



PRESS RELEASE
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Allard to be inducted into CHSCA Hall of Fame

WOODSTOCK, CT (September 20, 2018) –

The coverage of high school athletics has been a lifelong passion for The Woodstock Academy Sports Information Director, Marc Allard. Others have taken notice.

Allard will be inducted into the Connecticut High School Coaches Association Hall of Fame on Nov. 15 at the AquaTurf Club in Southington. Allard is the media representative of the 2018 Hall of Fame inductees.

“I was humbled when I received the call from the CHSCA in June. For a Connecticut sports broadcaster/writer, it is indeed one of the highest honors that one can receive. It means so much to be recognized along with the many greats who have so impacted Connecticut High School athletics both on the playing field and on the sidelines,” Allard said.

He was recognized alongside the eight other inductees, Coaches Michele Cordeau, Gilbert LaPointe, Richard Medve, George Taterosian, Harold Freedman, Howard Gura, Ralph J. DeSantis Jr. (posthumously), and Jim Day (posthumously) at the UConn-University of Rhode Island football game at Rentschler Field on Saturday, Sept. 15. The CHSCA Hall of Fame is housed at Rentschler Field.

In August of 2017, Allard was offered and accepted the position of Sports Information Director at The Woodstock Academy. In so doing, he became the first SID at a high school in the state.

In his first year in the position, Allard has upgraded the school’s athletic website and broadcast over 80 athletic and non-athletic events in the 2017-18 school year for The Woodstock Academy over both television and radio platforms.

“Not only has Marc elevated the coverage of our student-athletes, but his broadcasts have also made athletic events more accessibility to our community. Even if friends and family can’t attend a game, they can still watch or listen online,” said Chris Sandford, Head of School at The Woodstock Academy.

Allard began his professional broadcast career while in college at WMOA Radio in Marietta, Ohio in the early 80’s. There he was part of a professional broadcast team that covered high school football and basketball and Marietta College baseball, one of the top Division III programs in the country at the time.

Allard returned home following his sophomore year at Marietta College and learned that broadcasting legend Frank Carroll, who was the sports director at WINY Radio in Putnam, had died. Allard, who worked for WINY as a news stringer while in high school at Plainfield, was offered the job. He carried on Carroll's tradition of broadcasting high school football games. His first foray was a memorable one.

On a day of heavy rain, the station was scheduled to broadcast a Putnam High School game at Valley Regional High School in Deep River. At the time, the school did not have a press box so Allard improvised. Having borrowed a friend's truck with oversized tires, he further elevated the vehicle by parking on the curb and broadcast the game from underneath the vehicle, hounded by the presence of a shock absorber which was anything but when Allard hit his head on it numerous times. It was to be one of many adventures in a young sportscaster's journey.

Allard quickly expanded the radio station's offerings to include the broadcast of high school soccer, basketball, baseball, softball, and youth sports including youth football and hockey and daily broadcasts featuring coverage of the previous day's games with interviews with coaches, student-athletes, and other sports-related personalities.

Allard also began a sports talk program for an hour on Saturday mornings that focused not on national sports issues, but local sports.

He also began his print career shortly after joining WINY, contributing game stories, features and a weekly column to the Observer Patriot newspaper.

Allard left the radio station in 1988 to run his own business, but he returned four years later to pick up where he left off. He also took over the news operation at WINY and was the daily talk show host. When Allard left WINY, he was given an official citation by the Connecticut General Assembly in honor of his work for the station.

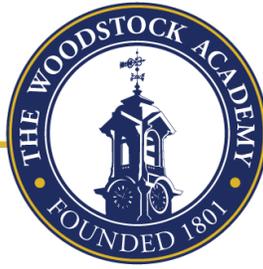
In 2000, the Norwich Bulletin offered Allard the chance to contribute to the newspaper. Allard accepted the opportunity, covering high school games and providing statistics and schedules for the newspaper in addition to working for the radio station.

The Bulletin offered him the job of assistant sports editor in 2006 and before the end of the year, Allard was elevated to Sports Editor where he remained until August of 2017.

Allard's belief has been that coverage of local sports should be the priority of a local daily newspaper. He emphasized that throughout his tenure at the paper, which continues to this day, as he remains a regular contributor, covering the local high schools, the Connecticut Sun, New England Black Wolves, and local racing as well as other local sporting events.

Along the way, Allard earned numerous honors including being the Editor of GateHouse Media's Sports Section of the Year (2011); the recipient of the Bill Cawley Media Award (2009); the Bo Kolinsky media award (2008); CHSCA Wrestling merit award (2007-08) and the Connecticut Sportswriters' Alliance Good Guy Award (2003).

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The Woodstock Academy is an independent, day and boarding, co-educational, college preparatory high school for grades 9–12 and postgraduates located in Woodstock, CT. The mission of The Woodstock Academy is to prepare all students for a lifetime of learning by providing academic rigor, a safe environment, and a diversity of educational experiences which will foster a sense of respect for self and others, and will encourage active investment in family, school, community, and the world.

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