football League season. The Showboats open the season March 31 on the road at the Houston Roughnecks. The home

opener is slated for 11 a.m. April 6, when the Showboats host the San Antonio Brahmas.

Memphis also plays home games April 28 vs. the Michigan Panthers, May 4 vs. the Birmingham Stallions, May 26 vs. the D.C. Defenders and June 2 vs. the Houston Roughnecks. The full Showboats schedule is available at TheUFL.com.

NFL announces salary cap at \$255.4 million per club

The NFL announced on February 23 that the 2024 Salary Cap will be \$255.4 million per club, with an additional \$74 million per club payment for player benefits, which includes Performance Based Pay and benefits for retired players. Total 2024 player costs will be \$329.4 million per club, or more than \$10.5

billion league-wide.

The unprecedented \$30 million increase per club in this year's Salary Cap is the result of the full repayment of all amounts advanced by the clubs and deferred by the players during the Covid pandemic as well as an extraordinary increase in media revenue for the 2024 season.

Showboats announce coaching staff for 2024 winning season



MEMPHIS, TN – February 21, 2024 – Memphis Showboats head coach **John DeFilippo** has announced his coaching staff for the 2024 United Football League season.

Carnell Lake returns to the Showboats as defensive coordinator and will coach the defensive backs. Doug Martin will serve as the team's offensive coordinator and will coach the wide receivers. Kirk Doll will coordinate special teams and lead the running backs.

Paul Pasqualoni will serve as linebackers coach, while Jim Turner will be the Showboats' run-game coordinator and coach the offensive line. Steven Thompson has been named the assistant secondary coach, while T.J. Vernieri will coach the tight ends.

"I'm incredibly excited about the staff we have assembled to coach the Showboats," DeFilippo said. "This staff includes two former head coaches, a former Pro Bowl player and tons of experience at the highest levels of football. All of us are working every day to put to-

gether and coach up a Showboats team that will bring an exciting, winning brand of football to Memphis. While we've been working together throughout the offseason, I can't wait to get to training camp to get on the field with these coaches and our players."

Carnell Lake, Defensive Coordinator/Defensive Backs

- Showboats Defensive coordinator in 2023, after coaching the defensive backs for the Tampa Bay Bandits in 2022
- Pittsburgh Steelers defensive backs coach (2011-17)
- Five-time Pro Bowl selection for the Pittsburgh Steelers, First Team All-Pro (1997), NFL 1990s All-Decade Team
- First Team All-America linebacker at UCLA (1988)

Doug Martin, Offensive Coordinator/Wide Receivers

- Offensive coordinator for the New Orleans Breakers under DeFilippo in 2023, coaching the No. 2 scoring offense and No. 1 passing offense in the USFL
- 16 years of experience as a collegiate head coach

- Led New Mexico State to its first bowl appearance in 57 years in 2017
- 12 years of experience as a collegiate offensive coordinator

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STOP

Gabriela Zych Headlines Memphis' All Great American Rifle Conference
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Smith & Wesson Auctions Commemorative Model 1854
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Nielsen and NFL Release Custom Survey to Verify 210 Million Watched Super Bowl
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Winchester Receives Conservation Award
see sports-Military 2

David Jones Selected for USBWA Oscar Robertson Trophy and All-America Watch List
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The Kentucky Gentlemen Channel Dolly Parton
see sports-Ent. 5

Frist Museum Teen Summer Camp ... *see sports-Ent. 5*

Meet some of BIHMST sports correspondents

William M. Larsha, Jr.

Ashley Braun Gendek

BIH MST Travelers, join correspondents William M. Larsha, Jr. And Ashley Braun Gendek in their sports coverage of University of Memphis Tigers, Memphis Grizzlies, TN Titans, Southern Heritage Classic, FedEx St. Jude Championship, Soccer and more on The Mid-South Tribune and the Black Information Highway at blackinformationhighway.com
Welcome, Travelers!

Grizzlies win Emmy Award for Best Editor/Spot at the 38th Annual Mid-South Emmy Awards

MEMPHIS, TN. – Following five Emmy nominations by The Nashville/Mid-South Chapter of The National Academy of Television Arts and Sciences (NATAS), the Memphis Grizzlies have won an Emmy® award for Best Editor/Spot Announcement at the 38th Annual Mid-South Emmy Awards. With the addition of this year's award and nominations, the Memphis Grizzlies have now won 13 total Emmy awards and stand at 67 total Emmy® nominations.

The Grizzlies and Grind City Media's Creative Video Lead and Senior Producer Michael Blevins claimed an Emmy® award for best Editor/Spot Announcement for his work in

The Grizzlies and Grind City Media's Creative Video Lead and Senior Producer Michael Blevins claimed an Emmy® award for best Editor/Spot Announcement for his work in "With Us," last season's playoff promotional video.

"With Us," last season's playoff promotional video. The piece was also nominated in the Writer/Spot Announcement category. Blevins was also nominated in the Best Editor/Spot Announcement category for his "Big Memphis" piece and earned a nomination in the Writer/Spot Announcement category for his work on the "Grizzlies City Uniform Launch" feature.

Bally Sports Southeast's Pete Pranica, Connor DelPrete, Gregg Theriau, and Christina Atkins were nominated for Best Interview/Discussion for their work in "Remembering MLK," a discussion held during the 21st Annual Martin Luther King Jr. Celebration on Jan. 16.

Fans who want to support the Memphis Grizzlies and purchase 2023-24 single game tickets can do so now by going online to grizzlies.com/tickets or through the Official Grizzlies Mobile App. For more information on the Grizzlies, visit grizzlies.com, 'like' Memphis Grizzlies on Facebook or follow @memgrizz on Twitter/X and Instagram.

ABOUT THE NASHVILLE/MID-SOUTH CHAPTER

The Nashville/Midsouth Region, founded in 1984, encompasses the States of North Carolina (except Asheville) and Tennessee, and the television market of Huntsville, Alabama. In addition to granting the Midsouth Regional Emmy® Awards, the chapter awards scholarships, honors quarter-century industry veterans with the Silver Circle, conducts Regional Student Television Awards of Excellence for high schools, has a free, nationwide Job Bank, provides member discounts, and participates in judging Emmy entries at the regional and national levels.

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