



Wolverine crowns 13 champs



CAROL L. FRANCAVILLA/staff photographer

The Livonia Cardinals (striped jersey) were ousted in the first round by eventual boys 19-under champs Vardar during the

Wolverine VI Soccer Tourney, which attracted 234 teams to Schoolcraft College.

By Brad Emons
staff writer

The event generated \$1 million for the local business community.

It also produced 13 youth soccer champions among the 234 teams from throughout the Midwest and Canada, which competed last weekend in the sixth annual Wolverine tournament at Schoolcraft College.

Some of Sunday's finals were moved to Livonia's Bicentennial Park because rain played havoc with scheduling and the condition of the fields.

"We had three rain delays Friday and that created problems with rescheduling," said Marv Gans, Schoolcraft College Athletic Director. "But other than that, I felt we were well received by soccer teams in other areas."

"We'll pretty much have the same format next year. It takes a lot of people working and helping to make it go."

It took 4,000 soccer players to make it go well.

SEVERAL TEAMS from the Observer-Eccentric coverage area came away with titles.

The most impressive performance was turned in by the Livonia Florist Hawks, a Girls Under-16 team which outscored its opponents 34-3 in six victories.

The defense was led by fullbacks Becky Dinktrout, Rosemary Hally, Staci Hendershott, Kris Schulz and Shannon Stachurski. Goalie Lynn Shelly posted shutouts in quarterfinal, semifinal and final round action (a 4-0 win over the Cincinnati Celtic).

Center striker Shari Acitelli paced the offense with eight goals. "Acitelli was the key to our offense," said Hawks coach Paul Dugan. "She is an outstanding worker who always gives 110 percent."

"Her name is 'Ace' and she is definitely our ace in the hole." Equally as impressive was the Plymouth Stingers of the Western Suburban Soccer League, who outscored five op-

ponents by a combined score of 13-2 en route to the Girls Under-14 crown.

"WE DON'T RELY on one person," said Stingers coach Don Smith. "The scoring is really spread out. We don't have any big girls, but we like to control the ball. And they like to work together. We don't kick and chase the ball down. We wear teams out, especially in the second half. They're in good condition."

In the final, the Stingers beat the Troy Challengers for the third time this season, 2-0, raising their overall season record to 24-2-2.

Like the Hawks, the Stingers, comprised of eight players from the Plymouth-Canton area, four from Farmington and four from Northville, will compete in the Midwest Regionals July 19-21.

Meanwhile, the Vardar III soccer club, comprised primarily of Livonia players, came away with two boys age-group crowns.

The Under-15 Vardar squad blanked the Ann Arbor Flames for the title, 4-0, while the Under-18 team edged the Mount Clemens Carpathia Kickers for the championship, 2-1.

Teams from Troy also fared well. Troy United took the Boys Under-15 division with a 3-0 triumph over the Westerville (Ohio) Dingos. The Michigan Metros, another Troy-based team, beat the Brighton Strikers, 4-3, for the Boys Under-16 crown.

HERE ARE THE RESULTS of other boys championship games: Cincinnati (Ohio) Sycamore Arsenal 4, Toledo Pacemakers 2 (Under-10); Auburn Hills Dynasty 2, Windsor (Can.) Palazzi 1 (Under-12); Cincinnati Queen City Arsenal 2, Livonia Harps 1 (Under-14); Northville Arsenal 1, Cincinnati Forest Park Buckeyes 0 (Under-16).

The other girls finals included: Sunnyside (Calif.) Roadrunners 7, Canton Blue Angels 0 (Under-10); South East Cincinnati Cardinals 4, Livonia YNCA Bulls 0 (Under-12); Farmington (Ohio) Bandanas 4, Livonia Crusaders 2 (Under-16).

PASS concept: narrowcasting

IN THE BEGINNING there was television. And the masses rejoiced in a singular cry of ecstasy.

"More Lucy!" they shouted. "More Honeymooners! More Ed Sullivan!" Their needs were simple. TV producers filled them thusly, turning out more of the same types of shows.

Then came sports, and TV was transformed. Instead of just an occasional local baseball or football game, weekly shows presented a variety of sports. National heroes were created. Texans cheered lustily for John Uist as he guided the Baltimore Colts past the New York Giants in the 1958 NFL championship game.

Again the people rejoiced, although it wasn't the unanimous mass of television's earlier years. Specialization had been introduced. There were now shows targeting a certain segment of the audience.

NEXT CAME cable TV. Further specialization, the audience narrowed to a greater degree. The choices facing the viewer multiplied, the audience was segmented even more.

Now television has reached the regional cable stage: certain programs for certain members of a certain audience.

This latest evolutionary development birthed PASS — Pro Am Sports Systems, the Troy-based firm that, in the 15 months since its creation, has spread to 86 cable affiliates throughout Michigan and Toledo, including every system in suburban Detroit.

Which means that enough people are interested in PASS to pay the subscription price, which is sometimes twice that of 24-hour pay television stations like HBO or Showtime. PASS broadcasts between four and five hours a day, with rates ranging from \$8 to \$15.

BUT PASS presents purely sports. And its programming emphasizes live and local, with 88 Detroit Tiger games, 42 Pistons contests and several of the state's college events. "I'm in the entertainment business," says Bill Wischman, vice-president and general manager of PASS. "If people can't go out to the stadium, they can watch it on PASS."

Wischman must have a bit of carnival about him, too, considering the variety of his duties. In varying degrees, he handles finances, administration, negotiations, marketing and programming.

He also must adeptly balance the PASS concept, which has a built-in contradiction, on a very narrow perch if it is to work. He must sell a sport first, then convince his audience he can put that sport in their living room.

And he must do it while not taking any fans out of stadium seats.

"If people don't want to go down to the stadium," Wischman explains, "they won't watch it at home."

AND IF TOO many people stay home to watch, teams like the Tigers and Pistons are likely to allow PASS to keep televising home games.

That would be a huge chunk of PASS. The Tigers are the system's backbone, while the Pistons are the main attraction in the winter months. Collegiate sports, such as Michigan State and University of Michigan football, basketball and hockey, are also key ingredients, but without the Tigers and Pistons the system would never last.

So far, Wischman has been able to keep his act balanced. "No sport that we cover has dropped in attendance," he points out. "We promote attendance."

His philosophy is simple: "To deliver local sports to local fans — to bring local games to them."

His method is just as plain: Interest people in the sport, get them out to the stadium, create a following strong enough that, when they can't go, they'll turn on PASS and watch.

DEVELOPING an audience for a regional (PASS is restricted to areas of Detroit sports teams) cable system that, according to Wischman, offers "70 percent of the time, live broadcasts of local sporting events," is no easy task. Financial pitfalls abound, as other regional systems will attest.

"I won't get into a bidding war," says Wischman, who started his professional career as an accountant before joining ON-TV, the over-the-air pay TV station that operated in Detroit from 1970 to 1983. "I guess that's the unfortunate thing about being an accountant — I understand the realities of the business."

Several of his cable cohorts didn't like Sport View of Nashville, the system that paid an enormous sum to televise Big Ten football games last year. Sport View went belly-up, and the conference was out \$3 million.

"(The Big Ten) would have been better off going with me for a smaller sum because at least they would have been paid," Wischman points out. The bankruptcy of Sport View and four other regional systems has benefited PASS, which will feature 40 football games this fall after televising a dozen last year.

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Pride on line in sandlot star game

By Chris McCosky
staff writer

The Detroit Times began the game back in 1945. The now defunct newspaper rounded up the best amateur baseball players from across the state to take on the city team at Briggs Stadium (now Tiger Stadium).

A player from each team was selected to play in a New York sandlot all-star game. The first star of stars chosen was a youngster named Billy Pierce, who went on to distinguish himself in the American League. Others to play in the game were former Tiger greats Bill Freehan and Willie Horton.

The annual sandlot all-star game has changed over the years. The Detroit Free Press picked up the game when the Times folded in 1969. Later, Mike Adray assumed control.

But through 40 years, the game lives. Monday, four groups of all-stars will clash in a pair of games at Tiger Stadium.

At 10 a.m., all-stars from the Livonia Collegiate Baseball League will take on an all-star team from the Detroit Adray League's first, third, fifth- and seventh-place teams. At 12:30 p.m. the Lansing-area all-stars will play Detroit Adray stars from the second, fourth- and sixth-place teams.

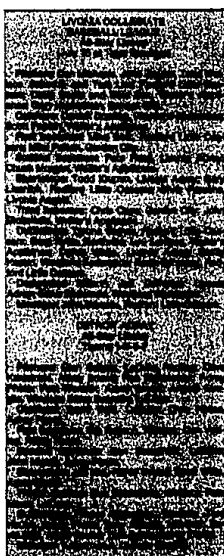
A TRIP to New York is no longer at stake. But the game provides the sandlot players a chance to play at Tiger Stadium, a dream come true for most players. It also gives the players a chance to demonstrate their skills before a large audience of major league scouts.

For the Livonia stars, there's even more at stake.

"We want to win," said John Moraitis, Redford Little Caesars coach who will guide the all-star team Monday. "We've always been told that we're the weaker league. I think we can play with them."

Don't blame the LCBL for carrying a bit of a grudge into Monday's contest. The Detroit Adray League has long been recognized as the premier summer sandlot league. The Detroit League features, for the most part, established college players. Adray Sound, for example, is comprised of players off the University of Michigan baseball team. Adray Photo is comprised of Eastern Michigan players.

In contrast, the LCBL is limited by geographic boundaries. Little Caesars must carry a certain percentage of



Redford players. Livonia Adray must carry a certain percentage of Livonia players. Though there are a good number of experienced college players in the LCBL, there are an equal number of high school players and college freshmen.

ACCORDING TO Morris Moorawick, who has been involved with the all-star game for all 40 years, Detroit carries an edge in the series.

"Scores of all-star games are negligible," Moorawick said. "Nobody remembers who wins or loses. I think Detroit and Livonia have played maybe seven times and Detroit has won five. Usually Livonia plays Lansing and I think they've only lost once to Lansing in 10 games."

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Tickets to all Detroit Lions home games go on sale Monday, July 22. Get your seats early and be part of the action at the Silverdome in '85.

LION TICKET OUTLETS

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Farmington Hills: Jim Hawkins' Fun Artie, 28952 Orchard Lake Road
Grand Rapids: Herpolsheimers, 1 Monroe Avenue, N.W.
Jackson: L.H. Field Co., 301 W. Michigan
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Port Huron: Smoker's Haven, 412 Huron
Rochester: Oakland University, Oakland Center
Saginaw: Pro-Am Sports, 3514 State Street
Windsor: Windsor-Detroit Lions Fan Club, 675 Goyeau
*Nominal service fee added to face value of ticket.

1985 LIONS HOME GAME SCHEDULE			
Date	Local Time	Team	No. of Tickets
Aug. 9	8:00 p.m.	Buffalo Bills	
Aug. 23	8:00 p.m.	Cincinnati Bengals	
Sept. 15	1:00 p.m.	Dallas Cowboys	
Sept. 29	1:00 p.m.	Tampa Bay Buccaneers	
Oct. 12	1:00 p.m.	San Francisco 49ers	
Oct. 27	1:00 p.m.	Miami Dolphins	
Nov. 17	4:00 p.m.	Minnesota Vikings	
Nov. 26	12:30 p.m.	New York Jets	
Dec. 15	1:00 p.m.	Green Bay Packers	
Dec. 22	1:00 p.m.	Chicago Bears	

Send me a total of _____ tickets @ \$12.50 each for the games marked above. Enclosed is my check/money order for \$_____. (U.S. funds only). MAIL ORDER TO LIONS TICKETS, P.O. BOX 4200, PONTIAC, MICHIGAN 48057 and enclose a self-addressed, stamped envelope for expedited return. Order early to insure the best possible seat locations.

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Season tickets are still available at \$125 each. Call the Lions at (313) 335-4151 for further details.