

Freedom Bowl

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immensely profitable sporting events. Sponsors kill for the opportunity to be involved in them. For the chance to sponsor luncheons, banquets, travel expenses and the like, they know the returns are great.

Conferences earn big dollars through ticket sales and souvenir booklets. Media outlets, like CBS or NBC earn their share by guaranteeing a national audience to advertisers - for a fee. And, of course, the NCAA gets a cut.

Financially, bowl games are supposed to have something in it for everyone; once they get rolling, that is.

The Freedom Bowl, the brainchild of MEAC Commissioner Ken Free, is still in its "get rolling" stage and the attendance figures show it. Each year, the small crowds looked really paltry in previous games held in Atlanta's Fulton County Stadium and Washington, D.C.'s R.F.K. Stadium. This year, Freedom Bowl officials opted for the smaller

Groves Stadium, home of the Wake Forest Deacons.

Low attendance, however, appears to be a burdensome deterrent to future progress. True, this year's 6,484 crowd looked better in Groves than - say - last year's 8,962 crowd did in RFK Stadium. But a lack of ticket sales keeps the game off the airwaves where the real money is made.

During the pre-game banquet, the room was abuzz with speculation on whether the Freedom Bowl will survive another year. According to one conference official, the NCAA is reportedly concerned about the low attendance. "I heard that is we don't get 20,000 in the

stands," said one coach who asked not be named. "This game is in big trouble."

Under previous circumstances, maybe so. But after four years of being miscast in large pro-sports oriented cities, the Freedom Bowl may have found an ideal home in Winston-Salem.

A state with 11 historically Black colleges, North Carolina has large numbers of Black college alumni than can support this classic. Plus, Winston-Salem is five hours' automobile drive from Washington, D.C. to the north and Atlanta to the south. Richmond, Norfolk, Greensboro, Charlotte, Raleigh and Knoxville, other cities

with larger Black population are even closer.

In a very short time, (and with proper marketing) the Freedom Bowl can become a great post-season event, which will continue benefiting pro scouts and student-athletes, enrich the four conferences and become attractive to more sponsors.

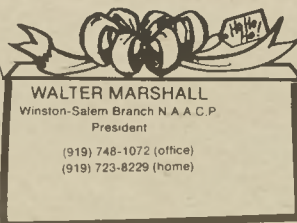
The Bowl concept developed after MEAC Commissioner Free "brainstormed" the idea with journalist Tony Brown in 1981. They discussed the idea of providing athletes attending historically Black institutions "an opportunity to be recognized" by pro football teams. The bowl, they realized, would also

produce much needed revenue to participating schools and, thereby, upgrading their athletic programs.

Free then met with officials from SWAC conference who agreed to participate. In 1983, the NCAA approved the bowl game between all-stars from both conferences. With the sponsorship, of SBN, various companies and the City of Atlanta, the first game was played in Fulton County Stadium. In 1987, the game format changed to a North versus South concept, bringing in the CIAA, the SIAC conferences and eight independents.



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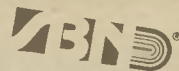
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"Every man shall give as he is able, according to the blessings of the Lord your God which he has given you" Deut. 16:17.

Throughout the last year and a half I have received numerous inquiries from many of our listeners specifically asking when WSMX would undertake a major fundraising effort to help ease the financial load currently carried by the station.

At that time, I promised that before we asked for your help, we would make a diligent effort to pay our debts so that each and everyone of you could see that your support would not be in vain. WSMX has come a long ways in the last year and a half and many of our past due debtors have been paid. Still there are many obligations that remain, but the bottom line is that we are going to pay everyone that we owe.

Because you have indicated a willingness to support us financially and because we have willingly committed ourselves to the community we serve, I proudly officially announce the first WSMX fundraising campaign held in a long time.

I ask each and everyone of you to make a contribution to this christian radio station at this time. All contributions will be accepted, duly receipted and recorded. Make your checks out to: "Macedonia For WSMX" and send your contributions to P. O. Box 16049, Winston-Salem, NC 27115 or drop your contributions by WSMX, 500 Kinard Drive.

Jesus said "Give and it will be given to you; good measure, pressed down, shaken together, running over, will be put into your lap. For the measure you give will be the measure you get back". With these words Jesus provided a fundamental principle of a happy and rewarding life.

I hope you will give cheerfully, wisely and without reservation. All contributions deductible. Businesses may deduct their contributions as advertising expenses. Again send all contributions to "Macedonia For WSMX", P. O. Box 16049, Winston-Salem, N. C. 27115 or bring your contribution by WSMX, 500 Kinard Drive.

May the spirit of God always be with you. Thank you for your support.....

Jim Warren, General Manager-WSMX RADIO

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