

Martina ached by advertising community

CONSTANCE PARTEN

Sportswriter



Why is it women athletes have to be attractive to be the spokesperson or official endorser of a product?

Look around the advertising world and it's very obvious the same does not hold true for men. Mike Tyson, Larry Byrd and Evander Holyfield are living proof.

One could argue that these men are outstanding in their fields and their name recognition alone can sell a product. It could also be argued that women athletes just don't have the same name recognition because fewer people watch women's sports.

Well, I would love to hear from anyone that has never heard the name Martina Navratilova.

Navratilova has 55 Grand Slam wins including a record nine Wimbledon Championships. And on Saturday Navratilova was the oldest female ever to play in the finals at Wimbledon.

Talk about being outstanding in your field. Talk about notoriety. And yet, Navratilova has never been offered a product endorsement outside of tennis equipment.

Women athletes seen in consumer product advertising are always cute and bubbly. Navratilova is not cute and bubbly. They also display the appropriate amount of femininity. Navratilova is not feminine.

In fact, she's admittedly gay. Not that that could possibly have anything to do with overlooking this outstanding female athlete for promotional campaigns. Everyone knows how widely accepted a gay lifestyle is.

Chris Evert, Mary Lou Retton and Nancy Kerrigan cannot hold a candle to Navratilova's athletic prowess or her legacy, but they all fill the necessary requirements to sell a product. And they have become the darlings of the female athlete endorsement world because of it.

Today's advertising seems to indicate that the average man is threatened by a talented woman athlete who isn't attractive enough to fantasize about.

This is evidenced in everything from beer to shoe commercials portraying modellesque women in athletic roles or dressed in skimpy uniforms. Beauty sells where women are concerned.

Please see Parten/Page 4

Lady Aggies' coach arrives

Harvey meets the press as A&M's new head coach

By Mark Smith
THE BATTALION

The past couple of days have held a number of firsts for Candi Harvey.

Saturday was the first time she assumed the head coaching position of Texas A&M University. She met the players she will coach next season for the first time on Monday and Tuesday she held her first press conference as the Lady Aggies' coach in the Koldus building.

"I'm incredibly excited to be here," Harvey said. "This fulfills all my hopes and dreams of having the opportunity to come back to Texas."

Harvey has spent most of her coaching career in Texas. For four years she was head coach at Robert E. Lee High School in Tyler. She then served as an assistant coach at Stephen F. Austin University for six years.

She said having that experience in the state helped her get the job.

"I think having Texas ties was important," she said.

Harvey's last coaching job was the head coach of the Tulane Green Wave. She served as coach for four years, turning around the Tulane program.

As the Tulane coach she had a 46-68 record. Although it is not a winning record, Harvey said she had to build the Tulane program from the ground up.

"One of my comments when I got to Tulane was that the cupboard wasn't bare, it wasn't even built yet," she said.



Mark Smith/THE BATTALION

A&M's new head women's basketball coach Candi Harvey meets the press for the first time Tuesday in the athletic department conference room.

"But, in my last two years we put together back-to-back winning seasons."

Athletic Director Wally Groff said he was not concerned with Harvey's numbers at Tulane.

"She [Harvey] has proved she can take a program to the next level," Groff said.

Leaving Tulane was hard, Harvey said, but she felt the job at A&M represented her future.

"No matter how painful it was to leave, I never had a doubt that this is where I'm supposed to be," she said. "A team is like a family. I left my family there to join another one."

Harvey said she doesn't subscribe to any particular style of basketball, but lets the ability of the players determine what type of game she plays.

Please see Harvey/Page 4

A&M athletics rank No. 24 in Sears Cup

Cups' inaugural year sees A&M, Texas as only Southwest Conference schools

By Brian Coats
THE BATTALION

Chalk up another national top 25 finish for Texas A&M. The overall athletic department finished 24th in the final standings of the inaugural National Association of Collegiate Directors of Athletics (NACDA) 1993-94 Sears Directors' Cup.

The Cup ranks overall athletic departments based on the finishes of ten men's sports and ten women's sports, plus two wild card sports.

A&M scored 454.5 points, one-half of a point ahead of Florida State. North Carolina won the cup with 806.5 total points.

A&M's football team, which finished ninth in the nation, collected 55 points, the most of any sport. Women's basketball, softball and men's tennis each scored 52.5 points.

Women's volleyball, men's indoor

track and outdoor track and field, men's golf and the men's and women's swim teams also contributed points. All of these sports placed on the national level.

A&M Athletic Director Wally Groff said the Cup is a good indicator of the overall strength of the A&M athletic department, particularly the women's programs.

"We were 24 because of the success of the women," he said.

Lynn Hickey, the senior associate athletic director, appreciated Groff's belief.

"That was nice of him to say," she said. "We were really fortunate that all our women's teams stepped up a notch this year."

The Pac-10 led the nation with six schools ranked. A&M and the University of Texas, which finished seventh, were the only Southwest Conference schools represented. Four future Big

1993-94 Sears Directors' Cup Final Standings

| School | Points | School | Points |
|----------------|--------|---------------|--------|
| North Carolina | 806.5 | Minnesota | 553.0 |
| Stanford | 786.5 | Alabama | 552.5 |
| UCLA | 779.5 | Clemson | 546.5 |
| Florida | 768.0 | California | 535.5 |
| Penn St. | 756.0 | Nebraska | 524.5 |
| Arizona | 710.0 | Virginia | 513.0 |
| Texas | 697.5 | Oklahoma | 499.0 |
| Southern Cal | 677.0 | Georgia | 495.5 |
| Michigan | 656.0 | Brigham Young | 488.0 |
| Arizona St. | 603.0 | Ohio St. | 483.5 |
| Notre Dame | 595.0 | Texas A&M | 454.5 |
| Wisconsin | 565.0 | Florida St. | 454.0 |
| Tennessee | 560.0 | | |

12 schools made the list—A&M, Texas, Nebraska and Oklahoma.

Groff said A&M coaches and student-athletes should feel especially proud because A&M has fewer intercollegiate sports than some of the other schools on the list.

"The Cup takes into account 22 sports" he said. "Some schools had all 22, and we only had 19. It's a credit to the hard work of our coaches and student-athletes."

SUMMER '94 Register Now 845-1631

DANCE

Beginning Country & Western Dance
Mon. July 11, 18, 25, Aug 1
6-7:15pm
\$20/student \$25/nonstudent

Ballroom Dance
Tues. July 5, 12, 19, 26
6-7:30pm
\$20/student \$25/nonstudent

Jitterbug
Wed. July 6, 11(7:30), 27, Aug 3
6-7:15pm
\$20/student \$25/nonstudent

Voice Training
Mon. July 18, 25, Aug 1
6-8:30pm
\$30/student \$35/nonstudent

AEROBICS

M/W, thru Aug 3
5:30-6:30pm
\$30/student \$35/nonstudent

M/W, thru Aug 3
6:45-7:45pm
\$30/student \$35/nonstudent

T/Th, thru Aug 4
5:30-6:30pm
\$30/student \$35/nonstudent

SELF HELP

Personal, Family & Home Protection
Thurs. July 14, 21
6-8pm
\$10/student \$15/nonstudent

Self Defense
Tues. July 5, 12, 19, 26
6:45-8:45pm
\$30/student \$35/nonstudent

First Aid
M/W, July 11, 13, 18, 20
7-9pm
\$18/student \$23/nonstudent

CPR
M/W, July 25, 27
6-10pm
\$18/student \$23/nonstudent

COMPUTERS

Intro to Macintosh
Mon. July 11
7-9pm
\$20/student \$35/nonstudent

Pagemaker 5.0
T/Th, July 12, 14, 19, 21, 26, 28
7-9pm
\$35/student \$40/nonstudent

University PLUS

ARTS/CRAFTS

Painting II
Thurs. July 7, 14, 21, 28, Aug 4
6-9pm
\$35/student \$40/nonstudent

Drawing II
Tues. July 5, 12, 19, 26, Aug 2
6-9pm
\$35/student \$40/nonstudent

Watercolor
Wed. July 6, 13, 20, 27, Aug 3
6-9pm
\$35/student \$40/nonstudent

Matting & Framing
Thurs. July 14, 21, 28
6:30-8:30pm
\$30/student \$35/nonstudent

Stained Glass
Wed. July 6, 13, 20, 27, Aug 3
6-9pm
\$35/student \$40/nonstudent

Leaded Glass
Tues. July 5, 12, 19, 26, Aug 2
6-9pm
\$30/student \$35/nonstudent

WORKSHOPS MSC Basement Level

POTTERY

Beginning Wheel
M/W, July 11, 13, 18, 20, 25, 27
5:30-7:30pm
M/W, July 11, 13, 18, 20, 25, 27
7:45-9:45pm

T/Th, July 5, 7, 12, 14, 19, 21
5:30-7:30pm
\$35/student \$40/nonstudent

OUTDOORS

Intro To Falconry
Thurs. July 7, 14, 21, 28, Aug 4
6-7pm
\$20/student \$25/nonstudent

Fly Tying
Tues. July 12, 19, 26, Aug 2
6:30-9pm
\$30/student \$35/nonstudent

PHOTOS

Photography
Mon. July 11, 18, 25, Aug 1
6-9pm
\$30/student \$35/nonstudent

Video Camera Methods and Techniques
Thurs. July 7, 14, 21, 28
7-9pm
\$20/student \$25/nonstudent

VARIETY

Wines of America
Tues. July 5, 12, 19, 26
7-8:30pm
\$30/student \$35/nonstudent

Bike Maintenance
Tues. July 12, 19, 26, Aug 2
7:30-9:30pm
\$20/student \$25/nonstudent

Billiards
Sat. July 9, 16, 23, 30
2-4pm
\$30/student \$35/nonstudent

Basics of Investing
Tues. July 5, 12, 19, 26, Aug 2
7:30-9pm
\$20/student \$25/nonstudent

Cake Decorating
Mon. July 11, 18, 25, Aug 2
6-9pm
\$20/student \$25/nonstudent

WOODWORKS

Woodworking I
Tues. July 12, 19, 26, Aug 2
6-8pm
\$40/student \$45/nonstudent

Woodworking II
Wed. July 13, 20, 27, Aug 3
6-8pm
\$40/student \$45/nonstudent