

FOR THE WEEK OF JUNE 28 - JULY 4, 2005

BLACK COLLEGE SPORTS PAGE



Grambling Sports Photo

BACK IN THE SADDLE

EUGENE: Redo of final year at Grambling has QB and his team picked among I-AA's best.

▼ PRESEASON FOOTBALL DATES SET; HBCUS TO BE REPPED WELL IN HELSINKI

UNDER THE BANNER

WHAT'S GOING ON IN AND AROUND BLACK COLLEGE SPORTS

CHANGE AT THE TOP: Hampton University Athletics Director Malcolm "Zeke" Avery is stepping down from his position to return to teaching, effective June 30 and Head Football Coach Joe Taylor will take his place on an interim basis.



Hampton President William R. Harvey made the announcement of Taylor's appointment Friday. While serving as interim athletic director, Taylor will also continue as head football coach a position he has held for 13 years.

"After 36 years in education, 20 in Norfolk Public Schools and 16 as coach and administrator at Hampton, I am stepping down as athletics director to go back to what I enjoy best, teaching," said Avery earlier in the week. Avery arrived at Hampton as head men's basketball coach in 1987 and spent eight seasons at the helm of the Pirate program compiling a mark of 138-82 (.627).

"I am extremely proud that during my tenure as basketball coach we won the CIAA and as athletics director the Pirates have captured five all sports trophies, two for men's sports and three for women's," Avery said.

Avery led the Pirates to the 1991 CIAA Tournament Championship. For his efforts that season he was honored as the CIAA Coach of the Year. At the conclusion of his coaching career, Avery made the transition to administration where he spent the next six years as the Assistant Director of Athletics/Compliance Coordinator.

In his three years overseeing Pirate athletics since the departure of Dennis Thomas to become the commissioner of the Mid Eastern Athletic Conference, Avery's leadership helped guide Hampton to 15 conference titles and a sweep of the 2003 and 2004 Talmadge Layman Hill and Mary McLeod Bethune Awards given to the top men's and women's athletic program in the MEAC.

Taylor was appointed assistant athletics director in January.

"Working at Hampton has afforded us many successes," said Taylor, who is the winningest coach in Hampton football history. "I am honored that the administration has this much confidence in me. We have great coaches, outstanding student athletes, and dedicated faculty, staff, alumni and friends of the University. I look forward to working with all of them to continue the rich athletics tradition at Hampton."

The University also announced the promotion of Keshia Campbell to the position of associate athletic director for administration and senior women's administrator

Unprecedented coverage

LUT WILLIAMS
BCSP Editor

A national sports business publication recently came out with an in-depth front page story on the state of television deals for both the Mid Eastern Athletic Conference and Southwestern Athletic Conference — a story that peers into the inner workings of deals that have caused two national sports television networks to clash.

At the heart of writer Andy Bernstein's story (see graphic at right) in the June 13-19 edition of the weekly *Street & Smith's Sports Business Journal*, are developments over the last five months involving media giants ESPN and CSTV as both try to make inroads into the black college sports market through these conferences.

ESPN, which got on board in a major way with black college conferences by televising the 2005 Central Intercollegiate Athletic Association (CIAA) Basketball Tournament in March, announced in February exclusive seven-year deals to televise MEAC and SWAC football and basketball games, beginning with their basketball tournament games in March.

In April, CSTV announced a deal of its own involving extensive television and media rights it said it had landed with both conferences along with the Southern Intercollegiate

STREET & SMITH'S SportsBusiness JOURNAL

College rivalry: Black conferences caught in CSTV-ESPN tug-of-war

Black colleges and universities are caught in a tug-of-war between two national sports television networks as they vie for the rights to televise their sports. The Southern Intercollegiate Athletic Conference (SIAC) and the Mid Eastern Athletic Conference (MEAC) are among the schools that have been targeted by both networks. The networks are vying for the rights to televise their sports, and the schools are caught in the middle. The networks are vying for the rights to televise their sports, and the schools are caught in the middle. The networks are vying for the rights to televise their sports, and the schools are caught in the middle.

Athletic Conference. That announcement set off a volley of denials from all three conferences, excerpts of which are included in the story.

Bernstein's story also traces the history of black college conference TV deals over the last few years and the role of New Vision Sports Properties, the company that has marketing rights for all three conferences, in this dispute

and several others. The SBJ, the industry leader in sports business publications, is available both in print and on-line only through subscriptions but is not sold on newsstands. Trial subscriptions can be obtained through the magazine's website, sports-businessjournal.com.

BCSP Notes

SWAC Kickoff

The Southwestern Athletic Conference kicks off the league's 84th football season with the 2005 Football Media Day. The SWAC Football Media Day will take place on Friday, July 29, 2005 at the Birmingham Sheraton-Downtown from 10 am - 3 pm.

The event, marking the kick-off of the 2005 SWAC football season, will be the culmination of two-days of SWAC events in the city of Birmingham. The conference will also co-sponsor the 2nd Annual SWAC Youth Football Clinic on Thursday, July 28, 2005 from 9 am - 12n at Birmingham's historic Legion Field.

The SWAC Football Media Day Activities are the beginning of a season that will be highlighted by the MEAC-SWAC football challenge to be televised by ESPN on Labor Day weekend, Saturday, September 3, 2005 at Birmingham's Legion Field. The 2004 SWAC Champion, Alabama State and MEAC Co-Champion South Carolina State will collide in a nationally televised game at 2:30 pm (CT).

The season will conclude with the SWAC Football Championship Game in Birmingham on Saturday, December 10, 2005 at Legion Field.

The Football Media Day program will feature coaches' presentations built into the luncheon period with the pre-season All-SWAC team and predicted order of finish announced at the end of the luncheon. Media one-on-one interviews with coaches and players will be held after the luncheon from 1-3 pm.

Admission to the luncheon is by invitation only. Registered media will be issued invitations during registration and a limited number of tickets are available to the public.

For more information on SWAC Media Days and Youth Clinic, contact the SWAC Office at (205) 251-7573

Football Previews and Predictions

The *Street & Smith's 2005 College Football Yearbook* is out with its previews and predictions for the upcoming season.

Three black college teams are picked in the preseason NCAA Div. I-AA Top 25 while three more made the Div. II Top 25. Two players from the MEAC were selected as preseason I-AA all-Americans while only Fayetteville State defensive back Anthony Hicks made the Div. II squad.

Grambling State, who suffered through a 6-5 2004 campaign after losing all-American QB Bruce Eugene in the opening game last season, gets Eugene back as a result of a medical redshirt and is the magazine's highest ranked black college team in I-AA at No. 9. Defending MEAC champ Hampton is 11th and defending SWAC champ Alabama State is 15th.

Hampton WR/KR Marquay McDaniel and 2004 MEAC Defensive Player of the Year, LB Justin Durant, were named to the I-AA all-American squad.

The magazine picks Grambling and Alabama State to win the SWAC West and East respectively. Defending West Division champion Southern is picked to finish behind Grambling while several teams are expected to challenge Alabama State in the East.

Hampton is picked to repeat in the MEAC with South Carolina State, Bethune-Cookman and Florida A&M mounting serious challenges.

Eugene and teammate Lennard Patton are picked as the top players in the SWAC while Durant and his teammate, 1,000-yard rusher Alonzo Coleman, are picked as the MEAC's best.

Defending SIAC champ Albany State, the only team to defeat national champion Valdosta State last year, leads the contingent of black college teams in the D2 Top 25 at No. 10. Fayetteville State, who made the 2004 playoffs, is at No. 18 while CIAA champ and Pioneer Bowl victor Shaw is 25th.

Tracksters make USA team for Worlds

Four athletes with HBCU connections have earned spots on the USA Team for the 2005 World Outdoor Track and Field Championships to be held August 6-14 in Helsinki, Finland.

Former St. Augustine's hurdler Bershawn Jackson, former Hampton hurdler James Carter, Florida A&M half-miler Kevin Hicks and Morehouse high jumper Keith Moffatt earned spots on the team by finishing in the top three in their respective events at the USA Outdoor Track and Field Championships at the Home Depot Center June 23-26 in Carson, Ca.

Jackson and Carter finished second and third in the 400 meter hurdles finals respectively. Hicks

finished third in the 800 meter run and Moffatt captured third place in the high jump.

Jackson, the reigning USA Indoor 400 meter champion, finished second in the 400 meter hurdles with a time of 47.80 just behind Kerron Clement (47.24) and ahead of Carter (48.03). All three are sponsored by Nike.

Carter, a two-time Olympian, was the US Olympic Trials champion last year and US Outdoor and World Cup champion in 2002.

Hicks' achievement makes him the first Florida A&M track star to qualify for the World Championships in 15 years. He crossed the finish line at 1:46.99 to grab third place behind Khadevis Robinson (1:45.27) and

David Krummenacker (1:46.80) in Sunday's final.

Moffatt's position on Team USA helps assuage the disappointment of not making the US Olympic Team last year. He finished fourth at the Olympic Trials and just missed making the team.

Moffatt just completed his sophomore year at Morehouse as did Hicks at FAMU.

This year, the sophomore leaper was in the thick of the battle until the end. Although the SIAC champion and Division II All-American cleared the same height as first-place finisher Matt Hemingway (7' 4.5"), he used all



MOFFATT

three attempts to clear the height. Hemingway cleared the bar in one attempt while second-place finisher Jesse Williams went over the bar on his second try.

Although they did not make Team USA for the World Championships, St. Augustine's triple

jumper Tim Rusan, Howard 110-meter hurdler David Oliver and Jackson State 400 meter hurdler Michel Tinsley did make the finals at the USA Championships.

Rusan finished seventh in the triple jump. Oliver finished eighth in the 110 meter hurdles and Tinsley finished ninth in the 400 meter hurdles.

THE STAT CORNER

WHO ARE THE BEST PERFORMERS IN BLACK COLLEGE SPORTS

BLACK COLLEGE FOOTBALL MEDIA DAYS

CIAA

Thursday, July 21,
Virginia State University
Ettrick, VA • 12 noon

SIAC

Thursday, July 28
Holiday Inn Select, Atlanta Conference Center
Decatur, GA

SWAC

Friday, July 29
Birmingham Sheraton Downtown
Birmingham, AL • 10 am - 3 pm

MEAC

Friday, July 29
Hilton Crystal City
Arlington, VA • 12 noon

HEL SINKI



THE THIRDS HAVE IT: Black college products in action at the USA Outdoor Track and Field Championships in Carson, Ca. are (l. to r.) Kevin Hicks, a sophomore at Florida A&M who finished third in the 800 meters, James Carter, formerly of Hampton who finished third in the 400 meter hurdles and Bershawn Jackson, who attended St. Augustine's and finished ahead of Carter in second in the 400 hurdles. The three will be joined on the USA team at the World Outdoor Championships in Helsinki, Finland, in August by Morehouse sophomore Keith Moffatt, who finished third in the high jump.

Photos courtesy of USA Track and Field