



# the Seahawk

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## Inside This Issue...

**Spiritual Journey**  
UNCW professors and graduate look at popular churches  
5



**Hoops Victory**  
Seahawk men improve to 12 - 9 with win over James Madison  
9

Only 26 days left until Spring Break! Check out Spring Break deals and other interesting offers in the Seahawk Classifieds, page 8

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INDEX	
Campus News.....	2
OP/ED.....	4
Features.....	5
Classifieds.....	8
Sports.....	9

## Seahawks out run Aggies in season opener

BEN JONES

SPORTS EDITOR

On a crisp February afternoon, Brooks Field made the setting for UNCW's baseball season opener against North Carolina A&T. In front of over 300 fans, UNC Wilmington blew past the Aggies, 9-2.

The Seahawks were able to stop N.C. A&T's offensive attack with a solid pitching effort by junior Matt McDonnell (1-0). McDonnell, a native of Oak Hall, Va., struck out six batters in six innings with no walks for UNCW.

A&T sophomore Quincy Jones gave the Aggies an early 1-0 lead after singling in sophomore Austin Love at the top of the second inning.

UNCW responded with three runs in the bottom of the third, off the bat of junior David McKenna and acting on errors in the Aggie field. Freshman Pat Murphy scored on a McKenna single to center field. The Seahawks then added a run after Aggie pitcher Joe Locklear (0-1) walked sophomore Matt Wright with the bases loaded.



Junior Matt McDonnell hurls the first pitch of the baseball season to shortstop Adonis Smith of N. C. A&T last Saturday at Brooks Field. McDonnell struck out six batters in six innings as UNCW won, 9-2.

The trouble continued for A&T after changing pitchers in the third. As soon as junior Charles Miller took the mound, McKenna was able to score off a wild pitch.

The fourth and fifth innings remained unmanageable for Miller. UNCW put up a run in each inning from Aggie mistakes and solid Seahawk hitting.

**SEE OPENER, PAGE 3**

## New promotions to increase fan participation

SARAH BUSICK

STAFF WRITER

Track Coliseum is earning its reputation as the toughest place to play in the Colonial Athletic Association.

The men's basketball program at UNC Wilmington has support from the students, administration and

community. The cheerleaders, the dance team, the pep band and several student groups help raise the level of noise in Trask Coliseum.

"I think our team and coaches thrive on the noise [and] the enthusiasm," Director of Athletics Peg Bradley-Doppes said.

Athletic marketing and promotions at UNCW are trying to in-

crease fan participation. Even though the team won the CAA championship last year, Trask Coliseum has only reached capacity during homecoming and ECU games.

"This year is the highest ever in season ticket sales, but I want us to get to the point where we have that type of energy no matter who we play," Bradley-Doppes said.

Some promotions at games this year include giving away balloons, candy and pompoms. The bookstore sponsors a \$350 book scholarship for one student fan at the game. There is also a fan-of-the-game that wins various prizes based on seat number.

A new marketing plan this year is the Game Day Flag program. Various businesses along South College Road and New Centre Drive can purchase flags to promote the basketball game that night. About 25 businesses have purchased flags since the promotion began in September.

According to Angela Pucher, assistant director of sports marketing,

**SEE FANS, PAGE 2**



Organized fan clubs in recent years have contributed to Trask Coliseum's growing reputation as the toughest place to play in the Colonial Athletic Association.