

# SPORTS

## Ketchum, Ferguson added to football coaching staff

COURTESY OF MEDIA RELATIONS

For Ram football fans, the long wait for the announcement of the new coaching staff members is now over as WSSU head Coach Kermit Blount officially named Mike Ketchum as the Defensive Coordinator as well as naming Linwood Ferguson the linebackers coach.

Blount, who still has one position left to fill, spent nearly two months interviewing candidates and scouring the nation to find the best possible candidates for the job. However, Blount found the local talent pool to be rich with qualified applicants, ultimately choosing to go with "home-grown" talent.

Mike Ketchum, who spent the past 17 years coaching football at Guilford College in Greensboro, the last 14 of those years as the head coach, has been named the Rams' defensive coordinator. Ketchum resigned as football coach at Guilford in December and became an Assistant Director of Athletics before accepting the coordinator position at Winston-Salem State.

Commenting on his recent hiring at WSSU, Ketchum said, "Guilford was great about everything, and I think they just needed a change. I am glad that I got an opportunity to spend quality time there, and now I'm looking forward to this opportunity and want to get

going as soon as possible to get ready for the season, which is approaching fast."

Ketchum will be responsible for turning around a Ram defensive unit that ranked near the bottom in the CIAA in five statistical categories last season.

The Rams, who finished 4-6, gave up nearly 24 points per game, ranking eighth in the CIAA, en route to finishing 10th (of 11) in total defense, allowing 342 yards a game as well as ranking ninth in overall passing defense. Blount made sweeping off-season personnel changes as Ketchum replaces former defensive coordinator Greg Richardson (who now serves in the same capacity

at Johnson C. Smith University).

Ketchum, a 1978 graduate of Guilford, had a 53-85 record as the Quakers' head coach. Last season, the Quakers finished 1-9 and 1-5 in the Old Dominion Athletic Conference.

Though he is coming off of a disappointing season in 2004, Ketchum is second in Guilford history in wins and was the ODAC coach of the year in 1991 and 1997 when the Quakers won league titles. In 1994 Ketchum led Guilford to an 8-2 record, one which helped them to crack into the NCAA Division III South Region.

Ketchum was not the only addition to the Ram coaching staff as Kermit Blount

has also announced the hiring of Linwood Ferguson as the linebackers coach.

Ferguson, who was a part-time assistant with the Rams last season will take over a talented linebacking corps after the departure of long-time assistant James Braswell.

Ferguson is a well-traveled football coach who will enter into his 31st season behind the bench in 2005. Prior to joining the WSSU staff in a part-time capacity last season, Ferguson served as the Offensive Coordinator at North Carolina Central University (2003). Before his lone season at NCCU, Ferguson served in the same capacity at North Carolina A&T State

University.

Ferguson brings a well-rounded football mind to the Rams' staff as he served as the head coach at Midwestern State University during the 1999, 2000, and 2001 seasons after moving from Murray State where he was the defensive coordinator.

Ferguson is not a stranger to the legacy of head coach Kermit Blount as both coaches got their coaching careers started at East Carolina University in the mid 1970s.

Blount and the Rams will kickoff the 2005 season on Aug. 27 as they travel to Salisbury to take on perennial NCAA Division II power Catawba College.

## Bonds' image takes big hit

By Chris Haft

KNIGHT RIDDER NEWSPAPERS

SAN JOSE, Calif.

Entering this season with 703 home runs, Barry Bonds should soon pass Babe Ruth, whose 714 rank second on the career list, and pursue Hank Aaron's record of 755. Whether Bonds ascends to the throne of the endorsement world is another matter entirely.

Image is everything, and Bonds' image has taken a beating throughout the Balco investigation. Particularly damaging was the grand-jury testimony - leaked to the public Dec. 2 - in which Bonds said he used, albeit unwittingly, the two designer steroids at the heart of the scandal.

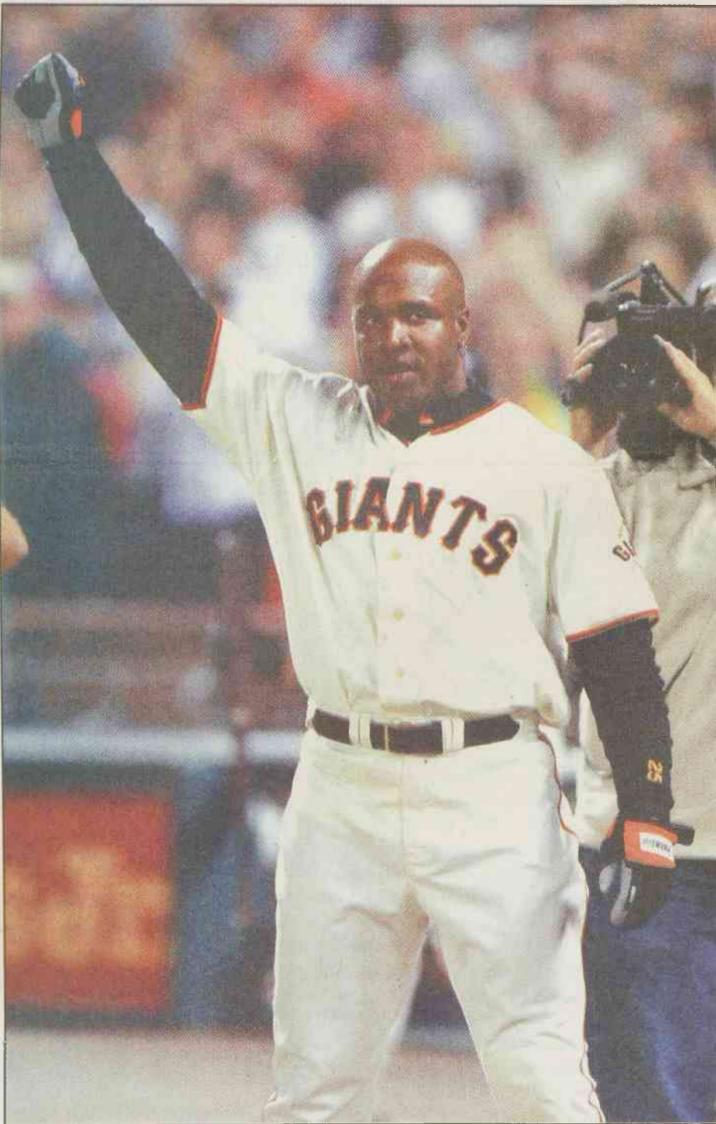
"I think he's a big question mark right now," said Brandon Steiner, CEO of Steiner Sports Marketing in New York. "People don't know what to do to respond and when they don't know, usually they do nothing until things are real clear."

MasterCard, one of Major League Baseball's top sponsors, was approached by baseball officials late last year with the idea of using Bonds to promote the 2005 season. But prospects evaporated as the Balco controversy escalated. "We didn't express interest in participating. That's pretty much where it stands right now," MasterCard spokesman Chris Monteiro said recently.

By at least one other measure, Bonds' marketability has fallen short of what would be expected from a man on the verge of making big history. Sales of his No. 25 jersey over the past two years are barely 25,000, according to SportsScanINFO, a firm that records sales from retailers nationwide.

"That puts him nowhere" on a list of sales rankings, said Neil Schwartz, SportsScanINFO's director of marketing and business development.

Bonds broke from the MLB Players Association's group licensing agreement after the 2003 season



San Francisco Giants' Barry Bonds (25) waves to the crowd after hitting his 600th home run against Pittsburgh Pirates pitcher Kip Wells (32) in the 6th inning of their game August 2002 game at Pacific Bell Park in San Francisco, Calif.

to negotiate his own deals. Jeff Bernstein, Bonds' marketing agent, declined an interview request but furnished a list of more than 20 companies that are official licensees of Killer Bee, Inc., which handles the seven-time MVP's marketing deals. Many Bonds-related products can be found on his official Web site, BarryBonds.com, where transactions would escape SportsScanINFO's sales tracker.

NBA megastar Michael Jordan was another prominent athlete to split from his union to make his own deals. But the difference in marketability between Jordan and Bonds is astronomical. Even in retirement, Jordan makes about \$24 million a year just from Nike; Bonds, on the other hand, totals about \$4 million a year in endorsements, according to *Sports Illustrated*.

Of Bonds, Nova Lanktree, executive vice president of player market-

ing with Chicago-based player agency CSMG, said, "It was an incongruity how little marketing he got. He could have been one of those who had the whole marketplace by the butt because he has it all: He's handsome, intelligent and a magnificent baseball player."

"Where's the gap? The gap is attitude," said Steiner, whose company has negotiated exclusive autograph deals with Mark McGwire, Derek Jeter and Aaron. "The opportunity is there if you have the right outlook."

Bonds' low profile in the national marketplace is hardly news, since his surly, solitary reputation has grown with his status as the game's premier performer.

Still, the Bonds market isn't dormant. Among five "ballpark experiences" the Giants recently auctioned to benefit tsunami relief, the highest bid (\$30,200) went to a pregame meeting with Bonds.

## Hines' shot lifts Rams to victory

By Sam Harley

ARGUS REPORTER

The Rams can count on Audly Wehner and Alleggie Guinn for double-figure scores at every game. But it takes more than two to make a team, and it was a team effort that finally helped the Rams defeat the Johnson C. Smith University Golden Bulls in the 2005 Jim Richardson Legacy Basketball Classic in Charlotte.

Thanks to a last second Curtis Hines jumper 71-70, the Rams broke a three-game streak against the Bulls that dated back to the 2002-03 season.

The Bulls opened the game with a three-pointer and held onto an early lead in the first half. The Rams battled back and took their first lead of the game at the 13:28 mark of the first half off a Guinn free throw.

The Rams held on to that lead until three consecutive turnovers sparked a 5-0 Golden Bulls run that put them ahead 22-17 with five minutes left in the half.

The Golden Bulls were able to extend their lead to as many as six points, 27-21 with 2:41 left before the Rams made a run and cut the deficit to two, 27-25.

Two three-point baskets by Golden Bulls forward Chris Clyburn, the second of which came with only five seconds left in the half, enabled Smith to extend their lead to 33-28, as both teams went to their locker rooms for halftime.

In the second half, the Rams came out flat and the Golden Bulls took full advantage of it. Smith came out of the locker room and went on a 12-4 run to increase the team's lead to 45-32 with 16:16 left to play.

With 8:46 to play, the Rams still found themselves trailing by 14 points and the probability of a win was looking very slim. That's when Hines, a graduate of West Charlotte High School, stepped in.

Coach Phillip Stitt, changing the whole pace of the game, inserted Hines, along with Terris Sifford, Frank Johnson and other reserves, into the line-up. The energy and enthusiasm they brought to the court inspired the whole team and started the Rams on the comeback trail.

The comeback would be complete when Guinn made a three-pointer with 3:52 left to tie the game at 64. The teams battled for the lead down the stretch, with the victory taken in the final seconds.

Coming out of a timeout, the Rams had possession of the ball and 20.5 seconds to take the lead. Running their three-man weave around the foul line, Hines put up a 17-footer with four seconds left in the game. The shot went in and gave the Rams a one-point lead with four seconds left.

The Golden Bulls still had four seconds, but only mustered a 30-foot three-point attempt at the buzzer. Hines, who was named the tournament MVP, scored 15-points on six-for-12 shooting, but none was bigger than those final two.