

Different tactics used for Heisman publicity

By KURT ROSENBERG
Staff Writer

Claude Felton, the sports information director at the University of Georgia, says that he is opposed to a hard-sell approach to publicity for the Heisman Trophy. It just isn't necessary. Everybody already knows about Georgia's Heisman candidate.

"We're a little bit different because we're not fighting any name recognition problem," Felton told the Associated Press recently. "We're not going to have a Madison Avenue sales campaign. Mainly, our philosophy is to make sure everybody gets the facts."

But it's how those facts are presented that makes one wonder, what would Felton's hard-sell campaign have been like?

A full-color caricature of Herschel Walker comes bursting across the front of the special flyer on Georgia's tailback sensation. It's as though he's about to dash off the page, squeezing a football in one hand while forming a tightly clenched fist with the other. Some of his more noteworthy statistics fill in the white space.

Turn the flyer over, and the following screams out at you in inch-high block letters: **HERSCHEL '82**. Below that is a collection of quotes which describe Walker in fairly favorable terms. For example, ABC-TV analyst Fran Tarkenton: "Herschel is the greatest running back I've ever seen. He's unbeliev-

able." Or, Florida assistant coach Dwight Adams: "Herschel is another dimension in football..."

Then you get a summary of Walker's career stats, followed by a lengthy recap of the records he has set, under the heading "HERSCHEL OWNS THESE."

Well, you get the idea.

Who knows how much the flyer will actually improve Walker's already strong Heisman chances? The odds are that it probably won't make a great deal of difference, even though Felton has sent out about 2,000 of them.

And that seems to be the consensus among sports information directors who currently have a candidate for the prestigious award. A good publicity campaign can help a player, they'll tell you, but he's got to have a phenomenal season in order to win it.

"We use the Heisman with his (quarterback Dan Marino) name a lot, but we're not obsessed with it," said Joyce Aschenbrenner, football sports information director at the University of Pittsburgh: "We can't win the Heisman Trophy for somebody who doesn't do it on the field."

Marino is one of the favorites to win the Heisman, along with Walker, North Carolina tailback Kelvin Bryant, and Stanford quarterback John Elway. Others in the running are Penn State tailback Curt Warner, Miami

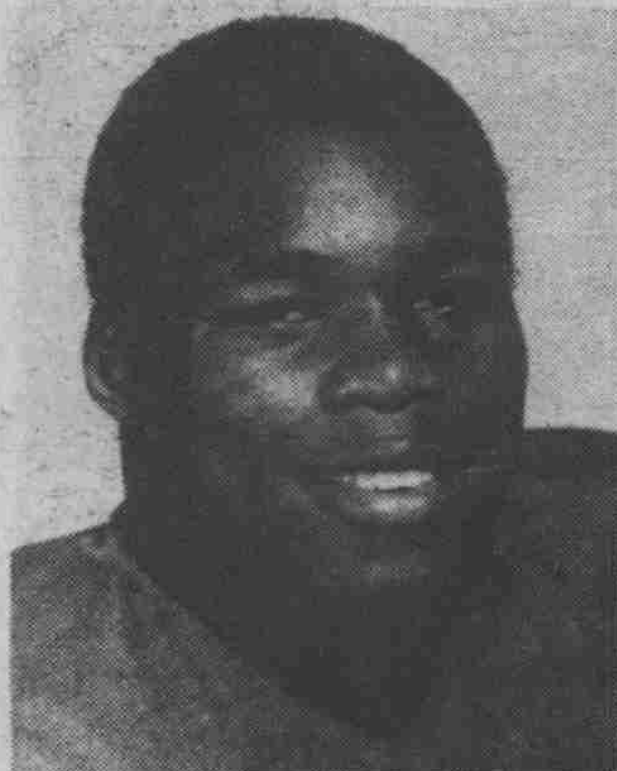
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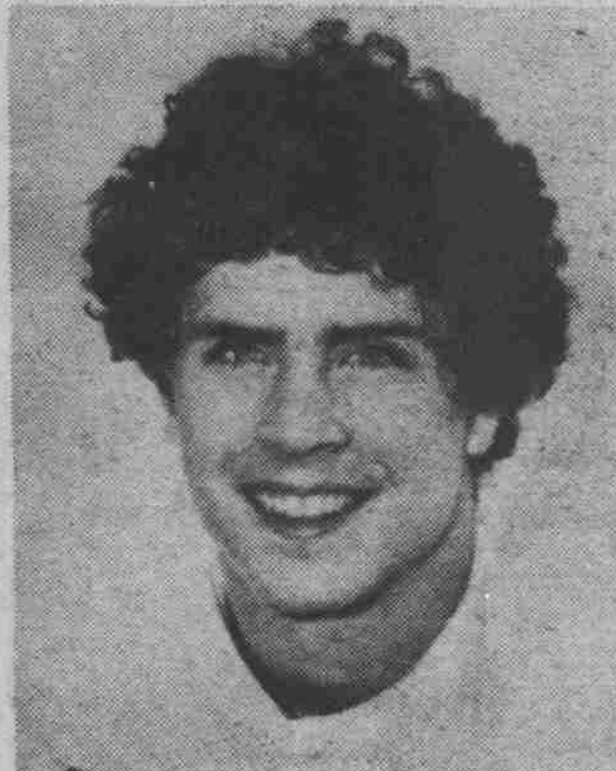
UNC's Kelvin Bryant cuts through Virginia line
... he could bring home the ACC's first Heisman

The Top Candidates



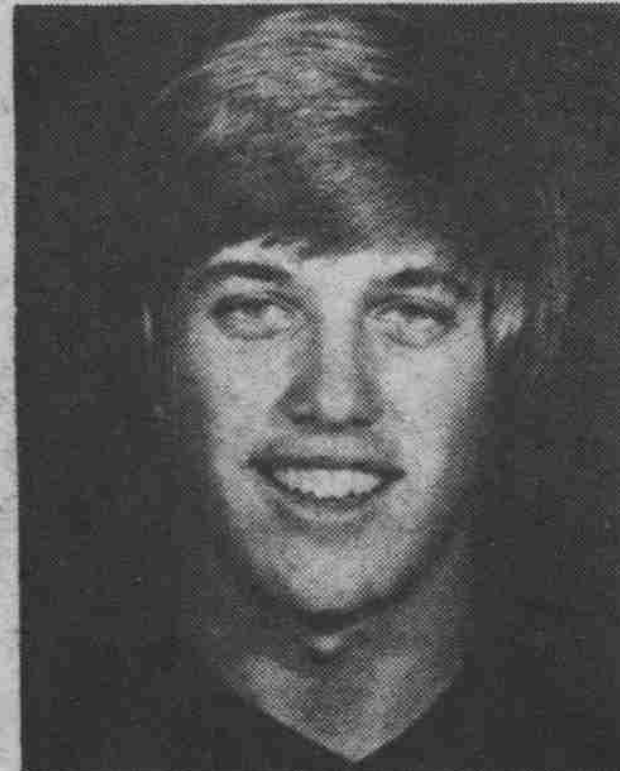
Herschel Walker

It's hard to say how much Herschel's fractured thumb will affect his Heisman chances. One thing's for sure, though—no running back in college football can come close to a healthy Herschel Walker. He rushed for 1,891 yards as a sophomore last season, holds 15 Georgia records, eight SEC records, and six NCAA marks. He has 3,507 yards rushing in two college seasons. He's 6-2, 220 and with world-class speed, is virtually impossible to stop. The only question is: can he get better?



Dan Marino

Dan Marino will be in the spotlight along with Kelvin Bryant tonight. He threw for 34 touchdowns last season, plus three more in the Sugar Bowl against Georgia, which Pitt pulled out in the final minute. Marino owns every Pitt passing record and is just 594 yards short of Tony Dorsett's school record 6,526 yards of total offense. And not only will he be working behind one of the strongest offensive lines around, but the Pitt receiving corps of Julius Dawkins, Dwight Collins, and John Brown is the best in the nation.



John Elway

If Dan Marino isn't the best quarterback in college, Stanford's John Elway is. It's hard to imagine how good Elway would be if he had the supporting cast of Marino. He had his best season two years ago as a sophomore, when he threw for 2,889 yards and 27 touchdowns and achieved All-America status. Says Stanford sports information director Bob Rose: "It's a prevalent statement from scouts and coaches that he could become the greatest quarterback of all time."



Kelvin Bryant

All the talk what would have happened had UNC tailback Kelvin Bryant stayed healthy last season is past. His knee is completely recovered, which is bad news for the rest of the ACC. All eyes will be on Bryant tonight, as he will probably face his toughest test of the season against Pittsburgh, last season's top team against the rush. A good game would give his Heisman hopes a boost, while a poor showing would do just the opposite.

Other Contenders

Curt Warner

Penn State's Curt Warner will wear a tag on his jersey this season that reads "A.O.C." It stands for "among other candidates" and refers to his less-than-realistic Heisman chances. The underrated Warner needs just 578 yards to pass Lydell Mitchell as Penn State's all-time leading rusher.

Jim Kelly

Yet another of this season's outstanding crop of quarterbacks is Miami's Jim Kelly. Last season Kelly passed for 2,403 yards and completed 58.9 percent of his passes. With 4,643 career yards, he already holds the school record. Most important, he can do it in the clutch.

Billy Ray Smith

He isn't going to win the Heisman, but Arkansas defensive end Billy Ray Smith is a good choice for the Lombardi Award. The senior has started every game for three years, was his school's first consensus junior All-American, and already has the school record for sacks.

Dave Rimington

Compared to Walker, Bryant, Marino, and Elway, Nebraska center Dave Rimington won't get a lot of recognition. But in the Big Eight they know about him. He was the conference's offensive player of the year last season and won the Outland Trophy as the nation's best lineman.