

## Cooper

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has a total package that is said to be worth more than \$300,000 a year. University of Michigan Coach Bo Schembechler recently was given -- that's right, given -- a Domino's Pizza franchise that reportedly nets him a cool \$225,000 a year. That pushes his total take every year to around \$400,000.

Can Schembechler be that much better a coach than, say Florida A&M's Hubbard, whose total compensation is worth around \$50,000? Is he eight times a better coach than Hubbard?

Certainly not. But, because Schembechler owns a so-called "big name" and works at a well-known school, he commands a big salary and lots of fringe benefits.

None of this is meant to knock Schembechler or any of the other coaches who command large salaries. More power to 'em. But can't some of these riches bless those coaches of smaller schools?

"It's just a matter of marketability," says advertising executive Collie Nicholson. "I think the market is right for black coaches to start earning some money, but we have to move one little step at the time."

Nicholson, vice president of Jackson-Nicholson Associates in Baton Rouge, La., has signed a number of black coaches to contracts, including Grambling's Robinson, Alcorn State's Marino Casem, Southern University's Otis



Among those attending football tryouts at North Carolina A&T this summer were the sons of a fairly well-known former Aggie quarterback. From the left, running back Jesse Jackson Jr., Jesse Jackson Sr. and defensive back Jonathan Jackson (photo by James Parker).

Washington, Cooley of Mississippi Valley, Bill Davis of South Carolina State and Gorden of Jackson State.

Nicholson's job, quite simply, is to find outside deals for his clients.

So far, progress has been slow -- but not for Robinson.

Robinson, who needs 11 more victories to become the winningest college football coach ever, has deals with South Central Bell Telephone and Coca-Cola that easily push his total earnings each year to well over \$100,000. In fact, he is expected to

earn more than \$500,000 over the next four years, most of it from outside sources.

Robinson is but one exception, though. For other black coaches, the outlook is not bright. Says Jackson State's Gorden:

"That's a subject we pretty much don't even discuss in our league. Except for Eddie, who deserves everything he gets, we know the endorsements just aren't coming."

Other coaches agree, but at least one clings to some hope.

"We have got to carve our own niche," says S.C. State's Davis. "There is no question that the big national endorsements aren't likely to come our way. But we have to hang in there and hope for some of the smaller contracts."

It is debatable whether big money will ever come the way of the small college coaches. But then, that's America -- the little guy gets stepped on all the time.

Barry Cooper is a nationally-syndicated columnist who writes about black college sports.

## More For You More Often In '84

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After bombing in Winston-Salem, N.C., and Greensboro, N.C., the MEAC's basketball tournament, which has been embarrassingly unpopular with the MEAC's fans, is on the move once more. The next stop is Philadelphia, which has been very receptive to the tourney and has offered lucrative incentives.

We wish the league success and applaud it for taking bold moves in its search for the right formula to make the tournament click.

Still, the acid test will be how many MEAC fans, who seem to all go to North Carolina A&T when it comes to basketball, descend upon Big East and 76er territory to watch the show.

### Big SWAC Attack

ed the "Labor Day Classic."

"We opened up the Dome back in 1975," said Alcorn State

The Southwestern Athletic Conference is head and shoulders the best league in Division I-AA football, outdrawing and outplaying everybody else year in and year out.

It's, in fact, so good that the New Orleans World's Fair -- which can no doubt sympathize with the MEAC basketball tourney's woes -- asked Grambling and Alcorn State to help it boost sagging attendance by playing their season-opening game this year in the Superdome.

The two schools complied and moved the opener from Saturday, Sept. 1, in Shreveport, La., to Sunday, Sept. 2, in New Orleans.

The game was known as the "Red River Classic" in

Shreveport but has been redubbed Coach Marino Casem, referring to the fact that Grambling and Alcorn played the first college football game ever in the Dome that year. "Now, the officials of Louisiana and Mississippi want us to help out with the World's Fair. So, we're going to bring in the folks from Mississippi and Eddie (Robinson) and Grambling will bring in the Louisiana folks."

### Off The Air

Now that the Supreme Court has wrested control of which schools' football games appear on television from the NCAA, the networks only want to televise the larger schools.

That leaves the Division I-AA and Division III schools about in the same predicament as the little girl in "Poltergeist": heard of occasionally, but not seen.

Or does it?

True, the NCAA did force the networks to air regional telecasts of small-college games before the court ruling, but those only were token, if lucrative, appearances.

The black schools simply have to market themselves better.

The Supreme Court's ruling at least makes them get off their collective duffs instead of waiting for the NCAA's paternalistic handouts.

One or two appearances a year that are shown to limited audiences do not constitute coverage.