



## Longtime NCAA executive Cawood dies suddenly at 64

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### By David Pickle The NCAA News

David E. Cawood, a longtime NCAA staff member and one of the top figures in athletics media relations in the 1970s and '80s, died suddenly Sunday at his home in Louisville, Kentucky.

Cawood, 64, had just completed his regular morning run and complained to his wife Sheila that he was not feeling well. He then collapsed and was rushed to a hospital, where resuscitation efforts were unsuccessful.

"Dave was a very dedicated and talented individual," said NCAA Executive Vice President Thomas W. Jernstedt. "He had an outstanding relationship with the media, mostly because he had a keen understanding of their needs. He also possessed a great knowledge of the Association, and he could explain complicated concepts effectively, often using his great sense of humor.

"Dave was an outstanding person, and we're going to greatly miss him."

Cawood served almost 25 years on the national office staff, playing major roles in general communication for the Association and also with media aspects of the Division I Men's Basketball Championship.




He joined the NCAA staff as director of public relations in 1974 after stints as sports information director at Eastern Kentucky, Morehead State, Baylor (his alma mater), Southern Methodist and Arkansas. From then until he left the staff to join Host Communications in September 1997, he was instrumental in the communications and often the development of policies and programs that led to the growth of the Division I men's basketball tournament.

Cawood was known for the highly personal style that he employed with top writers and was especially well connected with top sports information officials within college athletics. He was a charter member of the U.S. Basketball Writers Association Hall of Fame.

"David was recognized as a guy who would tell you the truth," said veteran NCAA executive Louis Spry, who retired in 1999. "To my knowledge, he never lied to any member of the media, and they respected him for that. He was principled, kind and gentle – he was just somebody who everybody liked."

The funeral will be Wednesday afternoon in his hometown of Harlan, Kentucky.

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