

## CIAA Season Kicks Off

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means superlative support from student body, alumni, friends and relatives thereof and the town, city, borough, sponsoring the presence of the college or university. This has been the grievance of many an athletic director. There is just not much audience support of black collegiate football, even at home games, and less support from the business and civic community.

So, if all the people attending the college, living in the town and remembered as alumni attended every game of every CIAA member team would then NBC, CBS or ABC consider prime time television a lucrative investment? Well, now we have to consider how much all these people are supporting the academic program of the college/university institutions. And we all are aware of the constant struggle the black colleges and universities have had and continue to have just to survive year to year. It boils down to a cat-chase-tail conflict within the institutions themselves. The chancellors are forced to corral every dollar they can to keep their school alive. The athletic director has to be happy with whatever is left over. The student body, and surrounding citizens are constantly complaining about the sub standard academic facilities, ill-equipped athletic departments with too little money to do any serious recruitment necessary to out bid the big (white) schools for the best talent. So, everybody's blaming everybody and accusing everybody of not supporting each other.

In the midst of all these questions and allegations it seems all the more incredulous that year after year the CIAA is turning out top notch teams, that if

given the chance could whup the daylights out of many of the prime time NCAA teams. It seems all the more incredulous that the CIAA is consistently turning out outstanding individual talent for the pro draft. It seems all the more incredulous that somebody doesn't realize these incredulities and suspect the enormous profits to be gained from a sizable investment in a heroic conference, alias the CIAA, that has survived against all odds and surpassed

the standards of performance they should have been limited to with all this lack of support.

Maybe the answer is that ancient formula: build the teams to a point where they attract national big three TV network attention and the producers will buy you a better school and all the people will be camping out in line to buy season tickets. What do you think? What is your insight? What is your formula? Please write in.



J. C. Smith's 5-9, 160 pounds Marvin Bartee has escaped the pack and is on his way to a big gainer in last season loss to the Aggies of N.C. A&T State University.

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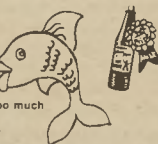
Now he's invited to all the parties in town.

He thought going with vanilla ice cream was really too much

But, believe it or not, people have used just a touch.

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Why don't you try some today!!



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