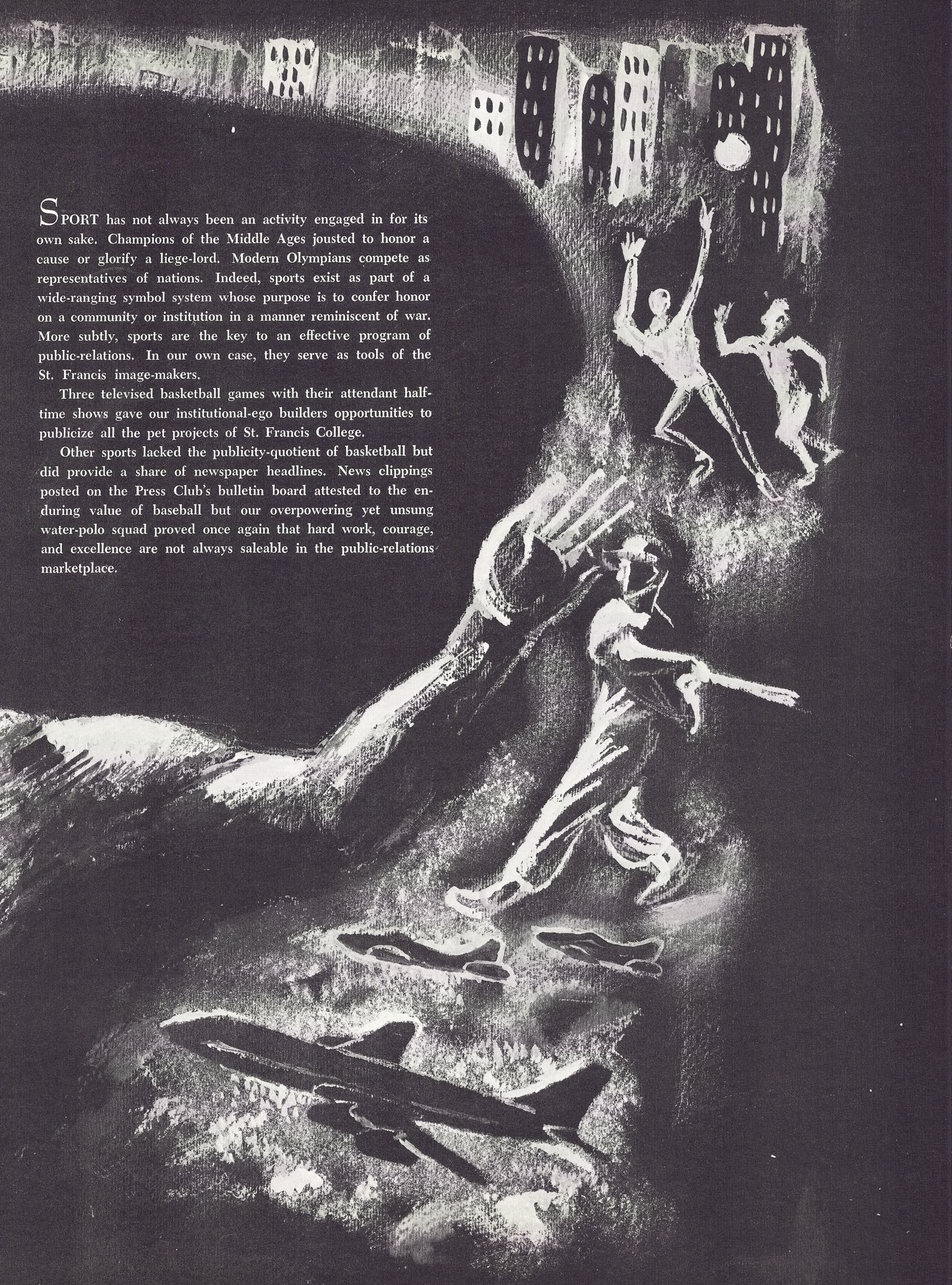
SPORTS

SPORT has not always been an activity engaged in for its own sake. Champions of the Middle Ages jousted to honor a cause or glorify a liege-lord. Modern Olympians compete as representatives of nations. Indeed, sports exist as part of a wide-ranging symbol system whose purpose is to confer honor on a community or institution in a manner reminiscent of war. More subtly, sports are the key to an effective program of public-relations. In our own case, they serve as tools of the St. Francis image-makers.

Three televised basketball games with their attendant half-time shows gave our institutional-ego builders opportunities to publicize all the pet projects of St. Francis College.

Other sports lacked the publicity-quotient of basketball but did provide a share of newspaper headlines. News clippings posted on the Press Club's bulletin board attested to the enduring value of baseball but our overpowering yet unsung water-polo squad proved once again that hard work, courage, and excellence are not always saleable in the public-relations marketplace.