

**SPORTING SCENE**

**High School Athletics Are Big Business Now**

BY JOHNNY CRAIG

High school athletics are following the lead of college and professional sports these days as big business enterprises. The North Carolina High School Athletic Association, which includes 327 member schools and certifies the eligibility of well over 100,000 athletes in 21 different sports, is a prime example.

Perdue Farms and Rochester, N.Y.-based Champion Products are the latest corporate sponsors of the NCHSAA providing financial support.

And there are 17 other corporate sponsors of the NCHSAA including Wachovia Bank, McDonalds, Raleigh News and Observer, Drug Emporium, Gatorade, Pepsi, Western Steer and Mom and Pop's Restaurants, Capitol Broadcasting, Wilson sporting goods, Fayetteville Observer and Times, Belk, Glaxo, North Carolina Natural Gas, Lance, City of High Point, Golden Corral Restaurants, Mikasa and Campus Productions.

All play a huge roll enabling the NCHSAA to provide better service and more professional programs for high school athletes each year.

For instance, Champion Products is one of the major underwriters of the state 3-A and 4-A football championships played at Kenan Stadium on the University of North Carolina campus.

Wilson sporting goods provides balls in football, baseball, softball, volleyball and tennis.

Lance's supports makes the Association's expanded 12-page quarterly bulletin possible with its financial contributions.

Wachovia continues to sponsor its own Wachovia Trophy and Cup program to the best overall athletic program in a conference and classification respectively.

And there are many other activities underwritten by the other corporations ranging from academic scholarship awards to various other state championships. Without these sponsors, many of the programs and the level in which we are accustomed to expect them simply would not exist.

This state is fortunate to have such an organization as the NCHSAA overseeing prep sports and the financial support of corporations that view athletics as a part of the total high school experience.

**What Happened To Sportsmanship?**

Basketball attendance at West Brunswick has grown tremendously this season as has the spirit of many Trojan fans. Many West followers and students from the 1970s say it's kind of like "old times".

However, there doesn't have to be such increased support and enthusiasm at the sacrifice of sportsmanship. Just as the spirit has increased at the Trojan gym lately, so have the jeering of opponents and game officials with profanity and obscene language.

Eastern Alamance High School, located in Mebane, publishes in its basketball game program this season rules of good sportsmanship and how Eagle fans can be a "Class Act."

The following is the school's code to good sportsmanship:

1. Signs and posters are not allowed in high school basketball under NCHSAA rules.
  2. Never "boo" opponents. Cheer your favorite team and players.
  3. Never use profanity or profane gestures towards officials or opponents. Such acts show ignorance and a definite lack of class.
  4. Never throw objects on the playing floor. Injury can result to your own team members.
  5. Be considerate of all. Tonight's game is merely that, "a game." It is very insignificant to many experiences in life.
  6. Love your Eastern Eagles and be good sports.
- Hopefully Trojan sportsmanship will continue to grow with the enthusiasm and spirit that is already thriving.

**WACCAMAW 2-A CONFERENCE BASKETBALL STANDINGS AS OF MONDAY, FEB. 5**

BOYS			GIRLS		
Team	Conf.	Overall	Team	Conf.	Overall
West Brunswick	8-1	11-6	Fairmont	7-1	11-2
East Bladen	7-1	10-4	South Robeson	6-2	11-3
South Brunswick	7-2	13-5	Whiteville	6-3	11-7
Whiteville	5-4	11-6	East Bladen	5-3	9-5
West Columbus	4-4	10-6	West Brunswick	4-5	7-7
Fairmont	2-8	5-11	South Brunswick	3-6	7-8
North Brunswick	1-8	3-12	North Brunswick	2-7	6-9
South Robeson	0-8	2-14	West Columbus	1-7	3-11

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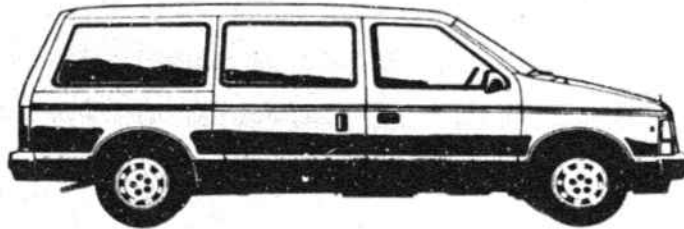
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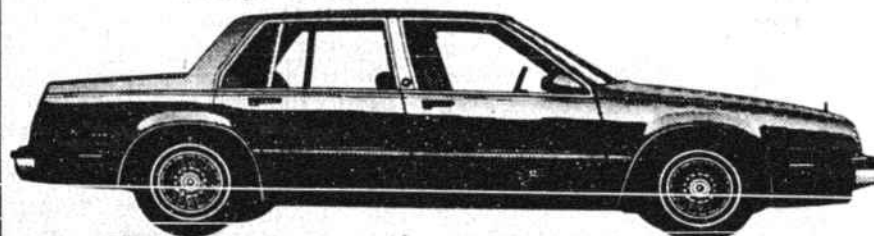
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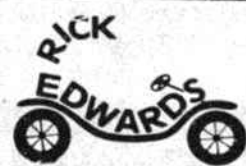
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