

Speaking on Sports

By LAWRIE HIGNELL

Everytime I think about the amount of potential spectators the three major sports failed to attract this year, I feel like crying.

The university doesn't spend all that money each year on football, hockey, and basketball for the player's sake only. If this was the case, they could probably spend their money more wisely on athletic scholarships.

These sports are intended to be of interest to the average university student, and much of the money spent each year in each of these sports, is to provide entertainment for the students on campus.

Publicity is the main problem, and this year it travelled from fair to non-existent, for each sport. What a waste of good entertainment, especially if people aren't attending because they don't know about the games.

A prime example are the last home games of the basketball season. To my knowledge and from what I saw on campus, there was not one poster advertising the games. The fact that the team was not in competition for first place is a feeble excuse for little publicity or poor turn-out.

The football team and hockey team were in contention for the top spot in the league up to their last games, and still the turn-out was terrible.

It is time to spend a little extra money in the next few years to improve this publicity, and at the same time develop a bit of college spirit on campus.

Public relations man needed

Let's hire a full-time public relations man, not just a student who does a part-time job of the affair.

Get somebody who knows how to attract crowds through good promotional efforts, and through complete use of all available publicity methods, including television and radio.

Sure it is going to cost money—nothing worth having is cheap—but a good public relations man should be able to pay for his own salary within two years, by increased gate attendance at all campus sports.

It will require paying a professional p.r. person a salary of between \$6,000 and \$8,500 per year but it will certainly solve the poor publicity seen this year, and it will build a new interest in college sports above all present beliefs.

This year the football team attracted between 300 and 600 fans to each game and they were ranked in the top eight teams in the nation. That's pretty good support from a university of only 11,500 students.

Another team rated in the top ten in the nation, Queen's from Kingston, attracted 2,500 to 3,000 fans to every home game and even attracted 2,000 fans to their away game in Toronto, almost 200 miles away.

But then Queen's has 4,000 students at their university.

The hockey team was also rated tops in the WCIAA and second in the nation, but even they couldn't attract more than 500 fans to their home games. They drew 1,100 to the sudden death game last week, but even this isn't a capacity crowd for varsity arena.

Must be full time job

Public relations should be a full time job in which the director makes the extra effort to get the publicity needed.

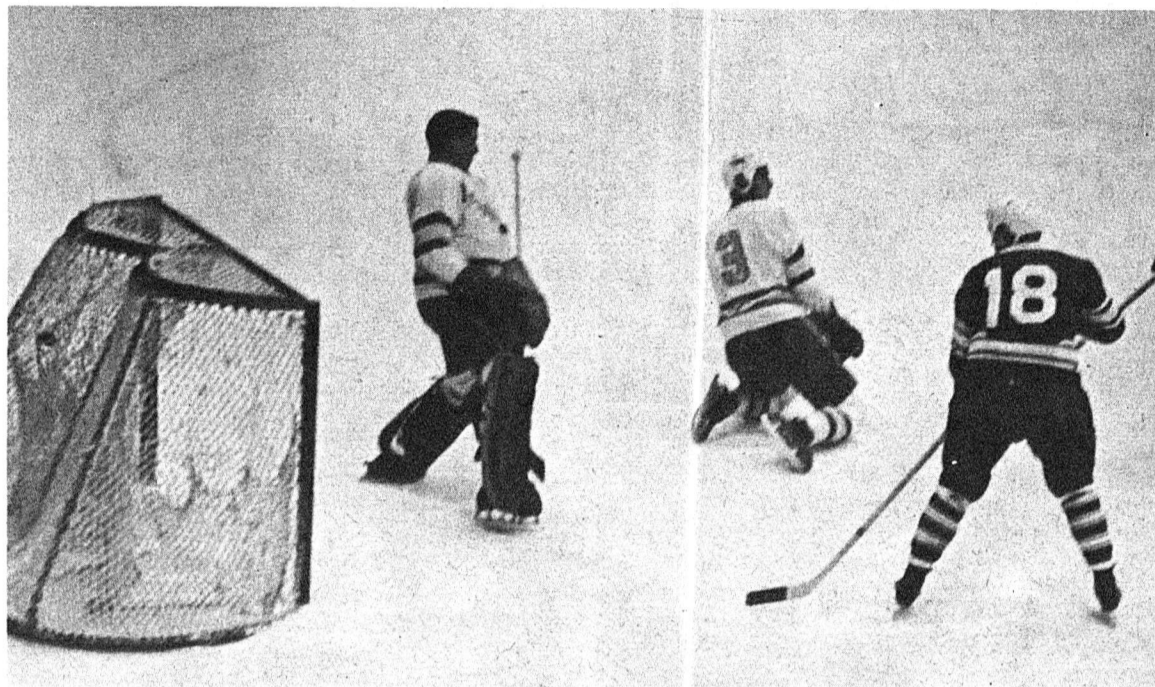
The Journal was noted for its lack of pre-game publicity for the major sports on campus, perhaps because it wasn't fully aware of the importance of the games.

When they were adequately informed about SCW, they gave us the best coverage possible. Even Wayne Overland wrote part of a column on one of the figures in SCW, and it all adds up to publicity.

How about better half-time entertainment for the major sports? With all the fraternities on campus, we could develop a real spirit in these intermission contests or games and it would attract more fraternity spectators as well.

And what about the 1,200 students in Lister Hall? There is a real potential for spectators, because they are always on campus. Why isn't there an extra effort put forth to inform these students about up-coming sports, as they do for elections? Or even involve them in half-time events.

Let's get going early next year. We want a full-time public relations man who will come up with more gimmicks like the above to rebuild that spirit. The extra money spent is well worth it.



ONLY ONE OF MANY, MANY GOALS

... Blues score against Voyageurs in 16-2 massacre

—Perry Afaganis photo

Blues make hockey look easy in 16-2 pasting of Voyageurs

By DON MOREN

Black and blue streaks marked the national college hockey final at Varsity Arena.

Blue-uniformed University of Toronto players sailed effortlessly down the ice. Laurentian goalie Norm Cecutti had 13 black ones go past him before he was replaced.

Back-up goalie Larry Divigi greeted three more Toronto markers, and when it all ended The University of Toronto Blues had massacred the Laurentian University Voyageurs 16-2.

There was some more black and blue under the Laurentian uniforms. The night before the Voyageurs won 7-2 on the scoreboard, but were bruised up badly in the process by the Saskatchewan Huskies.



GOALIE DIVIGI

... the target

A melancholy Jack Porter, the Laurentian coach, felt the Olympiad schedule also had something to do with his club's humiliating loss: "It's tough on a team playing three games in 36 hours."

SURPRISE WIN

In the quarter final Thursday the Voyageurs downed third-ranked Sir George Williams Georgians 4-2.

Twenty-four hours later, the underdog Laurentian team sparked in the surprise win over the Huskies.

The Sudbury team put on a strong show of skating, passing and forechecking to slay the western champions, who were expected to

breeze past after a 4-3 sudden-death win over the second-ranked Golden Bears.

But the tired Voyageurs lost it all for the Saturday afternoon final. The Blues got a one day rest after downing the St. Francis Xavier X-Men 7-4 Thursday in Calgary, then walloped all over the ice in the final.

They constantly forechecked Laurentian, keeping them trapped in their own end. When the Voyageurs did get out the Blue forwards got back fast to backcheck.

PENALTIES, SCHMENALTIES

Penalties didn't slow down the Blues much. When Ward Passi got five minutes for butt-ending, his teammates killed the penalty by scoring three goals.

Despite a bad performance by the Laurentian goalies, the Blues made it obvious to the 1,200 fans in attendance that there is an art to goal scoring.

Brian Jones' goal in the first period came on a deflection. Jones scored another, successfully controlling a rolling puck on a break-away.

Hank Monteith scored one of his four by batting in a perfect goal-mouth pass from his brother Steve on the other side. It was this pinpoint passing that made the line of the two Monteiths and Paul Laurentian tops in scoring in the Ontario-

Quebec Athletic Association.

The game was never close. Toronto led 5-1 after the first period, and 13-1 after the second.

Hank Monteith and Brian Jones led the Blues in the rout, potting four goals apiece.

Gord Cunningham with two, Ward Passi, Paul Laurent, Pat Monahan, Don Fuller, Steve Monteith, and Bob McClelland rounded out the Toronto scoring.

Jim Ferguson scored Laurentian's two goals.

The Blues counted on one-third of their shots. According to the official statistics, Toronto outshot Laurentian 45-18.

The Blues are not a big, hitting club. They were handed two penalties. Laurentian got five.

Saturday's win was the second consecutive Canadian Intercollegiate Athletic Union hockey championship for the Blues. They won at Sudbury last year, downing the Alberta Golden Bears 8-1 in the finals.

THE GREATEST

A jubilant Tom Watt, coach of the Blues, said: "This is the greatest college hockey team in North America."

A happy Blue bunch popped the champagne in the dressing room.

In the consolation final at Calgary the St. Francis X-Men downed the Saskatchewan Huskies 8-2, good for the bronze medal.

Bears not goal-hungry says Blues' coach Watt

The aftermath of the college hockey final drew plenty of comments from coaches and players.

Said Blue coach Tom Watt: "Everybody thinks we've got a bunch of veterans who have been around for years, but it isn't so. We haven't got a player over 23. It is difficult to say how many will be back. We have a lot in law and commerce who might be back for further studies but it's hard to say now."

When asked why his team scores so many goals he said: "We do a lot of work around the net, especially the night before the game."

Watt called the Golden Bears the toughest college club the Blues played this year: "Individual-wise they had the best performers; those players would make some great moves but they didn't go after the goals. I would say our club was hungry for goals."

When asked about the fan support his club gets: "We averaged a good 4,000 at home and most of them are students. We reserve two sections for the adults and the students get the rest — eight home games — for a dollar."

Forward Pete Burwash said he plans on coming out here to play hockey and take grad studies in phys ed. "It's a great campus out here . . . I'm really impressed with the set-up."

About the Golden Bears he said, "They were one of the best we played. They played too much hockey this year. It's all right if you're doing it for a living. We only played 23 games."

Jack Porter, coach of the Laurentian Voyageurs, was asked about the calibre of play in his league: "There's no doubt we need stiffer competition. We are undefeated in the league for four years now."