

Today, we at the Adolph Coors Company are more committed than ever to sharing our resources with the communities in which we do business.

That's why we got together with Catharo Brown's SIA Plastics Company.

The Black-owned plastic molding company is under contract with Coors to produce the signs,

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plaques, menu boards, and counter caddies that are usually displayed in taverns and stores where Coors

This is just one example of how we've expanded our commitment to the Black community through programs that include additional community assistance, increased hiring and promotion of Black employees, and expanded business associations with Black vendors and financial institutions.

All of which goes to show that we at Coors really are trying to help people help themselves. Because that's what corporate citizenship is all about

# BLACK COLLEGE REPORT

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possible for Moody and the Trojans. Kermit Blount days," Coach Bill Jones was rooting for in the World 36 for 154 yards and running for 61 Their final three games were against Hayes pointed out that his wing-T of- Series. Jones is from the same yards. unbeaten Virginia Union, Norfolk fense ranked third nationally in hometown (Bamberg, S.C.) as New State and Virginia Union. They lost to rushing offense in 1983 and fourth in York outfielder Mookie Wilson. Jones Northern Division champion Union '84. The only other season the team had a big role in HU's 19-14 upset of the hopes, HU had school records in

Virginia State, has a 23-34-1 record season as a Ram.

column by a Winston-Salem Journal the CIAA Championship Game ....

ranked in the Top 10 in Division II Norfolk State Oct. 18, carrying the ball total offense (607) and rushing (429) Moody, in his sixth season at rushing offense was 1979, Blount's last six times for 88 yards and two TDs ....

• Bison Ball: When North Carolina While Hayes admits the Rams' A&T lost its first game at Howard Oct. The Trojans last won a CIAA title in rushing attack has lacked sparkle this 25, the Bison defense put the clamps on Delaware State's Dan Candeloro, an season, it was good enough to get Aggie quarterback Alan Hooker. all-America defensive tackle, will miss • Just the Facts: Responding to a WSSU a fourth straight appearance in Hooker had only three interceptions on the remainder of the season with a knee the season entering the game, but HU injury suffered earlier this month. writer that stated Winston-Salem State • Bamberg Town: There's little intercepted him as many times. Hooker Recovery from surgery is expected to "hasn't had a great offense since the doubt whom Hampton's Anthony still had a decent day, completing 20 of take four to eight weeks ....

In putting a dent in A&T's MEAC ti-

• Losing a Stinger: Looks as if

## SIDELINES

From Page 19

Sometimes this means a somewhat small-college sports information en- at all," she said. "So when I take a to laugh and he doesn't mind if the loose ship, especially at home football vironment. Salaries are generally lower trip, I have no credit card. I get put in a joke is on him. games. Most schools provide both than those offered by big schools. hotel room, often with a student. Before a 1982 Virginia State-UDC written and oral play-by-play accounts, Moreover, the number of blacks in Sometimes I even feel like I'm a stubut the press box at Bowman Gray sports writing has always been rather dent." Stadium is quiet except for occasional low. cheering by partisans. And when the copies of the official NCAA stats because the Ram athletic department does not have a functioning portable

C.E. "Bighouse" Gaines, WSSU's athletic director and basketball coach, is satisfied with the exposure his team gets and does not favor an up-scale for college students in this business." sports information operation.

"We have good coverage from both the daily and weekly newspapers," Gaines said. "We wouldn't get substantially more coverage if we had a full-time (SID) man."

### Rapport, Writing Suffer

LeCOUNTE CONAWAY, public what is lacking in some cases, he said, is constant contact with the local and regional media as well as feature stories that most sports information offices write on their athletes and coaches.

"This conference is very popular by writing tends to suffer from the limited

"We also have a few schools that are not consistently contacting the beat writers to suggest features for them. The media are pretty receptive to story ideas, but you have to build your rapport with the writers."

One problem is the sheer lack of qualified people who will come into

But Conaway says students in col-

"Sports information has come a long way at black colleges," he said. the offices. That's why I see a future

#### Some Sympathy

IF SOME administrators aren't talk shows in Houston. quite straight on the role of sports in-

"He wanted to know how we stackword of mouth," said Conaway, the he's been very supportive and our cur- photography is first-rate. shown a greater interest in athletics than the previous presidents."

Thigpen, a former communications professor at Texas Southern, gets the most out of a small-time operation. Her office, like many other black col- Rewards In Small Packages lege sports information offices, has no budget. Rather, it operates out of

"Sports information has no budget

Because of her writing ability, the black weeklies in the Houston area rely game is over, the working press must lege now who have an eye on a sports on Thigpen's releases for their game travel back to WSSU's campus to get information career should not be stories. Prairie View is 45 miles from Houston and the weeklies do not invest their money in covering the Panthers, who last had a winning football season "But it still has a long way to go. As in 1976. So Thigpen spends her Sunoperations are expanded, more days writing releases and then delivers qualified people will be needed to fill them by car each Monday morning to the four Houston weeklies in order to

> Thigpen, who has experience in advertising, also handles Prairie View's promotion and gets the word out about Panther athletics, on a couple of radio

make their deadlines.

While there are many ways that SIDs formation in athletics, others are trying promote their programs, the strongest hard to understand. Take Prairie View remains through media guides. Most A&M Athletic Director Brutus N. black college sports information of-Jackson, who accompanied Panther fices publish guides for football and SID DeBorah Thigpen to the College basketball. Some compare quite your teams or athletes is hot. relations director for the Central Inter- Sports Information Directors of favorably to what's being done at collegiate Athletic Association, says his America annual conference this year. predominantly white, Division schools carry out essential tasks like The week-long meeting gives SIDs the schools, especially Florida A&M's meeting their statistics deadlines. But opportunity to compare notes with 1986 football guide, the brainchild of Alvin Hollins and Herb Reinhard.

The Rattler guide is compact (51/2 by ed up against SMU and Texas A&M, 8½ inches), with plenty of information not our peers in the SWAC," Thigpen about FAMU football past, present said. "That told me something, that and future. Moreover, the graphics are he's really trying to understand. I think pleasing to the eye and the

former SID at Virginia State. "But rent president (Dr. Percy A. Pierre) has Such a publication is instrumental in obtaining and maintaining quality media coverage and it also can be used to aid in recruiting.

SPORTS INFORMATION work, despite the long hours, is not without its rewarding moments. Conaway likes

game in Washington, Firebird SID Wallace Dooley gave Conaway some asbestos-coated underwear.

"That was the year UDC won the national championship," Conaway said. "But they lost to Virginia Union one night and we beat Union the next. So we were talking a little noise, but Wallace said they'd light us up in D.C.

"He gave me these silver Fruit of the Loom shorts before the game and told me, 'You're going to need them.'

"I actually did need them because they blew us out."

The job requires a lot of patience with many different people, like nonrevenue coaches who have successful programs but get less ink than the losing basketball or football program. The hours are long and there are few pats on the back. Yet, the big guys occasionally write a story when one of

Even Sports Illustrated gets into the act. The nation's best sports magazine covered Eddie Robinson's quest to become college football's all-time winningest coach last year and Virginia Union's aborted chase for a national title two years ago when Charles Oakley was the Division II Player of the Year.

Perhaps the one benefit is having summers off. But that's not actually the case. For summer is when these one-person departments have to write their annual books, the football media guides. If you want to do it right like FAMU, it's business as usual. That means long hours, scads of unfinished fast-food meals and chronically sore

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