

OPINION

THE CHRONICLE

ERNEST H. PITT Publisher/Co-Founder
NDUBISI EGEMONYE Co-Founder
ELAINE PITT Business Manager
FANNIE HENDERSON Advertising Manager
JERI YOUNG Managing Editor
STEVEN PAUL MOORE Production Manager



What we'll miss about the CIAA

This year's welcome to CIAA fans is a bittersweet one. While we're happy to see you once again, we're sad because we know it's the last time we'll be seeing you for a while as you take off for Raleigh. Here's a partial list of what The Chronicle staff will miss most when the CIAA makes its big move.

- Seeing legendary black college coaches like Clarence "Bighouse" Gaines, John B. McClendon and Leroy Walker huddled together to reminisce about the good old days of black college sports.
- The parties. For one week, the city is alive. Visitors are welcome and everyone is looking to have a good time.
- Mr. CIAA. For years, he's been an institution at the CIAA and Winston-Salem has grown to think of him as kind of a native son. Just like everyone else in the crowd, we look forward to seeing what he'll have on and what colors will be hot for summer.
- The fans. There's no such thing as a stranger during CIAA week. We'll really miss people asking us which restaurants are open past 10 p.m.
- Tomahawk slam dunks and shots slapped down before they even have a prayer.

We'd like to hear what you'll miss when the CIAA Tournament makes the move to Raleigh. Fax us at (336) 723-9173 or call (336) 723-8428.

School Redistricting Wars

The battle over school redistricting turned ugly at last week's Guilford County Board of Education meeting. Former redistricting committee member Ervin Brisbon and members of the N.C. Racial Justice Network interrupted the board meeting's working session with demands that board members discuss Southeast Greensboro parents' concerns.

Parents oppose the Guilford County school board's magnet attendance policy, which displaces neighborhood students while reserving seats for magnet students. Magnet schools use special curricula to attract diverse students from other counties. The magnets aim to increase school integration, magnet schools are located in black communities.

At last week's school board meeting, GCS representatives cited research showing that a magnet school must allocate 20 to 40 percent of its seats to students outside of the attendance zone to create diversity.

Southeast Greensboro parents strongly countered that integration has been a one-way street. Black students have for years borne the burden of long-distance busing.

GCS representatives were at a loss when white students were bused long distances to magnet schools. Busing of white students next year to High Point will mark the first time in the six-year history of the Guilford County school district that whites have been bused to a majority black school.

Brisbon didn't want to hear about schools in High Point, anyway. So much for fostering community in the state's third largest school district.

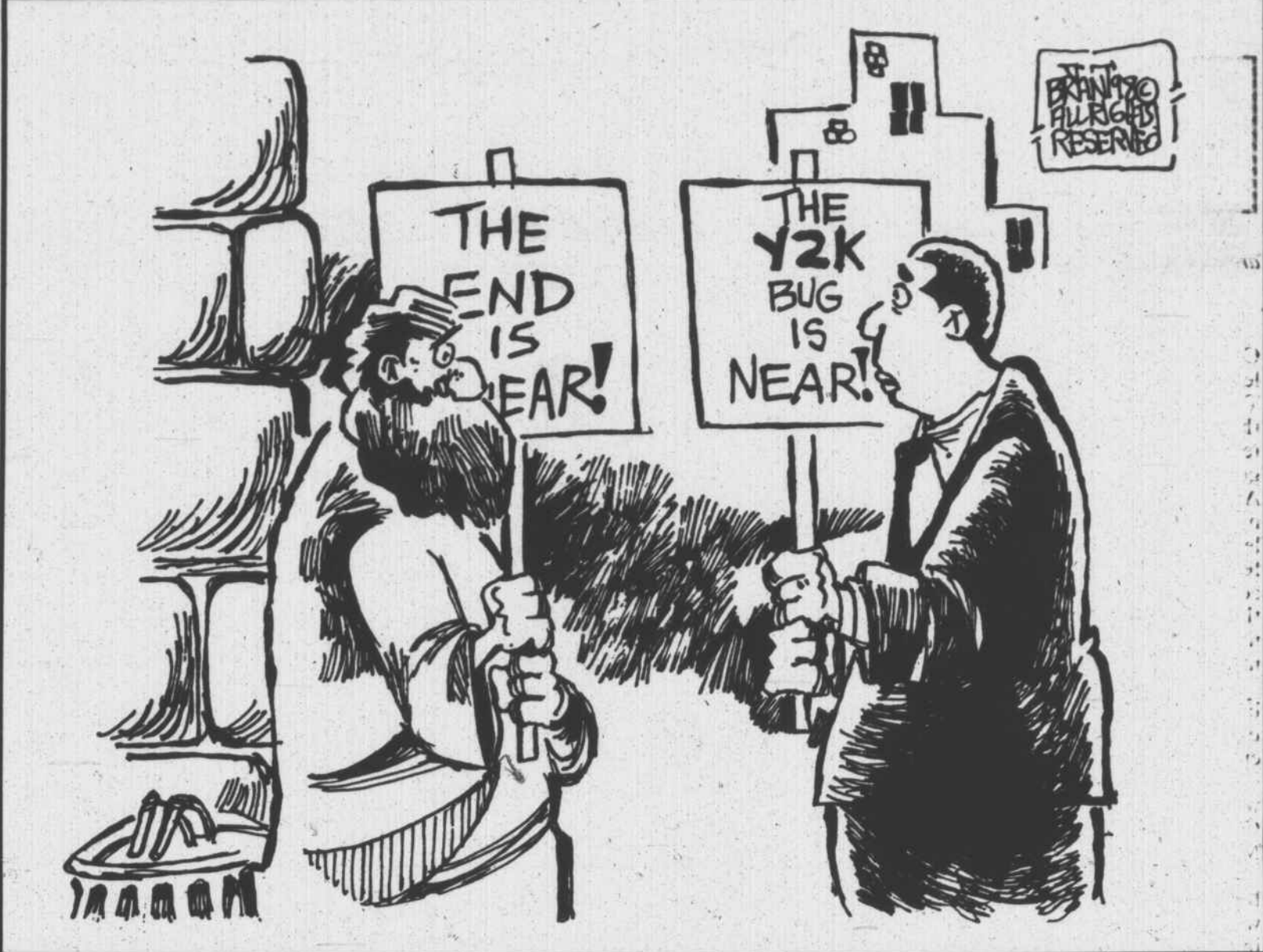
Southeast Greensboro parents also proposed new school construction and an Afrocentric curriculum. Further, Brisbon demanded, "We want to know if we're going to have two schools for white people have theirs."

Brisbon's network proposes eliminating three successful magnets in Southeast Greensboro, so black students can attend school close to home.

A statewide study shows that inequity increases after resegregation. Resegregated schools suffer a drop in volunteerism and PTA fund raising when affluent white students opt out. This further bankrupts inner city schools.

To address the achievement gap, school systems try to compensate for students' disadvantages with federally-funded programs such as Title I and interventions such as tutoring. But the need far exceeds available resources.

The students in Southeast Greensboro might be better served if their advocates asked for smaller classes, more teachers, more parent volunteers, more textbooks, more computers, and, last but not least, a bond referendum.



CIAA sponsors create opportunities for fans

Micah Fuller
 Guest Columnist

What's the true value of CIAA sponsors? Imagine the 1999 CIAA Tournament with no sponsors. There would be no scholarships, no television coverage, no promotions, no Harlem Globetrotters to entertain the crowds on Super Saturday, no UniverSoul Circus to remind us of the great treasures that an all African American Circus can bring. No High School Day, no free trips to the CIAA for students, no on campus slam dunk and three point contests, no Battle of the Bands on Friday night. No chance for someone to win a million dollars. No local programs, no student internships.

Simply put, sponsors are the life blood of the CIAA and the CIAA Tournament. Sponsors can and do make things happen. Sponsors bring opportunities for all of the above mentioned promotions and television. Most CIAA fans may remember that Coca Cola has been a sponsor for 32 years now, and provides many opportunities for television coverage, promotions, and scholarships.

But there are plenty more sponsors who are making things happen for the CIAA.

No other historically black athletic conference in America has the corporate support that the CIAA enjoys. Sponsors use the CIAA to connect with African American con-

sumers, build brand loyalty, support student scholarships and show customer appreciation. CIAA sponsors recognize the value of the CIAA consumer.

So who are these sponsors, and what do they do for the CIAA, its fans and the CIAA consumers? Just read and you'll be amazed at what each of these corporations do for the CIAA, its schools, its students and alumni.

- AT & T - A first time sponsor of the CIAA Television network. AT & T will present a check to the CIAA on Friday night.
- Burger King - Burger King is in its 6th year of sponsoring the CIAA telecasts, and promotes their involvement in hundreds of Burger King stores with their annual "Million Dollar Shot" promotion held at the men's finals.
- Budweiser - You won't see the lizards here, but you will find plenty of cold beverages at the CIAA. Budweiser is in its sixth year of sponsoring the CIAA television network, and has hosted the vendor pavilion in past years.
- Coca Cola - The grand daddy of CIAA sponsors for 32 years, Coca Cola has supported the CIAA. It is one of the longest running sponsorships in all of sports. In 1998, Coca Cola made a 5 year \$2 million commitment to the CIAA. Coke has a high profile at the tournament. At this year's tournament Coca Cola is sponsoring the annual High School Day, the Harlem Globetrotter appearances - which are free and will be held at the Men's Finals, the student slam dunk contest, the "Arrive In Style" promotion where fans won trips to the CIAA, televi-

sion sponsorship and of course scholarship donations to the CIAA member schools.

- Colgate-Palmolive Co. - A second year sponsor, could earn "CIAA newcomer of the year" award. Colgate has stepped up to the plate with a variety of initiatives and sponsorships including the largest ever Slam Dunk and 3 point on-campus promotions in the history of HBCU's. Sixteen CIAA students and their guests are here this week to compete in the Mennen Speedstick Slam Dunk Challenge and the Mennen Speedstick 3-Point Shootout. Colgate also sponsors of the "Arrive In Style" promotion. Mennen is also sponsoring the JCSU band performance on Friday night. Here's a hint: stop by the Colgate booth in the vendor pavilion. Colgate also supports the CIAA television network.
- Food Lion - Food Lion came on board in 1993 with a television sponsorship. Now, Food Lion is the newest CIAA Official Conference sponsor. Food Lion's initiatives include CIAA scholarships, television sponsorship, title sponsor of the women's 25th anniversary tournament, and the "Arrive In Style" promotion in over 700 Food Lion stores.
- General Motors - GM has been the largest sponsor of the CIAA Television Network since 1995. General Motors and their dealers are committed sponsoring the CIAA long term.
- NationsBank - NationsBank, now BankAmerica has been with the CIAA since the early 1990s and is now the "Official Bank of the

CIAA." As a conference sponsor, NationsBank gives generously to the CIAA scholarship fund, television network and many other programs.

- Reebok - Ever notice the CIAA players shoes? Reebok is an official conference sponsor again, providing shoes, athletic gear, television sponsorship and conference scholarships to the CIAA. Reebok is in its sixth year of sponsoring the CIAA.
- US Army - The US Army recruiters can be seen all over CIAA campuses and at the CIAA Tournament. A television sponsor since 1993, the US Army provides many opportunities for CIAA students and alumni to earn up to \$50,000 for college or the reserves.
- State Farm Insurance - A CIAA television sponsor since 1994, State Farm annually brings agents, many of whom are CIAA graduates to the CIAA Tournament.

So while you're in Winston Salem this week, enjoy the best in Black College basketball, alumni gatherings, parties and certainly the best collection of sponsors ever assembled.

Sponsors support you and your schools - and most importantly - this very tournament that you are attending. Let them know how you feel. Remember, they have lots of opportunities to spend their dollars on other programs.

They are the life blood of what you're enjoying this week. So, tell 'em. They'll appreciate it.

Micah Fuller is the Director of Programming for Street & Smith. The company helps organize the CIAA tournament.

VOICES FROM THE COMMUNITY...

CIAA mania rolled into town on Monday and at least until Saturday neither the city nor the LJV Coliseum will be the same. We asked tournament goers to tell us who they are picking to win it all for both the men's and the women's tournaments.



Dave Reid

"Winston-Salem State because I like State and I'm from Winston-Salem. I'm going with my home team. I know if they are the best team. I'm just hoping that they win."



Don Phillips

"For the women, I'm going with Bowie State. They won it last year, and I look for them to repeat, they have a talented team. For the men, I'm going with Virginia Union. They are prepared for the tournament every year."



Jerome Hewlett

"I'm going with Virginia Union for both the men and the women because they are the better teams."



Josie Douthit

"I think that Winston-Salem State is going to win for the men. That's my heart talking because I'm an alumni of WSSU. For the girls, my daughter thinks that Livingston is going to win."



Cynthia Chesson

"Well since my daughter plays for Virginia Union University, I think they are going to win for the girls. And of course, Virginia Union is going to win for the guys."