

# MIAC honors WCCO's Thomson with Mike Augustin Award

Posted: Sep 08, 2016

BLOOMINGTON, Minn. – For nearly two decades, Steve Thomson's College Football Final radio show on WCCO 830 AM has shone a state-wide spotlight on the Minnesota Intercollegiate Athletic Conference (MIAC) and its teams. Now, the conference is directing that spotlight back on Thomson in recognition for his promotion of the MIAC.

The MIAC announced Friday, Sept. 9, that Thomson was a unanimous selection to receive the conference's 2016 Mike Augustin Award, which recognizes outstanding contributions to the MIAC in the areas of media and sports information. The conference's sports information directors selected Thomson for the honor during their annual meeting on Aug. 10, and MIAC Assistant Executive Director Matt Higgins will fittingly present Thomson with the award during his show on WCCO 830 AM, College Football Final, on Saturday, Sept. 10.

"It's a great honor to be recognized by the Sports Information Directors of the MIAC," Thomson said. "I'm not sure I deserve to be in the company of the previous recipients of the Mike Augustin Award, but thank you. The MIAC represents all that is good in college sports ... great schools, dedicated coaches, talented student-athletes and an emphasis on the right things."

"On behalf of the MIAC and our sports information directors, I would like to sincerely thank Steve for all he does to help promote our conference, and congratulate him on this well-deserved honor," Higgins said. "College Football Final is a staple of MIAC football Saturdays, and both the depth and quality of his reporting helps our games come alive on radios across the entire state."

Hamline University Sports Information Director Dave Wright nominated Thomson for the award, and praised his longtime promotion of the entire conference, as well as his commitment to sharing the scores, stats and stories of NCAA Division III athletics throughout Minnesota.

"I had somebody come up to me at our first football game the other day who said he looks forward to hearing the reports of all the games as he drives home on Saturdays," Wright said. "Steve's show has been a highlight for small colleges across our area for many years. Mike Augustin, who was a big advocate for small colleges, is smiling today at this announcement. It is richly deserved."

Thomson's radio career began in 1985 in Montevideo, Minn., before making the move just across the border to Sioux Falls, S.D., where he stayed for nearly a decade before returning to Minnesota. He joined the team at WCCO in October 1997, and has been there ever since.

A year later (1998), Thomson became the host College Football Final, which remains a focal point of the station's Saturday football coverage. The show provides listeners throughout Minnesota with an in-depth look at all the small-college action around the state and region, with a special focus on the MIAC.

"I can speak for my colleagues," said Wright, "that we are very appreciative of the time and effort Steve puts into the show, and that he gives all of us a voice on Saturdays."

In addition to sharing scores, stats, and summaries, Thomson welcomes phone calls from sports information directors to share detailed reports from each game, and his show provides unparalleled conference-wide coverage of football each week. Emphasis on the MIAC has increased in recent years, with WCCO carrying live play-by-play of the University of St. Thomas football team, giving the Tommies and other teams from the MIAC a state-wide spotlight each Saturday.

"I loved listening for the scores on fall Saturday afternoons with Bill Diehl on WCCO College Football Review and when they asked me to do a version of that I couldn't say yes fast enough," Thomson said. "The game reports from the SID's make the show, I just direct the traffic. I appreciate the SID's taking time out of their busy schedule to call the show. It's still fun after all these years to report the scores and visit with the people calling in the game reports."

Thomson was born in St. Paul, Minn., and now resides in Champlin, Minn. He has been married to his wife, Michele, since 1989, and they have two daughters, Ellen and Erin.

Thomson is the 15th recipient of the Mike Augustin Award, which was first presented in 1999. He is the fourth radio broadcaster to claim the honor, and the first from WCCO. Augustin was a longtime sportswriter at the Pioneer Press and was an articulate friend, follower and advocate of the MIAC. The conference established the award in his honor following Augustin's death from a sudden illness in December of



1997.

The MIAC's [Mike Augustin Award web site](#) includes complete details and past recipients.

| [MIAC Mike Augustin Award](#) |