



Getting to first base

Minor-leaguer has big-league dreams

Former Southfield resident Scott Bryan Morganroth is a hit in his new job as public relations director for the Gastonia (North Carolina) Rangers, a farm club of the Texas Rangers.

By Shirlee Rose Iden
staff writer

If every dish he washed and dried were laid end to end, they'd reach to a job in professional baseball. Washing dishes is exactly how Scott Bryan Morganroth, 23, got to the Florida Winter Baseball Meetings and a job scavenger hunt that led to employment with the Gastonia (North Carolina) Rangers.

Morganroth is the public relations director for the Rangers, a farm club of the Texas Rangers. A resident of Highland, Mich., who grew up in Southfield, Morganroth's eye is on the heights even as he views them from the bottom-most rung of the sports ladder. His dishwashing augments a communications education and a lifelong passion for sports. It might have been more fun last year when the team was affiliated with the Tigers, but then, they didn't do so well either.

With a bachelor of arts in speech communication from the University of South Florida in Tampa, and experience as a sportswriter on newspapers including the Tampa Tribune, the Hallandale Digest, and his college newspapers, Morganroth has a handle on the fundamentals of sports and sports writing. The Florida Community College Press Association awarded him first place for best sports reporting among Division A newspapers in 1984, and earlier, as a teen, he worked as an assistant radio producer at WCAR for a sports talk show.

"I PLAYED played baseball, basketball, and hockey but my dream is to be a sportscaster, maybe even a television sportscaster," he said.

"My idols are Vin Scully of the Dodgers and Ernie Harwell of the Tigers. I met Ernie during spring training a while back and we've been good friends for about four years."

"Naturally, working for the Tigers or the Dodgers are my first preference, but I'll work anywhere, and in or out of sports, though I love baseball."

Morganroth's dream of doing play-by-play announcing is something he always wanted to do "even as a child in Southfield."

Living in his parents' (Shila and Mickey Morganroth) home, he hunted writing jobs while formulating plans to try for a baseball job at the winter meetings. "The meetings are a good place to job hunt," he said. "I knew if I didn't go I would live with regrets."

NO STRANGER to a kitchen, Morganroth adamantly rejected offers of help from his parents, rolled up his sleeves, and righteously earned his dishpan hands and the wherewithal for a budget trip to Florida and his dream.

"My friends, Gene Ryerson and Ella Nicholas, at the Highland

House helped me when I needed to save for a car, when I first left for school in Florida, and this time they came through again," he said.

Morganroth turned down journalism jobs knowing he would be leaving. He didn't want to unethically take employment and then quit.

Once at the baseball winter meetings, he renewed friendships with Tom Lasorda of the Los Angeles Dodgers and a number of baseball idols. Lasorda is a special friend who gave Morganroth his first big time interview.

"I walked up to a guy—with a beard, starting talking, and it turned out he was Mike Veeck, son of the great Bill Veeck."

"The job hunt was like being in a war zone," he said. "There were 225 people hunting for a job like one I landed, and only 11 were hired. Already, several of those are gone, either fired or burned out."

MORGANROTH was in the final three for a baseball writing job with the Buffalo Bisons, who disappointed him by rejecting him for lack of experience.

"My boss, Jack Farnsworth (Gastonia club president) told me, 'Scott, you can take this job to the bank, and when you're ready, it will help in getting another.'"

Though he brought his trusty mitt with him to the city of 65,000 in North Carolina, Morganroth's days and evenings are taken up with selling advertising, season tickets and scorecard ads and such for the South Atlantic League team.

"My boss says that knowledge is power that you don't get fired, you fire yourself!" he said. "I'm not saying he's a bad of roses; he's a hard-nosed guy. But he helped me and he said to me: 'You've gotta have the dream.'"

Right now, Morganroth, the salesman, has the dream, but also a challenge.

"Southerners are very conservative and not as sports-minded as Detroiters. I've never sold anything before in my life, and people don't need baseball, so I really have to sell."

Morganroth is hanging in there. He makes his rounds and has sold thousands of dollars worth of ads. He shows up at the field, but in minor league play, says they will hardly know the team lineup until the April 8 opener.

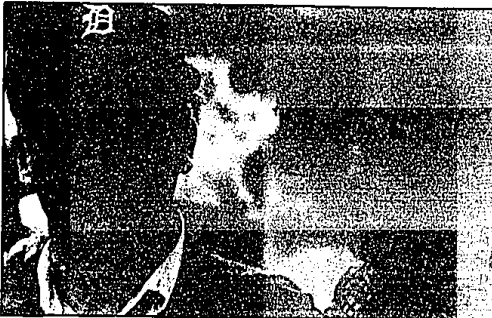
Morganroth is expected to do some public address announcing, and still dreams of a chance to do play by play.

A couple of weeks ago they had a country club promotion for the Rangers and I wasn't even mentioned as part of the team," he said. "It was mad. I told myself they'll know me later."

No way of knowing where he'll be a year from now, but despite his youth, and his dishpan hands, Scott Morganroth qualifies as one of the "boys of summer."



A snapshot from a sports fanatic's scrapbook: Scott Bryan Morganroth with one of his favorite athletes, Muhammad Ali.



Another snapshot from Morganroth's file: Here he's shown with his idol, Detroit Tiger broadcaster Ernie Harwell.

Oscar contest

The Observer & Eccentric Newspapers and AMC Theatres are sponsoring an Academy Awards contest.

Participants will pick winners from six categories: Best Picture, Best Director, Best Actor, Best Actress, Best Supporting Actress and Best Supporting Actor. Those participants with the most correct answers will be eligible for the prize drawing.

Grand prize is a round-trip for two to Hollywood (six nights). Second prize is an AMC Gold Pass. Third prize is AMC Guest Passes.

Contest rules

1. If more than one entry contains the most correct answers, the winner of the grand prize and

subsequent prizes will be selected by random drawing.

2. Entries should be mailed to the address listed in the accompanying entry blank, deposited in the entry boxes in the lobby of any AMC Theatre or deposited at any office of the Observer & Eccentric Newspapers.

3. Employees of the Observer & Eccentric Newspapers, AMC Theatres and TWA and their immediate families are not eligible.

4. Entry deadline is midnight Friday, March 27.

5. Limit, one entry per person.

6. No purchase necessary to enter contest.

7. Judges' decisions are final.

8. Winners will be announced in the Monday, April 6, issue of Street Scene.



"Platoon"



"Hannah and Her Sisters"

OSCAR CONTEST

BEST PICTURE

- ☐ PLATOON
- ☐ HANNAH AND HER SISTERS
- ☐ A ROOM WITH A VIEW
- ☐ THE MISSION
- ☐ CHILDREN OF A LESSER GOD

BEST ACTRESS

- ☐ JANE FONDA, *The Morning After*
- ☐ KATHLEEN TURNER, *Peggy Sue Got Married*
- ☐ SIBBY SPAGEK, *Crimes of the Heart*
- ☐ SIGOURNEY WEAVER, *Alien*
- ☐ MARLEE MATLIN, *Children of a Lesser God*

BEST ACTOR

- ☐ BOB HOSKINS, *Monsi Lisa*
- ☐ PAUL HENREID, *The Color of Money*
- ☐ WILLIAM HURT, *Children of a Lesser God*
- ☐ DEXTER GORDON, *Round Midnight*
- ☐ JAMES WOODS, *Salvador*

BEST SUPPORTING ACTOR

- ☐ DENNIS HOPPER, *Hoosiers*
- ☐ TOM BERENGER, *Platoon*
- ☐ WILLEM DAFOE, *Platoon*
- ☐ MICHAEL CAINE, *Hannah and Her Sisters*
- ☐ DENHOLM ELLIOTT, *A Room With A View*

BEST SUPPORTING ACTRESS

- ☐ PIPER LAURIE, *Children of a Lesser God*
- ☐ TESS HARPER, *Crimes of the Heart*
- ☐ MARY ELIZABETH MASTRANTONIO, *The Color of Money*
- ☐ DIANNE WIEST, *Hannah and Her Sisters*
- ☐ MAGGIE SMITH, *A Room With A View*

BEST DIRECTOR

- ☐ WOODY ALLEN, *Hannah and Her Sisters*
- ☐ ROLAND JOFFE, *The Mission*
- ☐ OLIVER STONE, *Platoon*
- ☐ DAVID LYNCH, *Blue Velvet*
- ☐ JAMES IVORY, *A Room With A View*

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"Crimes of the Heart"