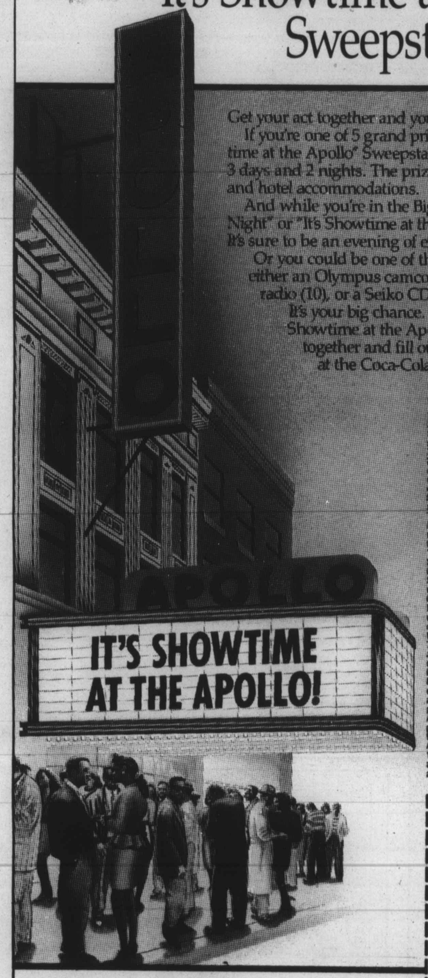
Win a free trip to New York City! Enter the Coca-Cola CLASSIC® "It's Showtime at the Apollo" Sweepstakes.



Get your act together and you could be taking it on the road.

If you're one of 5 grand prize winners in the Coca-Cola classic "It's Showtime at the Apollo" Sweepstakes, you'll be making a trip to New York City for 3 days and 2 nights. The prize includes round trip air transportation for two and hotel accommodations.

And while you're in the Big Apple, you'll attend a taping of "Amateur Night" or "It's Showtime at the Apollo," at The World Famous Apollo Theatre. It's sure to be an evening of exciting entertainment and fun.

Or you could be one of the prize winners who will receive either an Olympus camcorder (2), a Sanyo portable CD/cassette/radio (10), or a Seiko CD player (5).

It's your big chance. So enter the Coca-Cola classic "It's Showtime at the Apollo" Sweepstakes. Put your hands together and fill out the attached entry blank or get one at the Coca-Cola display at your store.

Sponsored by Coca-Cola U.S.A.

"IT'S SHOWTIME AT THE APOLLO" SWEEPSTAKES RULES

1. NO PURCHASE NECESSARY.
2. To enter the sweepstakes, complete the official entry form, or you may hand-print your name, address, entry claim, ZIP code, phone number and age on 3 X 5 card, and send it in a hand-addressed, stamped envelope to: "It's Showtime at the Apollo" Sweepstakes, P.O. Box 51966, Knoxville, TN 37950. Enter as often as you wish, but each entry must be mailed in a separate envelope.
3. All entries must be hand-printed. Entries that are printed by machine or otherwise mechanically reproduced will not be accepted. Sponsors are not responsible for entries that may be lost, delayed or misdirected.
4. All entries must be received by August 1, 1989. No purchase is required to enter or win.
5. The prizes are as follows: A. GRAND PRIZE: (5) Five total Grand Prizes. Each prize consists of a 3-day/2-night trip for two to New York from the winner's hometown, two tickets to the Apollo Theatre's "Amateur Night" or to "It's Showtime at the Apollo"™ plus $200 spending money. Trips include round-trip coach airfare from major airport nearest winner's home as serviced by our airline partner, double-occupancy hotel accommodations for two nights, and ground transportation from airport to hotel and vice versa. Approximate value of each prize is $3,500. NOTE: Tickets to "It's Showtime at the Apollo" are subject to whether this show is filmed between September 4 and September 22, 1989.
B. OTHER PRIZES: First Prize: (2) Olympus VHS Camcorder Model #VX405. Approximate value $1,750. Second Prize: (10) Sanyo portable CD/cassette/radio player model #MC9450K. Approximate value $479.99. Third Prize: (5) Seiko CD Players Model #PHX50CD. Approximate value $199.
6. Winners will be selected in a random drawing from all qualified entries received. The drawing will be held on or about August 4, 1989, and winners will be notified by mail within 20 days after the drawing. Drawing will be conducted by Ritway, Inc., an independent judging organization whose decisions are final in all matters relating to this sweepstakes. Odds of winning are dependent on the total number of entries received. All prizes will be awarded. Limit one prize per household.
7. Prizes may not be transferred or assigned and no substitutions are allowed. Cash will not be awarded in lieu of stated prizes. Winners may be asked to execute an affidavit of eligibility and/or other release. Winners are solely responsible for all insurance and applicable federal, state, and local taxes.
8. Sweepstakes open to United States residents (18) years of age or older. Sweepstakes not open to employees and their immediate families of The Coca-Cola Company, its Bottlers and affiliates, or their advertising, promotion and judging agencies. Winners subject to proving eligibility. Void where prohibited, licensed or taxed by law. All entries become the property of The Coca-Cola Company. Acceptance of prize constitutes permission to use the winner's name and likeness for advertising and publicity purposes without additional compensation.
9. For a list of major winners, send a stamped, self-addressed envelope to: "It's Showtime at the Apollo" Sweepstakes, P.O. Box 11084, Knoxville, TN 37918.
10. Winners agree that The Coca-Cola Company, its Bottlers, their advertising agencies and affiliates and employees shall have no liability in connection with acceptance or use of the prizes awarded herein.

Enter me in the Coca-Cola classic "It's Showtime at the Apollo" Sweepstakes.

Name _____

Address _____

City _____

State _____ Zip Code _____

Telephone ( ) _____ Age _____

Mail To: "It's Showtime at the Apollo" Sweepstakes P.O. Box 51966 Knoxville, TN 37950

All entries must be received by August 1, 1989.

Can't Beat The Feeling!

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BLACK COLLEGE
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Perpetuating the myth

The legend of Jimmy the Greek lives.

The gambler turned sports analyst was fired from his job at CBS 18 months ago for saying, among other things, that blacks are better athletes than whites.

Now NBC has the audacity to air a one-hour special -- *Black Athletes: Fact and Fiction* -- which in essence did nothing more than reiterate what Jimmy the Greek said. Hosted by news anchor Tom Brokaw, the show lined up experts who have done studies that supposedly show black athletes are better athletes because of their biological make-up.

Brokaw said the show was done for the pursuit of knowledge about why blacks are so dominant in American sports.

To that end, it failed miserably. All it did was spread ignorance. The show broke no new ground. It told us nothing that we haven't heard before -- except that there are such things as fast and slow twitch muscles.

Jimmy the Greek's blunder is somewhat excusable. After all, he's only an ex-gambler. His expertise is in point spreads and odds. He spoke as an individual, albeit it an uninformed or under-informed one, not as a representative of CBS. His status with CBS gave his statements legitimacy.

When Snyder was fired, everyone said CBS had no choice. There was no place on the air for that kind of thinking. That being the case, then what was the purpose of NBC's special? Has the atmosphere changed that drastically in such a short period?

The NBC special was a slap in the face of every black athlete who's accomplished anything from making his youth league team to being inducted into the Hall of Fame.

If we're to believe the show, black athletic achievements have nothing to do with hard work, desire or sacrifice. It was all about twitch muscles and genetics.

It's a story that blacks in every walk of life know all too well. If blacks are successful, there has to be a reason other than the obvious. Everybody knows blacks are dumb and lazy. They won't work to improve their skills. They won't study to refine their craft. Therefore, their ability must be God-given.

What makes blacks different from their white counterparts? How did Larry Bird (arguably the best to ever play the game) become the great basketball player he is if we're to believe what some tell us?

Hard work is the answer.

On the other hand, we're supposed to believe that Magic Johnson just walked out on a basketball court and started throwing no-look bounce passes.

It doesn't work that way. For NBC to air a program that implied it does is the epitome of irresponsibility.

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Letter To The Editor

Black colleges aren't being shafted in Division I hoops playoffs

Dear Editor:

I enjoy reading the *Black College Sports Review*. However, the annual story on the plight of predominantly black Division I schools in the NCAA basketball tournament is getting old.

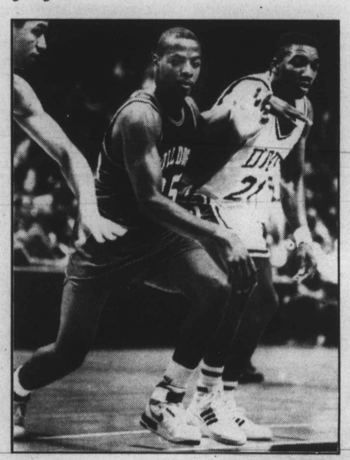

Photo by The Magnificent Eye

There are more than a few observers who feel that black colleges aren't treated fairly when the seedings are made for the NCAA's Division I Basketball Tournament.

In the April issue, an editorial and a feature story on the playoffs tried to turn a non-issue into another example of racial discrimination. The article on the playoffs states "predominantly white schools in Division I who are more on par with their black college counterparts in the division continue to get higher seeds and the chance to advance past the first round ..." That statement simply doesn't hold water.

Let's look at the facts -- 64 Division I teams go the NCAA Tournament either by winning their conference (30 teams) or receiving at-large bids (34 teams). All teams are given a seed from one to 16 in each of the four regions. The 16th seed plays the 1st seed, the 15th seed plays the 2nd, etc.

While none of this year's eight lowest seeds won their first round games, several came close. The MEAC and SWAC representatives (South Carolina State and Southern University) were both seeded 15th in their regions. This means that there were four teams seeded lower than those two and two other teams with equal seeds. This is how things went in the first round for the bottom eight seeds. The lower seeds also have their conference listed:

2nd seeds vs. 15th seeds
Syracuse 104 Bucknell (East Coast) 81
Duke 90 South Carolina State (MEAC 69
North Carolina 93 Southern University (SWAC) 79
Indiana 99 George Mason (Colonial) 85
1st seeds vs. 16th seeds
Arizona 94 Robert Morris (Northeast) 60
Illinois 77 McNeese State (Southland) 71
Georgetown 50 Princeton (Ivy League) 49
Oklahoma 72 East Tennessee State (Southern) 71

Based strictly on the seedings (done by analyzing each team's record and strength of schedule coming into the tournament), the worst blowouts should occur when the first seed plays the 16th seed. But if all games turned out according to predictions, there wouldn't be any reason to play the games.

Six "white" conferences received equal or lower seeds than the MEAC and SWAC. Yet, two of these teams came within one point of upsetting their highly-ranked opponents. Surely these six conferences would be included in a list of those schools "... on par with their black college counterparts in the division." In fact, two predominantly white conferences receive no automatic bid at all.

Let's assume that South Carolina State and Southern University should have been seeded 13th or 14th. How much better would their chances have been of advancing against their opponents (the 3rd and 4th seeds)?

3rd seeds
Michigan, Seton Hall, Missouri, Stanford
4th seeds
Louisville, Iowa, UNLV, Florida State

Obviously, their chances for winning wouldn't have been much better.

It's clear that the MEAC and SWAC were given the same consideration (with respect to tournament seeding) as their white counterparts (Colonial, Northeast, Southern, etc.). The fact is that all these conferences and others like them, do suffer when it comes to television revenues, budgets, and recognition when you compare them to the Big East, ACC, Big Ten, PAC 10, and the SEC.

While I support the current format of the NCAA Tournament, (I would give automatic bids to the Big South and American South), I do feel that the vast profits from the tournament should be divided more evenly among all Division I schools. Otherwise, the prospects of the smaller conferences will have little chance of improving.

Clearly, this is a case of the *haves vs. have-nots*, not a case of the *blacks vs. the whites*. In the future, please give your readers the benefit of the full story. A complete analysis of this problem should also have included comments from MEAC commissioner Kenneth A. Free. As a member of the NCAA Division I Basketball Committee that seeds the tournament, he may have been able to shed some light on the supposedly unfair treatment of the MEAC and SWAC.

Sincerely,
Robert J. Egleston
Winston-Salem, NC

Dear Sir:

Your findings are accurate, but they are based on the seeding process, which has had more than its share of critics, including Indiana coach Bobby Knight. For starters, I don't believe the seeding process is an equitable one. The way teams are seeded is very subjective anyway. The Division I black conferences are almost always viewed as "members of the lesser leagues" as opposed to schools in the Southern Conference or the Southland Conference.

The purpose of sport is to have true competition. And since the NCAA has allowed so many schools to gain Division I status, it seems only fair that all teams be given an equal opportunity to win. If fairness is really what is being sought, then SWAC and MEAC tournament representatives should face teams from the East Coast Conference and Colonial Conference in the first round of play. One win in

Please See Page 6