

# Sports Review

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## Heritage Bowl gets a new start for '93

It was touch and go for awhile, but the Heritage Bowl will be played this year and organizers say they have learned some valuable — and expensive — lessons from last year's debacle.

The inaugural contest — which lost half a million dollars — drew a paltry 7,000 fans to watch Alabama State, the Southwestern Athletic Conference champion, beat Mid-Eastern Athletic Conference champion North Carolina A&T 37-13 at 78,000-seat Joe Robbie Stadium in Miami.

Organizers say they have taken steps to ensure that the second edition of the game will be more successful.

For starters, the group putting the game on has changed its name from the South Florida Heritage Sports Authority to South Florida African-American Sports Inc. Also, Jim McKinley, the game's founder who was also executive director and president of the Sports Authority, stepped down, but he remains the moving force behind the game. Coral Springs attorney Rhoda Glasco is the new president and Broward County Commissioner Sylvia Portier is executive director.

### Other changes:

Last year, they scheduled 36 activities leading up to the game. This year, they plan to have only 12.

Last year, ticket prices started at \$22. This year, they will have student tickets that will sell for \$7-10. Adult tickets will be in the \$15-\$17 range.

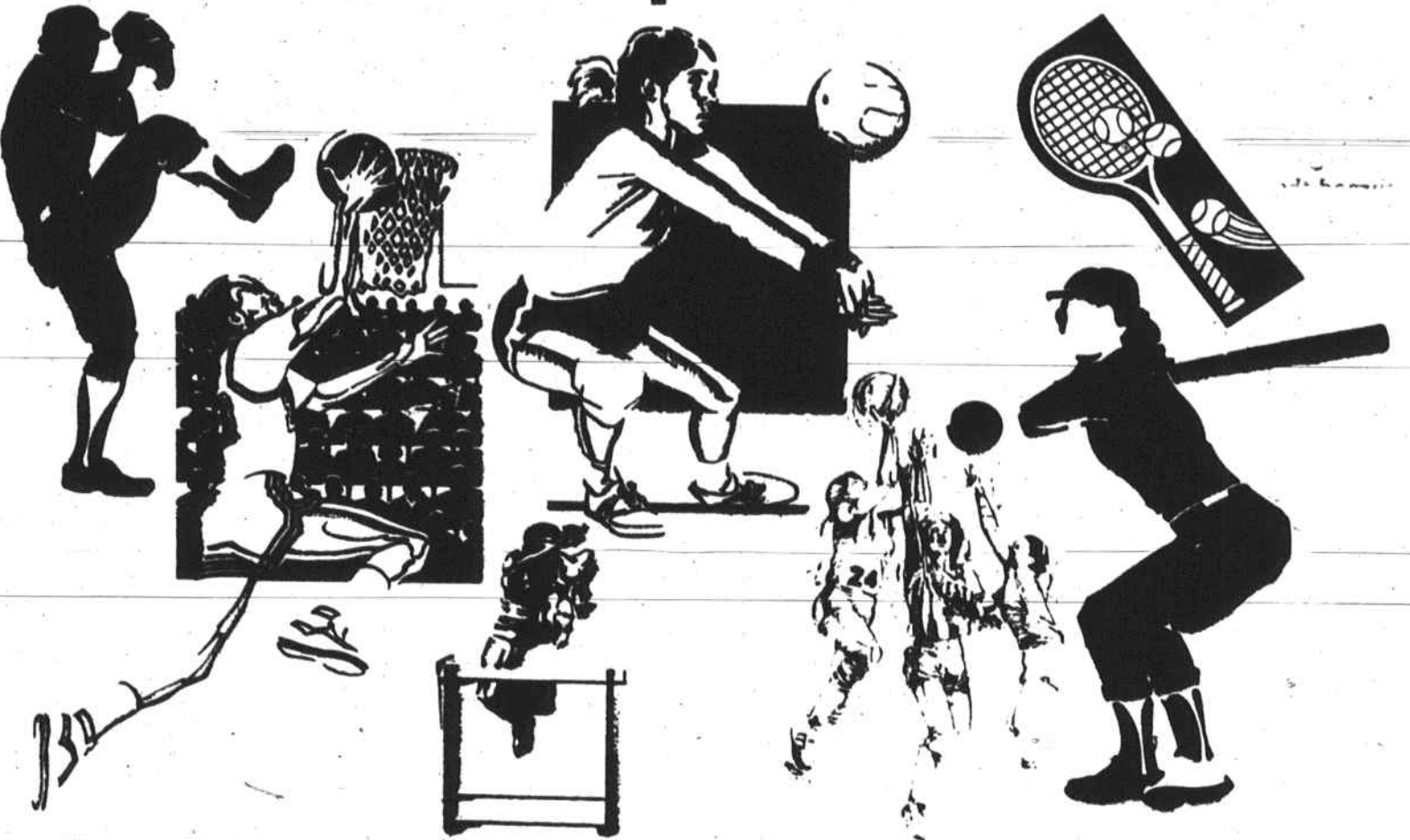
Playing at Joe Robbie Stadium cost \$96,000. It has been proposed that this year's game be played at the Orange Bowl — which will come rent free and is located in Miami's black community. This time around, the game will be played on Jan. 2. Last time, the game was played on Dec. 21.

Perhaps the biggest mistake made last year was in the area of marketing. Organizers spent \$250,000 to advertise the game nationwide on radio stations in 26 cities. This year they say their marketing efforts will focus strictly on South Florida.

The changes and proposed changes has everyone involved with the game optimistic about its chances for success. But that optimism doesn't change some harsh realities. The game doesn't have a sponsor — Alamo Rent-A-Car pulled out after investing twice the amount of money it was originally supposed to. And besides, it's still debatable whether South Florida will support the game. We'll find out come January.

— Roscoe Nance

## Hampton, St. Aug's triumph as CIAA all-sports winners



Hampton University and St. Augustine's are repeat winners in the CIAA All-Sports Championships for men and women.

In the men's division, Hampton won the C.H. Williams All-Sports Trophy for the '91-'92 athletic season. The award, named for a past CIAA president and co-founder of the conference basketball tournament, is awarded annually to the CIAA school whose men's athletic program earned the most points in CIAA-sponsored championships during the past athletic year.

Hampton, which sponsors seven CIAA men's sports programs, edged rival Norfolk State by five points (159.5 to 154.5). Johnson C. Smith moved up to

the third position (from fourth in '91), followed by St. Augustine's in the No. 4 spot. Bowie State jumped from 11th last year to fifth this year. Virginia State ended up in sixth place and Virginia Union finished seventh in the all-sports standings.

St. Aug's won the Loretta Taylor All-Sports Award for excellence in CIAA athletics. The Lady Falcons outpointed Norfolk State 124 to 122.5. Hampton University placed third, followed by North Carolina Central and Shaw University. Bowie State jumped from 12th place in '91 to sixth place in '92. Johnson C. Smith rounds out the top seven.

Formal awards ceremonies were held at the CIAA Awards Luncheon in Hampton, Va. in late May.

### MEN'S RESULTS

SCHOOL	FB	CC	BSK	IN TR	BAS	GLF	OT TR	TEN	TOTAL
Hampton University	42	24	18.5	21	0	14	21	19	159.5
Norfolk State	50	22	21.5	22	17	0	22	0	154.5
Johnson C. Smith	45	19	23	19	0	13	15	13.5	147.5
St. Augustine's	0	23	18.5	23	13	16	23	18	134.5
Bowie State	44	21	13.5	20	15	0	20	0	133.5
Virginia State	43	18	13.5	18	11	0	13.5	13.5	130.5
Virginia Union	48	13	24	0	0	11	17	17	130.0
North Carolina Central	46	16	13.5	17	0	0	12	16	120.5
Elizabeth City State	49	0	18.5	15	16	0	13.5	0	112.0
Winston-Salem State	51	17	13.5	0	0	0	16	11	108.5
Livingstone College	47	12	13.5	0	0	0	18	10	100.5
Shaw University	0	20	18.5	16	13	0	19	13.5	100.0
Fayetteville State	41	14	21.5	0	0	15	0	0	91.5
St. Paul's College	0	15	13.5	0	13	12	11	13.5	78.0

### WOMEN'S RESULTS

SCHOOL	VB	CC	BSK	IN TR	SOF	OT TR	TOTAL
St. Augustine's	24	22	23	17	22	16	124.0
Norfolk State	16.5	23	24	19	23	17	122.5
Hampton University	16.5	24	18.5	18	20.5	18	115.5
North Carolina Central	23	21	13.5	16	16.5	14.5	104.5
Shaw University	21	20	13.5	12	20.5	11	98.0
Bowie State	16.5	20	13.5	13	13	0	78.0
Johnson C. Smith	13.5	0	21.5	14	13	13	75.0
Winston-Salem State	22	16	18.5	0	13	0	69.5
Virginia Union	13.5	17	18.5	0	16.5	0	65.5
Virginia State	16.5	0	21.5	15	0	12	65.0
Elizabeth City State	13.5	0	18.5	11	18.5	0	61.5
St. Paul's College	13.5	18	13.50	0	13	0	58.0
Livingstone College	13.5	0	13.5	0	13	14.5	54.5
Fayetteville State	13.5	0	13.5	0	18.5	0	45.5

FB: Football VB: Volleyball CC: Cross Country BSK: Basketball IN TR: Indoor Track BAS: Baseball SOF: Softball  
GLF: Golf OT TR: Outdoor Track TEN: Tennis

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