

heisman

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quarterback Jim Kelly, Arkansas defensive end Billy Ray Smith, and Nebraska center Dave Rimington.

But if recent history is to be used to predict this year's winner, the only ones really in the running are the ones who do their teams' running. In each of the last nine years, the trophy has been awarded to a running back.

Which leads to the question, does the award honor the "outstanding college football player in the United States" or merely the outstanding running back, the one who, over the course of the season, accumulates the most impressive statistics? "You almost have to lead the nation in rushing, or maybe in scoring," said Rick Brewer, UNC's sports information director.

The Heisman is presented each year by the Downtown Athletic Club of New York City. Approximately 1,000 media representatives make up the panel which selects the winner.

1935 was the first year the trophy was awarded and the following year it was named for John W. Heisman, the first athletic director of the Downtown Athletic Club. Heisman had coached at a number of colleges from 1892 to 1927 and is responsible for revolutionizing the rules and strategy of football. He is credited with introducing the center snap, as well as heading the campaign to legalize forward passing.

Of the 47 trophies that have been presented, 44 of them have gone to either a running back or a quarterback. The only lineman to ever receive the award was Notre Dame's Leon Hart, in 1949.

"It's the best offensive back who wins it," Brewer said. "I personally don't think there was any player in the country better than Lawrence Taylor in 1980, but George Rogers was the best back, so he won it."

Aschenbrenner agrees with Brewer that the Heisman is not a measure of the best college player. "If it was," she said, "Hugh Green would have won it in 1980. We honestly believe that."

Comments like Brewer's and Aschenbrenner's reflect the typical attitude of the sports information director—nothing but undying support and the kindest of words for their star player. Aschenbrenner even admitted her view of the Heisman may change this year—that she will consider it an award which goes to the best player "if Danny Marino wins it."

Marino was fourth in the balloting last season and is enough of a household word in football circles so that Pitt's publicity cam-

paign can be a fairly modest one. There are two pages on Marino in the Panther's press guide and a special information packet on the quarterback, but little else in the way of publicity. No color pictures, no poses with pretty girls, and due to costs, a reduction, rather than increase in the size of Pitt's mailing list.

"We don't have to push him," Aschenbrenner said. "It's gotten to the point where we have to turn down a lot of interviews with him."

Though Brewer contends that he, too, is against a hard-sell approach, he has been a little less low-key than his Pittsburgh counterparts. A full-color action shot of Bryant appears on the cover of the 1982 UNC football brochure and a three-page foldout provides an inside look at the running back. Two pages of quotes, a profile written by Brewer, and three pictures portray Bryant in every way possible, all under the heading "Kelvin! Kelvin! Kelvin!"

One of the pictures shows Bryant sitting dejectedly on the bench in street clothes, pondering the injury that caused him to miss half of last season. Another depicts him with his arm around a young fan. "A hero and a friend," the caption says. And in the third shot, Bryant is surrounded by young admirers, signing his name for them. It's obviously Christmas-time, because he is wearing a Santa hat and the caption labels him "Kelvin Claus."

"We've done a little bit more in our brochure for him than for any other player we've had here," Brewer said. "But I think he has the best chance for the Heisman of any other player we've had. He can win it, but he's really got to have a great season."

An ABC football promotional tour this summer to six major cities helped give Bryant further exposure. Walker, Marino, Elway, Smith, and Rimington were also on the tour.

Of the top Heisman candidates, Elway is at the greatest disadvantage. Despite the fact that he was the PAC-10 Player of the Year two years ago and the first sophomore quarterback in 18 years to achieve All-America status, Elway's chances will be hurt

by the mediocrity of the team he plays for.

"He can't be Dan Marino because he doesn't have the team that Dan Marino has," Stanford SID Bob Rose said. "We're not expected to be better than a .500 team."

The approach that Rose takes toward Heisman hype is, not surprisingly, also low-key. "We're not going to push a guy for the Heisman Trophy," he said. "If it really is people selecting the best player, we're just going to provide as much information as we can. The idea of hyping someone and making them bigger than life really wouldn't sit well at Stanford anyway."

At some places, though, tactics like that are necessary. Without them, a player might never get the publicity that is needed to become a legitimate candidate. "Each school has its own set of circumstances and different reasons for the things they do," said Dave Baker, Penn State's SID. "Some sports information directors have to use a hard-sell approach. If you're at a small school that does not have a lot of national recognition you might have to take that approach."

Penn State certainly isn't in that position, so Baker is also not a disciple of the hard-sell when it comes to publicizing Gurt Warner.

"We've spent some time on Curt, and I'm sure as the season progresses we'll spend more time on him," Baker said. "But we don't have any full-length posters and Dionne Warwick hasn't sung any songs about Curt."

The Heisman Memorial Trophy, a statue of an antiquated football hero, the kind you see only in old film clips, is just a foot high. The figure is made of bronze and is supported by a base of black onyx. It is not terribly expensive to make and if it were sold for its mineral value, the trophy would not be worth a great deal.

But the thought of selling the Heisman is about as far-fetched as any notions of selling a Heisman candidate. Sports information directors are well aware that efforts such as those are, for the most part, fruitless. This year, at least, the Heisman Trophy cannot be bought.

Heisman Trophy Winners

1935	Jay Berwanger, Chicago, HB
1936	Larry Kelley, Yale, E
1937	Clinton Frank, Yale, QB
1938	David O'Brien, Tex. Christian, QB
1939	Nile Kinnick, Iowa, QB
1940	Tom Harmon, Michigan, HB
1941	Bruce Smith, Minnesota, HB
1942	Frank Sinkwich, Georgia, HB
1943	Angelo Bertelli, Notre Dame, QB
1944	Leslie Horvath, Ohio State, QB
1945	Felix Blanchard, Army, FB
1946	Glenn Davis, Army, HB
1947	John Lujack, Notre Dame, QB
1948	Doak Walker, SMU, HB
1949	Leon Hart, Notre Dame, E
1950	Vic Janowicz, Ohio State, HB
1951	Richard Kazmaier, Princeton, HB
1952	Billy Vessels, Oklahoma, HB
1953	John Lattner, Notre Dame, HB
1954	Alan Ameche, Wisconsin, FB
1955	Howard Cassady, Ohio State, HB
1956	Paul Hornung, Notre Dame, QB
1957	John Crow, Texas A&M, HB
1958	Pete Dawkins, Army, HB
1959	Billy Cannon, La. State, HB
1960	Joe Bellino, Navy, HB
1961	Ernest Davis, Syracuse, HB
1962	Terry Baker, Oregon State, QB
1963	Roger Staubach, Navy, QB
1964	John Huarte, Notre Dame, QB
1965	Mike Garrett, USC, HB
1966	Steve Spurrier, Florida, QB
1967	Gary Beban, UCLA, QB
1968	O.J. Simpson, USC, RB
1969	Steve Owens, Oklahoma, RB
1970	Jim Plunkett, Stanford, QB
1971	Pat Sullivan, Auburn, QB
1972	Johnny Rogers, Nebraska, RB-R
1973	John Cappelletti, Penn State, RB
1974	Archie Griffin, Ohio State, RB
1975	Archie Griffin, Ohio State, RB
1976	Tony Dorsett, Pittsburgh, RB
1977	Earl Campbell, Texas, RB
1978	Billy Sims, Oklahoma, RB
1979	Charles White, USC, RB
1980	George Rogers, South Carolina, RB
1981	Marcus Allen, USC, RB

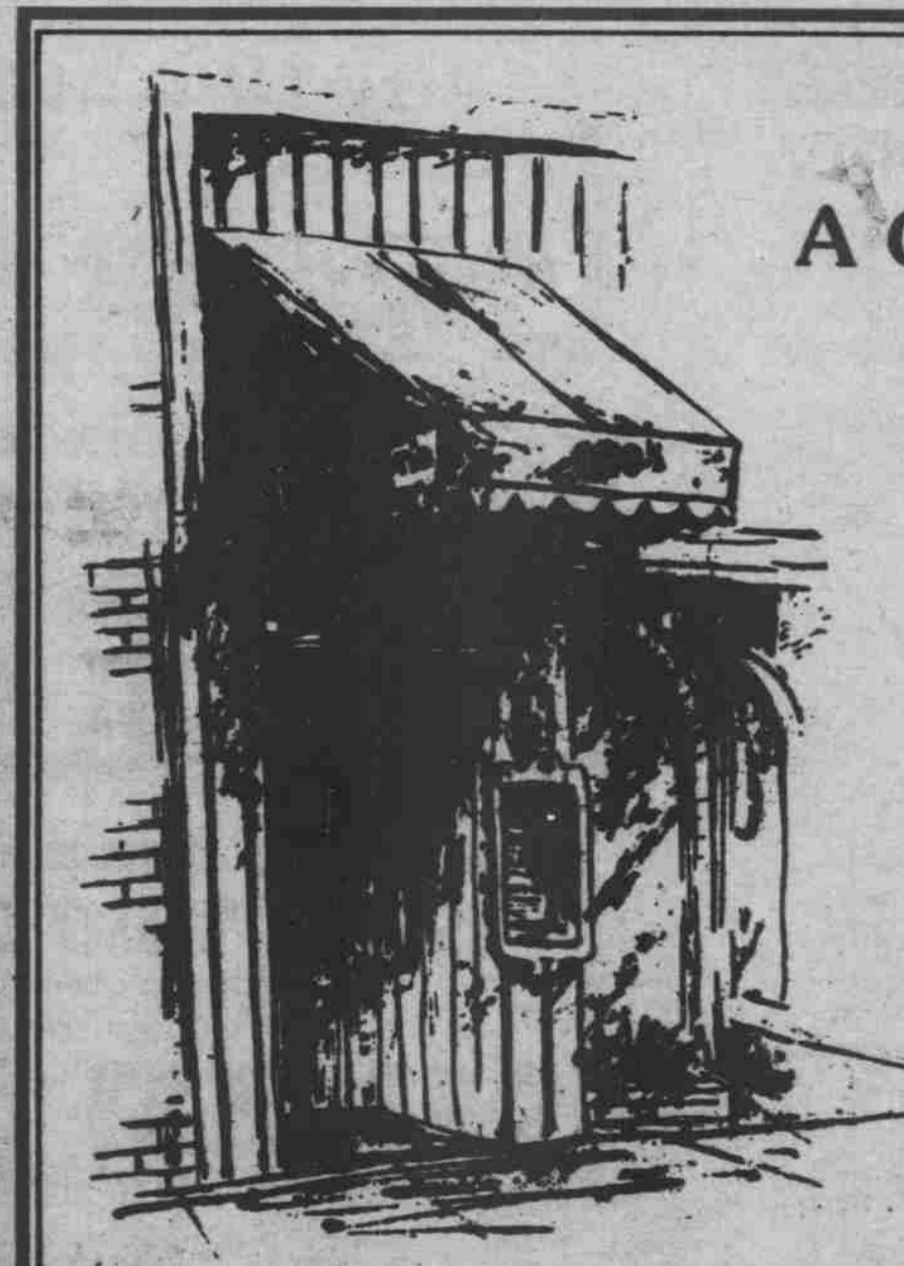


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