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Two local Web sites earn NorCal Dottie Awards

By Bruce Burton

In some ways it's an on-line version of the David Letterman show with an NBA slant. Better still, it's what Outkas 3000 might come up with if he was more interested in hoops than in imitating Prince.

Whatever you call KingsSuper-Fans.com, the slightly wacky, but vastly informative website by and for the most dedicated Sacramento Kings fans, also call it a three-time winner at the Dottie Awards, which honors the most c Northern California-based sites on the internet.

Roseville resident Jim Schroeder and Lincoln's Tony Overbay, the Kings fans and long-time friends who created in 2002, won their second and third Dotties two weeks ago at the seventh-annual Dottie Awards show at Sacram Crest Theater.

The Web site for the Placer United Soccer Club was also honored as a Dottie finalist. A local design firm, DM W and principal David Marsden of Granite Bay created the Web site.

Quoting PUSC Manager, Chris Peters, "Dave Marsden has been extremely helpful in guiding our club in this pro suggestions and direction, enabling Placer United to utilize modern technology to spread the good word about o

The Dottie's is a prestigious award that honors Northern California excellence in Web site design. In their own w

KingsSuperFans.com won the Sports and Sports Fan Club category for the second straight year, but its biggest capturing the Top Dot prize as Northern California's best overall site.

For a pair of men in their early 30s who were mainly looking to fill an information void when they started KingsSuperFans.com, winning awards still takes some getting used to. Overbay, the site's main writer, quoted h a current KSF story as saying, "Jim and I were basically attending the awards ceremony . . . because we though good excuse to go to Zelda's (Pizza) downtown, which we rarely do. Winning the best Sports Dottie alone was a but the Top Dot? Are they sure?"

If, "they," are sure, they have good reason. KingsSuperFans.com includes the expected user forums, where visit engage in general discussions about the Kings and/or their most recent game, as well as goings on around the I There are also Kings player bios, and links to NBA, college and high school basketball stories on the internet, al a direct link to the Kings' home on NBA.com.

But KSF also has regular fan-submitted, Letterman-style top-10 lists, such as, "Top 10 Ways KingsSuperFans ke sanity during the summer (No. 2 answer: Go to ARCO, sit in the parking lot for three hours, then go home)," poll questions like the current, "Is Chris Webber messing with the established team chemistry? (top answer so far: N the Kings are just playing bad right now), and the KSF Brush with Royalty, where site visitors relate stories of the encounters with Kings players in and around Sacramento.

"Brush with Royalty is one of the most visited parts of the site," said Schroeder, KSF's site designer. "We try to n interactive site."

And an international one. There are links at the bottom of each KSF page that translates the contents into Spani

German, French or Italian. Overbay notes that the site has a huge following in Europe, and has had posts from r Hong Kong and Belgrade, Yugoslavia.

"It's just one of those things that we thought would be fun to do," Schroeder said. "We just thought that we werer finding stuff on the web that we liked."

Added Overbay, "We kind of got tired of the cookie-cutter ESPN and AP (Associated Press) stuff."

Ironically, some of the stories KSF provides links for are from ESPN.com and AP. But Overbay said that last yea produced 150 unique articles about the Kings, and would like to bump that number up considerably in the future.

"We'd even like to work our way into player interviews, to find out a little bit about what they do off the court," he

To date, the closest Schroeder and Overbay have come to that goal is a profile the two did last summer on King sideline announcer Jim Kozimor. Their plans have been stunted in part because though they have some access practices, the duo have yet to land full media credentials from the Kings organization.

But both are busy enough for now. Both Schroeder, who works for a software company, and Overbay, who has l technological company, are married with two and three kids, respectively. They maintain KSF in their spare time

"I really think were producing something no one else in the community has," Schroeder said. "We have somethir in the genre don't offer."

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