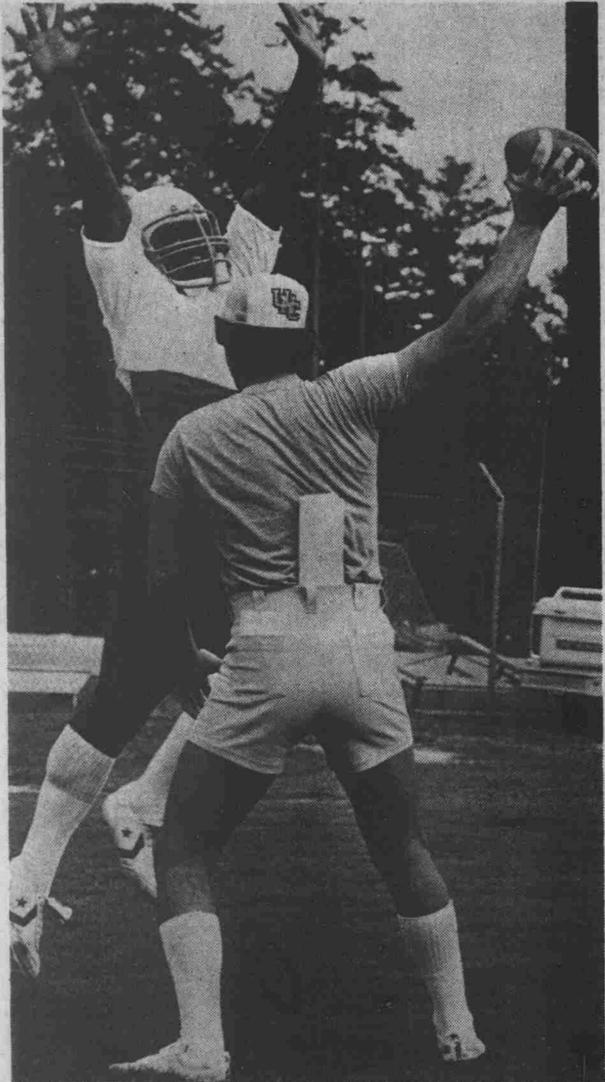


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DTH/Scott Sharpe

The year after

Can Tar Heels surpass 1980 fame?

By CLIFTON BARNES
Sports Editor

The 1981 North Carolina Tar Heel football team can be better than last year's Atlantic Coast Conference and Bluebonnet bowl championship team if a few holes can be filled, UNC coach Dick Crum said as fall practice began.

"We can be a better football team and still not go 11-1 like last season," Crum said. "Anytime you do that well you have to have a little luck going."

"We had good fortune at critical times last year. The most important factor is that we didn't have a whole lot of injuries and we had experience. This year we need experience."

Finding the needed experience and depth is the largest hole the coaching staff is looking to fill.

"I like our potential on offense, but we must develop some depth there," Crum said.

Rod Elkins, a 6-1, 204-pound junior, will again direct the offense. Last season he started every game and tied for the ACC passing lead. This year he has already been chosen by conference coaches as preseason all-conference quarterback.

Elkins came on to start when Chuck Sharpe was hurt in fall practice. He quickly developed as a starting quarterback so now he is firmly entrenched at that role.

"Fate dictated our quarterback situation last year," Crum said. "We now have a veteran and that should give us stability. We'll be able to throw the football more because Rod has gotten more passing experience."

"Timing is the biggest thing a quarterback and his receivers must work on," Elkins said. "We were able to do that in the spring. In addition, I know how to read secondaries better. I've seen them on the field. A year ago I had only seen them on a chalkboard."

One receiver who was out much of spring practice and thus could not team up with Elkins is last year's starting split end Jon Richardson.

It looks like Victor Harrison, who came on at the end of last season to finish with 16 catches, will take over Richardson's role at starting split end. But Richardson will probably exceed his 15 receptions from last season if the Tar Heels do indeed pass more often.

Sophomore Mark Smith had just one catch for seven yards last year but he is set to be the starting flanker after impressing coaches in spring drills.

But the personnel problem comes on the interior line and the backfield. All-America offensive linemen Ron Wooten and Rick Donnalley are gone as is four-time 1,000 yard rusher Amos Lawrence at tailback and mammoth fullback Billy Johnson.

Dave Drechsler, a 6-4, 250-pound junior, has been moved from tackle to guard, where he was named preseason all-conference. Senior tackle Mike Marr, who was injured in spring drills and underwent knee surgery, is back at fall practice and is expected to anchor the line with Drechsler.

Tailback Kelvin Bryant will play more this season, possibly more than Crum would like if a capable backup is not found. Bryant, a 6-2, 195-pound junior, ran for more than 1,000 yards last season while splitting time at tailback with Lawrence. For those accomplishments, ACC coaches have named Bryant as the third preseason all-conference selection from the Tar Heel offense.

It looks as if sophomore Tyrone Anthony will be the top reserve at tailback. Anthony averaged six yards a carry in the annual spring Blue-White game.

Alan Burrus, 5-11, 210, will be the starting fullback, barring the injuries that have plagued him his first two years. He

was counted on for reserve duty last season, but a hamstring injury sidelined him for so long that coaches decided to red-shirt him. In 1979, the junior from Shelby started six games at defensive back before being injured.

Sophomore James Jones, a walk-on from Rocky Mount, ended spring workouts as the No. 1 reserve fullback. His coaches say they have been pleasantly surprised by his play.

Not only does the defense have to worry about depth, but it must also worry about who will be starting. All-America outside linebacker Lawrence Taylor is gone, as are tackles Donnell Thompson and Harry Stanback.

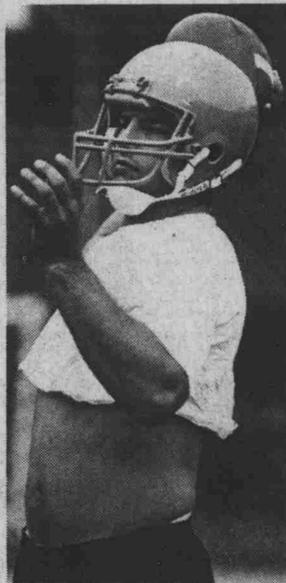
"When you have two first-round NFL draft picks and one sixth-round draft pick gone from your defense, it is hard to replace them," Crum said. "Settling on our top defensive players will be one of our primary goals in fall practice."

"We've taken over 10 years experience and replaced it with one on the defensive line alone," defensive coordinator Denny Marcin said. "It may take a little while to jell. We have kids who by gaining experience are going to be good football players."

It appears that Mike Wilcher, a 6-3, 230-pound junior from Washington, D.C., will assume Taylor's role as outside linebacker. Senior Jeff Pierce may also play some there.

"The defensive line is what makes a good defense," Marcin said. "It's our first line of defense, the linebackers are second and the defensive backs third. If the line fails, it puts a lot of pressure on the linebackers and backs."

If the Tar Heels were playing today, junior Jack Parry and sophomore William Fuller would start at tackle. Parry and Fuller, each 240-pounders, are smaller than the 257-pound Thompson and the 262-pound Stanback. Parry has started



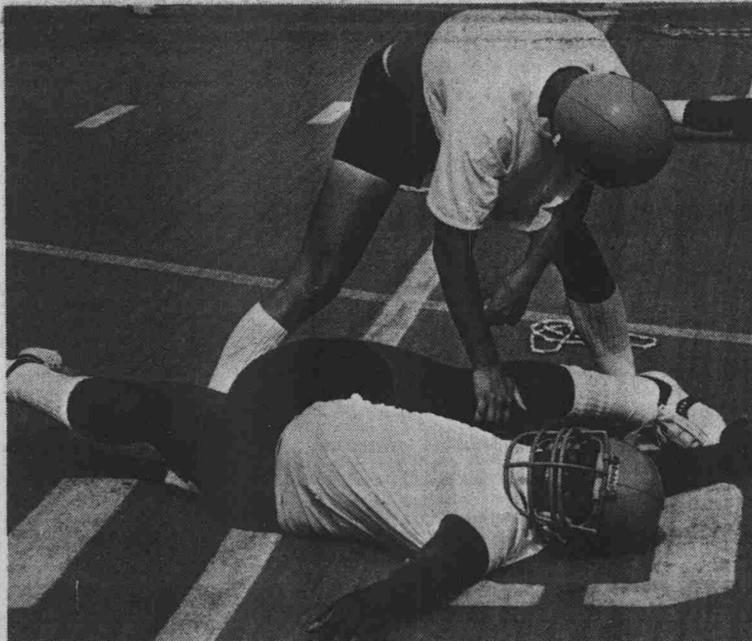
Rod Elkins DTH/Scott Sharpe

one game as a Tar Heel, Fuller none. "People ask me who we're going to miss the most and I'm not sure that it's not Steve Streater," Crum said. Streater was named all-conference at both free safety and punter.

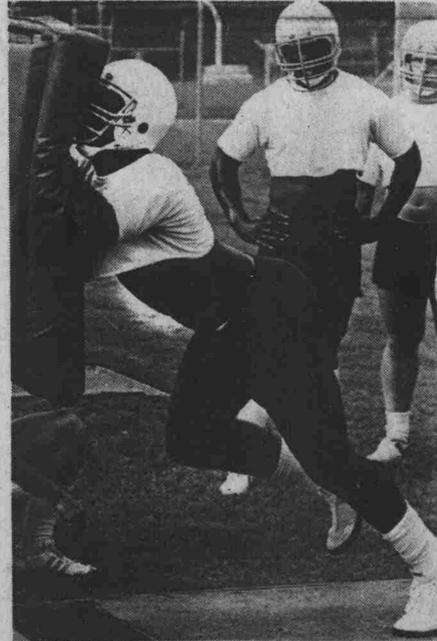
Sophomore Walt Black ended spring practice as the starting free safety, but he has no varsity experience. Former quarterback Chuck Sharpe who missed

See TAR HEELS on page 3

Defense (above), blocking (far right) and conditioning (right) are three big keys to success of the 1981 Tar Heel football team. Graduation hit hard on defense, where All-American Lawrence Taylor left. The offensive line is now without All-American Rick Donnalley and Ron Wooten. In addition, Coach Crum says cool weather and rain has put a damper on individual endurance.



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Inside

- Streater tries to come back from accident. See page 6 and 7
- Crowd noise police adopted by NCAA. See page 2
- Atlantic Coast Conference football schedule. See page 3
- The Great Carolina football quiz. See page 4
- Ticket distribution system changes slightly. See page 4
- Scroggs determined to keep lacrosse team on top. See page 5
- Women's athletic program gets respect after 10 years. See page 9
- Four new coaches come to UNC. See page 10
- Fall sports teams look toward seasons. See page 11

Battle brews over football TV contracts

By GEOFFREY MOCK
Assistant Sports Editor

• First of two parts

Faced with increasing costs caused by inflation, colleges are turning to television revenue for football games to avoid athletic budget deficits. But athletic directors are finding that new and lucrative television contracts are causing as many problems as they solve.

The NCAA just signed a four-year, \$264 million contract beginning in 1982 with CBS-TV and ABC-TV. This ends years of ABC's exclusive coverage of NCAA football.

The contract calls for expanded coverage beneficial to all NCAA schools, but fails to satisfy the demands for reform by some of the sport's major powers.

As a result, the College Football Association, representing major independent schools and every important conference but the Pacific 10 and Big Ten, signed a four-year, \$180 million contract with NBC-TV. The agreement, if ratified at a CFA meeting on Aug. 21 in Atlanta, would seem to be in violation of a NCAA requirement that all member schools adhere to the NCAA television contract.

Virginia Athletic Director Dick Schultz said the CFA will definitely be in a legal battle with the NCAA, because the majority of CFA members will have ratified the television pact by the time the Sept. 10 reconsideration date comes.

Schultz said that the eight ACC schools should vote as a unit. "If we don't, it could be chaos," he said. "Suppose North Carolina voted for it and Virginia voted against. Would that mean a Carolina-Virginia game couldn't be shown on TV?"

There are many unanswered questions, but one question has been answered — that of legal expenses.

Charles M. Neinas, CFA executive director, has confirmed that NBC will share the costs of a legal fight.

Harold Enarson, president of Ohio State University, a school not in the CFA, said that it is mind-boggling that big-money television can be in a position to get control power.

"I think one would be naive in the extreme to believe one could let someone else pay half your legal fees without having that other party share mightily in the control of policy," he said.

But there are also objections to the NCAA control. University of North Carolina Athletic Director John Swofford said the CFA had two objections to the NCAA contract. First, Carolina and the Atlantic Coast Conference had not been on television enough.

"I believe ACC football has improved tremendously in the past ten years, but we are not getting our share of the coverage," he said.

The CFA also disputes the distribution of television revenue. Although CFA schools account for more than half of all television appearances, they receive only 48 percent of the revenue. "A lot of money in the NCAA goes to places other than those that participate in the TV package," Swofford said.

The NCAA gets 8.5 percent of the television revenue, 4.5 percent of which goes to pay the travel expenses of any athlete who qualifies for an NCAA championship. The contract also limits a team to six appearances every two years and requires 12 Division I AA games every two years, further restricting the amount of revenue going to the college powers.

Swofford takes a moderate position on the latter objection. "The requirement for appearances by non-Division I schools and the payment of travel expenses is not necessarily bad. Our philosophy is to have an extensive and a well-balanced program, and

football revenue can help it."

From a purely financial standpoint, the CFA contract is more lucrative than that of the NCAA, but the NCAA could go to court to require enforcement of its contract, causing a major split within the organization. "We are not interested in a situation that would tear apart the NCAA," Swofford said.

"The thing that is difficult is that you can't isolate football. If the CFA happens to branch off, that organization will have to work out more sports than just football," he said.

Charlie Carr, assistant athletic director for recruiting at UNC, said the ramifications of the CFA contract went beyond finances. "A lot of other things that we cherish are affected by the contract, and we don't want to jeopardize these."

"There are binding recruiting rules that have evolved to give us a good standing, and that's a heavy side of the pendulum. The NCAA has provided an atmosphere that is conducive to our goals. The CFA has just been an adjunct," Carr said.

The issues symbolize the problems that come with the influx of dollars into the athletic arena. Swofford said: "One of the base issues is who owns the property rights to television. Does the institution or does the NCAA?"

"All of this is about dollars, and sometimes you tire of talking about it, but when you are committed to maintaining a self-sufficient program, you have to take it into consideration."

Despite the objections to the NCAA contract, Swofford said it was an improvement over the past contract and that North Carolina can expect to benefit from it. But the important changes for increased benefits may come from outside network television.

"Two things that will have an impact in the future

are cable and subscription TV," he said. "The possibilities are incredible."

Swofford said he had talked to local programmers about televising Carolina football games, but no agreement was yet in the works. "We talked about delayed telecasts. The NCAA prohibits the schools from showing live football on TV."

Interest in these matters is not purely financial. Carr said good television exposure could provide a needed boost to any football program. "There is a correlation between exposure and popularity," he said. "The more you are seen, the more people will be familiar with you."

It is that influence that has brought the NCAA to perhaps its greatest disagreement ever. With the dollar signs getting bigger, the nature of college athletics becomes increasingly threatened by the struggle between the colleges and the NCAA for control of television rights.

The dispute would undoubtedly affect sports other than football. The recent bidding war between the networks for rights to college basketball may indicate that the sport may be ripe for the problems now facing football. The NCAA allows greater sovereignty in basketball, allowing many of the conferences to have their own television contracts.

"The football contract is completely different than for basketball," Swofford said. "If the NCAA should ever decide that the conference can't have their own package, we'd have a real problem, because the ACC package is very lucrative."

Tomorrow: The ACC's basketball contract.