

Swofford to avoid repeat of 1983 schedule

By **SCOTT FOWLER**
Staff Writer

The UNC football schedule was called a lot of things last year, ranging from an "embarrassment" to a "joke" to "the easiest schedule in major college football."

But the critics have been generally silent toward this year's slate, which includes games against Navy, Boston College and Kansas. And if athletic director John Swofford has his way, UNC will never again be placed in a situation like last year.

"We received a lot of criticism last year, and it was a difficult situation for everyone involved," Swofford said. "I think that the biggest problem was that we had Memphis State, Miami of Ohio and William & Mary on consecutive Saturdays. It wouldn't have gotten as much attention if they were interspersed. It was an uncomfortable situation, but there wasn't a great deal we could do about it."

Swofford has been the UNC athletic director since 1980 and is responsible for all the football scheduling. When he first took the job, UNC's schedule was already set through 1994. But the schedules aren't carved in granite, and Swofford, with the approval of coach Dick Crum, has been able to make several changes to strengthen them.

"Coach Crum and I talk about what type of scheduling philosophy we want to pursue," Swofford said. "We want to get the teams that will be attractive to our fans in terms of ability and will

also be attractive economically.

"The first change I made was in 1982, when we switched an away game with Oregon State for a game with Vanderbilt in Kenan," Swofford said. "I felt that the 1984 schedule was sound, but that the '85 and '86 schedules were somewhat weaker. So I tried to make some changes to improve them."

Specifically, Swofford dropped Colorado from the schedule for both years, as well as Army in '85 and Richmond in '86. He replaced those two games with home-and-home series against LSU and Florida State.

"We've got to play the type of schedule where if we're 8-3 people won't say we had a bad year," Swofford said. "We were very fortunate in each of these (schedule change) instances to be able to work it out with the different schools. If we hadn't been able to get out of the games, we would have maintained the contract. In several cases, we were able to help those teams that we dropped from the schedule to find replacement games."

Money plays a major role in most football scheduling. This year Wake Forest was supposed to play Clemson in Winston-Salem. However, the Tigers offered the Deacons a large sum of money to switch the game to Clemson, and Wake Forest accepted.

However, Swofford said that the reasons for attempting to attract nationally respected teams onto the UNC schedule and into Kenan stadium were not primarily

monetary. "As far as money goes, we've had six years of sellouts in Kenan. And since we have to pay more money to the better teams to bring them here, we actually make more money from a William & Mary game than from one with Oklahoma. It depends on whether the game ends up being televised or not as to whether we are better off."

Swofford hasn't scheduled any further in advance than the 1994 he was presented with when he first took over the job. "I think the advance scheduling was an idea that just snowballed," he said. "I've sat on those schedules and not tried to make up any new ones yet. We've still got quite awhile."

Of course, seven of UNC's games are always set each year because of ACC opponents, a far cry from independent schools who have 11 games to schedule rather than four and thus provide a wider diversity of teams. However, UNC does have some strong teams coming up in future years, including Auburn and Oklahoma in 1987, and Tennessee and Pittsburgh returning to the schedule in the early 1990s.

Below are the schedules of the next four UNC seasons:

1985
at Navy

LSU
VMI
at Georgia Tech
WAKE FOREST
at N.C. State
FLORIDA STATE
at Maryland
CLEMSON
at Virginia
DUKE
1986
THE CITADEL
at Kansas
at Florida State
GEORGIA TECH
at Wake Forest
N.C. STATE
at LSU
MARYLAND
at Clemson
VIRGINIA
at Duke
1987
ILLINOIS
at Oklahoma
at Georgia Tech
at Navy
AUBURN
WAKE FOREST
at N.C. State
at Maryland



John Swofford

CLEMSON
at Virginia
DUKE
1988
at South Carolina
OKLAHOMA
GEORGIA TECH
LOUISVILLE
at Auburn
at Wake Forest
N.C. STATE
MARYLAND
at Clemson
VIRGINIA
at Duke

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