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solicited manuscripts and Inquiries should be addressed to sion I-AA playoffs and create a Allen Johnson, Editor, Black Col- four-team tournament for a black lege Sports Review, P.O. Box 3154, college football national title. Since Winston-Salem, N.C. 27102. An- the Division I-AA playoffs make lit-12 issues.

INSTANT REPLAYS



Marino Casem: Sports information directors need to be about more than statistics (photo by James Parker).

What alls black college athletics

By ALLEN JOHNSON Review Editor

Black college athletics, like Rodney Dangerfield, don't get no

In terms of media coverage, and, by and large, recruiting, predominantly black schools usually place last in the sweepstakes for talent, publicity and big bucks.

What's even more disturbing is the neanderthal attitude of many school and league officials, who treat innovative ideas like the plague, and refuse to budge come hell or high water. It's 1984, not 1934, but you'd have a hard time convincing some folk of that.

Some suggestions for the powers Black College Sports Review is that be in black college athletics that

> • Forget the fading NCAA Divithey've been stripped of television

coverage, why not create an alternative bowl system that, given time to grow, could pay generous

• Fire lousy coaches -- but only if they're genuinely lousy and not the scapegoats for inept, pennypinching administrators who expect their coaches to part the Red Sea with shoestring budgets and facilities that would embarrass most self-respecting high school teams.

• Define (especially among the smaller schools) what each school's athletic priorities are. If a school's administration determines that it wants to stick to small gyms and Division III level, where no athletic scholarships are granted and players go out for the team just as they would on the high school level.

By the same token, the schools that elect to go Division I should go all the way, and devote the human and financial resources it takes to play in the big time.

• Train athletic directors and sports information directors in marketing and public relations. "We're short on how to market and sell our own product," says MEAC Commissioner Ken Free. "We're in the entertainment business and I don't think some black college people realize that."

Other SIDs simply need to learn the rudiments of communication. For instance, one sports information director at a very competitive predominantly black football school can neither spell nor write a

"You've got to get somebody who can write," says Alcorn State head football coach and athletic director Marino Casem. "Anybody can keep stats if you give him a calculator."

• More actively promote such events as the Bayou Classic and the CIAA Tournament. True, both already are successful affairs with strong traditions, but both can be a lot stronger. In fact, the sheer numbers say neither has grown significantly in recent years, with

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