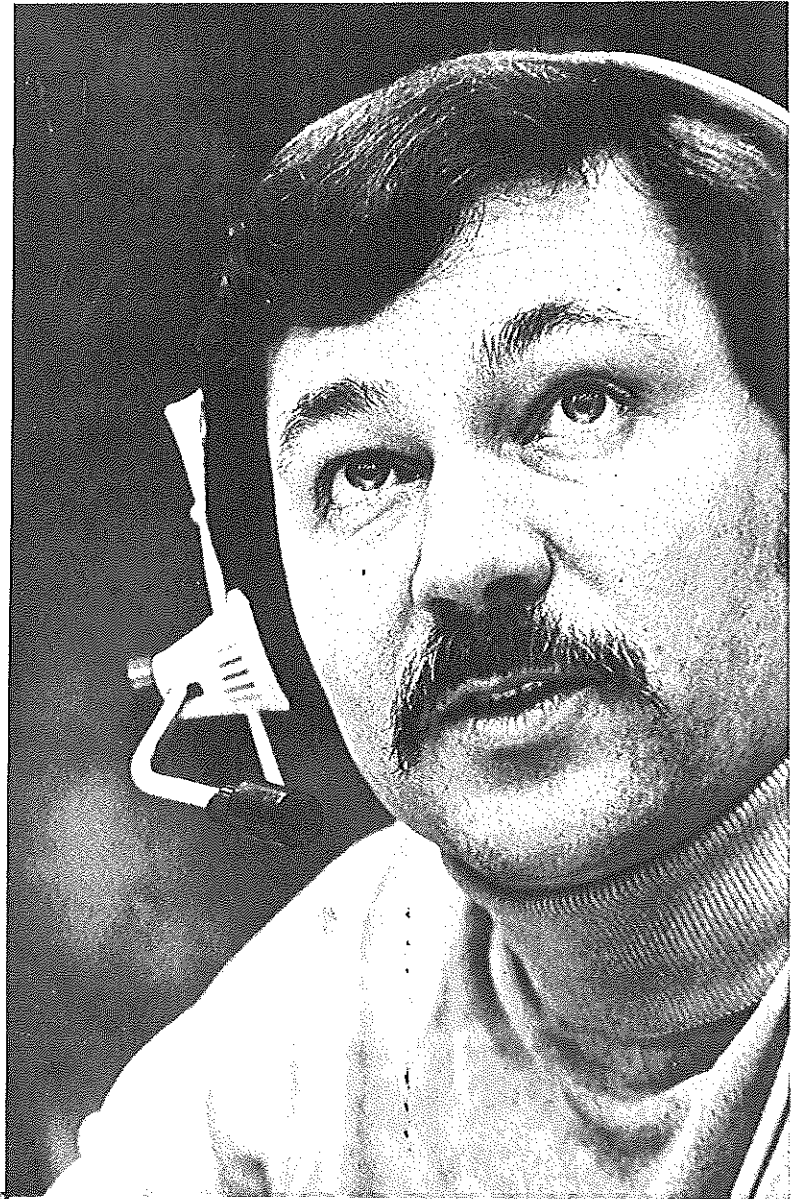


SOUTHWESTERN VS HOUSTON BAPTIST

OFFICIAL PROGRAM 50¢

THE BAND WILL JAM AFTER THE GAME



RON GOMEZ
VOICE OF THE
BULLDOGS

See pages 16-17



RON GOMEZ - VOICE OF

... Without a doubt, the finest and most complete play-by-play broadcaster in the state of Louisiana . . .

This strong but true statement characterizes one of the most talented men in the broadcasting field, Ron Gomez.

The congenial station manager and vice president of KPEL radio has been the "voice of the Bulldogs" for over 11 years now and probably his finest professional attribute is his noticeable ability to continually improve the quality of his broadcast year in and year out.

Ron is the type of man and broadcaster, who tells it like it is. He is both honest and fair in his observations, examinations, and especially in his comments — but he does 'tell it like it is' out of fairness and obligation to the KPEL listeners and himself.

Ron Gomez is a professional all the way and it is reflected in his end product, the broadcast. Just like a professional football or basketball star who makes a super play look easy because he is the best at his game, so does Ron. His broadcast of USL football and basketball is so easy to keep up with and understand that the principle is the same; Ron is a veteran professional sports broadcaster and he makes it sound easy.

But don't let his youthful appearance fool you, Ron Gomez has been involved in radio for a long time and his climb to this present position hasn't been an overnight thing.

Probably the biggest factor in helping Ron reach this highest of levels in sports broadcasting was the fact that he decided very early in life that he wanted to be a sports caster. And if you know Ron then you know that when he decides on something he becomes persistent, diligent, and unrelenting until he gets what he set out for. That's Ron Gomez. If you don't believe that, then ask someone who's tried to avoid giving him a straight interview or answer.

Born and raised in Baton Rouge, Ron can remember pretending like he was sports caster in his backyard as a child. "It was then

that I made up my mind that that's what I wanted to be when I grew up," related Gomez.

Ron participated in every sport he could as a kid; CYO basketball, American Legion baseball, etc., but his light weight kept him out of high school football and college sports.

Knowing that broadcasting was his goal Ron did everything and anything connected with the field. He was the public address announcer for Baton Rouge High School at all sporting events, he was a spotter for visiting radio stations who covered LSU opponents, and he spent all his free time hanging around a Baton Rouge radio station located across the street from his high school. He never missed a sporting event in Baton Rouge and constantly bugged the LSU Sports Information Director for things to do or by offering his help.

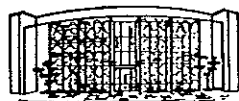
Besides being a cheerleader at LSU, Ron was a disc jockey for the campus radio station which unfortunately did not broadcast LSU sporting events. This did not stop the persevering Gomez. He went to all the events and taped himself broadcasting football, basketball, boxing, track, and baseball. Then he and some fellow radio students would critique the tape.

Ron spent the summer of his sophomore year at WARB in Covington and then joined the Air Force for two years.

Out of the service he came to Lafayette where he was a full time student at USL and a full time disc jockey at KVOL. Next it was off to WAIL in Baton Rouge where he was the assistant station manager, an announcer, and the color man for the LSU network, which consisted of football games only, since basketball at the time didn't warrant air time. Following some time spent in the advertising game and a stint as station manager at WYNK, Ron decided to finally come back to Lafayette where he loved it best.

Just Right

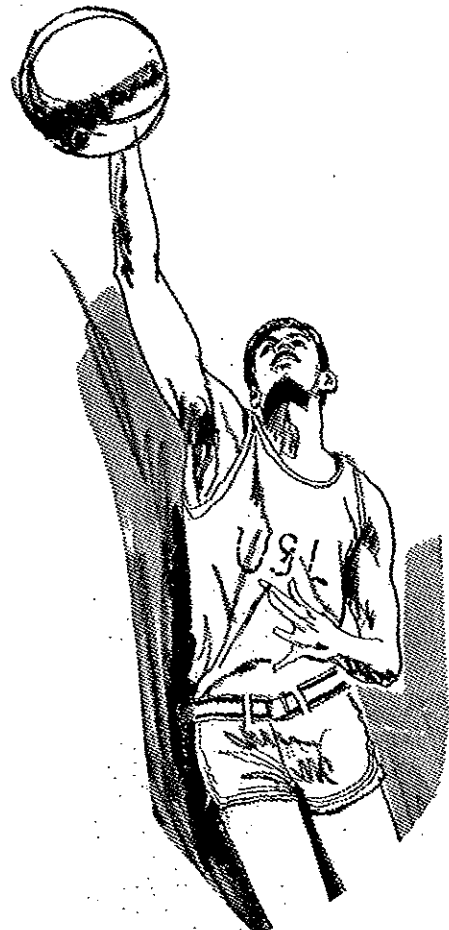
that final shot
with seconds on the clock,
might be the "just right"
margin to win the game.
We're "just right" too.
The "just right" place
to save. And right now
is the "just right" time to save.



HOME

SAVINGS & LOAN ASSOCIATION

Downtown and in the Oil Center



RAGIN' CAJUN SPORTS

He spent a year and a half at KVOL as program director and sales manager before moving over to KPEL in 1962 for the chance to do the play-by-play for Southwestern football and basketball. Ron has been at KPEL ever since although he did work for KATC-TV as the sports director for two years.

As play-by-play man for KPEL, Ron won the last two awards given by the Louisiana Sports Writers Association for the best play-by-play in the state.

GOMEZ ON USL

Ron feels like the turning point for USL athletics was back around 1962. "Basketball, football, baseball, and track have come a long way since then," said Gomez. Ron also feels that USL will achieve everything also up to this point. He thinks the super board will help USL and will mean a new era in education, academics, and athletics.

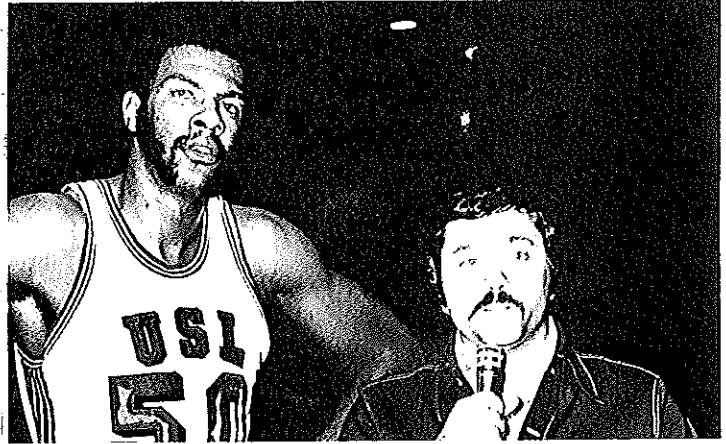
As far as changes go since 1962, Ron says that the biggest change is in the caliber of athletes that USL now has participating in their athletic program. He also says that fan support has improved at least 500%. Another change is the travel that the USL athletic teams are in to. "In 1962 we took buses on all our trips and had box lunches with apples. Some of these trips took a week and we'd play three to five games on them. Now USL travels first class and greater distances by flying."

Ron stated that he could not have enjoyed working with Southwestern sports if it had not been for the fine cooperation and help he received from the coaching staffs.

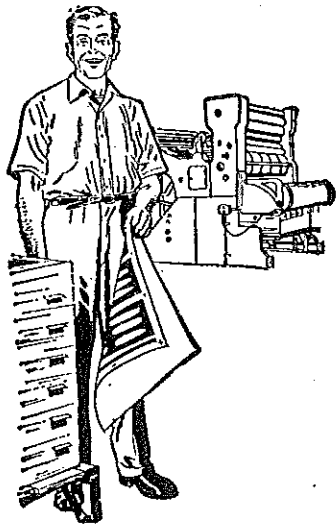
As far as the difference between calling a football and basketball game, Ron says that basketball is easier to call due to the simple fact that there aren't as many people involved in the game and that he is closer to the action. He's quick to point out that he loves both sports equally well.

Ron has stated that he enjoys sports broadcasting the best of all the various fields in radio work because he believes that the live call of sports is the purest form of broadcasting. "The announcer must relay action information immediately and create a word picture instantly — there are no scripts and no rehearsals, its got to be the purest form of reporting."

The University of Southwestern Louisiana, KPEL radio, and the fans of Ragin' Cajun sports are very fortunate to have a play-by-play man of Ron's qualities and talents. When they turn on their radios to listen to a USL game, they know, and now expect nothing but the very best in sport broadcasting which is truly the highest compliment to the man . . . Ron Gomez.



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