



## Sports

### Ideas Flow After Trip To National Sports Editors Convention

[Print Page](#)

**BY JAMES D. CIMBUREK**

[james.cimburek@yankton.net](mailto:james.cimburek@yankton.net)

Published: Saturday, July 5, 2008 12:17 AM CDT

The future of Press & Dakotan sports coverage is currently sitting on my desktop.

As some of you may or may not have noticed, I wasn't around last weekend to fill this regular spot. I was in Minneapolis, attending the Associated Press Sports Editors national convention. Like many professionals, I come back from such an experience energized and renewed, with plenty of new-to-us ideas to try out.

One of the first things I did when I got back was had lunch a top member of my staff, Jeremy Hoeck, where we tossed around some of the ideas I came back with and some of those that he had. Since some of the ideas we talked about are some that higher-ups have been looking at already, there will be a few things that will be in the works quickly.

As in this month.

One of the first things you'll see coming is more local video online. It is something that has been in the works on the internet department's end for a couple months, but my staff and I will be trying to add video elements to some of the stories we will be covering. Eventually, we may start webcasting games.

Step one was taken last night, when I took a video camera with me to the Wynot-Crofton amateur baseball game in Crofton, Neb. I have some game footage, as well as some shots from a very good fireworks display.

I plan to work with it over the weekend, then finish it on Monday with the help of the online people, hence the comment about the future "sitting on my desktop." We will do more in late summer, with plans to really play up the Cal Ripken regional in late July and state VFW Teener baseball here in August.

We will also be bringing back a couple ideas that we had back in the late 1990s, but can be updated for a more modern look. Starting with the first weekend of football season, we will be bringing back the "Sports Saturday" and "Sports Monday" sections. We have not finalized a look yet, but we plan to have a solid, all-local first page and continued good content throughout the second, with the emphasis on local coverage.

We have a few other things in the works, some of which I'm going to let be a surprise.

### Iverson Stepping Down

I was disappointed, but not surprised, when I got the news that Chuck Iverson would be leaving the bench of the Mount Marty women's basketball team to become the institution's full-time athletic director.

As much as I would love to see Chuck spend another 17 years on the Lancer bench, it does make sense for him to take a step back at this point. The daughter that played for him, Cassie, has

completed her college career. The family's other two children, Kara and Colton, both play for NCAA Division I colleges, one six hours away. In order to see them play, he needed more flexibility than a coach's schedule provides.

In the last 10 years, he took a sub-.500 Lancer program to the top of the old South Dakota-Iowa Conference, then to the top of the super-conference known as the Great Plains Athletic Conference.

Iverson's players have done well for themselves as well, including All-Americans like Katie Heine, NaTasha Dawson and, most recently, Tevan Wenbourne; and countless All-America Scholar Athletes. His players have done well for themselves after graduation, including one — Stacy Schulz — who is head women's basketball coach at NCAA Division I Cal State Northridge.

With all the wins and all the banners Iverson's teams have collected, I am sure that he is proudest of the fact that each player that started and finished her playing career under Iverson finished her degree as well.

Iverson's influence as an athletic director has been easy to see, with Mount Marty taking both Christopherson Awards that have been presented to the athletic department with the highest grade-point average. I am sure he will continue to have that effect on the entire department.

I expect that MMC will have a coach in place shortly, as I don't believe Iverson would have made this move so close to the school year without a plan ready to go. Whoever takes Chuck's seat on the Lancer bench will have big shoes to fill, and not just because Iverson is 6-foot-8.

Copyright © 2008 - Yankton Press & Dakotan

---

[x] Close Window