

SPORTS

Hey students! Whatsamatta wit ya?

"The student population would not be caught dead at U of A games. Where's the alumni? It doesn't exist. I know hundreds of students and alumni support other sporting activities (professional sports) in Edmonton. But, 'Be true to you school', hey, that's not their favorite Beach Boy song."

—Terry Jones for "Just A Minute" on CHQT, Radio 1110.

Eva
Bears All



Terry Jones' editorial comment on CHQT radio was a direct result of poor fan attendance at the Golden Bear Invitational Basketball Tournament. The tournament was held late last November at the U of A and was co-sponsored by the Edmonton Journal.

There was poor attendance despite a "ridiculous amount" of media coverage by the Journal. Jones made note of the fact that Edmonton, being the sports city it is, does not hold many failures. When there are disappointments, however, he stated you could bet it was held at the University.

Don Horwood, basketball head coach, was naturally upset. Jones offered a rebuttal. Horwood countered by dreaming up 'Terry Jones Appreciation Night.' It will be held this Friday at Varsity Gym during the Bears' confrontation with the Calgary Dinosaurs. (Horwood definitely knows a good marketing opportunity when he sees one).

From listening to the commentary, I do not think Jones was con-

demning the athletic program on campus, nor was he belittling Horwood's efforts in obtaining sponsorship for his squad (to generate fan support).

Horwood does not disagree with Jones' statement either. Nor is his reason for holding "Appreciation Night" to ridicule Jones.

"I essentially agree with Terry's statement. In organizing this event, hopefully we can turn his negative comments into something positive (fan support) for us," said Horwood. "We're just hoping we can put Terry subtly in his place."

What Jones is saying is that there is a lack of pride on campus and if students do not support their own teams, they can't expect it from the people of Edmonton.

Fan support, and for that matter general apathy, is a problem that is plaguing the campus.

The Edmonton media gives ample attention to college sports, yet no interest is generated. Not much anyway. Surely University students come into contact with some form of that exposure.

To date this year, the best exam-

ple of indifference I can cite is the pitiful show of support for the Bears football team in the Western Intercollegiate Football League Final. A little over 1,000 fans attended, and 700 of those came from Calgary. Way to go U of A. Bears had a shot to make it to the Vanier Cup (college's equivalent of the Grey Cup) and no one bothered to make an appearance.

We definitely have the facilities. Granted, not everything is perfect, but conditions are not unbearable.

Some suggestions for improvement are: better parking facilities (starting with the reopening of Stadium Car Park) and information, improved concessions, covered stands, visibility of the teams (in on-campus activities and community events), pep rallies, selling of beer at games, improved media areas, contests and prizes, topless cheerleaders, a nominal fee for attendance, involving the residences and fraternities...

But before any improvements are made, extensive research should be done to see whether they would make a viable difference. If not, the bottom line is a simple lack of patronage on behalf of the U of A students.

I asked for some fan feedback in Tuesday's paper. I got no response. The reasons I came up with for a lack of response are: (A) Couldn't be bothered; (B) Haven't mastered the use of the telephone; (C) Do not read the Gateway, and; (D) Do not read my column.

The funniest aspect of this topic (apathy) is that everyone is pointing

their fingers at the university and no transformation is occurring. But then, if a person does not care, then what does it matter to them what anyone says.

We (students and citizens of Edmonton) should be following the example set for us by the United States. They average 80,000 people per college football game which includes students, alumni and members of the general public.

"Terry Jones Appreciation Night" is offering a \$100 incentive for the best banner. If the event is a success, Jones can be thanked. If it is a failure, Jones can rightly say I told you so.

My immediate solution to this perplexing problem? Let the Golden Bear football team loose on campus. Have them round up students, herd them into the Butter-dome and let them out for each home game.

"The problems are many, the solutions are few! The major problem I see is the huge effort made to "sell" the product to off-campus media and public. Don't get me wrong. I love to see Edmonton media cover ... of the University action. But shouldn't an effort be made to go after the students first? On a recent road trip I was amazed to witness a loud, intimidating crowd of 1,500 at U of Vic to take in a basketball game. I'm baffled as to why we can't achieve the same here. A large majority of that crowd was from the University!"

Bryn Griffiths
CJSR Sports Director

"It's because fans (students) are allowed in free. Something for nothing is perceived as being worthless. That, in combination with a lack of publicity and no promotional department has left a vacuum in our department. It's just not a co-ordinated effort."

Jim Donlevy
Golden Bear Football
Head Coach

"It's a recent tradition. In the last few years students have lost traditional pride. The U of A is well recognized so students have every reason in the world to be proud. I would say it is a result of the hippie era. In the late 60's it was not cool to be a jock, so students coming through high school never grew up with that tradition (school spirit)."

Don Horwood
Golden Bear Basketball
Head Coach

"If I knew, we wouldn't have the problem. We (athletic department) do what we can within our limitations. What I do see the problem as being is: no marketing, and no one here has experience in marketing, a limited budget, and general apathy on behalf of the students."

Steve Knowles
Sports Information Director

CJSR, campus radio will broadcast both Bears hockey games from Saskatoon this weekend. Broadcast times are: Friday, January 25 at 6:30 p.m., Saturday, January 26 at 6:30 p.m.
CJSR: 88.5 on your FM dial.

Top U of A athletes still deterred from rec.

by Dave Boyd

A major policy issue in Men's Intramurals was debated at this month's Men's Intramural Council Meeting. The eligibility question was the contentious issue with both sides of the argument having benefits and drawbacks. The current policy in intramurals regarding the potential eligibility of students states that "any member of a senior intercollegiate or junior varsity team is ineligible in that particular activity." As well, members of any city league team and professionals are ineligible.

The philosophy barring these groups from intramurals stems from the primary purpose of the intramural program which is to encour-

age participation. Fun is a major factor in attracting participants to the program and many people feel that the presence of superior athletes acts as a deterrent to participation.

For example, few flag-footballers would "enjoy" trying to block a Golden Bear nose tackle. Another argument in favour of maintaining the current policy is the fact that barring an individual from one particular activity still leaves him with about forty other sports to choose from. Also, due to the overwhelming turnout for some sports combined with facility constraints (e.g. one hockey rink and one hundred and twenty or so hockey teams), it is felt that the

opportunity to use the facilities should be left open to those with no alternative source. Problems could also arise from the creation of super-teams where one unit could recruit a handful of Golden Bears for their basketball team, thus gaining an unfair advantage.

The principal argument in favour of throwing intramurals open to all participants, regardless of ability, is that all students should have authority over their right to play. Star athletes pay athletic fees, just

like all the rest of us, and thus have the right to use the facilities. Most intramural sports have divisions based on ability with a very high calibre of competition in the upper levels which would not suffer as a result of the presence of a few more top players.

After a lengthy discussion, weighing pros and cons, and considering alternatives, the Men's Intramural Council decided to maintain the status quo. The arguments for a

change in policy had merit, but the long-term well-being of the program would have become more vulnerable. After all, who can argue with success? Well over five thousand men are expected to take part in intramurals this year.

In other intramural action, Three on Three basketball wrapped up with Lammers defeating Haak (Law) in the main event while in the Sub-six foot league, Olsen (L.D.S.) defeated Cathro (Wolves).

Horwood's Bears want confidence back

by Brad Clark

Despite losing seven of their last eight games, Don Horwood, Bears basketball coach, remains optimistic going into this weekend's series against the Calgary Dinosaurs and the Lethbridge Pronghorns.

Horwood's optimism is based on his team's talent and their effort on

the court. At one point the Bears were 10-4 in pre-season play.

"We've already beaten Winnipeg this year and they're ranked number one in Canada," he said.

Horwood believes the Bears' confidence has been shaken and that a win would put them back on track.

"Fifty percent of our problem right now has to be psychological," added Horwood.

Offensively, he would like to see more patience.

"We're rushing on offence. We have to take better shots."

The Bears face the eighth-ranked Dinosaurs Friday at 8:45 in the Main gym. The Lethbridge Pronghorns meet the Bears Saturday night.

Neither contest will be easy for the Bears' struggling squad. "This league is exciting because it's tough," said Horwood. "We're going to have to get it together and play well to win."

Friday night is "Terry Jones Appreciation Night", a tongue-in-cheek tribute to the well-fed Sun sportswriter. It is in response to Jones' comment on U of A athletics: "U of A Athletics shouldn't be supported by citizens of Edmonton because their sports teams aren't even supported by their own students and alumni."

There is a \$100 prize for the best "Terry Jones" banner.

**GOLDEN BEAR
& PANDA
BASKETBALL**

VS

**Calgary Dinosaurs
Friday, January 25**

VS.

**Lethbridge Pronghorns
Saturday, January 26**

**BOTH NIGHTS AT VARSITY ARENA
Pandas 7:00 pm • Bears 8:45 pm
U of A Students Free with ID Card**



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