

Rob Glasgow should crack Bears' lineup.
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N.H.L. picks that will never come true.
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Shrine : 1. A place of worship... 2. a container for sacred relics... 3. a tomb... Bowl

by Mark Spector

"I always like coming to Edmonton for these kinds of trips (an hour and a half press luncheon). It means that you get to leave soon." — Bob Corran, Athletic Director at the University of Calgary.

"It's always nice speaking right after Bob. You always know that you can improve." — Bob Steadward, A.D. at the U of A.

Almost by decree, the North-South rivalry was flogged to the limit yesterday, as the football hierarchy of both schools gathered at the Commonwealth Stadium to hype the inaugural Shrine Bowl game to be played here Saturday. But as the speeches were finished and the reporters' questions began, conversation switched from football to fans.

Asked how his players would feel if they jogged onto the field to the inaudible cheers of only 500 people, Bears' Head Coach Jim Donlevy replied: "I don't know. I'd probably feel worse than they would."

Both Athletic Directors expressed their hopes (prayers) that university fans are a last minute decision group. Steadward, slightly more pitiable, recalled the aforementioned to be true of Face Off '86, the hockey Bears' annual game versus NAIT.

Although no official numbers were given, rumours have it that only about 3500 tickets have been sold so far. In the 60,000 seat Commonwealth Stadium, Athletics has expressed that they would be happy to see 15,000 seats filled. The break even point is about 7500.

The worst thing for the U of A is that no matter what happens up here, it's a sure bet that there will be at least 10,000 fans at the second leg of the Bowl in Calgary; that in tiny McMahon Stadium.

The way it works is like this: The

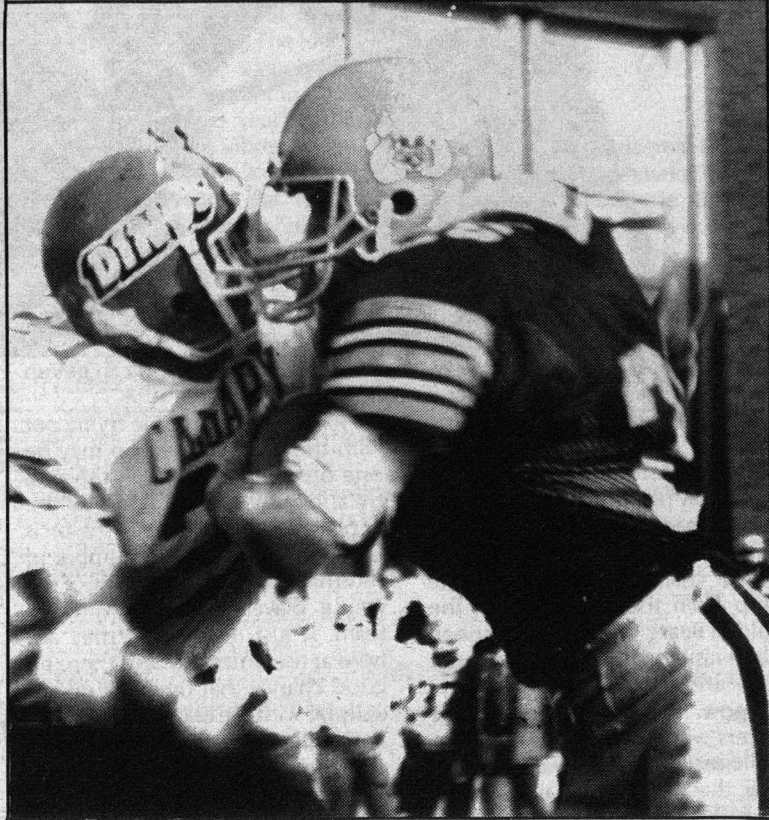


photo Alex Miller

two teams play a game in each city (part of the WIFL's regular season schedule). Whichever team has scored the most total points at the end of the second game is declared the winners of the Shrine Bowl, a trophy that is similar in appearance to the Super Bowl. The two schools promote the games extensively, charge a little more at the door (\$5 a ticket in Edmonton), with the majority of the benefits going directly into a fund for the Shriners Hospitals for Crippled Children. As well, the one player chosen as the MVP of the two games will play in the annual East/West Shrine Bowl in Palo Alto, California.

But let us now forget about the depressing, and instead focus on the issue at hand — the ballgame.

Calgary (2-1) comes to town as

the defending Vanier Cup champions, yet still smarting from a resounding 18-3 whipping at UBC last weekend. The Dinos have lost their top five defensive linemen off of last season's depth chart, the most notable of which is Kent Warnock, who attended the Pittsburgh Steelers training camp only to be cut and picked up by the Stampeders. Also, the Dinos lost three starters out of their defensive backfield, leaving their linebackers as the strongest unit on the defensive side of the ball with three returnees.

The offense, however, is a totally different story. Nine starters return, including the U of C's all-time leading rusher, Elio Geremia, to bolster this offense that has scored all eight TD's this year via the arm of quar-

terback Rob McNab. Over the past decade, Calgary has become the northern version of Notre Dame pumping out quarterback after quarterback. McNab, in his fourth year, succeeds Lew Lawrick, who broke many of the records of the well-known Greg Vavra. It's no wonder that this team is a perennial contender.

Meanwhile, the Golden Bears (1-1) enter the contest fresh from a 34-7 shellacking of the Saskatchewan Huskies last Saturday, and are in fair to excellent shape injury-wise. Veteran linebacker Andy Schinke will return to action after missing one game with a bad shoulder, and defensive end Dale Mounzer will return to the lineup as well. According to Jeff Funtasz, he will play his first game of the season on Saturday, but nothing is for sure until after the hamstring injury can be tested in practice beginning yesterday. Rookie cornerback Andrew Ostashower is questionable with a rotator cuff injury.

The Alberta offense was injected with a much needed dose of effectiveness last week, moving the ball at will against the Huskie defense — running and passing. As well, the defense didn't allow a touchdown until the final minute of the ballgame, despite getting almost every defensive player into the game.

Although it is a much used cliché, one must call this encounter a very big game for both teams, especially Alberta. Picture this: with UBC at 3-0 and apparently the strength of the WIFL, the Bears and the Dinos will probably be fighting it out for second place. Should the Bears lose, they will fall a full three games behind the Dinos, not to mention one game down in the Shrine Bowl. If they win, they're in the thick of the dogfight with an outside shot at first place.

And keeping in mind that Calgary has been victorious in five of

the last six meetings between the two clubs, Golden Bear veteran safety Sheldon Weinkauff sums up the Bears' attitude when he very seriously said: "We (the vets) told the young players what this game means to us. I think they know that it's win at all costs."

Bear Facts — In league play since 1974, Calgary holds a 13-11 edge over the Golden Bears... Dinos' Head Coach Peter Connellan may have raised the ire of the Alberta defense when he commented "I would expect a high scoring game." This, after explaining the inexperience of his own defense... Game time is 2:00 p.m., Saturday, with CJSR-88.5 FM broadcasting the game live beginning at 1:45.

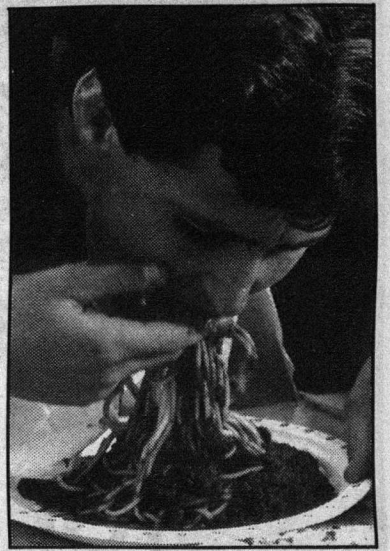


photo Tim Hellum

The Golden Bears and Dinos will butt heads for the first time in '86 this Saturday at Commonwealth Stadium. The game marks the inauguration of the North/South Shrine Bowl and, as usual, the UofA is hurting for fans. Last year, they enticed fans with a free meal (above).

Students pretty hard to please

"It takes a helluva lot to put these programs together."

by Mark Spector

Dale Schulha's office is a small, organized place.

There is a glass wall along one side, presumably so his boss, who resides across the hall, can just lean out the door and wave him over.

Adorning the shelves and desk are many books. Books with titles like Sports Management Institution and NCAA Development Seminar.

Schulha works for the Department of Athletics and, in a nutshell, he is in charge of selling university sports to university students. Sounds easy, doesn't it? Try it some time.

"I have a hard time visualizing why we can't get ten per cent of the campus out to games," says Schulha. "We figure that (approximately) 2,500 people would be a nice base to work with."

Figuratively.

Realistically, there hasn't been a turnout of even five per cent of the student body for any sporting event (save the two Face Off's versus NAIT) in my three and a half years at the U of A. On the rare occasions that there have been around 2,500 fans in the stands, over half have been from the community, i.e. *not students*. And in that area Athletics seems to have been very successful.

"At Saturday's football game we had 659 fans. By our count only about a third of those people were students," said Schulha. The home opener last year attracted in the area of 200 spectators, academic standing notwithstanding. That in itself is a small blessing.

And when the path is as void of roses as Athletics has been, you can bet that they're stopping to smell everything they can — even the odd dandelion, perhaps.

It's becoming more blatantly obvious everyday that there is a lot more work to be done than we originally expected," says Schulha now. "But we're not giving up." No sir.

As a matter of fact, Schulha reiterated that point seven times over a forty minute conversation. And I believe him.

In the summer of '85 the Athletic Dept. hired as their chairman Dr. Bob Steadward who, in turn, hired Schulha to bring the word to the people. They took over a stagnant program that, what still producing quality teams, had seen the overall product grow somewhat dusty. And with them they brought that phrase of the eighties — "Sports Marketing". Although they have thus far failed in the area of attendance, this dynamic duo of sorts has made great strides elsewhere.

"Last year we went out and got several corporate sponsors (to help with funding). This year we have had several sponsors come to us and say, 'We're interested in what's going on over there. How can we help.'"

"We've talked to Southgate Volkswagon and they've got a car that is being painted for us right now. We feel if we put Guba (the Bears' mascot) and some cheerleaders in there they can spread the word around campus about any upcoming events. We've changed the department phone number to 432-BEAR to gain a little identity there. We've realized a goal of getting one big event for every major sport. Last year we had the Golden Bear Invitational (basketball), and Face Off. This year by adding the Shrine Bowl we've covered football as well. Then, at the end of the year there's the CIAU Hockey Finals. Last year our annual Wall of Fame Dinner drew about 400 people, this year we're expecting 500 to 550.

"We haven't just been sitting around all summer," he says,

hands raised. "It takes a helluva lot to put these programs together. It took me two months just to change the phone number."

"What we need now is some bums in the stands. You can organize your brains out but if there's no one there to see your work, where does that leave you?"

All dressed up with nowhere to go. That's where.

And this weekend might be more of the same. As of Tuesday, ticket sales were far below Athletics' hoped for 15,000. The break even point is about 7,500, but Schulha isn't interested in just breaking even.

These guys have been pumping up their product to the Edmonton media and to their corporate sponsors for a year and a half now, and they're getting ripe to see some results.

"So far the media have been pretty good to us. And our present sponsors continue to show interest, as do a few new ones. We're aware that we've got to start to produce at some point, because those sponsors aren't just going to keep pouring their money into the program if nobody is there to see it."

Schulha goes on to speak of the department heading towards a "crossroads" whereby a decision will have to be made as to where to draw the purse strings in terms of selling the students. "If we continue to keep banging our heads against the wall there will have to be some decisions made regarding where our marketing focus will be."

To totally alienate the 25,000 students at the U of A in favour of the public sector is definitely unrealistic, but there is some validity in that statement. Nobody in Edmonton knows just what it will take to stimulate interest on this campus, and Athletics is finding out that the solution can not be bought — at any price.