

Sports & Entertainment

University of Memphis names Dr. Ed Scott as next Athletics Director from sports page 1

Scott said. “With exceptional student-athletes, coaches and staff that have the backing of a proud and motivated city, the opportunity is here to accomplish great things as we continue forward in a new era of intercollegiate athletics. I want to thank President

sive apparel deal with Under Armour Several Morgan State facilities were improved or renovated under Scott’s leadership, totaling approximately \$25 million of improvements to athletic and recreational facilities over his five years.

“When we started this search, I said we were looking for an innovative, bold leader who will bring our athletic program into the next era, and Ed Scott is that leader,” said Dave North, Chair of the Athletics Director Search Advisory Committee and UofM Board of Trustees member. A standout baseball student-athlete at Albany, Scott earned CoSIDA Academic All-American status, was named America East Baseball Scholar-Athlete of the Year and received America East First Team All-Conference honors as a centerfielder.

In addition to earning his bachelor’s and master’s degrees from Albany, Scott has a PhD from Binghamton University’s School of Community and Public Affairs. He and his wife, Tara, have a daughter, Tia.

Hardgrave for giving me this opportunity. My family and I are excited to join Tiger Nation.”

Scott was the first athletics director to serve on the President’s Cabinet at Morgan State while overseeing the day-to-day operations of the athletics department and its 14 Division I programs. He also launched the department’s first annual fund (Morgan Bear Club) and negotiated Morgan State’s first-ever comprehen-

Ohio State Senate votes to expand Brig. Gen. Charles Young Corridor from sports-Military page 2

Charles Young and Buffalo Soldiers National Monument, the Afro African Museum and Wilberforce University, where he once taught.

The expansion increases the length of the corridor to one hundred and fifty-four miles, making it the largest region in the nation named honoring a Black veteran. While we are pleased with General Young having the honor, that was not the motivation behind us seeking the legislation. Instead, it offered a way for all ten historical treasures in the region to be recognized while focusing attention on General Young and his history. I traveled the route and met many of the people who are the stewards of the historical locations. The route is an education in Black American History from Camp Nelson, where Black Soldiers (US Colored Troops) were garrisoned and trained during the Civil War era to the Underground railroad that operated on both sides of the Kentucky/Ohio River. As Black History comes under attack in some parts of the country, the

corridor offers an opportunity to support the preservation of the history by making it a point to visit. It is our hope the corridor will become a revenue generator to support future preservation efforts and public activities in the region. It is a weekend of meeting nice people in two states, eating great food, seeing the sights, and learning more about Black American History. Your visit would help preserve the history by showing public interest. Plus, it is more educational than Disneyland and closer than Europe.

Special thank you to former Kentucky State Representative Mike Denham, Kentucky State Senators Gerald Neal and Stephen West, and Ohio Representatives Terrence Upchurch and Adam Holmes for sponsoring the Corridor Resolutions.

We “Salute” Kentucky Governor Andy Beshear and Ohio Governor Mike DeWine for signing the Initiatives.

For more information, email: cmmmmf@aol.com

Grizzlies agree to acquire draft rights to Cam Spencer

MEMPHIS, Tenn., June 28, 2024 – The Memphis Grizzlies announced the team has agreed in principle to acquire the draft rights to UConn guard Cam Spencer, the 53rd overall pick in the 2024 NBA Draft, from the Detroit Pistons in a trade that is not yet final.

Spencer (6-3, 201) started all 40 games for UConn last season and averaged 14.3 points, 4.9 rebounds, 3.6 assists and 1.5 steals in 32.8 minutes to help guide the Huskies to the 2024 NCAA Championship. The 24-year-old shot 48.4 percent from the field,

44.0 percent from 3-point range and 91.1 percent from the free throw line and earned First Team All-Big East honors.

Before joining UConn, Spencer played one season (2022-23) at Rutgers and three seasons (2019-22) at Loyola. The Baltimore native appeared in 132 games (114 starts) during his collegiate career and averaged 14.2 points, 4.3 rebounds, 3.3 assists and 1.6 steals in 32.3 minutes while shooting 46.8 percent, 41.7 percent from 3-point range and 87.8 percent from the free throw line.

UFL ends inaugural season with a significant growth ... from sports page 1

made its mark in the spring sports calendar with strong viewership across platforms all season long. The high-level, quality football on the field paired with our innovative production and content distribution approach has been a winning combination for football fans,” said Russ Brandon, President and CEO, United Football League.

Brandon continued, “The UFL has had consistently high levels of engagement throughout the season, which serves as proof of

“With our first championship in the books, the UFL has clearly made its mark in the spring sports calendar with strong viewership across platforms all season long. The high-level, quality football on the field paired with our innovative production and content distribution approach has been a winning combination for football fans,” said Russ Brandon, President and CEO, United Football League.

concept, confirming the undeniable demand for spring football. We appreciate the support we've received from our players, league and team-level employees, partners, and fans. With a robust foundation in place, we are poised to continue our growth trajectory as we look ahead to 2025 and beyond.”

2024 Full Season Highlights: BROADCAST VIEWERSHIP

Full Season

- The UFL reached 32 million unique viewers (per Nielsen data)
- The 2024 UFL season averaged 850K total viewers per game
- +34% increase over the 2023 XFL/USFL combined season averages (635K)
- Network broadcasts averaged 945,000 viewers through the championship game, up over 9% against the 2023 XFL/USFL combined season broadcast averages (864K)
- Cable telecasts averaged 630,000 viewers, up 43% against the 2023 XFL and USFL combined season cable averages (441K)
- Viewership for UFL Today, ESPN’s weekly digital post-game show was up 20% vs. 2023 across YouTube, Facebook and the ESPN App. Championship Game
- The UFL Championship game averaged 1,596,000 viewers on FOX.
- Up 23% over last year’s average of 1,298,000 viewers for the respective XFL and USFL Championship games on ABC and NBC.
- Telecast peaked with 1,723,000 viewers from 6:15-6:30pm.
- Best performance for a UFL game on any network.
- Within the markets of the participating teams, the Championship game delivered a 6.8 rating/19 share and 3.6 rating/15 share in Birmingham and San Antonio, respectively
- Viewership Demographic Increases (vs XFL/USFL combined season average):
- P2+: +35%
- Adults 18-49: +36%

- o Female +43%
- o Male +33%
- Adults 18-34: +36%
- o Female +47%
- o Male +29%

SOCIAL MEDIA ENGAGEMENT

- Total Views
- 283M views across all social platforms
 - o Instagram: 136M
 - o Facebook: 51M
 - o TikTok: 62M
 - o X: 34M
 - Total views for the season beat out total views for the 2022/2023 USFL season and the 2023 XFL season by 100 million+ views.
 - UFL content across ESPN social channels was up 34% vs. 2023.

- Followers
- 4.13M Total Social Media followers:
- Instagram: 1.57M
 - X: 857K
 - Tik Tok: 786K
 - Facebook: 674K
 - Threads: 249K

- 465K new followers gained since the start of the season.
- YouTube: Tallied 20.3M views and gained 55k subscribers, outperforming the season totals of the 2023 USFL and XFL season

UFL DIGITAL PLATFORMS

- UFL App
- Launched on March 19, the app now has 106K active users and 7.3M screen views.

UFL Website

 - Launched on December 31, 2023, theufl.com has 4M users and 12M screen views.

ATTENDANCE

- Over 580K fans attended UFL games.
- St. Louis set the atten-

dance record for a modern spring football league game with 40,317 at The Dome at America’s Center on April 6.

FOOTBALL HIGHLIGHTS

- Gameplay Metrics
- 93.3% kickoff return rate.
 - Average starting field position is the 36.5-yard line.
 - Average of 43.2 points per game.
 - Jake Bates' 64-yard field goal set a spring football record and is two yards short of the NFL record of 66 yards by Justin Tucker UFL to NFL
 - The UFL has quickly become the place for players looking to fulfill their dreams of playing in or returning to the NFL
 - 12 players signed to NFL contracts as of June 26

INNOVATION

The UFL’s use of cutting-edge technology is breaking new ground in broadcast and game operations to lead the game into the future.

- TrU LINE virtual line to gain:
- Replaced the chain gain with 4K optical cameras that use machine learning to determine the exact measurement for line to gain based off where the ball is spotted
- Portable 4K cameras that detect the exact location of the ball, relative to the line to gain, whenever referees request a spot via their wireless headsets
- Elevated coach-to-player communications allowed teams to have up to eight players equipped with a helmet module allowing them to hear the offensive or defensive playcaller
- Supported full motion live sideline video with Apple IPADs and DVSport Rewind technology allowing coaches and players to make instant in game adjustments
- Mindfly body armor camera used by UFL officials

- ActionStreamer helmet cam used by UFL players

CORPORATE PARTNERS

In its inaugural season, the UFL announced a groundbreaking, exclusive partnership with The United States Army as the Presenting Partner.

The two organizations collaborated on leadership development initiatives, community engagement events, and increasing awareness of the opportunities the Army and UFL offer young leaders and athletes to create the future they want.

The UFL also received robust corporate support during its inaugural season from both emerging and well-established brands eager to grow with the league.

- Gatorade
- Molson Coors
- Under Armour
- Verizon
- Big Game
- Westgate Resorts
- Progressive Insurance
- ZOA
- CBD Kratom
- Teremana
- FedEx
- MSX
- Underdog Fantasy
- Henry Schein
- Missouri Tourism

About the United Football League

The United Football League (UFL) is the premier spring football platform, formed by the merging of the XFL and USFL in 2024 under the combined ownership of RedBird Capital Partners, FOX, Dany Garcia and Dwayne Johnson. The UFL has eight teams in Arlington (TX), Birmingham (AL), Detroit (MI), Houston (TX), San Antonio (TX), Memphis (TN), St. Louis (MO), and Washington D.C.



Press link to see trailer on YouTube

An Editorial Comment from
The Mid-South Tribune:

“Real women should play in women’s sports!”