

## SPOTLIGHT

# Texas Southern benefits from creative marketing

When Evander Holyfield battled George Foreman for the world heavyweight boxing title in April, both fighters earned some heavy-duty dollars.

They weren't the only ones to earn some cash.

Texas Southern helped themselves with some nifty business planning which is paying dividends for its athletic department. TSU sponsored a fight night on campus which featured a benefit performance by comedian Bill Cosby which was held in conjunction with the closed circuit heavyweight battle.

Cosby's performance was in support of TSU's One Million Dollar Athletic Scholarship Endowment Campaign.

The event, which drew a crowd of 7,200, grossed close to \$148,000. After expenses (a little over \$80,000), the net was \$60,000, which goes towards the \$1 million endowment. The interest from that endowment will be used to fund athletic scholarships.

## ASU's Robinson in Shrine game

Alabama State linebacker Eddie Robinson is the first player to be selected to the East squad for the '92 East-West Shrine All-Star game. The contest will be played on Jan. 19 in Stanford Stadium at Palo Alto, Calif.

Robinson, an All-American last year, will begin his senior year this fall.

The announcement of Robinson's selection was made by Bob Blackmon, the East squad's selection committee chairman. "We reserve the initial invitation to participate for a player who is a standout on the field and off the field," Blackmon said. "It's a special honor."

During the '90 season, the New Orleans native was named first team All-America for NCAA Division I-AA by the Associated Press. He is also the SWAC Defensive Player of the Year and the national Black College Sports Defensive Player of the Year.

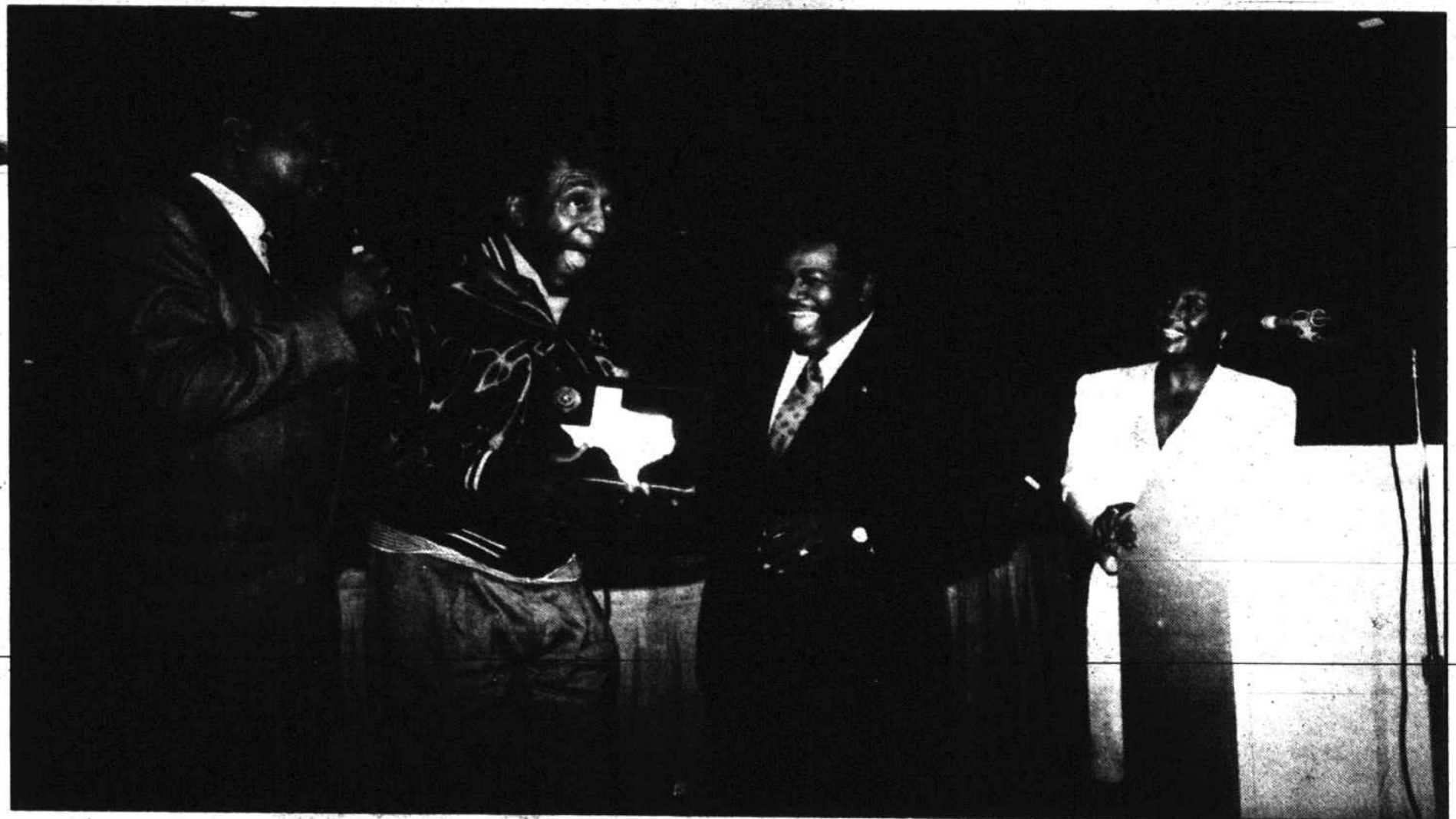
But perhaps his highest achievement was winning the Toyota/BET National Leadership Award, which recognizes excellence in football, academics and leadership.

Robinson has a GPA of 3.58 as a bio-chemistry major. He is a converted offensive lineman who has played linebacker for only two years. In '90, he led the 8-2-1 Hornets with 89 tackles. Robinson attends Alabama State on an academic scholarship.

## Hampton's academic All-American

Hampton University sophomore pitcher Rebecca Bradshaw has been selected to the '91 College Division GTE/CoSIDA Academic All-America national softball team.

As a history/education major, Bradshaw has a 3.88 GPA. The Poquoson, Va. native is a two-time GTE/CoSIDA All-District III member (Florida, Georgia, North Carolina, South Carolina and Virginia) and was inducted into the Phi Alpha Theta Honor Society this past semester.



Comedian Bill Cosby accepts a plaque from Texas Southern Athletic Director Curtis Williams. Also pictured are TSU basketball coach Robert Moreland (far left) and program emcee Linda Lorelle (far right).

Photo by Earlie Hundall Jr.

On the playing field, Bradshaw's pitching was the major reason why the Lady Pirates won the CIAA Northern Division with a 26-3 record. She finished the regular season with a 0.90 earned run average and had eight shutouts, averaging 8.05 strikeouts against 0.99 walks per game.

The Lady Pirates finished the '91 season at 29-5. Bradshaw recorded her 200th career strikeout against Norfolk State in the semi-finals of the CIAA Softball Tournament.

## Eight Pine-Bluff assistants get the axe

An estimated six-figure deficit in its athletic department has forced Arkansas-Pine Bluff to eliminate eight assistant football coaching positions. Those coaches' contracts will terminate at the end of this month.

However, the school will keep anywhere from 40 to 50 football players on scholarship even though the Golden Lions won't play football this coming season. UAPB is sitting out the season as a result of NAIA sanctions. The school was found guilty of 42 violations. Pine Bluff will be allowed to return to the gridiron for the '92 season.

## Smith picked as Golf Scholar

Hampton's Cedric Smith has been selected to this year's NCAA Division II Men's Golf All-America Scholars team.

The All-America Scholars team is selected by the Golf Coaches Association of America. The team requires a 3.2 cumulative GPA for Division I and a 3.0 for Divisions II and III. Those who are chosen must also be a

junior or senior with two years of varsity competition at a four year school. In addition, selectees must have a stroke average of 80 or better, while playing 75 percent of competitive rounds.

Smith, a Dallas junior, is a biology/pre-med major with a 3.75 GPA. He is a member of the Alpha Kappa Mu National Honor Society and Beta Kappa Chi Scientific Honor Society. Last year, he was chosen for the GTE/CoSIDA Academic All-District III

team.

Smith has also been named to the National Minority College All-American team and is a three-time All-CIAA selection. He finished second in this year's CIAA Golf Tournament and tied for fifth in the Virginia State Intercollegiate Tournament for Division II and III schools. Smith averaged 79.6 for the fall and spring, capturing two first-place and three third-place finishes during the season.

Smith's 79.6 average on the golf course combined with his 3.75 GPA in the classroom to qualify him for honors as a Division II Golf All-American Scholar.

BCSR staff photo

