

BLACK COLLEGE SPORTS PAGE



BCSP Photo

DEJA VU

ASBERRY: Begins Shaw's quest for CIAA three-peat Saturday vs. Eliz. City State.

SHAW / ECSU REDO CIAA TITLE GAME; COLE BACK IN THE SADDLE AT STILLMAN

Title rematch highlights schedule

LUT WILLIAMS

BCSP Editor

A rematch of the 2008 CIAA Championship Game is the key contest this week as the black college football season takes another step towards a full schedule.

Two-time defending champion **Shaw**, who represented the West Division in last year's title game, hosts East Division winner **Elizabeth City State** in Raleigh Saturday (Millbrook High Stadium, 6 p.m.), the highlight of a 19-game schedule involving black college Div. II programs. A full slate of 33 games is on tap next week.

The last time the two met, Shaw put on a second-half blitz, breaking from a 13-7 half-time lead to subdue the Vikings 36-7 and win its second straight CIAA title in the league's championship game in November.

The CIAA coaches have picked **Fayetteville State** to dethrone Shaw this season. In that voting, Shaw coach **Darrell Ashberry** is already on record saying his squad will three-peat.

Saturday's game may determine which of the former division champions is most ready to take a run at Fayetteville State.

Shaw lost its top five tacklers off last year's team, including Miami Dolphins' free agent signee, defensive lineman **Louis Ellis**, the two-time CIAA Defensive Player of the Year.

But what the Bears lost on defense they kept on offense including QB **Travis Robinson** (1,559 passing yards, 20 TDs) and their top



Shaw Sports Photo

WILLIAMS: Leads trio of studs in the Bears' offensive backfield.

three rushers – **Raymon Williams** (768 yards, 8 TDs), **Aaron Ellison** (557 yards, 6 TDs) and **Johnny Wooten** (486 yards, 5 TDs). Two of Robinson's favorite receiving targets also return, **De'Andre Okonji** (34 rec., 658 yards, 6 TDs) and **Julius Gregory** (24 rec., 366 yards, 5 TDs).

The Bears also have special teams' weapons in returner **Robert Brown** and placekicker **Caleb Reid**.

With all that offensive firepower returning, it's easy to see why Shaw averaged nearly 41 points per game last season and may be poised to score as much this time around.

ECSU lost first team all-CIAA quarterback **Curtis Rich** and its top two running backs to graduation. Head coach **Waverly Tiller** will turn the reins of the offense over to junior **Creven Powell**, who backed up Rich a year ago. **Daronte McNeill**, a transfer from East Carolina, is the top running back.

Tiller's main two weapons on offense are likely to be wide receiver **Dexter Manley** and kick returner **Reggie Smith**. Manley, a speedster, averaged a whopping 26.2 yards on his 33 receptions a year ago and scored a league-best 11 touchdowns. Smith snared 21 passes for 3 TDs as a wide receiver but was more lethal as a kick returner, bringing two punts and one kickoff back for scores. Defensive back **Justin Hamilton** and defensive end **Larry Jones** spearhead the Viking defense.

All the other CIAA teams are in action but only the **Virginia State** at **Livingstone** (6 p.m.) game is another conference affair.

GAMES THIS WEEK

THURSDAY, AUGUST 27	
Chowan vs. Albany State in Murfreesboro, NC	6
Virginia Union vs. E. Stroudsburg in Richmond, VA	7
SATURDAY, AUGUST 29	
Saint Paul's vs. W. Va. Wesleyan in South Hill, VA	1
W. Va. Tech vs. J. C. Smith in Montgomery, WV	1
West Virginia State vs. Central State in Institute, W	1
St. Augustine's vs. Catawba in Raleigh, N	1:30
Concordia vs. Texas College in Selma, AL	5
Langston vs. New Mexico Prep in Langston, OK	5
Edward Waters vs. Brevard in Jacksonville, FL	5
Miles vs. Lane in Fairfield, AL	6
Livingstone vs. Virginia State in Salisbury, N.C	6
Shaw vs. Elizabeth City State in Raleigh, NC	6
Kentucky State vs. Stillman in Frankfort, KY	7
Morehouse vs. Benedict in Atlanta, GA	7
Slippery Rock vs. Bowie State in Slippery Rock, PA	7
Fort Valley State vs. Clark Atlanta in Fort Valley, GA	8
CLASSICS	
<i>Wade Wilson Classic</i>	
Cheyney vs. Lincoln (PA) in Cheyney, PA	4
<i>Two Rivers Classic</i>	
Fayetteville St. vs. UNC Pembroke in Fayetteville, NC	6
<i>Kickoff Classic</i>	
Lincoln (MO) vs. Upper Iowa in Jefferson City, MO	7

New league member **Chowan** hosts **Albany State** Thursday (6 p.m.) in a CIAA/SIAC game.

After three-time defending champion **Tuskegee** opened the SIAC schedule with a 27-7 win over **Benedict** Saturday, four other SIAC conference games are on tap Saturday. Tuskegee is idle.

Morehouse, looking to build on a three-game winning streak it posted to finish last season, hosts **Benedict** (0-1, 0-1 SIAC, 7 p.m.). **Clark Atlanta**, picked fourth in the preseason SIAC coaches' poll, travels to **Fort Valley State** (8 p.m.) to help christen new coach **Donald Pittman**, the former offensive coordinator at Albany State. **Stillman**, with celebrated new coach **L. C. Cole** (see story below), travels to **Kentucky State** (7 p.m.), who has a new coach of its own in **Wayne Dickens**. **Miles**, starting its second year under coach **Billy Joe**, hosts **Lane** (6 p.m.).

UNDER THE BANNER

WHAT'S GOING ON IN AND AROUND BLACK COLLEGE SPORTS

STATE FARM MAGIC CC:

BIRMINGHAM, AL - The Alabama Sports Foundation has announced that State Farm Insurance Company has committed to serve as the title sponsor of the *Magic City Classic* for the 2009-2011 matchups.



Prospective MCC logos

CHOOSE ONE: Logo contest part of State Farm's new title sponsorship of Magic City Classic.

The Magic City Classic is the largest attended black college football game in the country and features the **Alabama A&M** Bulldogs against the **Alabama State** Hornets at Birmingham's Legion Field. The game will be played on Oct. 31 this year.

Last year's crowd of 69,213 led all black college games in attendance and broke the Classic's record of 68,593 set the previous year.

State Farm has been a part of the game for seven years, most recently serving as the half-time sponsor. Increasing their sponsorship level enables State Farm to expand their reach in the southeast region.

"State Farm has long enjoyed the partnership with the Magic City Classic and now with our expanded partnership we are better able to show our support for the local community, college athletics and this great Birmingham tradition while enhancing the State Farm brand in the marketplace," explained Rich Fuller, State Farm Southern Zone Marketing Manager.

State Farm, headquartered in Bloomington, Illinois, is the largest provider of auto insurance in the nation and is a leader in home owners, health and life insurance. The company markets its products through more than 17,000 agents in the United States and Canada.

"The Magic City Classic is so important to the success of both universities' athletic programs and we are very appreciative of State Farm's commitment to this important event. State Farm, along with all of our corporate partners, understands the significance of this game to our region and realizes it is a great opportunity to market their products and services to a very large and loyal fan base." said Faye Oates, Executive Director of the Magic City Classic.

In conjunction with the new title sponsorship, State Farm and the Magic City Classic will be unveiling three new logos and encouraging fans to vote on their favorite. Logos are posted on www.themagiccityclassic.com and the winning logo will be announced August 28th.

TSU CHOOSES FANRAISER:

The **Texas Southern University** Department of Athletics is launching a fundraising effort using the social media product of FanRaiser.org. TSU has agreed to use the FanRaiser Cause to equip its academic support center. The campaign began August 21.

"We are excited about the opportunity to use this social media network in raising funds to enhance our academic support center for our student-athletes," said **Charles McClelland**, TSU Athletics Director. "This computer equipment will provide our student-athletes valuable assistance in the pursuit of their academic goals."

The FanRaiser Cause is a service which allows an athletic department to post a specific need on the FanRaiser.org website. The details of the Cause are displayed on a dedicated page which includes the purpose of the Cause and the dollar amount needed to successfully fund the Cause. FanRaiser has also developed widgets which can be posted on affiliated websites to show the progress of the campaign. TSU has set a goal of \$54,500 for this Cause.

"We are pleased that TSU has chosen to use our services for this social media effort," said FanRaiser CEO **Kenn Rashad**. "The Tiger faithful will get the opportunity to raise money using viral social networking techniques we've developed specifically to serve college athletic programs."

FanRaiser.org is a non-profit organization created to provide fundraising solutions and services to collegiate athletic programs throughout the United States.



FANRAISER logo

BCSP Notes

Jackson State connection

Probably lost in the hoopla of Tiger Woods' loss to Y. E. Yang at the PGA Championship recently was the black college connection in the upset win.

Yang's caddy was **A. J. Montecinos**, a former **Jackson State** golfer and teammate of **Tim O'Neal**. Before taking over Yang's bag, Montecinos caddied for O'Neal for nearly two years as the former Jackson State star tried to make his way up the professional golf ladder.

Montecinos was a part of two **SWAC** golf championship teams with O'Neal at Jackson State.

"Tim is like my brother," Montecinos told the *Jackson Clarion-Ledger*. "I'm pulling for him and I expect him to make it. He's got so much ability."

O'Neal has made six starts on the eGolf Professional Tour this year and has made just \$3,356.88. His best finish on that tour was a tie for 26th last week at the South Charlotte Classic. He has also played in tournaments overseas this year.

He tried to qualify for exempt status on the Asian Tour earlier this year, finishing tied for 41st. Only the top 40 qualifiers gained cards. It's the latest in a series of near-misses for O'Neal.

HSRN to broadcast 15 games

The Heritage Sports Radio Network (HSRN) has announced its 2009 football broadcast schedule featuring 15 exciting games including the "Super 7 Series" of Classic games.

"We are excited about the schedule because we believe we were able to feature games from each of the HBCU conferences, along with the



PGA Photo

PGA champ Y. E. Yang (l.) with former Jackson State golfer A. J. Montecinos, now his caddy, at this year's Master's Tournament.

Howard travels to Rutgers.

Conference rival match-ups include **N.C. A&T** at **Morgan State** (Oct. 10), **Tuskegee** at **Albany State** (Oct. 24), and **Norfolk State** at **Delaware State** (Nov. 14).

HSRN will also feature the *CIAA Championship Game* in Durham, N.C. (Nov. 7) and will close out the football schedule at the *SWAC Championship Game* in Birmingham (Dec. 12).

Stillman Cole's biggest challenge yet

ROSCOE NANCE

BCSP Correspondent

L.C. Cole isn't riding high as head coach at **Stillman College**, which revived football 10 years ago and is trying to break into the upper echelon of black college programs.

But Cole is elated to be back on the sidelines again after spending most of the past six seasons coaching high school football and working as a college assistant.

"It's good to be back in the saddle again," says Cole, who has a 48-31 career record in seven seasons as a head coach at **Tennessee State** and **Alabama State**, both of whom ran afoul of the NCAA on his watch. "It's good to get the opportunity."

It is debatable, however, if the opportunity at Stillman is a good one. The school has lofty expectations, limited resources and an impatient administration. The Tigers have had just two losing records since bringing football back, their inaugural season and last year when they were 3-8, which was their first losing mark in four seasons in the **SIAC**. Stillman's overall record since 1999 is 55-46. Yet Cole is the Tigers' third coach.

He understands what he's up against.

"This is one of the most difficult jobs around," he says. "It's different at the Division II level. You don't have all the things you need in place. You have to work extra hard. You have to compensate. But just being back in business makes those things minor."

Cole plans to use Stillman's lack of football tradition as a recruiting tool.

"It's tough trying to turnaround a program that doesn't have tradition," he says. "But it's one of the good challenges. You have something to strive for. I'm stressing making history. I tell (recruits) they can set the cornerstone for the program. I hope to convince kids that Stillman is the place to be."

Cole says Stillman's facilities are a selling point. But his budget puts him at a disadvantage. Division II programs are permitted 36 scholarship; he is able to offer 20. The result is he has just 68 athletes in the program where he prefers having 90.

He has two goals for this season: to win more games than last season and to win at least one of Stillman's games against perennial SIAC powers **Tuskegee**, **Albany State** and **Fort Valley State**. The Tigers are winless against that trio since join-



Stillman Sports Photo

COLE: After engineering turnarounds at Tennessee State and Alabama State, Stillman is next up for the resourceful head coach.

ing the conference in 2005.

They begin the season this week at **Kentucky State** (7 p.m.) in both teams' opener. KSU also went thru a coaching change recently, replacing **Fred Farrier** with **Wayne Dickens**.

Cole's teams at Tennessee State and Alabama State were in the upper portion of their conferences by his third season. He thinks Stillman will be on a similar timetable.

"We sort through everything the first year," he says. "The second year we seek our needs. Usually the

third year we take off."

Cole has already identified Stillman's needs for next season. They are offensive linemen, quarterbacks and defensive backs. Cole sought to strengthen Stillman's special teams for the 2008. He signed a punter, a place-kicker and long snapper.

"I'm a big special teams guy," he says. "In football you have three facets of the game, offense, defense and special teams. In order to win a game, you have to hit on two of those cylinders. Special teams can turn a game around real quick."

Cole is also big on bringing in transfers, and solid defensive teams. That doesn't seem to have changed. He signed three transfers, and all of them play on the defensive side of the ball. Defensive tackle **Junior Gillette** comes from Temple; free safety **Tim Clark** transferred from **Jackson State**, cornerback **Michael Ricks** arrived from Northeast (Miss.) Junior College.

"We'll hold our own defensively as long as we don't get injured and banged up," Cole says. "I'm a big believer that defense wins games. If defense can get you the ball and keep the other team out of the end zone, you've got a good chance of winning."