

## It's time to recognize finances drive sports

Why aren't historically black colleges sports programs such as Winston-Salem State better off financially?

Probably the same reason that they don't attract the same type of applicants as the majority institutions for higher education do.

Their presence in the open market isn't up to the same level. And African-Americans help that to be perpetuated.

Just think about it.

You can go into major department and discount stores and see the other area schools' merchandise all over the place. But where's the WSSU sweatshirts, pajamas, night shirts and other paraphanelia that's being pushed by the store?

That is quite obvious during a time of the year when retailers do a lot of business, like Christmas or back to school time. Everywhere you look, it seems, you can see Wake Forest, North Carolina, N.C. State, Duke or some of the other major schools across the country. But where is the merchandise for WSSU, Shaw, Johnson C. Smith and North Carolina Central?

Usually, it's when you go downtown or to stores close to those campuses that you find it. But no one really makes much noise about. Better yet, very few people (as the saying goes) "are willing to put the money where their mouth is".

Talk is cheap. But finances dictate what happens out in the free market. That too, is something that many college administrators have failed to understand. Very few Historically Black Colleges and Universities have become aggressive enough to hire someone to promote their sports programs on a full-time basis. Most cite budget restraints as the culprit. However, that is only a cop out. Any legitimate sports promotions professional will be able to generate enough revenue to justify his or her salary.

The problem is that most of the athletic directors at these schools lack the savvy to make the right hires for the job. They also fail to study the area in which they work and realize that nothing else in society sells as quickly as sports does right now. If they fully understood that they would go out and aggressively market their products like everyone else.

But far too many think that when the season comes around you just roll out the balls, produce a schedule and expect people to show up for the games. Very many, including some in the Triad Area, don't even advertise their schedules.

What a shame that is. Unless something drastic happens, the trend will continue far into the future.

Of course there are exceptions to the rule. Take for instance the Bayou Classic, which was the brainchild of Eddie Robinson. Someone had the foresight to realize that people would be willing to pay a huge premium to get Southern and Grambling together on the football field during the week of Thanksgiving. It meant both teams had to forfeit all rights to the NCAA playoffs and the conference would lose its automatic bid. But doesn't a payday of \$1 million plus sound better than going to the playoffs and getting beat up by a team that's better financed and prepared?

Others around the country need to get on the bandwagon. Of course every school isn't blessed to have the geographic location, natural rivalries or prestige of the participants in the Bayou Classic, but they can take full advantage of what they do have. After all, HBCUs have produced more African-American college graduates than the majority schools have in this country.



Press Box



Christa West, a freshman guard, scored eight points in the Rams' victory over Elizabeth City.



Kesi Nobles scored eight points and grabbed a team-high 11 rebounds in WSSU's win over Elizabeth City.

## Strong second-half defensive effort keys win by Lady Rams

By Sam Davis  
THE CHRONICLE Sports Editor

With a 5-5 overall record going into last Saturday night's game against Elizabeth City State, Coach Debra Clark of Winston-Salem State realized her team was at a crossroads.

The Rams, coming off a lopsided victory over Division I North Carolina A&T, needed a conference victory to serve as a send off for the Christmas break and a tuneup for division play after the holidays.

The Lady Rams started off sluggishly and trailed by a 31-31 score at the half. The second half was a different story, however. The team's defense keyed a 12-0 run to jump start the offense in the opening minutes of the second period and it rolled to a 75-55 victory.

Clark said she was pleased with her team's second half performance.

"In the first half, we were kind of complacent," she said. "Going into the game I was a little concerned because I knew they were ready to go home for the holiday and it would be hard getting back going after 10 days off."

"At halftime I told them that in the second half they had to play better and they needed to be more consistent if they wanted to come from behind and win the game," she added. "In the first half it was because of a lack of effort, but we were not executing."

The key to the Lady

Rams' second half run was the defensive effort of Renee Cameron and Holly Griffin. Cameron came off the bench to supply nine points in only 13 minutes of play off the bench. She was also credited with three steals. All three came during the Rams' run that put them in control of the game.

"If we can get a couple of steals it usually gets the game going," Clark said. "Renee and Holly came off the bench and got our momentum going."

Rachel Hicks also played a vital part in the second-half performance. She came off the bench and provided eight points on three-of-five shooting from the field.

Erica Leggett led the team in scoring with 15 points. She made six of nine shots from the field and also dished out four assists.

Kesi Nobles, a 6-0 freshman center, led the team in rebounding with 11. She also added nine points. Point guard Nikki Blackwell dished out a game-high six assists and steadied the team on offense down the stretch.

The Rams had one of their better shooting games of the season, making 26 of 53 shots from the field. They also made 22 of 30 free throws (73 percent) and held a 48-33 rebounding advantage.

Clark said the team is beginning to come together, but needs to continue to work to become more consistent. That might be diffi-

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## Stevens, former WSSU student, getting settled in as Rams' athletic

By Sam Davis  
THE CHRONICLE Sports Editor

Replacing a legend is always a difficult task in the world of sports.

That's why Eddie Stevens knew his job at Winston-Salem State would be difficult - especially at the beginning.

Stevens came to WSSU in August to replace Buddy Taylor as the Rams athletic trainer. Taylor, known affectionately on the WSSU campus as "Mr. T", served in that capacity for more than 20 years after a long career in sports medicine.

During Taylor's years at WSSU, he had a close bond with the school's athletes. They often imitated him and gener-

ally had a good time with his comedic antics.

In fact Taylor was responsible for Stevens choosing to become an athletic trainer in the first place.

Stevens, a former WSSU football player, injured himself during his freshman season and was forced to receive treatment for his injury. It was during those sessions that he began to develop a bond with Taylor and



Eddie Stevens

eventually led him to major in Health and Physical Education at WSSU. After graduation in 1989, he decided to attend graduate school to pursue a major in athletic training.

"I feel kind of honored to be the one that comes behind Mr. Taylor," said Stevens, a native of Faison, N.C. "In a way I think I was fortunate to get hurt my freshman year because that gave me an opportunity to get to know him. I admired him and that got me introduced to athletic training."

Still the association had little effect on Stevens getting the job at WSSU. Stevens had worked in the public school systems in the metropolitan Washington, D.C.

area for several years and had kept little contact with his alma mater.

Last summer he came to the national junior Olympics with a group from that area and found out about the opening at WSSU. He visited the school and decided to apply for the position.

He talked with Taylor about it and Taylor encouraged him to apply for it. The job was offered to him just before the start of the academic year. But that too posed a problem. His wife, a Physician's Assistant, had been offered a great opportunity with a major medical practice in Maryland.

"My wife and I talked about it," he said. "This job was like a dream come true

for me, but I had to consider what my wife had been doing and preparing herself for. My wife gave up the opportunity she had in Maryland for me to come here."

Stevens said he plans to make the most of it.

"I feel very comfortable here in the position I'm in here," he said. "Everything here is just what I expected."

In addition to serving as the head athletic trainer, Stevens also teaches classes in athletic training and First Aid/CPR. In doing so, he said he might be able to help someone else in the manner that Taylor helped him. If he does, Stevens will be able to continue the legacy that was passed on to him by Taylor.

## Yellowjackets hoping to repeat at Frank Spencer Holiday Classic

By Sam Davis  
THE CHRONICLE Sports Editor

Ricky Holt, Carver's first year basketball coach, doesn't know what to expect when his team squares off in the Frank Spencer Holiday Classic on Friday at the Lawrence Joel Coliseum.

Holt, in his first season as the Yellowjackets' coach, hasn't seen a game in the tournament. But his players have reminded him how important it is in the team's season picture. The Yellowjackets are the defending tournament champions.

"The kids have already let me know that this is a big tournament for us," Holt said. "It is something that we want to do real well at. Whoever comes out on top is going to be in good shape going into the conference season."



With Delroy Dodd leading the way, the Yellowjackets captured last season's Frank Spencer title. Dodd and three other starters have since graduated.

season. They will square off against Parkland in the opening round at 3:30 p.m. The winner of that game will take on the winner of Glenn-North Forsyth, the No. 7 and 2 seeds, respectively.

Carver is coming off a loss to East Forsyth last Saturday that dropped the Yellowjackets' record to 5-2. Carver was without two of its starters in the loss to

See JACKETS on B3

## Persistence pays off for Parker at UCLA

By Sam Davis  
THE CHRONICLE Sports Editor

When he arrived on the campus of UCLA (University of California at Los Angeles) last fall, Darian Parker had every intent of running track for the Bruins.

Parker, a lanky sprinter from Winston-Salem, had participated on the track team at Parkland High during each of his four years in high school.

He qualified for the state meet in the 400 meter dash in both his junior and senior seasons. As a senior he won the City-County meet in the 400 and also finished among the top four in the state.

As soon as he arrived in Los Angeles he began to gather information about the track team at UCLA. But when he started getting the details, he became intimidated.

"I talked to the coach and he told me what was expected," Parker said, during a recent interview while at home for the Christmas holidays. "He told me that their program was a world-class program and you had to train that way. He gave me some of the times that were



Darian Parker

Parkland, Par-ker decided to concentrate on his academics.

That paid dividends his first year. He concluded the year with a 3.0-plus average.

"That was tough," he said. "I have a double major in American Literature and Culture and Anthropology. All I did was read and study."

He did find the time to get to know a lot of his peers at UCLA. He describes the school as a "very diverse place". The school boasts of the fact

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