

SPORTS

Jordan Marks High Limits In Endorsements

CHICAGO (AP)—Michael Jordan thrills basketball fans with his airborne athletics, but his nice-guy appeal that excites advertisers and makes him a champion in the lucrative game of product endorsements.

Still, as Jordan's contract with the Coca-Cola Co. expired Wednesday amid reports he is negotiating an \$18 million deal with Gatorade, some marketing experts wonder whether his heavy load of plugs is crippling his effectiveness as a pitchman.

"It's the law of diminishing returns," said consultant Al Rice of the firm Trout & Ries in Greenwich, Conn. "The more products a celebrity endorses, the less valuable that

celebrity becomes to any one of those products."

Jordan, star of the Nation Basketball Association champion Chicago Bulls, should be familiar to anyone who watches television. He endorses the products of 14 companies, including such names as Coke, McDonalds Corp. and Nike Inc.

Jordan also promotes the Illinois State Lottery and his caricature will appear in a Saturday morning cartoon show, "ProStars," this fall on NBC, said Ted Ewanciw, a spokesman for Jordan's management company, ProServ Inc., in Arlington, Va.

Marketing experts said Jordan endorses more products than any

other sports celebrity. ProServ would not comment on estimates by industry executives that he receives \$15 million to \$20 million a year for endorsing products.

ProServ Vice Chairman David Falk acknowledged that Jordan risks a "dilution" of his credibility by endorsing more than one product. ProServ's strategy, he said, is to help the athlete select products "that are complementary and deliver a consistent message."

"He endorses products primarily aimed at the youth market," Falk said. "We feel the products he is associated with are wholesome and all-American."

The scrubbed and polished image of Jordan as a sweet-natured guy

with the superhuman leap glows in a pair of Coke commercials: in one, he delivers a six-pack to boys in a tree house; in the other, he's sipping a Coke.

Those ads are scheduled to leave the airwaves after Jordan's two-year contract with Coke expires Wednesday, said Coke spokesman Bob Bertini. He said Coke had made "a strategic and financial decision" not to renew its contract with Jordan.

But Jordan may soon be seen on the tube drinking Gatorade, the thirst-quencher made by Chicago-based Quaker Oats Co., the trade journals Advertising Age and Adweek have reported.

They say that next month Jordan

will sign a 10-year, \$18 million contract with Quaker to be Gatorade's first and only celebrity spokesman. Falk and Quaker spokesman Ron Bottrell declined to comment on the reports.

Using a celebrity pitchman would be a departure for Gatorade, which has long relied on ads featuring ordinary amateur athletes gulping the stuff after a workout or weekend football game.


The 26-year old product recently acquired some new competitors, though, and a celebrity spokesman could help distinguish Gatorade from the other brands, especially if it becomes known as Michael Jordan's drink.

"The more products are the same, the more marketers reach for imagery to promote their products," said Clive Chajet, chairman and chief executive of Lippincott & Margulies Inc., a identity consulting firm in New York.

Chajet said he generally counsels clients against using celebrities in favor of promoting the unique properties of their products.

"A celebrity is chosen because, almost by definition, the celebrity is more famous than the product itself," he said.

"When the celebrity mover offstage, he takes his fame with him and leaves the product, which is the real asset of the manufacturer, naked. We think that's not wise."



THE COACHES BOX

BY JAMES L. GILES, SR.

FORMER CHAMPS...MANDELA VIEW IOC DECISION ON S.A.

Olympic decathlon gold medalist Milt Campbell and Rafer Johnson do not claim to be experts on the changing South African sports system. But both say the International Olympic Committee might have acted too swiftly last week when it lifted a ban on South Africa's participation in the Olympics, USA Today has reported.

"There are a lot of factors involved," says Johnson, 1960 gold medalist and 1956 silver medalist. Certainly, there are things going on I'm not privy to. "But until I saw some other things done in that country, I might not have lifted those sanctions until the situation is more to the liking of the black people who reside there."

Despite South Africa's abolishment of laws enforcing apartheid, Camp-



NELSON MANDELA

bell agrees there is little proof that racial discrimination has eased.

The 1956 Olympic champion decathlete from Plainfield, N.Y. says he believes sanctions against South Africa should remain "as hard and as tough as the world can make them."

Until there is further verification that equal opportunity exists for all in South Africa, Campbell fears athletes are merely political pawns.

"They are really just using the athlete, and that is a shame," says Campbell, an Olympic silver medalist in 1952.

Johnson, who runs a Los Angeles-based sports consulting firm, acknowledges the IOC ban that denied South African participation in the Olympics beginning in 1970 is an injustice to athletes.

"My heart says an athlete should never to suffer for political purpose," Johnson says.

However, the U.S. Olympic Committee will wait until an October board of directors meeting to decide whether to grant amnesty to 14 track and field athletes and three coaches who toured South Africa after the 1988 Olympics.

In a recent related action, Nelson Mandela gave his conditional support for South Africa's participation in the 1992 Summer Olympics during a tour of the site in Barcelona, Spain.

"If South Africa complies with all the conditions which have been set by the IOC as well as South African sporting organizations, I would have to agree that South Africans should participate in the Olympics," Mandela said.

But he added, "If South Africa does not comply, then there would be no question of South African participation."

Olympics Receives Grant

North Carolina Special Olympics has been awarded a \$15,000 challenge grant from the Kathleen Price and Joseph M. Bryan Family Foundation for the production of a video documentary, "A Victory of Spirit."

To meet the challenge, NCSO must match the grant by raising \$30,000 from other resources by February 10, 1992. By receiving funds for this program, "A Victory of Spirit" will be able to achieve statewide exposure on public television.

The documentary focuses on the dedication of two athletes, J.C. Mingo of Charlotte, and D.C. Mitchell of Jacksonville. Both athletes have competed in various competitions over the past few years including the 1991 International Summer Special Olympics Games held in Minneapolis, Minn. Mingo competed in tennis and

Mitchell in aquatics.

"A Victory of Spirit," the largest video documentary project ever undertaken by NCSO, highlights the athletes' own story of determination as well as concentrating on their normal, everyday lives.

Working diligently on this project are co-producers, Susan Carpenter and Janet Gains, both of Raleigh. Carpenter adds her experience as director of the documentary as well as being a volunteer for NCSO by serving on its Outreach committee. Gains, the creative director of the documentary, has been involved in the project since June, 1990.

The North Carolina Public Broadcasting System will televise the one-hour documentary with the project broadcast in January 1992.



HEALTH CAREER—The Health Career Opportunities program at Shaw University has just concluded its 6th annual session. Twenty-eight high school students from across North Carolina expressed their interest in pursuing a professional education and career in one of the Health Sciences. Pictured left to right from bottom row are: Dominique Thompson, St. Paul's Arnold Murray, Fayetteville; Maurice Wallace, Jacksonville; Marcus Washington, Jacksonville; 2nd Row, Shawne Martin, Jacksonville; Towanda Crawley, Jacksonville; Tinika McMillan, St. Paul's; Althea Cogdall, St. Paul's; Danyael

Davis, Tarboro; 3rd Row: Tesha White, Jacksonville; Unjaleka White, Pollocksville; Crystal Burton, Jacksonville; Harvey Campbell, Lillington; Rodney Joe, Jacksonville; Tina Bunn, Whitakers; 4th Row: Ralph Glover, Henderson; Al Hinnant, Wilson; Tywanda Monk, Jacksonville; and Adrean Knight, Fayetteville; 5th Row: Talicia Robinson, Henderson; Lateasta Williams, Henderson; Katrina Hayes, Henderson; Tamu Shaw, Warren County; George Cosmes, Warren County; Smanthya Douglas, Fayetteville; Katrina Billingsley, Oakboro; and Anechia Wiggons, Currie.

Jury To Investigate Tyson Case

INDIANAPOLIS (AP) — A special grand jury will investigate allegations that former heavyweight champion Mike Tyson raped a woman in an Indianapolis hotel, the Marion County prosecutor said.

Tyson will be asked to testify, but he won't be obligated to appear before the panel, Prosecutor Jeffrey Modisett said. Modisett said he hopes the grand jury can be appointed within two weeks. He chose not to use the county's regular grand juries because he wants to settle the case more quickly than that would have allowed, he said.

Going to a grand jury "is the best way to obtain all the evidence, especially in view of the fact that so many of the witnesses are out of state," Modisett said.

In a complaint filed with police, an 18-year-old woman accused Tyson of sexually assaulting her in his room at a downtown Indianapolis hotel about 1:30 a.m. on July 19.

The 25-year-old fighter was in Indianapolis for appearances connected with Indiana Black Expo, a statewide exposition of entertainment and forums on black issues.

New Yorker Files Assault Complaint On Ballplayer

NEW YORK (AP) — A woman claimed Oakland Athletics outfielder Rickey Henderson slapped her during a disagreement in his hotel room early last Tuesday.

Sandra Salarinatin, 23, of New York, filed an assault complaint against Henderson, traded to Oakland by the New York Yankees in June 1989.

Henderson, the all-time stolen base leader, was voted the American League's most Valuable Player in 1990. He played for the Yankees for four seasons until he was traded.

"Neither she nor her husband want him arrested," police spokesman Lt. Bob Nardoza said.

Salarinatin, who told police she had been drinking heavily, said she was in Henderson's room at the Grand Hyatt Hotel in Manhattan at about 3 a.m. when the incident occurred, Nardoza said.

Henderson and the woman had a disagreement, and she told police "he gave her a backhanded smack, causing a bruise over her left eye," Nardoza said.

Salarinatin went to a nearby bar and found her husband, who returned with her to the Grand Hyatt at 9:15 a.m. and informed the hotel manager, who called police Nardoza said.

"Henderson was interviewed earlier and on two separate times denied she was in the room," Nardoza said.

Henderson, speaking after Oakland beat the Yankees 6-5 last Tuesday night, denied the accusation.

"It's all a bunch of crap," Henderson said. "I ain't got no problem. I'll handle it."

He was supported by Oakland general manager Sandy Alderson.

"To the best of our knowledge, the charges are not true," Alderson said. "We accept Rickey's version of the events and we intend to support him 100 percent."

The women did not require medical treatment police spokeswoman, Sgt. Tina Mohrmann said.

Henderson, 32, lives with his wife, Pam, and their daughter in Hillsborough, Calif.

Figure Falls On Minorities

DENVER (AP) — Despite the best efforts of race promoters, businesses owned by minorities and females will get only 15 percent of about \$1.5 million in contracts from this year's Denver Grand Prix, race organizers said.

The figure falls short of the 25 percent share originally promised by race promoters and less than the overall 28 percent targeted for Denver's construction and design contracts.

SPORTS FROM THE PRESSBOX

By Roger Simmons

Some thoughts from the press box...

* The dog days of August are almost upon us, and, unfortunately, so is the NFL.

I don't know about you, but the only action I want to see sizzle on a gridiron this time of year is when I put a couple of steaks on the grill outside. But apparently the NFL schedule makers do not share my belief, since they started the exhibition season a couple of weeks ago.

If you are one of those people who believe the time between the end of the Super Bowl and the start of the preseason gets shorter and shorter each year, you're correct.

I think it's all part of a conspiracy by the NFL to dominate the sports scene year round. If the league continues its current trend of shortening a week off its off-season every year, you can expect the Super Bowl to end and the new season to start the following Monday night in the year 2018.

* The Florida Marlins, the National League's new expansion franchise in Miami, announced their logo and uniform colors recently. Surely, it came as no surprise to sports fashion watchers that one of the team's colors is orange.

Of all the major professional sports teams in the state, all but one have orange in their uniform scheme. The Marlins will have aqua and orange, just like their stadium neighbors, the Miami Dolphins. The Tampa Bay Buccaneers have orange and gold uniforms. And the Miami Heat have red, orange and black uniforms.

The only pro team in the state without orange in their uniforms is the Orlando Magic. Magic sport blue, black and silver uniforms.

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SPORTS TRIVIA

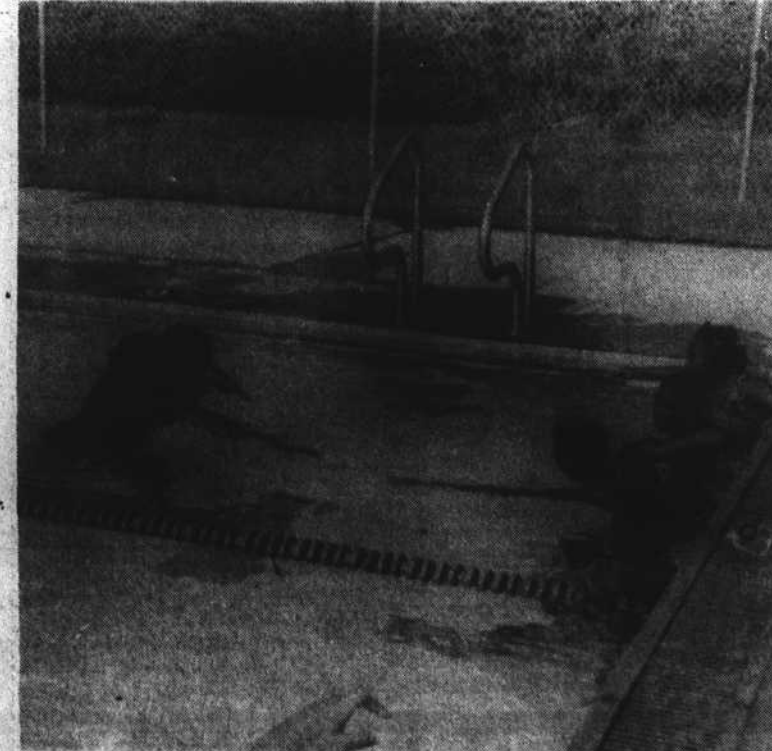
1. The LA Raiders had three Heisman Trophy winners on their team at one time. Who were they?
2. When was the last time that the Philadelphia Flyers won a Stanley Cup?
3. Where did defensive end Dexter Manley play his college football?
4. Who was the first player chosen in the initial AFL-NFL draft in '68?
5. Besides Sandy Alomar Jr. and Carlton Fisk, what other catcher was named AL Rookie of the Year?
6. Who is the only remaining active NBA player with ABA experience?
7. What player had the most World Series of batting .300 or better?

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Better.


7. Babe Ruth had six series with a .300 average or better.
- Center Moses Malone has ABA experience.
6. With the retirement of Caldwell Jones, only Atlanta named AL Rookie of the Year in '70.
5. The late Thurman Munson of the NY Yankees was State, was chosen No. 1 by the Baltimore Colts in '68.
4. Bubba Smith, a defensive end out of Michigan State.
3. Manley played college football at Oklahoma State.
- late Fred Spero.
2. The Flyers last won a Stanley Cup in '75 under the late Tim Brown (Notre Dame).
1. Bo Jackson (Auburn), Marcus Allen (Southern Cal)

ANSWERS TO SPORTS TRIVIA



IN TRAINING — Lee A. Hinton, life guard and swimming instructor at the Blinn Hills pool is pictured giving a demonstration on the proper freestyle stroke. The youngsters, aged 8-15, finished 7th in the inter-city championship meet Saturday at the Optimist Park Pool. Ridge Road Pool won the most championship honors. (Photo by J. Giles)

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