

SPORTS

Special Olympic Summer Games Returning For NC Competition

CHAPEL HILL—Games Director Wayne L. Seals recently announced that the North Carolina Special Olympics Summer Games will return for a second year to the University of North Carolina's Chapel Hill campus for the 1988 state-level competition. This year's event will be held the weekend of May 13-15.

The Special Olympics Summer Games Committee which will conduct the event is comprised of volunteers from Chapel Hill, Durham, Raleigh and area communities. The committee expects to host 1,500 Special Olympics athletes from across the state. In addition to the athletes, 500 coaches will travel with the athletes to this year's three-day event.

"The special athletes who come here from across North Carolina will have been in competition in their

local city or county Special Olympics program," said Seals.

They will compete in eight official sports: gymnastics, aquatics, roller-skating, tennis, volleyball, soccer, softball and athletics (track and field).

Seals said it is the responsibility of the games committee to assure that each athlete has the opportunity for fair sports competition. "We also want each athlete to enjoy a safe and exciting weekend and we will need a large number of volunteers to help this event come together," he said.

"Volunteers are being recruited in a variety of ways," said Cliff Shimmel, coordinator of volunteers for the group. "We will need more than 1,500 people to help us and we are looking for those people to sign up because they heard about the event on radio, television, newspapers, their church

bulletins, recreation centers and civic clubs."

Shimmel said, "Experience has shown that Special Olympics is a cause that people like to get involved with because it is so tangible, people can come out for a few days and get involved with this program and feel good about helping these special people to have a good experience."

Shimmel noted that the surrounding counties of Wake, Durham and Orange have also begun to recruit volunteers for their local county Special Olympics games. These games will be held in April.

People who want to volunteer for the state competition in May are urged to call the North Carolina Special Olympics headquarters to obtain a registration form. In Raleigh, call 787-6714 and toll-free in North Carolina, 1-800-843-NCSO.

Special Olympics is a sports training and competition program for children and adults with mental retardation.

Alex M. Rivera Inducted Into Hall Of Fame

DURHAM—Alex M. Rivera, Jr., director of public relations at North Carolina Central University and a veteran photojournalist and sports publicity man, was inducted into the CIAA Hall of Fame Saturday as the Central Intercollegiate Athletic Association basketball tournament approaches its close in Norfolk.

Rivera is the only Hall of Famer with an NCCU connection to be inducted this year, according to NCCU acting athletic director Chris Fisher.

Rivera is a veteran in the field of sports reporting and sports publicity. In the field of sports publicity, he amounts to a founding father. He first worked in that area when the late Dr. James E. Shepard, founder of North Carolina Central University, persuaded the young Rivera—already a talented photojournalist—to leave the Washington, D.C. area to take on a dual role at what was then North Carolina College.

Rivera was both a student at NCC and its chief publicity agent. He founded the NCC News Bureau, handling publicity for all aspects of the college's life—not the least of which was the publicity for the outstanding teams coached by John McLendon and W.E. Burghardt. The year was 1939.

For just under half a century, Rivera has remained—in one capacity or another—actively involved in North Carolina College and North Carolina Central University sports and public relations. By 1941 he had been given an Associated Negro Press award for the best-publicized college sports program in the nation.

After naval duty in World War II, Rivera returned to NCC to serve as head of public relations for the school. The managing editor of the Durham Morning Herald wrote in 1946 that Rivera's "writing has been good and his pictures excellent."

At the first "Gathering of Eagles," held for former NCC athletes in 1980, the athletes paid tribute to Rivera by designating him "One of the Greatest Eagles of All." The words were read by Dr. Helen G. Edmonds, professor-emerita of history and board member at NCCU. She included these words, "You have been the well-spring of our hopes, the bearer of NCCU's message; and an untiring lover of your Alma Mater." Rivera was the guiding spirit of that gathering, and of the creation of the NCCU Athletic Hall of Fame, whose annual banquets he has coordinated since its founding.

Black Hoops Coach Receives Death Threats

University of Cincinnati basketball coach Tony Yates, under pressure to turn around the Bearcats' program, recently was forced to miss one of his team's games after he received racially tinged death threats.

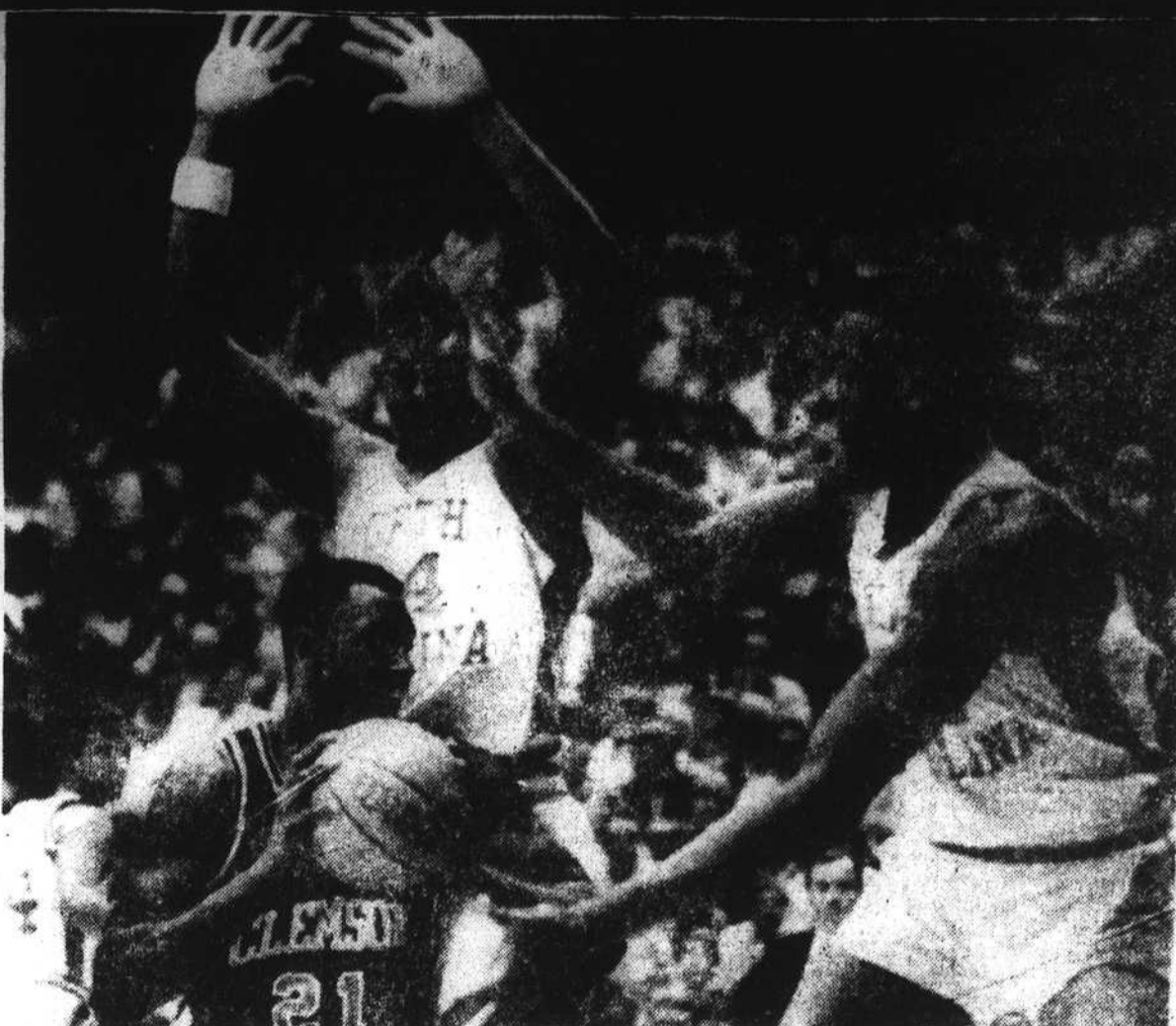
Yates, who is black, said his secretary fielded a call from a man who made the threats. The call came just hours before Cincinnati was to play on the road against St. Louis University.

"There were racial undertones," Yates said. "He used real derogatory language and indicated he was going to kill me. And he said, 'in St. Louis.' I took it seriously. After considering everything, I decided not to do it [coach at St. Louis]."

Yates remained behind in his hotel room while his team played without incident against St. Louis.

It was not the first time Yates has been subjected to racially motivated threats.

In 1983, before colleges began using the 45-second shot clock, Yates ordered his team to hold the ball in a game with the University of Kentucky. Yates' team lost, 24-11. After-



OVER PRYOR—Carolina, 21-4 overall, pushed its Georgia Tech and then Duke. UNC's Scott Williams scored 20 conference record to 10-2. The Heels are two games in front, points and shot over Clemson's Jerry Pryor during the win but they will also finish off the regular season on the road, at over the Tigers.

Dazzling, Winning Performances In The Olympics Worth Millions

BY BARRY COOPER

If you were of the opinion that the best amateur athletes in the world competed in the Olympics merely for the sport of it, consider this: When gymnast Mary Lou Retton captured our hearts and souls in the 1984 games, she took a hold of our pocket-books, too.

Her dazzling gold-medal winning performances, wound up netting her much more than Olympic gold. She soon discovered another color—green. Retton proved so charismatic, so lovable, that one Fortune 500 company after another lined up to gather her signature on endorsement contracts. By the time the rush was over, Mary Lou had endorsed everything from batteries to cornflakes and was—get this—a reported \$5 million richer.

Who says the minor sports don't pay? Mary Lou pulled down five million even though she says she turned down one offer after another, accepting only those that she believed in.

Other Olympic athletes have turned their gold into green. Mark Spitz, a swimmer, won a record seven gold medals at the 1972 games, and his seven medals nearly were worth a million each. Endorsement and acting assignments piled up for Spitz. The final haul: \$5 million.

Of course, not every Olympic athlete becomes a millionaire once the Olympic flame is snuffed out. Case in point is one Carl Lewis, among the finest track and field participants in the history of the games. Spitz and Retton are white, Lewis is black. It is a shame that we once again have to examine such issues in black and white, but such is the case.

Retton and Spitz averaged nearly \$1 million for every Olympic gold medal they won.

Lewis won four gold medals in the 1984 games. He hasn't said how much money he wound up getting in endorsements, but he admits he hasn't seen the kind of dollars that Retton and Spitz raked in. Here's an educated guess: Lewis, for his four gold medals, probably made \$400,000.

Did racism have anything to do with that?

Ted Koppel, host of the ABC "Nightline" program, asked Lewis that very question.

Said Lewis: "I tend to overlook that [the possibility of racial discrimination]. It might have been a reason."

Perhaps color did not come into play in Lewis' case. Certainly the media was not turned on by Lewis. They perceived him as arrogant and cocky. Lewis: "The media knows me a lot better now. They don't seem intimidated by me. In '84, we were getting 30-40 interview requests a day. We had to turn down one or two, and they got angry and lashed back at us."

Lewis will try for more gold, and subsequent riches, in the summer

wards, Yates received a call from a man "who was raving."


Yates is having a stormy tenure at Cincinnati. Last year he enjoyed one of his finest recruiting seasons at the school, but then it was discovered that most of the high school stars that Yates signed were academically ineligible. Negative publicity from those casualties has spilled over into this season. The Bearcats have won only eight of their first 19 games.

Drive Safely

games this year at Seoul, Korea. has touched only those Olympic athletes who resemble Mary Lou Retton and Mark Spitz.

Black College Sports

BY BARRY COOPER



Hardship Cases: College football administrators, who stubbornly have fought to keep their players from turning pro early, may be about to throw in the towel. New NCAA executive director Dick Schultz says the time has come to allow players to turn pro whenever they're ready. Said Schultz: "College [football] coaches are going to have to adjust to it just as coaches in other sports have adjusted." College football is the only major sport where underclassmen currently are forbidden from turning pro early. Schultz has contacted NFL Commissioner Pete Rozelle about setting up a special "hardship" or early entry system similar to that used in the NBA.

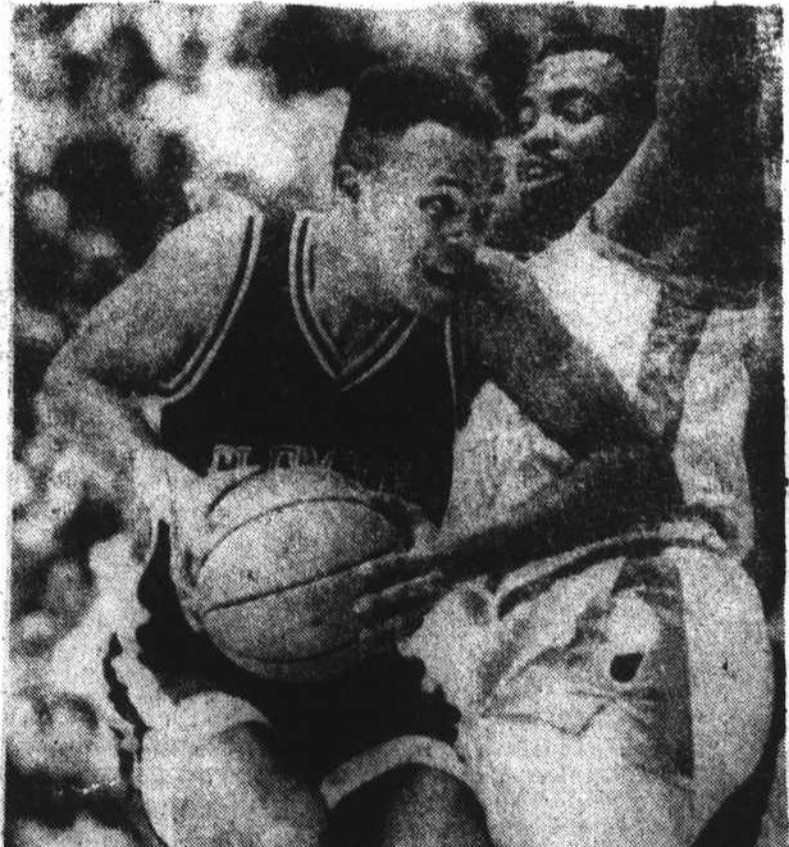
Another Blue-Chipper? Bob Wade, now in his second year at Maryland, is the first black coach in the Atlantic Coast Conference. That bit of history may soon be forgotten for Wade soon may be better known for his coaching and recruiting abilities. His signees last year were among the best in the country, and word now is that Wade may be closing in on another blue-chipper, 6'10" forward Jerrod Mustaf from Hyattsville, Md.

Top Guns: Here's the early line on which players will be most sought-after in this year's NBA draft: Kansas forward Danny Manning, 6'10", is a lock to be the No. 1 pick, scouts are saying. None of the other players available are considered to be as talented. Bradley's Hersey Hawkins

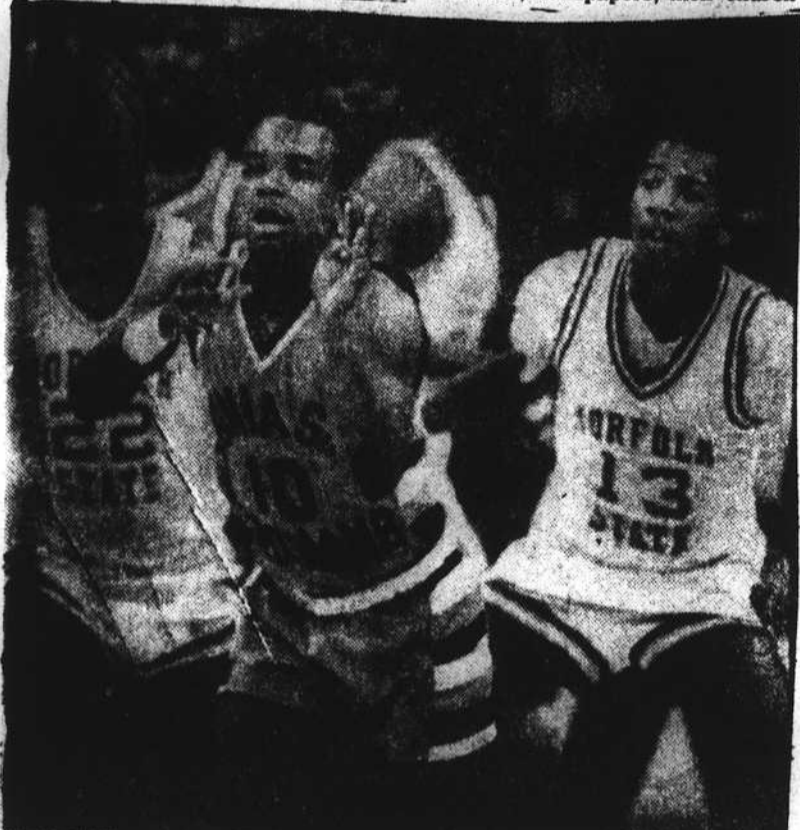
is rated as the top shooting guard and Michigan's Gary Grant is considered the best point guard. Syracuse's Ron Seakaly and Marist's Rik Smits head a so-so group of centers.

Money in a Shoebox: A controversy could be brewing over the amount of money college basketball coaches are making from shoe endorsements. Bobby Cremins' deal with Georgia Tech reportedly is worth \$160,000, and Georgetown's John Thompson is said to take in \$100,000. Others said to be taking in six figures from shoe manufacturers include North Carolina's Dean Smith, North Carolina State's Jim Valvano, Kentucky's Eddie Sutton and St. John's Lou Carnesecca. The coaches are earning so much money from the shoe deals that some insiders feel the NCAA may soon place a ceiling on how much the coaches can accept.

Off the Mark: Kentucky Wildcats' golden boy Rex Chapman is having a tough time. Wildcats' basketball fans love Chapman, but Chapman's relationship with Wildcats' coach Eddie Sutton has been rocky. Sutton has been upset with Chapman's shot selection. In a loss to Auburn, Chapman hit just five of 13 shots. In another loss to Tennessee, Chapman was 5 of 15. Chapman: "I catch myself going up to shoot now and saying, 'This isn't going to be a good shot.' Sometimes those will go in, and sometimes they won't."



HARD DRIVE — Chapel Hill: Clemson's Tim Kincaid collides with Carolina's Ranzino Smith (33) on a drive during first half action. (UPI)



PASSING OFF — Norfolk, Va. — Virginia State's Chris Holloway passes off in the championship game of the CIAA Championship game at Norfolk Scope Saturday night. Virginia State won the game. (UPI)

Mental Abilities Lead To Success In Sports

BY RON HARRIS

Special To The CAROLINIAN

What does it take to make a real champion?

"At the world-class level, success in any sport has far more to do with mental abilities than it does with physical skills," says Charles Lake the second ranking gymnast in the United States and one of the favored contenders for the Summer Olympics team. "Personally, I think being a champion is really 99 percent mental."

It's a surprising revelation coming from someone who has made a name for himself in what is generally considered one of the most physically demanding sports. But Charles Lake certainly has the credentials to know what he is talking about. He was on the U.S. men's junior national

gymnastics team in 1981-82, the 1984-86 U.S. men's elite gymnastics team, the 1985 World Championship team, the 1986 Top American Goodwill Games in Moscow, the 1987 Gold Medalist Pan American Games Team, and World Championship team in 1987.

"The mental demands in a sport aren't hard to understand," says Charles. "A champion has to learn to push through pain and to keep going, pushing the body to the limit and beyond. He has to master the concentration necessary to accomplish some of the most incredible feats of coordination and timing. And he needs sheer determination to work day in and day out in his drive to be the best."

Drive Safely

ASK BARRY

BY BARRY COOPER

Q. How are professional football players paid? Does the money go directly to them or is it funneled through their agents?

S.A. Charleston, S.C.

A. Most players pick up their own checks. Generally, a player's salary is divided into 16 equal amounts, and he picks up a paycheck every Monday. Some teams, such as the Los Angeles Raiders, dole out checks immediately after each game.

Q. Is it true that Julius Erving has offered to buy the Philadelphia 76ers?

T.A. Cherry Hill, N.J.

A. The Good Doctor has indeed expressed an interest in owning the Sixers, but don't look for it to happen soon. Sixers' owner Harold Katz hasn't shown any inclination for selling the team, although Erving has inquired. "I asked him if he was in basketball for the long haul," Erving said of Katz. "He said he was. I told him that if he ever decided to sell, I'd be interested."

Q. Any word on how much money Doug Williams will make off endorsements now that he has led Washington to victory in the Super Bowl?

M.K. Sacramento, Calif.

A. It doesn't look as if Doug is going to clean up. When the Chicago Bears won the Super Bowl two years ago, Chicago quarterback Jim McMahon hit the jackpot, earning about \$3 million in the offseason. Our best guess is that so far Williams has

made about \$200,000 and probably won't reach \$500,000.

Q. Not too long ago, it seemed black athletes could get jobs as actors almost whenever they wanted. I'm talking about O.J. Simpson, Ken Norton, Jim Brown and a lot of other players. Now, you rarely see athletes moving into acting. What's going on?

T.C. Memphis, Tenn.

A. That fad has slowed. Athletes just aren't the drawing card they once were, although former NFL star Carl Weathers currently has a hit in "Action Jackson." Overall, the market is soft for jocks-turned-actors, no matter what their race.

Q. I see where Mark Jackson of the New York Knicks is still living at home with his parents. How much are the Knicks paying this guy?

L.T. Columbia, Md.

A. Money isn't the issue. Jackson, who probably will wind up being named rookie of the year in the NBA, is making \$400,000 a year and drives a \$50,000 BMW 735i. He simply is comfortable living at home, where he shares a room with his 15-year-old brother.

Last week's trivia question: Who was the first black golfer to play in the prestigious Masters golf tournament?

A. Lee Elder.

This week's question: Who did Muhammad Ali knock out with his famed "phantom punch?"

Got a sports question? Just write "Ask Barry," P.O. Box 1161, Orlando, Fla. 32802.