

**KU Memorial Unions
Media Release**

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KU Sportscasting Legend Max Falkenstien To Sign at Oread Books

August 31, 2007 (LAWRENCE, KS) – Max Falkenstien, KU sports broadcasting legend and author of the recent book entitled *A Good Place to Stop: 60 Seasons with Max and the Jayhawks*, will appear at Oread Books on level 2 of the Kansas Union on the University of Kansas Campus in Lawrence on Saturday, September 15, 2007 from 3:00 p.m. to 4:00 p.m. The book signing, before KU's home football game with The University of Toledo, is a feature of Family Weekend and is free and open to the public.

A Good Place to Stop: 60 Seasons with Max and the Jayhawks, published in April, 2007 by PowerHouse LLC, is a sequel to Falkenstien's earlier, out-of-print memoir, *Max and the Jayhawks*. *A Good Place to Stop* picks up where the earlier book left off - with recollections from Max's final 10 years as Jayhawks broadcaster, including an athletics department shakeup, the departure of longtime coach Roy Williams and subsequent arrival of Bill Self, as well as the hiring of two head football coaches. In *A Good Place to Stop*, Falkenstien also relives his entire 60 years as "The Voice of the Jayhawks" to the legions of fans who tuned in for every game. The new book is co-written with local sportswriters Matt Fulks and Doug Vance, and includes a foreword by Kevin Harlan, introduction by Lew Perkins, and afterword by Bill Self.

Max Falkenstien began his prestigious radio career as a high school junior in the early 1940s. Between 1946 and 2006, he was behind the microphone for more than 1,750 KU basketball games and 600 KU football games. Falkenstien retired at the end of the 2005 – 2006 basketball season. Once named "the best college radio personality in the country" by *The Sporting News*, Falkenstien has been honored with numerous awards and citations including the Ellsworth Medallion, the highest award of the KU Alumni Association; the Chris Schenkel Award for broadcasting excellence from the College Football Hall of Fame, and the Curt Gowdy Award from the Naismith Basketball Hall of Fame. At the conclusion of his 60th year of following the Jayhawks, the KU Athletics Corporation presented Falkenstien with its first ever Lifetime Service Award. His mythical jersey (Number 60) was retired in Allen Fieldhouse, next to those of all the great KU athletes who have been so honored. He currently serves as Special Assistant to Kansas Athletics Director Lew Perkins.

Oread Books is a full-service, independent bookseller located on the University of Kansas Campus in Lawrence on the second floor of the Kansas Union. As a non-profit organization, all proceeds are given back to KU through student programs and activities. The selection and events at Oread Books are reflective of the campus community, always current and representing diverse points of view.

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