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HILTON
COLLEGE SPORTS,
MARVIN COBB
AND USC



KEITH O. HILTON

When the Black Coaches Association headed by Rudy Washington, the head men's basketball coach at Drake University, agreed to boycott an October college basketball coach's issue forum, the message was clear. Washington said

that he and his colleagues were tired of talking.

The BCA, which has over 3,000 members, including Georgetown's John Thompson, Arkansas' Nolan Richardson and Southern California's (USC's) George Raveling made it known

that this was only the first of several actions the association was planning to draw attention to its concerns over discriminatory practices that affect athletes and coaches.

"Quite frankly, I've been in this system for 20 years and nothing has changed. Therefore, we have to go outside what has been traditional for us to try to get results," Washington said.

Along with this action, recently Northeastern University's Center for the Study of Sport in Society in Boston noted that the U.S. sports industry is a racist \$90 billion industry that systematically excludes African Americans. More than half of the \$90 billion plus in profits collected

EDUCATION

annually comes from the sports apparel industry.

Richard Lapchick, executive director of the center, said the seduction of African American athletes touting million dollar contracts and grinning incessantly before cameras represents a "cruel illusion" in American society.

Another example of the cruel illusion of society is the case of Marvin Cobb, former assistant athletic director at the University of Southern California. Cobb's case first received national ex-

posure in Sports Illustrated's August 1991 two part special on "The Black Athlete."

In mid-November, Cobb will finally have his day in court as he sues the university for damages - defamation, wrongful termination and racial discrimination.

On one level Cobb appears to be an excellent example of an African American who thrived both athletically and academically at college.

Cobb graduated from USC, earning a business degree in 1975 and played on four Trojan teams that won national championships - two in football and two in baseball.

He later spent five seasons as a defensive back for the Cincinnati Bengals, and after working for more than four years as a marketing representative at IBM, returned to USC in 1986 as an assistant athletic director.

Among his duties at USC were the counseling of student athletes and the administering of the drug education and testing program. According to Cobb, then athletic director Mike

McGee had promised that within two years Cobb would be promoted to associate athletic director.

Two years after being hired, Cobb was denied promotion. According to Cobb, McGee refused to discuss the reasons. A week after Cobb's lawsuit was filed, a friend of Cobb's who worked in the athletic department handed him a memo addressed to McGee from another USC coach and members of his staff.

In the memo the coach offered to frame Cobb on drug charges, a remark that the coach later said was meant to be a joke. Neither Cobb nor his attorney, Samuel Reese, have taken the memo or Mr. Cobb's termination as a joke. Perhaps this is a "cruel reality" that college athletics now needs to face - big time.

HILTON HIGHER EDUCATION is designed to dialogue with college and world readers. Education is ongoing and certainly not limited to classroom study. Let's talk. (909) 899-0650.

STUDENTS TO PERFORM SERVICE PROJECTS

Students from our Clark County School District schools will spend Thursday, October 28, performing service projects as part of a new curriculum called Active Citizenship Today.

Seventh graders from John C. Fremont Middle School and third graders from John S. Park Elementary School will participate in a service learning project at the Chester Stupak Community Center and nearby park from 9 a.m. to 1:30 p.m. that day. Students will plant trees, paint graffiti-covered walls and pick up litter.

Meanwhile, seventh graders from R.O. Gibson Middle School and students from Durango High School will assist youngsters at University Medical Center's pediatric ward with pumpkin carving and Halloween decorations. They will be at UMC from noon to 2 p.m.

The service learning projects evolved from the ACT-Las Vegas student conference held earlier this fall in connection with the Active Citizenship Today curriculum, which is being studied locally in grades kindergarten through 12.

H. P. FITZGERALD SCHOOL ELECTS OFFICERS FOR '93-94

The H.P. Fitzgerald Elementary School, the first school built in the Westside in 27 years, located at 2651 Revere Street in North Las Vegas, elected its PTSA officers for 1993-94 recently.

Officers elected were Dwylan Spencer, president; Marzette

Lewis, 1st vice president; Candy Glade, 2nd vice president; Patty Rynes, 3rd vice president; Paula Greene, 4th vice president; Shirley Barber, 5th vice president; Jean Boyd, 1st secretary; Phyllis Smith, 2nd secretary; Georgia Amos, treasurer; and Connie Grimble, historian.

WEST LAS VEGAS LIBRARY NOVEMBER CALENDAR

4 Thursday

PANEL DISCUSSION: MEN AND SEXUALITY: KCEP talk show host Bobbie Troutman moderates a panel discussion for men and women. A question and answer session follows. Panel to be announced. Conference Rm., 6:30 p.m.

16 Tuesday

BOARD MEETING: Las Vegas-Clark County Library District Board of Trustees meeting. Subject to change. Check postings at libraries or call 382-3493. Open to the public. 5:30 p.m.

26 Friday

CHRISTMAS TREE OF HOPE 1993: Community youth groups trim a tree for needy children. Local agencies provide names of children to hang on the tree. Those wishing to sponsor a child, donate a gift or volunteer, call Deborah Jackson at 647-2118. Sponsored by KCEP & the West Las Vegas Library. 9 a.m. - 5 p.m. West Las Vegas Library, 951 W. Lake Mead Blvd., 647-2218.

Congratulations To Mr. Kenneth Brass On Your Recent Appointment To City Council Ward #3

FELLOW SOUTHERNITES

G.T. Channel
Marilyn Cherry
Faye Coleman
Marcus Cooper
Spurgeon Daniels
Clif Davis
Doloris Douglas
James Douglas
Gloria Evans
Ivory Gillory
Norma Gray
Ruth Hicks
Sweetie King
Barbara Kirkland
Sammie Lancaster
Harvey McCoy
Estella Neal
State Senator Joe Neal

Verona Rimmey
Rev. Jesse Scott
Edith Sullivan
Julis Taylor
Robbye Skidmore-Thomas
Jeffereta Thompson
Carol Threats
Bobbie J. Troutman
Cynthia W. Troutman
Gregory R. Troutman
Portia L. Troutman
Dr. Porter L. Troutman
Willie R. Waters
Frank Whitlow
Claudette Whitson
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Assemblyman Wendell P. Williams

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