



Spring 5-17-1995

## Chicago Bulls' Coach Phil Jackson Urges Support of Literary Magazines

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### Recommended Citation

Aaron, Bob, "Chicago Bulls' Coach Phil Jackson Urges Support of Literary Magazines" (1995). *News and Events*. 6131.  
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May 17, 1995

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**In a Harper's Magazine Advertisement:**  
**Chicago Bulls' Coach Phil Jackson**  
**Urges Support of Literary Magazines**

BLOOMINGTON, Ill.--The Chicago Bulls are in the midst of a run at their fourth NBA crown, but coach Phil Jackson is urging people to take a time-out . . . for *literature*.

Jackson appears in an ad promoting America's literary magazines in the June issue of *Harper's* magazine. The ad features Jackson sitting on the sidelines at the Bulls' training center next to a stack of literary magazines. In his hands is a copy of *Clockwatch Review*, one of approximately 2,000 not-for-profit journals published in the United States.

"Virtually every major writer since the '20s was discovered by and nourished in the non-paying little literary magazines," said *Clockwatch* editor James Plath, who is an associate professor of English at Illinois Wesleyan University. "It's a way for new writers to develop and established writers to experiment with new styles."

Jackson, a former English major, has long been literary-minded. He typically gives players books at Christmas and provides them with reading for West Coast trips, leading them in literary discussions--which, Plath said, he's amply capable of doing.

"When we were shooting the ad," Plath recalled, "Jackson flipped through the magazine and seeing a story by Ellen Hunnicutt said, 'I have her novel, *Suite for Calliope*.' Though highly regarded, she certainly isn't a household name."

Plath also said that when Jackson asked him to recommend books he could give players, the coach already was familiar with the first six titles that came to mind. "He's extremely well read and obviously values literary-quality fiction and poetry," Plath said.

It's appropriate that the ad appears in *Harper's* magazine. According to Celia O'Donnell, program director for the non-profit Council of Literary Magazines and Presses, "*Harper's* provided CLMP with both

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**Phil Jackson/2**

space and financial support from 1983-91 and established a co-op program that gave CLMP member literary magazines a chance to advertise in *Harper's* at a reduced rate."

The Jackson ad urges readers interested in learning more about literary magazines to write for a listing of CLMP member magazines, available from *Clockwatch Review*, Department of English, Illinois Wesleyan University, Bloomington, Ill. 61702-2900.