

-Sports-

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UofM begins search for athletics director to usher in new era

Visionary leader sought to bring in Tiger transcendence

MEMPHIS, Tenn.—May 2, 2024 — As the University of Memphis continues its ascent in Athletics following months of extraordinary achievements — many propelled by the generosity of donors, including the Frederick W. Smith Family — the search for a new Senior Vice President and Director of Intercollegiate Athletics is officially underway.

“We are extremely excited to be in the position we find ourselves in today with Athletics,” said University President **Bill Hardgrave**. “We want to continue this upward momentum with a forward-thinking, transformative leader with the vision to ensure we achieve our full potential as we head into a promising future for Tiger Athletics.”

To accomplish this, a six-person search advisory committee will assist Hardgrave and act with purposeful speed this summer to kick off the hiring process. Dave North, UofM Board of Trustees member, will serve as chair of the committee. Parker Executive Search, a national firm with dec-

ades of experience and expertise in higher education and sports, will assist with the search.

The committee consists of:

- **Dave North**, Chair of the Athletics Committee, Board of Trustees and executive chairman of Sedgwick
- **Lynda Black**, Faculty Athletics Representative for the UofM and professor at the UofM Cecil C. Humphreys School of Law
- **Michael Cook**, Chair of the UofM’s Campaign Committee and founder and chairman of SouthernSun Asset Management
- **Willie Gregory**, director of global community impact at Nike Inc.
- **Richard Smith**, president and CEO, Airline and International at FedEx
- **Rick Spell**, President of the Auxiliary Services Foundation and president of Spell Restaurant Group

“Memphis Athletics has seen such momentum in the past six months alone,” said North. “We

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The United Football League sets milestones at mid-point

Strong Television Ratings and Digital Engagement Among Highlights



ARLINGTON, TX – May 3, 2024 – This past weekend, the United Football League (UFL) reached the midpoint of its inaugural regular season. In its first five weeks, the League has captivated audiences with exciting football, groundbreaking broadcasts, and compelling content. **Russ Brandon**, President and CEO, United Football League. “As we cross over the midpoint of the first UFL regular season, we’re thrilled to see elevated engagement across our broadcast, digital and social platforms. Our fans are the core of the UFL. Their energy not only fuels the atmosphere within the stadiums but helps shape the identity and culture of our teams and the League. Thanks to the commitment from our media partners, FOX and ABC/ESPN, the dedication of our League and Team staffs, and the high level of professional gameplay from our players, we continue to prove that pro football is an integral component of the spring sports ecosystem.” Among the 2024 Season Mid-point Highlights:

- **UFL Broadcast Highlights**
- 18 UFL telecasts* are averaging 845,000 viewers.
- 25% better than last year’s

- average for all regular season USFL and XFL games through week 5.
- 38% increase over the 2023 USFL and XFL regular season average across all linear networks.
- 33% increase in viewership in the key 18-49 demographic compared to the 2023 USFL and XFL average through week 5.
- Network broadcasts are averaging 958K viewers.
- Cable telecasts are averaging 680K viewers.
- An average of 1.35 million viewers tuned in to FOX on March 30th to watch the Michigan Panthers defeat the St. Louis Battlehawks 18-16.
- Viewership across several markets compares favorably against more established NHL and NBA teams.
- ESPN’s digital studio show UFL Today’s average viewership this season through five weeks is up 33% vs. last year’s full season average.
- Engagement with UFL content across ESPN social channels is up 98% YOY from the 2023 XFL season.
- Total unique users of UFL content across ESPN.com and the ESPN App is up 156% com-

pared to the same time in last year’s XFL season.
*Average includes two regionalized broadcast windows.
Eric Shanks, CEO and Executive Producer, FOX Sports “The UFL is winning its place in the spring sports calendar. We are

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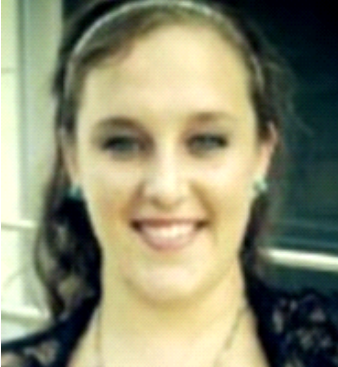


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William M. Larsha, Jr.



Ashley Braun Gendek

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