

York sports promotion fall short of the calibre of its teams

Last March, the York Yeomen hockey team captured the CIAU crown emblematic of national supremacy at the university level. This year it appears the club is improved and in a good position to defend their title from the likes of Toronto, Western, Laurier and Alberta. But for almost two months now, absolutely great hockey has gone literally unnoticed by the greater York university community. It is absurd that only a hundred fans or so witness outstanding amateur competition out of a population base of over 40,000.

Is it possible that 98 percent of York's students and faculty are totally disinterested in Canada's national game? Perhaps the York community is embarrassed that they have stripped the championship from the rival University of Toronto?

For the answer to this puzzle look no further than the Administration of York athletics. Their leadership has provided little or no promotion of athletics at York.

The hockey situation is completely ridiculous. Why are national champions who play the game with such flair not being watched by large and boisterous crowds? According to hockey coach Dave Chambers, the team used to draw well at the Ice Palace. "Back in the '70s, we had full houses. It was just a tradition that was built up and we lost the following somewhere along the way," says Chambers.

Certainly the Yeomen went through some recent lean years, but with the country's best presently skating at the Ice Palace, one would think that it would be easy to drum up substantial fan interest. Sadly the feeble effort of simply posting a few notices around campus is a lackadaisical approach.

Last year Angelo Kioussis brought sincere enthusiasm to



MEL BROITMAN

the promotion of York athletics. Kioussis was so successful that the University of Toronto lured him away to his current downtown office. Finances aside, the University of Toronto gave Kioussis a chance to do his thing. "I wasn't doing the work I wanted to do. I wanted to get more specific in terms of my responsibility. I wanted to get into PR and Promotions and the University of Toronto offered me a specific job, that of Promotions Manager," explained Kioussis, who expressed disappointment that York doesn't feel the need for a similar position.

It seems that the York administration does not regard athletic promotions with much importance. Kioussis' replacement Lisa Britton was not even hired till late September yet the University received Kioussis' letter of resignation in the last week of July. In all fairness to the administration, Kioussis' job was a union position and needed to go through the proper channels that are outlined for an opening to be filled. Yet as Dave Chambers says, "We were still too slow with it."

Britton, a newcomer to York, appears far too busy with administration to be able to devote adequate time and energy to promotions. She spends her hours booking referees, planning team travel, sorting out ticketing, programs and generally

making sure the games go off as scheduled. By now, with the mishandling of promotions, any momentum that was gained last year has all but been lost.

Perhaps York can learn a lesson from their crosstown rivals at the U of T on how to approach sports promotions. Blues' Director of Athletics Gib Chapman is a firm believer in athletic promotions and takes steps to that end. Toronto's Sports Information Director Paul Carson leads an efficient team that is regarded as integral to Varsity Blues athletics. Carson speaks seriously of his organization's concerns. "The decision to hire Angelo represents a tangible commitment to sports promotion. In hiring him, the university implicitly agreed with Mr. Chapman's view . . . in the four months Angelo has been here, he has already achieved a lot of good things. We are trying to build a permanent base," states Carson.

Promoting Canadian university sport is not an easy task. It requires time, energy, money, creativity and imagination. However, arguments of apathy and poor facilities offered by York can be easily countered by an immediate access to an enormously dense population from which to draw a following. Under the present Arthurian regime, York's image has taken on new and greater significance. It's time York Athletics admits to the serious role of promotions and tap into the unlimited potential of resources available right on the campus.

As the York hockey Yeomen provide thrilling hockey at the Ice Palace, anything less than large appreciative crowds and student awareness is a shame. The fact that the administration appears to be ignoring the issue is a disgrace.

Figure skaters place third in Waterloo

By MANOJ PRAJAPAT

Heading into last week's Waterloo Invitational, York figure skating coach Wendy Rogers said she would be pleased with a third place finish.

The Yeowomen figure skaters didn't disappoint as York walked away with the bronze.

The third place finish is even more impressive considering York didn't even enter in one-third of the events and were only one-half point behind second place going into the final event.

"I'm very happy with the third place finish," team captain Louise Ranson said. "Considering the size of our team, we did extra. The York team of Laura Hunter and Donna Martini took first place in Senior Similar Dance.

"We just clicked as a team," Hunter said, now in her second year with the team. "It seemed that our timing was better, it came together naturally."

Many York skaters complained about not being ready but still feel it important to have an early competition.

It's good to have a competition in November, if it's any later, there'd be a great tendency to slack off," veteran team member Tracey McCague said. "Now that the first one's over, we can really get ready for the second one (York Invitational Jan. 17th) because we know what we have to work on."

Other Yeowomen who faired well include Michelle Carruthers who placed first in Senior Solo Dance and

Donna Martini who finished second in the same event.

Jill Morton placed first in Junior Ladies Single Solo and Nancy McKenzie finished second in Novice Ladies Single Solo.

The Yeowomen will now gear up for the York Invitational which will be held Friday, January 17th at the Ice Palace. Ranson is optimistic about York's chances at the meet.

"We should do even better then," she said. "It's hard to say because I haven't seen the full team compete, but I think that this is about as good a team as I've seen here in the past couple of years."

Note: The host team from Waterloo captured first place with Western finishing second to round out the top three.

Sports Briefs

VOLLEYBALL

• York is currently situated in third place in the OUAA east division with a record of 3-1. The Yeomen are currently ranked eighth in the country behind the east division leader U of T Blues and the west division leader Waterloo Warriors which are ranked sixth and seventh respectively.

BASKETBALL

• Although the OUAA regular season hasn't started yet the CIAU rankings have York in ninth position in the country's top 10. In last year's final, York defeated the Waterloo Warriors in Waterloo to take the OUAA crown but the Warriors are currently ranked number two behind the nation's top team the Victoria Vikings.

WATERPOLO

• In the OUAA west division York finished the season with two wins and two ties but forfeited all points and was penalized a further point per game because of use of an ineligible player. The OUAA media release explained it in this way: "York forfeits two wins and two ties for use of ineligible player during 11 league games and is penalized a point per

game the player was used. Western gains victories in two games they tied with York while Toronto and Waterloo each gain a victory from losses suffered to York."

Out of all this the Yeomen ended up with -11 points.

HOCKEY

• The national rankings for the week of November 18 have arrived and the Yeomen are placed in tenth position among the nation's top 10 teams. This may seem surprising, but because York has lost to both the Waterloo Warriors and the Laurier Golden Hawks, it is a fair assessment. Waterloo is the top OUAA team in sixth position followed by Laurier in seventh.

The nation's number one team is the Alberta Golden Bears, which York defeated 3-2 in the final game of last year's CIAU tournament final.

TRACK AND FIELD

• Arthur Taylor was recently appointed as the head coach of the York University cross country and track and field teams. Taylor takes over the reins from Brian Maraj who guided York through the 1983 and 1984 athletic seasons.

Taylor is affiliated with the York Optimists and is a national coach of Canada's Junior team. Taylor is also employed at York as Manager of Employment and Personnel Services.

FOOTBALL

• The CIAU nominees for the four Schenley awards were announced last week and Yeomen Noseguard Dirk Leers was one of the nominees for the J.P. Metras award as the country's best down lineman. Leers was nominated for this award last year but failed to win. This year will be Leers' final chance at the prestigious award as his five years of eligibility for OUAA play ended with the Yeomen season.

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