

# SPORTS BOARD

SPORTS, GAMING, HORSERACING

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## SPORTLIGHT

By R.L. Greene

PATERSON, N.J. — Joe Clark is a hero to many, with his picture gracing the front cover of Time Magazine. He's the controversial, cocky, contentious principal of Eastside High School in Paterson, a position he has held since 1982.

He has been likened to a marine drill sergeant for the way he runs his school, stalking the corridors with a bullhorn and a baton. While some, including high officials in the Reagan Administration, have praised Clark's admittedly harsh brand of discipline, others have lashed out against him, including his own school board, which charged him with insubordination and has threatened him with dismissal.

Joe Clark is front-page news. His daughter, however, is a headliner in her own right. But you have to turn to the sports pages to find her name.

Like her father, Joetta Clark is filled with determination and success.

On January 30, Joetta set a world record in the women's 500-meter race, beating the field in the Lady Terrier Classic at Boston University in the time of one minute, 8.82 seconds. That broke the previous world best of 1:08.86 run by Olga Hazarova of the Soviet Union in Moscow on January 3, 1987.

The 500 was not contested at last year's inaugural World

Indoor Track and Field Championships at Indianapolis and therefore is not recognized by the International Amateur Athletic Federation, the world governing body for the sport, as a world record. It is, however, considered, a world best.

Joetta Clark is no newcomer to the world of track. Far from it. In fact, it was the daughter, not the father, who was better known until he splashed onto the front pages following his expulsion of 60 students in January, calling them "parasitic... hoodlums, thugs and pathological deviants."

A knee injury forced Joetta Clark to miss the 1984 Los Angeles Olympics. Then she missed the 1987 outdoor season because of mononucleosis.

Despite her illness, she was undefeated indoors until the World Championships, where she qualified for the final, more on intestinal fortitude than anything else.

She saw two of her collegiate records fall last year. Trena Hull of Nevada-Las Vegas ran the 1,000 meters in 2 minutes, 41.08 seconds at the NCAA Indoor Track and Field Championships, and Linetta Wilson of Nebraska won the 500 meters at the same meet in 1:08.89.

Trying to prepare for the 1988 Summer Olympics after recovering from mononucleosis hasn't been easy for the 25-year-old runner.

Just a few credits away

from obtaining her masters degree, Joetta took off the spring semester at Tennessee and returned to her home in South Orange, New Jersey to work with her high school coach, Len Klipack. Living at home hasn't been a picnic since her father became front-page news.

"I guess there would have been less pressure had I stayed at school," she admits. "It has been strenuous. My father has been traveling to the White House. Reporters have been calling in. The media has given him a lot of attention."

"It hasn't affected my training, but it's been a distraction, especially with the family uptight the first week or two."

Named after her father and mother (Jetta), Joetta has a younger brother, J.J. Clark, who was a standout middle-distance runner at Villanova. And her father was a long-distance runner and cross-country participant when he was a student at William Paterson College.

Joetta remembers that when she was about nine or ten years old, her father was the director of camps and playgrounds in Essex County in New Jersey. She and her brother began running at the camps, then her father sent them around the country for competition.

"I didn't really start training hard until high school (Columbia High in Maple-

See SPORTLIGHT, Page 13

## JACKIE JOYNER-KERSEE SIGNS AGREEMENT TO REPRESENT 7-UP

DALLAS, Feb. 6 — Track and field star Jackie Joyner-Kersee, who was named the Associated Press 1987 female athlete of the year, has signed an agreement to represent 7UP in its national minority marketing program.

The 25-year old honors graduate of U.C.L.A., holds the world record in the Heptathlon, and is co-holder of the world's outdoor record for the long jump. She is favored to win two olympic gold medals for the United States at the 1988 olympic games in Seoul, Korea.

In making the announcement, Harford stated, "We are extremely pleased to have Jackie Joyner-Kersee representing 7UP. We are sure that with her personality and our marketing programs, Jackie will be one of the brand's most popular spokespersons ever. Seven-Up expects Jackie to figure prominently not only as a great female athlete — but as an influential role model for women everywhere."

Senior vice president Russ Klein explained that Joyner-Kersee's duties would include visiting major cities across the country and appearing at trade shows, conventions, and local bottler activities. Seven-Up has a full commitment to the black community through a variety of programs targeted toward the educational, family and economic needs of black America such as educational, family, and economic needs of black America such as

day care center assistance programs, college scholarships, and foundations. The company also is promoting awareness and pride of prominent black figures in American history via a poster program entitled "Legends."

The signing of Jackie Joyner-Kersee is another step forward to heighten public awareness of Seven-Up's corporate commitment and civic responsibility.

record in either event.

"My mother always told us to attempt to help someone else," she said, "and after realizing how fortunate I've been, I decided to start a foundation dedicated to her, to helping others. With the help of corporations like Seven-Up and individual efforts, I believe it can be extremely successful."

Bob Kersee, Jackie's husband and coach, was equally



DALLAS, TX. — After putting her "John Hancock" on an agreement to represent The Seven-Up Company as a spokesperson, American heptathlete Jackie Joyner-Kersee (center), posted with husband-coach Bob Kersee (left), and James Harford, The Company's president and chief operating officer. Favored to win two gold medals at the 1988 Olympics in Seoul, Korea, Joyner-Kersee will represent The Seven-Up Company at trade shows and conventions and in retail sales and advertising.

Joyner-Kersee indicated that she was "excited" at the idea of working for a company that has such a recognizable name. She also announced the formation of the Jackie Joyner-Kersee foundation — a project she was sure would benefit from her association with 7UP.

The company in support of the Jackie Joyner-Kersee foundation will donate \$700 each time she jumps 7 meters in the long jump and \$700 for accumulating 7,000 points in any heptathlon event in which she participates, and \$7,000 each time she breaks a world

record in either event. "This represents one of the great opportunities for Jackie," he said. "Working with 7UP will emphasize Jackie Joyner-Kersee, the humanitarian, as well as the athlete. It's a chance for Jackie and 7UP to do great things together."

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