

IN MEMORY OF JOE ROTH



Our Tribute to Joe . . .

We in the California Athletic Department feel very fortunate to have had such a person as Joe Roth touch our lives. Certainly none of us will ever forget this exceptional human being and the outstanding qualities that such a young person possessed. He showed us courage in the face of adversity, modesty in all the adulation his football exploits gained him and responsibility that goes with being an All-American quarterback and a fine student.

Joe Roth was one of those rare individuals that publicists and members of the media learn to admire quickly. He simply made life a little easier for all of us. He was not your average person nor was he your average football player, consequently he was always under demand as a player by coaches, publicists and members of the media. He never shyed away from his responsibility to the media, even in his toughest hour. Those members of the media who dealt with Joe will admit that never did a call go unreturned or a pre-designated meeting fail to be attended by him. It is for this responsibility and cooperation, that I feel this book, which is designed to serve the media, be dedicated to a person with as great an understanding of the media's needs as any coach or player I have ever come in touch with.

*John M. McCasey
Director of Public Relations*