

**Sports Comment**

# Coverage needs coordination

by Greg Zed

Perhaps the most obvious uncoordinated aspect of the Gazette has to be the section on SPORTS. For the past two months I have spoken to a number of coaches about coverage in our student press, and the desire to cover their respective areas is quite normal to say the least.

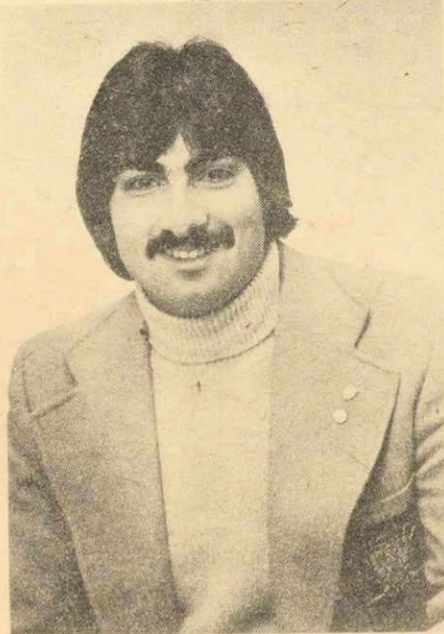
Everyone wants to see their name or picture in the paper especially after accomplishing a task. Regardless of the task, it is only right to let students, who want to attend games, know about events. To top it off, the only contact that some students have with Athletics is the **Dalhousie Gazette**. Some people may frown at that fact **BUT** the point to be made is that we at **Gazette** want to get everyone involved with the process of presenting Sports to the student body. After all, there are a number of coaches at Dal who have built very competitive teams without "paying the athlete" so the quality of coaching at Dal whether it be Basketball or Volleyball is certainly top notch. The dedication of participants, whether one speaks of Varsity Sports or Intermurals, is something also worth mentioning.

In short, my main point is that collectively, **WE** at Dalhousie have a rather strong global program when it comes to Athletics, so why not print it. Granted we have more than say hockey on this campus but for some unknown reason it seems that hockey fills our sport pages with a bit of tidbit info on intermurals or soccer. Other sports may reach the press by mistake and somehow an extra-mural activity finds itself on the sport page. Well, for the past two months this has resulted in a crises, so intense, in fact, that people aren't speaking to each other and I'm sure the environment at any one sporting event could result in quite a "flare-up". The end result would be disastrous for Dalhousie Athletics.

So I'm going to take it upon myself "to take the bull by the horns" and spell out the trouble. To add to my Sports Comment I want to emphasize that I am not alone in my thinking. However, it appears that since I am associated with both Dalhousie Varsity Hockey as well as the **Dalhousie Gazette**. I find myself the target of abuse when it comes down to public relations in the Sports World of Dalhousie.

As manager of the Dalhousie hockey team I have met several students in other areas of sport where, at times, we chat about our involvement, etc. I then may mention that students have the privilege of having their sport covered if they are willing to write about it or report scores and stories in the form of a typed report. If the sport continues throughout the season, and the students are willing to cover games the **Gazette** will print their story **provided that it is handed in on time**. One thing that is necessary is "work effort coordination". For example, if Dalhousie Photography covers a sports event the "pic" needs a headline and someone is needed to match the story with the sports photo. If not...well one could see a ringette photo with an intermural story.

Other problems also surface such as special coverage of, say, the Atlantic Soccer Title or the Field Hockey Tournament. Hence it is necessary to designate someone to take that responsibility. After all we



have great teams at Dal, so why not cover them with top notch reports. How hard would it be to publish basketball statistics? To my mind it would add much to the sport and would make it more interesting.

In hockey there is no problem, because I have an interest in the game, so I take the necessary time to prepare a weekly article, making arrangements to have Dal Photo Cover it. Then I have it properly "lined-out" so that the story is co-ordinated with the photo. This is a moderate task but the intrinsic value is priceless.

If I would suggest the necessary arrangements for publishing sports, I'm sure that I would relieve the pressure and place more emphasis on the students. Any student could volunteer to write about one sport and thus everyone could have their sports event published (space allowing). It is this personal communication that is necessary **NOT** some Press Release that was published a week ago in the local paper. It is vital that this co-ordination take place. This brings up a most interesting issue...that of money. In past years Dalhousie Athletics had funds for a co-ordinator, and rightly so. In fact if someone at Athletics doesn't know about sports, who does??? To top it off from a personal standpoint, it is important that one thing be made clear. I was never the co-ordinator of sports, nor was I asked to do such a thing. When money entered the picture, rumor had it that I refused to do the job because of the fact that there was **NO** money. Such is not the case.

I was never approached by anyone to co-ordinate sports. My commitment to sports is in the capacity of manager of varsity hockey for the past four seasons.

I might add, that managers, who work up to forty hours a week **DO NOT** get paid, but that is another "kettle of fish". The fact remains that I was not at all approached by "Athletics" to do the job. So it only leaves us with the fact that there is a position within the Sports Program referred to as "Public Relations". It is a part time position, and from the looks of it, the need is for a full-time person because the job is certainly not being done. To reinforce this notion of inefficiency why not ask some students when the next hockey game is, let alone soccer, basketball or any other sports event. It is about time that we attack the problem in a professional manner rather than merely tinkering liberally with the true value of the existing media. If you are involved, it is worth writing about.

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