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BASKETBALL FOR THOUGHT by Kris Gardner, e-mail: KGardner@TheHRR.com

You Tell Me

To say I'm a bitter person because of my lack of business success would be incorrect. I believe a better word to describe me is "confused". "Bewildered" may be good, too. "Baffled" is also a good description. No matter. I just want to discuss a few more things which leave me pondering exactly what is going on in basketball; so, you tell me.

If the National Basketball Association is supposed to feature the best players in the world, why on earth has it become more and more difficult for teams to score 80 points (let alone 100 points like in the glory years of the 1980s) in 2003 - 2004? The theory stating NBA teams are playing much better defense is garbage and a cop out. An open jump shot should be a made basket not just another bricked shot. Personally, I believe teams (including my beloved Detroit Pistons) should average at least 96 points per game. Think about it: 96 points per game is 2 points per minute. Forty-eight minutes in a regulation game; so, I'm not asking for much especially when you consider the three - point shot and the clock stops for free throw attempts. Fans

who attend any NBA game which feature s both teams scoring less than 85 points should demand a refund because the



mean increased exposure for the University . Don't you think? I went by UH to pick up more tickets to be given away at KCOH

...96 points per game is 2 points per minute.

NBA is putting forth an inferior product but demanding full price to witness it. Next, what is wrong with the athletics' Marketing Department at the University of Houston? **Chandi Jones** is one of the top basketball players in the entire country; yet, hardly any efforts have been made to promote her image and her talents. Chandi's accomplishments are amazing: she scored 1,000 points faster than anyone (male or female) in Conference USA history. Chandi reached the mark in her **46th game**. This season she became the third fastest player to reach the 2,000 point mark. She did it in her **84th game**. Increased exposure for Chandi would

radio station; and, I walked into Chandi while I was leaving the office. I told her why I was at school; and, she thanked me for my efforts and for trying to promote the team. I appreciated her thanks; but, I thought to myself, "How sad is this? One of the top players in the United States plays college ball in Houston yet few people in Houston (let alone the rest of the state and America) have ever heard of her." Next, if your team lacks strong big men and a good low post game, but, the team does have good athletes who can run up and down the floor, why, as a coach, do you play half court basketball and slow down the temp of the game?

If you don't know which coach I'm referring to, I'm talking about U of H men's coach **Ray McCallum**. I am not going to question Ray's recruiting efforts for two reasons: one, I've already done it before; and, two, what's done is done. This current Cougars' team is what it is: thin and inexperienced.

Ray, like most of us, is stubborn. He believes his coaching methods will work and does not want to change simply for the sake of change. However, I believe Ray is making a mistake. This year's team needs to force tempo with full court pressure and create turnovers which will lead to fast break points. The Coogs have a shot blocking big man in 7'0 **Anwar Ferguson**; but, Anwar only weighs 210 pounds; so, he's not strong enough to bang with the big bodies. Think about it, Ray. Basketball people in Houston know what you know — your job is on the line **this season**; so, don't be too stubborn to try something different.

Lastly, I'm one of the few members of the media who truly enjoys covering women's basketball in Houston (from high school to the pros). What do I need to do to get more people to notice the HRR and, instead of offering me compliments for my efforts and my work, become subscribers?

Like I said, you tell me.