

Fleck To Coordinate Charlotte Observer Marathon

The 1985 Charlotte Observer Marathon and its 10,000-meter companion race will be held Saturday, January 4, according to race coordinator Do Fleck.

"We're keeping our traditional time of the year," she said. The two races, which averaged 5,000 total competitors during the first eight years, are held the first non-holiday Saturday of the year.

Charlotte, one of the first major races of the year, offers a number of benefits for competitors:

- A purse of \$18,000 (TAC development funds) equally divided between men and women in both races: \$2,000 for first; \$1,000, second; \$500, third; \$400, fourth; and \$250, fifth. Masters prizes (10K and marathon, men and women) are \$200 for first; \$100, second; \$50, third.

- Bonuses of \$1,000 to men and women overall winners in both races who establish new course records.

- Mile splits and 20 aid stations.
- Ideal temperature with highs averaging 51 degrees F.



Craig Virgin
.....Runner clinic exhibitor

- Challenging asphalt course that is neither too flat nor too hilly; primarily through residential neighborhoods.
- Finish line that guides competitors inside the Charlotte Convention Center.

tion Center.

- Hot and cold fluids for finishers, and, for the first time in 1985, lunch for marathoners.

- Complete next-day order or finished published in The Charlotte Observer.

- Live television coverage of Charlotte's ABC affiliate, WSOC-TV, of start and finish of both races with two-hour wrap-up show 4-6 p.m. on race day.

- Runners Expo January 3-4 with vendors and exhibitors; and January 3 runners clinic featuring Dr. George Sheehan, Ruth Wysocki and Craig Virgin. Piedmont Airlines will be giving away during the Expo two round trips to San Francisco. The 1985 Expo, in which exhibitors were allowed to sell merchandise for the first time, 25 vendors exhibited. Plans are to double that number for 1986.

- Optional spaghetti dinner on eve of races at the Runners Expo site. This has become a social event for in-town as well as visiting runners and their families.

The sponsor - The Charlotte Observer, a member of the Knight-Rider newspaper group that includes the Miami Herald, the Philadelphia Inquirer and the Detroit Free Press - makes no bones about keeping the race out of the Boston-New York-Chicago category.

"We don't pay appearance money," Fleck said.

"We were lucky in the 10K in 1985 when Sprint, the photo developing firm, paid Grete Waitz to compete and make personal appearances for Sprint. Our race director, Gary Church of American Athletics, helped get Grete and Sprint together. If other corporations wish to do that, we're glad to accommodate them."

Because of Charlotte's no-appearance-money policy, pickings have been surprisingly easy for winners. In addition to her unannounced fee from Sprint, Waitz walked away with \$3,000 last January - \$2,000 for winning the women's 10K against a stiff wind in 32:46.0, and \$1,000 for establishing a new women's 10K record.

In the women's marathon, the 1984 race - when Charlotte offered prize money for the first time - was a boon for winner Dianne Rappaport, who earned \$2,000 for a 3:03:54.0 race. The record of 2:47:08.4 was established by Nancy Mieszcak in 1981.

The 1984 prize fund resulted in men's records for both the 10K and the marathon.

In the 10K, Sosthenes Bitok and John Treacy showed, with Bitok winning in 28:26.1 to Treacy's 28:28.3. In the win of 1985, Bitok won again, but couldn't break his record. His Charlotte appearances have resulted in winnings of \$5,000.

In the 1984 marathon, Don Norman hardly broke a sweat with his record 2:17:10.3. Like Bitok that year, he, too, added \$3,000 to his TAC funds account.

With marathon entries hovering between 900 and 1,000 annually, and 10K entries of between 4,000 and 5,000, is Charlotte going to join the "drop-the-marathon" bandwagon?

For registration forms, write The Charlotte Observer Marathon, P. O. Box 30294, Charlotte, N.C. 28230.

WORTHYS ATTEND LUNCHEON AT NCM - James Worthy (r) of the Los Angeles Lakers, and his wife, Angela (c) were honored guests at a recent luncheon given by W. J. Kennedy III (l), president and CEO of North Carolina Mutual Life Insurance Company. The luncheon was one of a series being hosted by NCM to expose black celebrities to the rich history of the company and to explore future opportunities that could be mutually beneficial.

Cosell Suggests Cosby For Monday Night Football Says Namath Should Skip Grid Analysis

Special To The Post
Radnor, Pa. - Howard Cosell said that "Monday Night Football" needs "a star" and he suggested Bill Cosby as the logical choice for the assignment.

Cosell said the telecasts must be able to draw a wide audience of women as well as men and that Cosby has that ability. "He'd really shake things up, make people take notice. A former college-football player and an avid sports enthusiast, he knows what he's talking about. What's more, he's a brilliant communicator, and his performing skills are above reproach," he said in TV Guide magazine (October 5 issue).

This is the second of two excerpts of Cosell's book, "I Never Played the Game," (William Morrow & Company, Inc.) that the magazine is publishing. Cosell is co-author of the book with Peter Bonventre.

Cosell said Joe Namath might be a good choice for the Monday night game telecasts because he is bright, charming and articulate, and full of personality. "Namath can help the package if he is wise enough not to concentrate upon analysis. Three men in the booth analyzing one single game can drive a prime-time

audience to the nearest videocassette," he writes.

The sports broadcaster feels his absence from the Monday night games has had a negative effect. "Without me, the nature of the telecasts was entirely altered. I had commanded attention. I had palpable impact on the show, giving it a sense of moment, and now it seemed no different from an ordinary Sunday afternoon telecast. If that sounds like ego, what can I say? I'm telling it like it is," he said.

Cosell said it was right for Roone Arledge, who heads ABC News and Sports, to pursue Brent Musburger of CBS, "He's glib, knowledgeable and quick on his feet. I've certainly had my reservations about him. He's often a hype artist and only sometimes a journalist, but he's better than (Frank) Gifford, (Jim) Lampley and Al Michaels. He's a plus for ABC," Cosell said.

Cosell believes John Madden (CBS) has reached the peak of his popularity. "He's beginning to turn off a lot of viewers who aren't avid sports fans, and he's not remotely qualified to restore the luster of 'Monday Night Football.' To call him a prime-time performer is to know nothing about television," Cosell said.

Reading Month Forum

Special To The Post
Discussing the development of children's reading habits, Imani Humphrey, educational director of the Affirmative Learning Services of Detroit, and Jawanza Kunjufu, educational consultant of Afro-Arn Publishing Co. of Chicago, brought information and powerful messages to a gathering of workshop participants in the second part of a two-day conference sponsored by the Black Reading Month Committee (BRMC) recently.

The workshop, entitled, "Developing an Interest in Reading in Children," also featured various displays of black and African literature, and the educational entertainment of the Making It Together (MIT) band. The morning half of the workshop featured presentations by Catherine Blackwell, instructional specialist of social studies for the Detroit Public Schools, and Aeklyn Lynch, associate professor of African-American Studies at the University of Maryland.

Humphrey focused her presentation on the technical aspects of reading by discussing its basic tenets. She said blacks should structure their lives for better survival.

"Hopefully we'll get you to ask the question, 'Is it good for black people?'" she said.

She went on to say that children need the proper preparation even before reading.

"Children need to learn certain things about books, they need the skills, knowledge and attitude prior to reading," she said. "A lot of the children have words, but they're not really reading."

Citing that blacks had been beaten, had their hands cut off and were killed for trying to learn how to read, Humphrey emphasized blacks have a lot to take advantage of.

"It's important that we tell our youngsters that reading is still a privilege, it's a gift," she related. "You have to make it pleasant. You have to make it worthwhile and you have to make it important."

"In this country the vision of black children has been limited and part of

the reason is that they don't read," she said. "Reading expands their knowledge and it provides them with better options."

"And finally," she said, "they get to know that many black people have written things and then they get to know their self-awareness."

"Kunjufu, who authored the book, 'The Conspiracy to Destroy Black Boys,' captivated the audience with a high-powered speech on education, black boys and motivation.

"There's a difference between being trained and being educated," said the Illinois State University grad. "They train you for jobs. But when you're educated, you can have a career and we must inspire our children to do that."

"Our children know that six times three is 18, but they don't know when to use it," he said. "If you want to educate a child you always give the need first. They want to find out the relevancy of the issue."

Kunjufu said that at birth, there are more black males than black females. However, at age 18, there are more females because more men are in jail.

"There is not a conspiracy against black men, it is against the black boy," he explained. "The best way to destroy a black man is to destroy him as a boy."

Kunjufu said that by the fourth grade black males are at the top of their class, but after that their progress stops and even declines. Part of the reason, he says, is that there aren't many black male teachers they can look up to as role models until they reach middle or high school. And, so he says, they are lost.

"God has given all of our children talents, but again, if you don't use them, you'll lose them," he said.

Kunjufu also cited the chairman of the BRMC, Malik Yakini, saying his dedication to black reading is very commendable when the struggle is so tough.

The first day of the conference featured keynote speaker Dr. Barbara A. Sizemore of the University of Pittsburgh.

Johnson C. Smith Battles N.C. A&T In Greensboro Saturday Afternoon

By James Cuthbertson
Post Sports Writer

Johnson C. Smith and North Carolina A&T have been going at it non-stop for years.

They began playing in 1926 with the Aggies beating the Bulls, 26-0. In 1930, it was an 0-0 tie. The Aggies won in 1931, 1932, 1934, and 1935, before Smith pulled off a big upset in 1939 with an 18-12 win.

The Bulls won, 20-0, in 1940, 10-0 in 1941, 23-6 in 1942.

The Aggies were back on top, 42-15, in 1943, and 6-2 in 1946. The Bulls won, 7-6, in 1944.

Then the two teams stopped playing each other.

In 1964 the series resumed with a 46-27 Aggie win.

The Aggies won in 1965, 1966, 1968, 1969, and 1971.

The game in 1967 was a 6-6 tie and the Bulls managed a 24-20 win in 1970.

Since 1971 the Aggies have won 11 and lost one and have a 10-game winning streak going into Saturday's non-conference encounter with 18,000-seat Aggie Stadium on the campus in Greensboro at 1:30 p.m.

Last year, the Aggies ambushed the Bulls as tailback Juan Jackson and fullback Robert Shivers scored second quarter touchdowns in the game at Memorial Stadium.

More than 11,000 were on hand for



Horace Small
.....Gains first victory

the game.

Jackson, a junior from Wilson is back for the Aggies.

The Aggies return 20 starters for coach Mo Forte.

Quarterback Alan Hooker is the leader of the offense. Tailback Stoney Polite is a mainstay also.

The Golden Bulls enter the game with their first win, a 24-21 decision at Bowie State, to make their overall record 1-3.

One of their top players is 6'4", 220-pounder Billy Banks.

Coca-Cola Signs Jordan

Coca-Cola USA announces that Michael Jordan, star guard for the Chicago Bulls, has signed an agreement to become a commercial spokesman for the company.

Jordan, last year's National Basketball Association (NBA) Rookie of the Year, will appear in television, radio and print advertisements for Coca-Cola. He also will make public appearances, to include coaching clinics and promotional activities, for Coca-Cola USA and its bottlers.

"Anyone who has ever watched basketball knows the thrill and excitement that Michael Jordan brings to the game," said Ray Thomas, vice president, Bottler Operations Department, Coca-Cola USA.

"We are confident that Michael will generate the same kind of excitement for Coca-Cola," he said.

A native of Wilmington, N.C., Jordan is widely recognized as one of the most complete, multi-talented players in the NBA. His electrifying moves and extraordinary jumping ability gained him widespread popularity in his first professional season.

After completing an outstanding college basketball career at the University of North Carolina, he was the top draft pick for the Chicago Bulls in 1984.

At North Carolina, Jordan was a consensus All-American and was named college player of the year in 1983 and 1984. He also was the leading scorer in the Atlantic Coast Conference (ACC) in 1983 and 1984.

As a freshman, Jordan was selected ACC Rookie of the Year and scored the winning basket when the Tar Heels won the 1982 national championship.

FOOTBALL

WHERE THEY PLAY
Saturday, October 5

Bethune-Cookman at Delaware St.
J.C. Smith at N.C. A&T
S.C. State at Alcorn
Bowie State at Hampton
Elizabeth City at Virginia State
Norfolk State at Fayetteville State
Livingstone at Gardner-Webb
N.C. Central at Winston-Salem St.
Virginia Union at St. Paul's

Uptown Classes

Registration for the second session of fall term classes at the Uptown YWCA will begin on October 7.

Classes ranging from infant swim to aerobics will start October 14. Call 333-7553 for more information.

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2. 1324 Central Ave. (Central Square)	6. Belmont Abbey Plaza (Hwy. 27 S., Belmont)
3. 6345 Albemarle Rd. (Loehman's Plaza)	7. Matthews Plaza (Hwy. 74 & 51), Matthews
4. 3121 Freedom Drive	

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