

## UNC tops both polls

North Carolina's Tar Heels have been chosen in two polls as favorites to win this fall's Atlantic Coast Conference football crown.

In a media poll, Coach Dick Crum's club, which won the Bluebonnet Bowl last year, received 56 of 73 first-place votes.

In another poll, four of the league's coaches gave the nod to the Tar Heels, who have 12 of last year's starters returning. Coaches were not allowed to vote for their own teams.

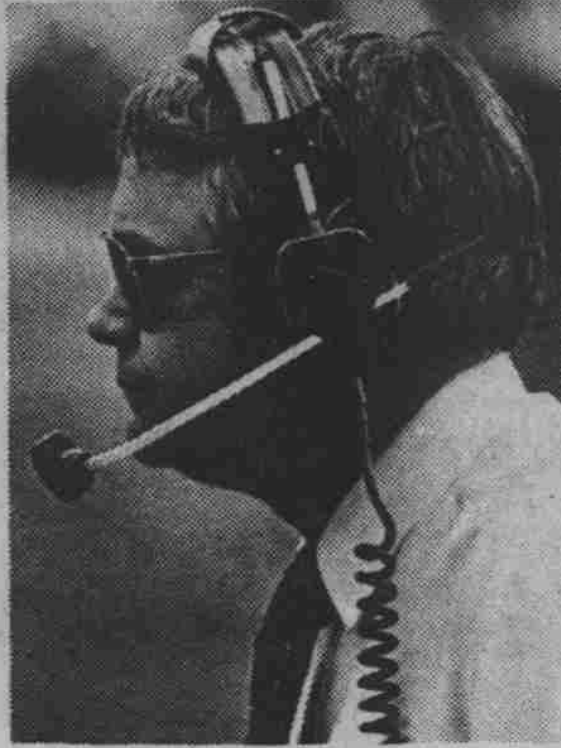
The two polls differed greatly, however, in selecting North Carolina's strongest challenger. The media picked Maryland as runner-up by a slim nine-point margin over Clemson. N.C. State was a strong fourth, followed by Virginia, Duke and Wake Forest.

In the coaches' poll Clemson and N.C. State tied for second, while Maryland was chosen fourth. Behind the Terps came Duke fifth, Wake Forest sixth and Virginia seventh.

Georgia Tech was not considered in the voting because it will not be eligible for the football championship.

Last year, both the coaches and media selected North Carolina to capture the league title, and the Tar Heels responded with a 6-0 conference mark.

The media poll has correctly predicted the conference champion four of the past five years. The exception was in 1977, when Maryland was picked to win but finished in a tie for third while North Carolina emerged as conference champion.



UNC coach Dick Crum

## Five Heels named to ACC team

Five UNC Tar Heels have been named by the eight Atlantic Coast Conference coaches to the 1981 all-conference preseason football team.

The offensive team includes quarterback Rod Elkins, tailback Kelvin Bryant and guard Dave Drechsler, while the defense includes defensive end Calvin Daniels and linebacker Darrell Nicholson.

Carolina tight end Shelton Robinson and defensive back Bill Jackson were given honorable mention.

N.C. State also had five selections; no team had more.

Five of the eight players returning from last year's all-conference got places on the preseason squad. The three returning all-ACC choices not selected are Clemson's wide receiver Perry Tuttle and offensive tackle Lee Nanney and Virginia linebacker Stuart Anderson.

The returning all-conference offensive players are N.C. State tackle Chris Koehne, Maryland running back Charlie Wysocki and Bryant. Defensive standouts returning are Nicholson and Duke defensive back Dennis Tabron. Wake Forest receiver Wayne Baumgardner was an all-conference choice as a sophomore in 1979, but was beaten out by Tuttle for the honor last fall.

With all eight head coaches casting votes, six players were unanimous selections. Four of the six selections play offense: Carolina's Drechsler and Bryant, Clemson center Tony Berryhill and Virginia place-kicker Wayne Morrison. Unanimous selections on defense were Maryland lineman Mark Duda and N.C. State defensive back Donnie LeGrande.

### ACC FOOTBALL COACHES PRESEASON TEAM — 1981

#### OFFENSE

Pos.	Name and School	Height	Weight	Class
WR	Mike Quick, N.C. State	6-2	186	Sr.
WR	Wayne Baumgardner, Wake Forest	6-1	194	Sr.
TE	John Tice, Maryland	6-5	228	Jr.
T	Chris Koehne, N.C. State	6-5	260	Sr.
T	David Lutz, Georgia Tech	6-6	258	Jr.
G	David Drechsler, NC	6-4	230	Jr.
*G	Brian Baldinger, Duke	6-4	244	Sr.
*G	Robert Oxendine, Duke	6-3	255	Jr.
C	Tony Berryhill, Clemson	6-5	216	Sr.
QB	Rod Elkins, NC	6-1	195	Jr.
RB	Charlie Wysocki, Maryland	5-11	204	Sr.
RB	Kevin Bryant, NC	6-2	185	Jr.
K	Wayne Morrison, Virginia	5-10	160	Jr.

#### DEFENSE

Pos.	Name and School	Height	Weight	Class
L	Mark Duda, Maryland	6-3	248	Jr.
L	Jeff Bryant, Clemson	6-5	250	Sr.
L	Calvin Daniels, NC	6-3	231	Sr.
*L	Ricky Etheridge, N.C. State	6-2	218	Sr.
*L	Greg Vanderhout, Maryland	6-0	242	Jr.
*L	Eddie Yarnell, Wake Forest	6-4	230	Sr.
LB	Jeff Davis, Clemson	6-0	225	Sr.
*LB	Robert Abraham, N.C. State	6-1	220	Sr.
*LB	Darrell Nicholson, NC	6-2	235	Sr.
B	Donnie LeGrande, N.C. State	5-8	175	Sr.
B	Dennis Tabron, Duke	5-10	177	Sr.
B	Pat Chester, Virginia	5-9	185	Sr.
B	Terry Kinard, Clemson	6-0	188	Sr.
P	Jeff Pierce, Georgia Tech	6-2	195	Sr.

\*Tied for position

#### 1981 COACHES POLL

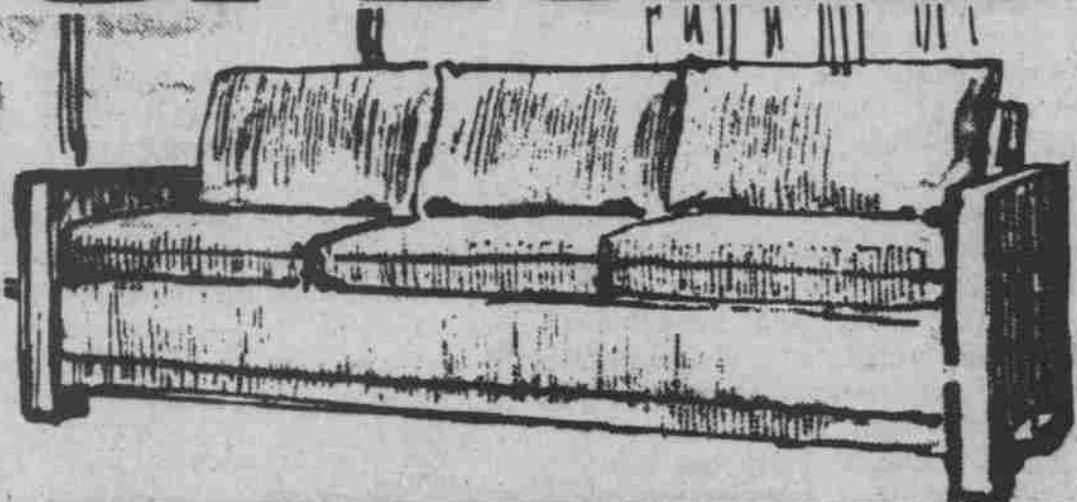
Team	1st	2nd	3rd	4th	5th	6th	7th	POINTS
North Carolina	4	2	—	—	—	—	—	34
N.C. State	2	1	2	1	—	—	—	28
Clemson	1	3	1	1	—	—	—	28
Maryland	—	1	4	1	—	—	—	24
Duke	—	—	—	2	2	2	—	12
Wake Forest	—	—	—	2	1	3	—	11
Virginia	—	—	—	—	4	2	—	10

#### 1981 MEDIA POLL

Team	1st	2nd	3rd	4th	5th	6th	7th	POINTS
North Carolina	65	5	2	1	—	—	—	499
Maryland	3	26	25	18	1	—	—	377
Clemson	5	29	12	19	7	1	—	368
N.C. State	—	12	27	22	10	1	1	328
Virginia	—	1	2	10	24	26	10	190
Duke	—	—	3	1	24	28	17	164
Wake Forest	—	—	2	2	7	17	45	118

(Points awarded on basis of seven for first, six for second, etc., in the media poll. Since a coach could not vote for his own team, points were awarded in that poll on the basis of six for first, five for second, etc.)

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## NCAA tightens rules on equipment, crowds

By JOHN ROYSTER  
DTH Staff Writer

Changes in blocking, special teams and crowd noise regulation highlight rules changes for the 1982 National Collegiate Athletic Association football season.

The changes were announced to the Atlantic Coast Conference at the annual coaches and media weekend in Southern Pines July 31.

The new crowd noise policy is rule 3-3-3, which reads, in part:

"If the clock has been stopped twice during the game for crowd noise violations against the same team, any subsequent stopping of the clock because of crowd noise violations against the same team will result in a charged time out or a delay penalty if all offending team's time outs have been used."

The change in the rule is the "in the game" phrase. In past years, two violations in one series of downs were required to set up a potential penalty situation. The rule was tightened in response to crowd noise at a number of stadiums

throughout the country, with Clemson being the most notable ACC example.

Carolina has avoided any penalties under the old rule, and assistant coach Chuck Priefer said he did not expect any problems with the new rule.

"Our fans are a little better behaved, even though (crowds are) just as large. I'm sure our fans will behave themselves."

Another change is simple but will be immediately noticeable — the box-and-chain first down measuring sticks will be moved six feet behind the sideline rather than directly on it.

That change was made in response to the danger of injury involved with having the sticks and chains so close to the action.

The overlay vest-type jerseys worn by players on special teams have been outlawed. The jerseys were worn by players who switched from eligible receivers to ineligible, or vice-versa, for special teams.

The change was for safety reasons, and because several players across the country last year put the jerseys on backwards.

Priefer said Carolina had ordered special jerseys in response to the rule. The new jerseys will have long slits in the top so that they may be put on quickly by players for the punting team.

Priefer, who coaches special teams, said he favored the new rule, even though his punt teams were known for getting on the field quickly and catching opponents off guard. Uniform number changes have to be accomplished quickly to facilitate that.

"I see what (the NCAA is) trying to do," Priefer said. "The pullover jerseys were flapping, shoulder pads were flapping. It's going to be safer this year."

Another rule change may prove to be the bane of referees' existences. Officials are now obligated to go to the sideline for a conference with the head coach if the conference is requested by a player actually in the game or by the coach.

Officials have not had that obligation in the past. The granting of such conferences has been at their discretion.

The rule does have a string attached, though: If the coach uses the conference to argue an official's call, and the call is not overruled, the coach's team is charged with a time out.

Or, if the team is out of time outs, a five-yard penalty is assessed.

"The NCAA has, in 1981, followed the lead of professional football by reducing the holding penalty to 10 yards. The National Football League reduced the penalty a few seasons ago.

Pass blocking rules have also been revised. A lineman executing a retreat block must have his hands open with the palms facing the frame of his opponents' body.

That change is designed to eliminate jersey-grabbing by offensive linemen.

"Also, after a foul by the defense, during the last 25 seconds of either half, the clock will start on the snap." On offense the clock will start earlier, when players set in position for the play.

It is now illegal to block below the waist on a player behind the neutral zone in a position to receive a backward pass.

## Success ends Carolina Fever promo

Staff and Wire Reports

The popular Carolina Fever promotional campaign has been so successful the last five years that Bob Savod, associate athletic director at Carolina, has had to significantly reduce the commercial promotions this season.

Apparently, the Tar Heel football team — 1981 Bluebonnet Bowl Champions — does not need any ticket promotions. Kenan Stadium has been sold out for months.

Carolina Fever is still alive, however, just simply reduced. Savod is now getting some television and radio commercials ready for airing lest people forget about UNC football.

It was not always a question of reminding folks about the Tar Heels — it used to

be a problem just generating any interest at all. In 1975, only one game was sold out and attendance averaged only about 35,000.

Savod began his promotions in 1976, and since 1977, Kenan has been sold out for every game.

The Carolina Fever pitch utilized a total approach in advertising. Radio and television spots were perhaps the most visible, but direct mail and newspaper advertising were also used extensively. Billboards were displayed prominently in many large North Carolina cities. Bumper stickers from the campaign are still popular.

Savod recognizes the fact that the need for such a huge effort may come again in the next few years.

"Obviously, team success will have a lot to do with it," Savod said. "Our pre-

sent situation is due to a cumulative effect of five years of promotion, plus the success our teams have had."

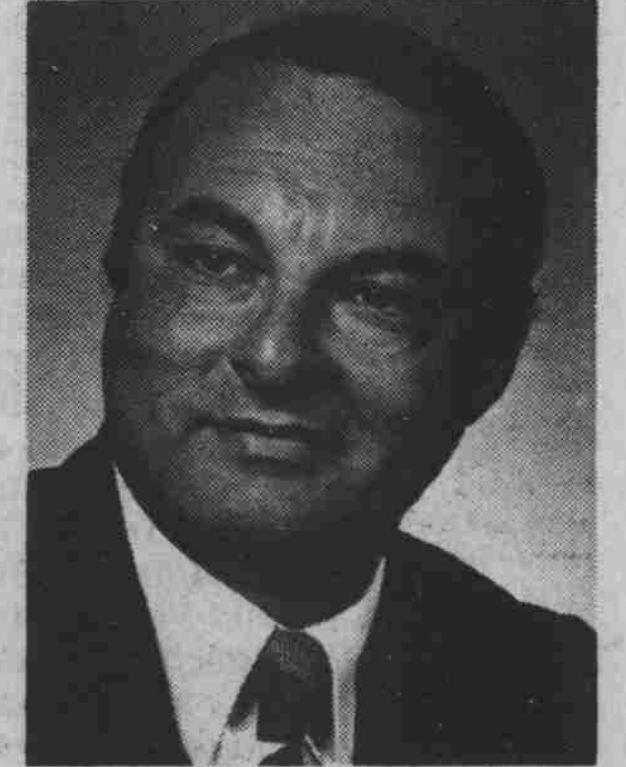
Savod hopes now to bring a new market to Carolina football by arranging for some Tar Heel games to be broadcast on a delayed basis in the area.

"We hope to start with one station and then expand," he said. "We have access to cable stations in Chapel Hill and we'll be able to program many of our sports on a delayed basis. Then, we hope to be able to market these games in other areas."

Though the promotions up to now have been used only for football, Savod plans some sort of campaign for the non-revenue sports as well. He is thinking of using advertising, schedule cards, billboards and some direct mail.

"We are also considering trying an all-sports ticket that could be used for the 24 sports besides basketball and football," Savod said.


For now, though, the familiar Carolina Fever commercials featuring the voice of Woody Durham will be limited. Only a




Bob Savod

few broadcasts and the team's schedule cards which still bear the slogan will remind fans that the Tar Heels open on Sept. 12.


No one needs to be reminded much anymore.




No Butts About It...



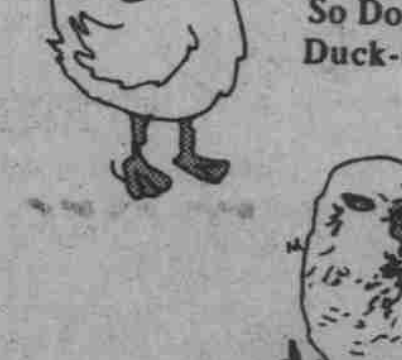
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