



# Sports

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## TV coverage of black college football is next to nil

When it comes to national network television coverage, black college football remains in the twilight zone. The major networks' top brass have apparently determined that black college football is to be avoided like a rabid disease.

That's a pity because everyone involved loses out and that includes the networks.

With little or no national public exposure, college athletic programs don't generate sufficient interest to build healthy budgets for their athletic efforts. Without national TV exposure, many major sponsors tend to spend relatively little on a game, which means that the potential for revenue has been drastically reduced.

But with national exposure, major sponsors are willing to shell out the big bucks because they know that the games will reach a large audience that has the capacity and willingness to buy certain products and services.

Black Entertainment Television has done its duty to air black college

"general market" national network.

Still, the big three (ABC, CBS and NBC) continue to overlook what constitutes a very substantial market of viewers.

Black Americans comprise one of the most rapidly growing consumer segments in the nation. As a group, blacks spend more than \$200 billion annually. That total surpasses the Gross National Product of some countries. It's no secret that if Black America was a separate nation, say like Mexico or Canada, the GNP would be ranked somewhere among the world's top 12.

The argument that there aren't enough blacks with sufficient spending power to attract major advertisers is ludicrous.

Furthermore, there are two shining examples proving that black col-

### STRAIGHT TALK

With CRAIG T. GREENLEE

sports. But outside of BET, the Grambling vs. South Carolina State game is the only black college football contest that has been able to get on a

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## Pete's Rams set for Saturday opener vs. Elon College

By CRAIG T. GREENLEE  
Chronicle Sports Editor

Get ready for some rock 'em, sock 'em football this weekend when the Winston-Salem State Rams travel to Burlington to take on NAIA powerhouse Elon College. Game time is 7 p.m. Saturday at Burlington Memorial Stadium.

In many respects, the two teams are very similar on offense. Both have strong offensive lines and they prefer to run the football is the staple of their attacks. The Rams will put their ground game in the hands of Broderick Graves, the all-CIAA tailback who gained over 800 yards last season. Elon will have Dwayne Clark who has rushed for 3,023 yards the past two seasons.

Rams head coach Pete Richardson is outwardly reserved about his first game as the WSSU top guy. But it's hard not to get the feeling that he's eager to tee it up and see what happens.

"It's imperative that both teams get off to a good start," he said. "Elon has a fine football team and they've shown that in the past few seasons. They live and die by their offensive lines and running backs and we're pretty much in the same boat. Who wins will be determined by whose defense and stop the other team's offense."

Richardson doesn't feel that his team is quite where it should be at this time of the season. However, he is pleased that his troops are getting used to his way of doing things and is confident that they will successfully make the transition as the season progresses.

"We've had a lot of distractions coming into the pre-season," Richardson points out. "They realize that the past is history. And history is good when you've had a winning program. But they also know that history doesn't win football games. Overall, our kids' attitude about the season has been very good. They're still making some mental mistakes but they are making the good effort to pick things up."

Aside from that, the Rams' mentor is concerned that his team doesn't have much depth on both



Photo by The Magnificent Eye

All-CIAA offensive guard Vernard Dillard Jr. is eager to open some holes for the Winston-Salem State ground attack.

sides of the ball. Staying away from injuries will be especially important for the Rams to remain as the top team in the CIAA South.

Defensively, WSSU figures to uphold its reputation as a take no quarters, give no quarters group. Nevertheless, Richardson hasn't been happy about the play

of his defensive unit as they enter their first game.

"We are not executing on defense at the level that I know they can," he explained. "It looks

like our defensive people seem to get ready when they see a different color jersey. If we would've played a game this week, I don't think the outcome would have

been very favorable."

Richardson admits that the three-a-day sessions could be starting to take its toll. But by the end of this week, he notes, they should be in good shape since school will be back in session and they will practice just one time daily.

"Physically, we're in good shape," the coach said. "Because of the heat we've been practicing in, we've had some people lose weight. We don't have any major injuries or the kind of injuries that will prevent someone from playing. We've been doing an awful lot of hitting in our drills too, so when school starts back, everybody should have their legs back and they'll be okay."

While the Rams running game will highlight their offensive game plan, Richardson says he won't completely avoid the passing game. He has wideout Keith Torrence back, but the major question around camp has concerned who will be the quarterback.

At this time, Kenny Jones has the edge over Keith James, Richardson said. "We're going to stay pretty much with the offense we had last year, the same offense that our kids are most familiar with."

Does that mean that Torrence will be a non-factor?

Not necessarily.

"I feel safe in saying that we'll stick with our running game until we have a quarterback that matures and understands the leadership that's needed to run our offense. Both Kenny and Keith are getting more confidence with each snap they take. There may be some surprises in our passing game, though. We've worked on it since day one (of camp)."

Elon (6-4 in the South Atlantic 8 last year) will test the Rams defense. Along with Clark in the backfield is George Dixon, a 4.4 speedster who can make things happen quickly for the Fightin' Christians.

Head coach Mack Carden has put in a few wrinkles for his offense in '88. In addition to the

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### High School Spotlight

## Dred Booe pounds it out for Reynolds High School

By Chronicle Staff

The Reynolds Demons have a steamroller of a football player in massive Dred Booe, a 6-3, 245 lbs. fullback/linebacker.

Coming into his final season, Booe has potential written all over his considerable frame. Even though he missed seven games last year because of a torn up knee that required surgery, the college scouts continue to drool over the big guy. He's healthy now, thanks to an extensive recuperation program supervised by personnel at Wake Forest over the past several months.

"We've been getting quite a few calls from the major schools about Dred," says Reynolds coach Doug Crater. "Illinois, UCLA, South Carolina and North Carolina talk to us on a regular basis about him."

It's easy to see why.

Booe runs a 4.6 in the 40, and possesses bull-type strength. But more importantly, he won't be a Proposition 48 case. He reportedly scored over 1,000 on the SAT, according to Crater.

In addition, big Booe is being touted as one of the top high school linebackers in the Mid-Atlantic region by *Super Prep* Magazine out of California.

As a two-way performer, Booe is a busy guy on Friday nights. In the Demons' season opener against East Forsyth last week, he gave his team everything they needed in their 26-20 victory.

For now, he and Gerald Fenner split time at the fullback slot. In the early going, he's likely to see more time at outside linebacker. "Sometimes Dred has great offensive games," Crater adds. "But on defense, he's a big obstacle to get around

because you're not going to run over him."

He is a terror at linebacker because of his speed and agility. He fends off blockers with ease and goes after enemy quarterbacks with the hunger and zeal that college defensive coordinators adore.

On offense, Booe becomes the bulldozer. On Reynolds' opening scoring drive against East Forsyth, the Demons had moved the ball inside the Eagles 10, but stalled on the four-yard line after three plays. Enter Booe who slashed off left tackle, dragging three tacklers into the end zone with him.

Another new wrinkle that Crater has added with Booe is as a blocker on sweeps and pitches. Cornerbacks are in for trouble when Booe goes in motion. He literally clears the field for tailbacks Donnell Glover and Torrez Hughes when the Demons want to

turn the corners.

Crater feels that the most improved part of Booe's game is his maturity as a ballplayer. "He used to be a big boy," the coach says. "Now he's like a man out there. There was a time when he didn't like to block, but that's no longer true."

Booe is a multi-purpose type. He's the team's back-up punter and has the sure hands to play tight end. With all those possibilities, it's a question of where college coaches may want to play him.

Crater feels his best position would be either defensive end or outside linebacker. "But if he goes to a school that has an option offense and they like to pound the ball inside, he'd be a good fit for that system," the coach explained. "But more than likely, the school that gets him will recruit him as an athlete and take his skills to fit into their program."



Staff Photo

Dred Booe is a Demon load of football player.