I hope that some of the state's college athletic directors were aware on their television sets Monday night and I'm not referring to that dull contest between the Yanks and the Orioles. If they were smart, they would have been watching the cheerleaders competition like most of the rest of the country. Preliminary ratings indicate the cheerleading show killed ABC's major league baseball.

That should tell somebody something, although I'm not completely sure. A takeover at several of the campuses in the Old Dominion. It is a well documented fact that none of the state schools stack up well in any sport or basketball and lacrosse. That should not mean the state schools could not have good cheerleading squads. But the sad fact is they do not.

The thought here is the total program should include everything concerning the schools: facilities, funding academics, and yes, cheerleaders.

It is one thing to say you are going to have a class in physical education. It is another to have a program. And class programs include good cheerleaders.

For the University of Virginia, in particular, the message should be crystal clear after Monday night's competition. After all, not all the Cavaliers are underdogs to national champion North Carolina in yet another facet of the total sports program.

Winning that TV competition is just another plus for the Carolina program, which doesn't need a whole lot of help in the first place.

Bill Brill

Cheerleading in the State in Bad Shape

Bill Brill

in New York. The girls were as much demand as the basketball players. Charlie Coffey may have been a flop as a football coach, but he would have made a fine athletic director. Coffey was a salesman, a promoter and those girls formed the best cheerleading team Tech ever had.

It is not just getting the right people to become cheerleading director, they dress also should be important as well. As a matter of fact, they should be important to somebody, certainly the athletic director. Ultimately, the whole program reflects on him. One can say it probably got as much publicity out of Jeff Dobbs, his head cheerleader who could not disguise his head from his shoulders, as it did Dobbs for the football or basketball player. After Dobbs became as big a campus hero as Rod Griffin, he had no one to cheer him on.

Home court (or field) advantage is not a myth. It exists, and it's tougher to win on the road when your home crowd is enthusiastic. That's where the cheerleaders can have considerable impact. The corps at VMI provides its own enthusiasm. The atmosphere at Tech would be the same with or without cheerleaders, but that's unusual.

Personally, my feeling about a cheerleading team is that if you can't do a good job, why have one at all? Some of the state's colleges would have been better off with no cheerleaders in recent years.

Now, if we were lining up my own squad, I'd start with Cheryl Ladd, Phyllis George and Cheryl Tiegs. And shame on CBS for giving us only one brief glimpse of Sports Illustrated's favorite swimming suit list of the gorgeous Ms. Tiegs.

ELSEWHERE IN SPORTS:

The Saturday Night Special basketball tournament amounted to nearly $38,000 each. That probably will remain a record, barring a future tour of the Richardson and I presume VCU, will get full shares. This year the Spiders and Rams got only $16,000 apiece.

Notre Dame became the first million-dollar baby in NCAA history when the Irish were awarded slightly over $1 million for their appearance in the Cotton Bowl. As an independent, Notre Dame got to keep all the money. Texas had to split its share among members of the Southwest Conference.

The Dayton Journal-Herald ran a full page devoted to a baseball truism prior to the at start of the season. Ten winners were to get box seats to watch Reds games. Unfortunately for the paper, the quiz was too easy. There were no perfect entries. The paper gave them all tickets. "We plan to run another quiz next March," said editor Dennis Shute. "But we will probably let the business-fnalitarian editor prepare the questions because the sports editor made them too easy."