

Two new Jewell coaches provide keen insights

William Jewell Cardinals' coaching staff has two additions to its football ranks, and both have great credentials as well as having major jobs for the season.

Coach Bert Cooper is making his debut at the Cardinal camp and will be assigned the job of coaching linebackers. Cooper is aware of the potential of his returning lettermen, and their defensive capabilities. However, he admits: "Even though we have the potential to be an outstanding defensive backfield, we have three positions that have to be filled. But, that doesn't mean these three will be the lower three on the team. "There was solid hitting during first week practice sessions and Coach Cooper is going about his chores of keeping his men lively with spirited pep talks.

Cooper comes to the Cardinals with the enthusiasm of a first year player. He went to high school in Florida, and then played at Florida State University. The pros saw his abilities and he was drafted by the New York Jets and excelled in his middle linebacker position with the Jets and then with the Tampa Bay Buccaneers from 1974 through 1977.

Cooper then moved to the Kansas

City area where he has been working with the media, and most recently with the crew of KMBZ radio. He also has furthered his career, and now owns the Enthers Advertising Agency. He is quick in talking about his wife, Linda, who is employed at Hallmark Cards. They have been married four years.

Cooper barks out his order in an articulate manner and has a good relationship with his players. His mannerisms are enthusiastic and it shows in his linebacker crew. He knows how to relax players, but is quick to show despair when things go wrong. Cooper is likable, enthusiastic, and capable, and a welcome addition to the Cardinal staff.

More than 100 hopefuls have been attending practice sessions at the William Jewell Cardinal football camp, and a new face is in charge of coaching the running backs and speciality teams.

Coach Doug Carter, although he is a newcomer to the Cardinal staff, is no new name to Liberty, or Jewell. Carter played at Liberty Senior High School and at Jewell, graduating in 1980 and leaving his offensive tackle position open.

His first year of coaching was as head coach at Mount City High School, where his team excelled as District Champs. However, love for college football as well as a desire to return to William Jewell made Carter an easy recruit for new head coach Vic Wallace.

Carter has plenty of problems: one is trying to fill the gap that made with the graduation of David Cunningham, All-American fullback for the Cardinals last year.

"Depth will be a problem even though we have three starting backs returning from last years squad," notes Carter. "We have several candidates with good qualities coming into camp including some outstanding freshmen. If we can keep away from too many injuries, I will not hesitate to add the younger players to spell the lettermen as early as the opening game of the season."

Carter says his offensive backfield is only three deep at fullback, and five deep at halfback. The multiple veer offense has been established, and he expects the pro formation to be used to a large extent. There should also be a lot of passing, with backs being used in the formation.