

'Carolina fever' long range plan

Savod - professional touch boosts attendance

By JOHN B. MOORE
Staff Writer

Last year's UNC football promotion campaign of "Six Super Saturdays," which helped break all previous Kenan Stadium attendance records may have only been the beginning of success to come as far as generating interest in the football Tarheels. This season's campaign of "Carolina Fever," with even more media exposure could possibly be as successful if not more so despite this year's schedule of only five home games with only two ACC opponents.

Bob Savod, UNC's first assistant athletic director for promotion, and creator and implementor of all UNC's sports promotion campaigns, spends about 95 per cent of his time in promoting UNC football. His campaign of last year helped produce a record number of season ticket sales despite a losing record the previous year. Also with a good start by last year's team along with the promotion campaign set a Kenan Stadium attendance record of 271,000 for six home games, including four sellouts. One of the sellout games was against Virginia, which had a losing record.

Savod actually came up with the theme of this year's "Carolina Fever" before the last year's promotion effort began. "It was all part of a total campaign effort or master plan for accomplishing our ultimate goal of

selling out Kenan Stadium," Savod said. "I recognized as a result of what we were going to do promotion-wise that we would break some records, which we did."

This year's "Carolina Fever" will stress more than in the past what Savod refers to as a "total campaign." By this Savod is referring to the use of every type of media promotion available.

"We at Carolina believe in a multi-media campaign. Go after radio, television, newspapers, direct mail to help reach a balance. When we try one part of a promotion, it has the backing of all the rest of the campaign." Savod pointed out that Tar Heel Football will be promoted on 83 radio stations in the state along with every major newspaper and television station in North Carolina.

Perhaps the most difficult game of the upcoming season to sell out for the Tar Heels will be the home opener against Richmond on Sept. 17.

"There is a need to create a vehicle for a game like Richmond, and that vehicle is our "Youth Day." Savod said Carolina is offering youths 18 and under an \$8 ticket for \$2 along with a four-dollar discount for an accompanying adult.

The offer is being made in cooperation with a statewide super market chain, which is distributing discount coupons. Savod believes that with the media exposure and

the coupon promotion, there is a chance for at least a good turnout if not a sellout. That date is also Band Day.

Another reason for Savod's optimism is that ticket sales were up by 1,500 over this period last year. He expects the figure to improve as the season draws near.

With football promotion at a "fever" pitch in just its second season at Carolina, plans are already underway for the years to follow. "I'm inclined to think we're going to keep our 'Carolina Fever' theme," Savod said. "We think it's indicative of what we're trying to accomplish." With six home games next year, Savod is toying with the notion of combining last year's theme with this year's idea for 1978.

"I would ultimately like to sell out every seat in the present stadium with season tickets," Savod said. "Next year our goal will be to sell out every game." The goal for this year, according to Savod, is to show a 20 per cent increase per comparable game. For

example, Savod said he would like to see 20 per cent more people at the Wake Forest game on Oct. 18 than were at the Wake game two years ago.

Not to be overlooked by Savod as an important factor in attendance is the performance by the Tar Heels on the field. "I think a promotion serves as a catalyst to a successful team in generating maximum attendance."

Savod expressed optimism about the team's chances this year, which with a full stadium, should show some of its own "Carolina Fever" when opponents arrive at Kenan Stadium this fall.

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