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**USC Football Tickets – The Tradition Will Continue**

**By Jay Nault**

After the run of success USC has had in recent years with multiple national championships,

Heisman Trophy winners and first-round picks in the NFL, one could conclude that their run is almost over, and that USC football tickets aren't the draw they were a year ago. After all, what team could possibly replace the likes of Matt Leinart, Reggie Bush, Winston Justice and Darnell Bing, just to name a few, all at once?

The answer, of course, is that USC can be that team, and there are two prominent reasons that the Trojans are beginning to look like the next long-term juggernaut of college football, a spot that has been occupied in recent years by Nebraska, Miami and Oklahoma, if you go a bit further back. A few of these reasons are laid out below.

**Coaching**

Who would've thought that Pete Carroll would do what he's done since coming to USC in 2001? By many accounts, Carroll wasn't the administration's first choice. In fact, he wasn't the second, third or fourth either. Carroll was a lightly-regarded NFL coach who had experienced limited success with the New York Jets and New England Patriots, and in four seasons he finished with an overall record of 34-33 and one appearance in the playoffs.

Rumors swirled that USC pursued such coaching "names" as Dennis Erickson, Mike Belotti and Mike Reilly. When none of them wanted the job, it fell into Carroll's lap, so the new-found legend goes. What a fortuitous turn of events it turned out to be for everyone involved.

Carroll walked into a program that many felt was on the decline. Paul Hackett, his predecessor, had only a 19-18 record in three seasons. Fans were losing interest, and USC football tickets were readily available for most of their games. Carroll started by changing the culture surrounding the high-strung program, and his laid-back personality was a perfect fit for both the program and the area.

Carroll does not need to take a back seat to anyone in terms of X's and O's, either. His defenses may not have gotten as much publicity as his high-powered offensive units, but USC has become a strong

defensive team as well under Carroll. He changed the entire outlook for his players, the alumni and fans in general, and he doesn't appear to be ready to leave anytime soon. The program is in good hands.

## Talent

There is no substitute for talent. USC may have lost a ton of great players recently, but that doesn't mean that the cupboard is bare. Carroll's personality is also a great fit with recruiting, and players often talk about how they "identify" with the coach. The new starters this year consist of several high school All Americans and other highly-recruited athletes.

John David Booty is poised to take over the reigns at QB, and ultra-talented RB's Chauncey Washington, Emmanuel Moody and C.J. Gable are not only talented, but fast and physical.

In short, USC is loaded, and they're ready to keep the ball rolling. Remember, everyone fretted when Carson Palmer, et al graduated a few years ago, but then some no-name players like Leinart and Bush stepped in and did just fine. When you're three deep at every position with talented players, you don't rebuild, you reload.

That's why USC football tickets will remain a hot item, and also why the Trojans have the look of a long-term dynasty.

By Jay Naul, sponsored by

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## **Known Football Logos In A Town Without An NFL Team**

**By Dana Bradley**

The city of Los Angeles, the second largest city in the U.S., has no professional football team. That fact, however, should not be interpreted as meaning that Los Angeles has no well-recognized football logos. In fact, it has two.

Every fall there is one really big football weekend in Los Angeles. That is the weekend when the USC Trojans play the UCLA Bruins. On that weekend, and during the entire week leading to that weekend,

the team logos seem to be everywhere. The rivalry between USC and UCLA has become a widely-reported rivalry.

The rivalry between USC and UCLA seems to underline the importance of sports logos. The fans from each institution, the alumni as well as the students and professors, collect around the stands that sell items with the different logos. Each purchase represents an effort to demonstrate support for a favored team.

Sometimes the logo is part of the "dressing" on a special marker made by some students. When the students create such a marker, then it eventually appears on the TV news. That serves to reinforce the importance of the team logos.

Residents in other parts of the United States get excited about other rivalries. Their excitement leads them to fly flags with different logos. Yet nowhere else in the U.S. does the excitement surrounding two sports logos have the same meaning that it does in Los Angeles.

While the City of Los Angeles has moved closer to having an NFL team, it does not yet have one. It has been without one for more than 10 years. Football fans in the City would love to welcome an NFL team. They eagerly await the decision on the team's stadium.

At this point, it looks like the coliseum at USC will probably serve as the stadium for a new football team. Yet no one has officially ruled out the other possibilities—the Rose Bowl and the stadium in Anaheim. Once a decision has been made, then the City will prepare to welcome its new team.

No doubt the Los Angeles Times will carry detailed information about the team logo for that transferred or expansion NFL team. Then the citizens of Los Angeles can get set to purchase plenty of items bearing that logo. Seeing that the City has been without a team for so long, the football fans are apt to go overboard in their display of the logo for their new favored football team.

Dana Bradley writes about

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