

# The Daily Tar Heel

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## UNC'S SOPHOMORE CLASS IS BACK AND THEY'RE READY FOR ...

# ROUND 2

### GO TO THE GAME

Saturday Kickoff: 6:05 p.m. Kenan Stadium Radio: 1360 WCHL

BY POWELL LATIMER ASSISTANT SPORTS EDITOR

The scars have healed. The marks of the beatings the North Carolina sophomore class took in the 4-8 2007 campaign have faded away, and now they're ready for another shot.

Marvin Austin, Greg Little and Deunta Williams emerge from the tunnel at Kenan Stadium grinning, joking with teammates.

Three days before UNC's season opener, their confidence — and that of their classmates — is apparent and infectious.

It's obvious they're ready to start hitting back.

Maybe it's most clear

when Austin says he's going to get "stupid reckless" this year.

Or take one look at UNC's depth chart.

Six of the 11 defensive starters are sophomores, including Austin and Williams. That's half the defensive line, two-thirds of the linebacking unit and half of the defensive backfield.

On top of that, North Carolina starts sophomores T.J. Yates at quarterback and Little at tailback. Classmate Zack Pianalto also sees plenty of time at H-back.

That means that on

SEE SOPHOMORES, PAGE 6

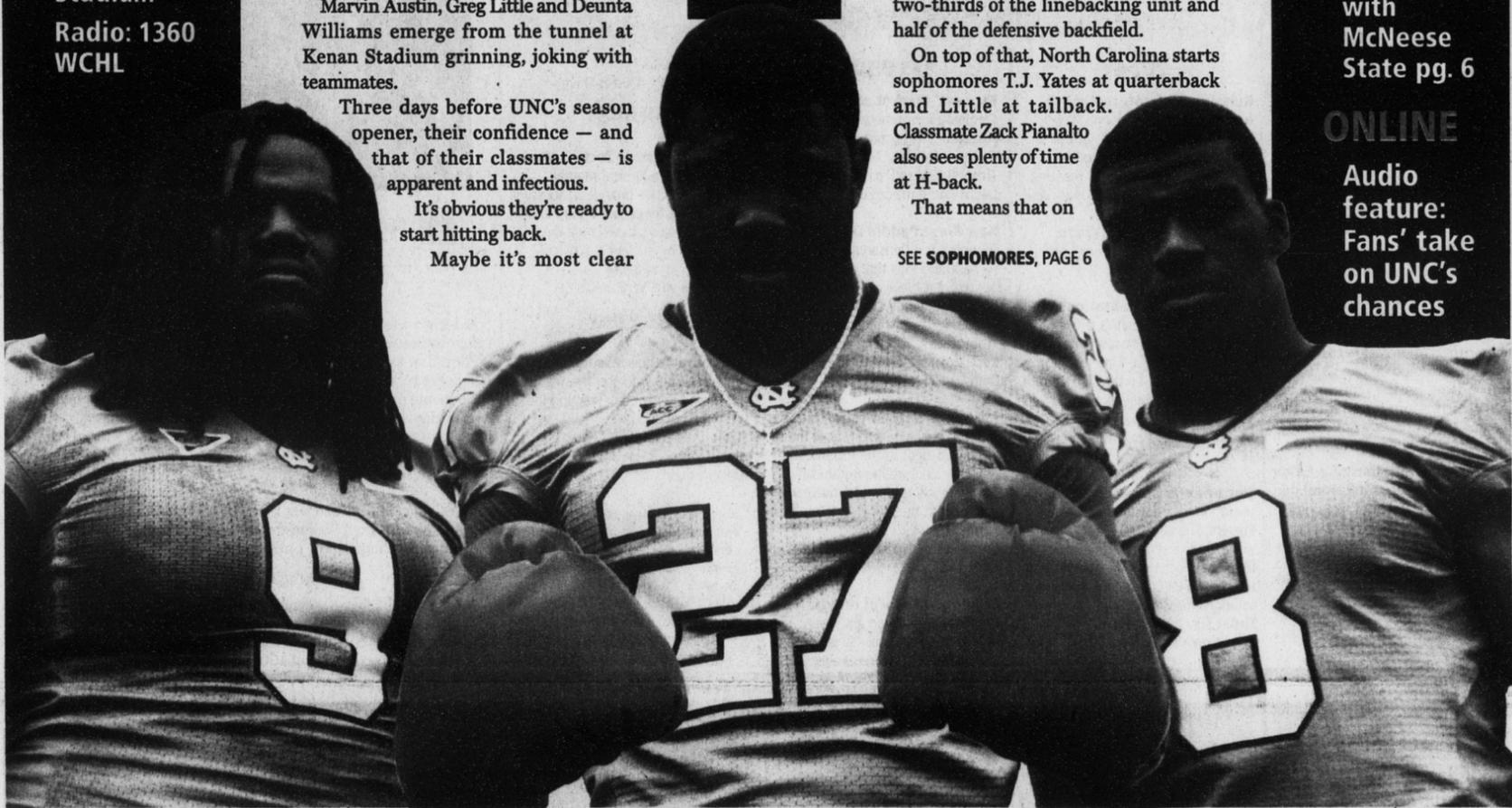
### INSIDE

Football Season Preview

UNC's matchup with McNeese State pg. 6

### ONLINE

Audio feature: Fans' take on UNC's chances



DTH PHOTO ILLUSTRATION/ELYSSA SHARP

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### STUDENT LEADERS

At its first meeting of the year, Association of Governments President Greg Doucette says, the group will focus on its budget.

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### PHOTOS OF THE WEEK

View a selection of the week's best photos every Friday.

### JOKESTERS DUKE IT OUT

Watch a video of stand-up comedy and rate your favorite.

### this day in history

AUG. 29, 1975

The Daily Tar Heel was cut from 12 to six pages when the student body treasurer released \$6,400 of the \$29,500 the DTH requested.

### Today's weather

T-Storms H 86, L 69

### Saturday weather

T-Storms H 86, L 69

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## University to 'Touch Downtown'

### Football games bring business to the Hill

BY ANDREW CUMMINGS STAFF WRITER

Saturday marks the start of the UNC football season, meaning a spike in revenues for many downtown Chapel Hill businesses.

In order to encourage game attendees to spend more money locally, several Chapel Hill and University organizations have come together to form the "Touch Downtown" marketing campaign.

Aaron Nelson, president and CEO of the Chapel Hill-Carrboro Chamber of Commerce, said the plan is to keep people spending their money in Chapel Hill so that the whole town can benefit.

"In the old model, people were riding the bus to the PR lot, getting in their

cars and stopping at Cracker Barrel on the way home," Nelson said. "We are trying to encourage people to stay and spend their dollars in our town."

The Touch Downtown program stems from a previous attempt called "Fifth Quarter Chapel Hill," which began in 2006 and just didn't have as much support, said Meg McGurk, assistant director for the Chapel Hill Downtown Partnership.

Eight local groups have contributed a total of \$150,000, which has been used for banners downtown, radio and print ads and a Web site.

Getting fans to stay overnight in Chapel Hill is a focus of the campaign. Visitors staying in the area spend \$285 on average while people just coming for the day spend \$78 per person, according to the Chapel Hill and Orange County Visitors Bureau.

The economic impact of one football week-

end in Chapel Hill is \$6.7 million, according to a study of the 2005 Boston College game done by a University professor.

And a vibrant atmosphere fuels excitement around the game, UNC Associate Athletic Director Rick Steinbacher said.

"It creates a game-day culture," Steinbacher said.

"It truly is a win-win-win for a lot of different people."

Steinbacher said his favorite example is the UNC football game against the University of South Carolina last year. Although UNC lost by six, the "buzz and excitement" that surrounded the game was unmatched.

"There were people out at 8 a.m. until way after the game," Steinbacher said. "We'd like to have that for all seven home games this year."

Since 2006, shuttles have run three hours before and after the game to Park & Ride lots, McGurk said.

"We are trying to encourage people to stay and spend their dollars in our town."

AARON NELSON, PRESIDENT AND CEO OF CHAPEL HILL-CARRBORO CHAMBER OF COMMERCE

"This way people can eat lunch before the game, ride around to Tar Heel Town and then head to the game," she said.

The cost for the shuttle will be \$3 for a one-way or \$5 for a round-trip ticket.

Four lots will begin three hours prior to kick-off and two more will start one and a half hours early.

Contact the City Editor at citydesk@unc.edu

## New Tar Pit seats surround end zone

BY DANIELLE ADAMS STAFF WRITER

Students this year will be able to sit in half of Kenan Stadium's lower level during football games as part of a Carolina Athletic Association attempt to boost student and athlete morale.

The Tar Pit — CAA's name for the student section — will expand to take up parts of the northern section of the end zone, in sections 110 through 121.

In past years, the Tar Pit only extended from section 114 to 123 on the west end zone.

"The idea came from our analysis of the Tar Pit last year," CAA President Andrew Coonin said. "We found that many students utilized the seating directly surrounding the band the most, and this move will add more seating around the band, which will be directly in the center of the Tar Pit."

The new location of the Tar Pit

will still offer 12,000 student seats.

Casey Dunlevie, public relations chairwoman, said the CAA hopes that students' cheers, when combined with speakers that UNC added last year, will act as surround-sound.

"The movement of the Tar Pit is crucial in the sense that the students will be right behind the goal posts, placing them in a prominent position for acknowledgement and media coverage," she said. "They will be highly covered, as well as presented with a full-field view, which the athletic department is hoping will stimulate student spirit."

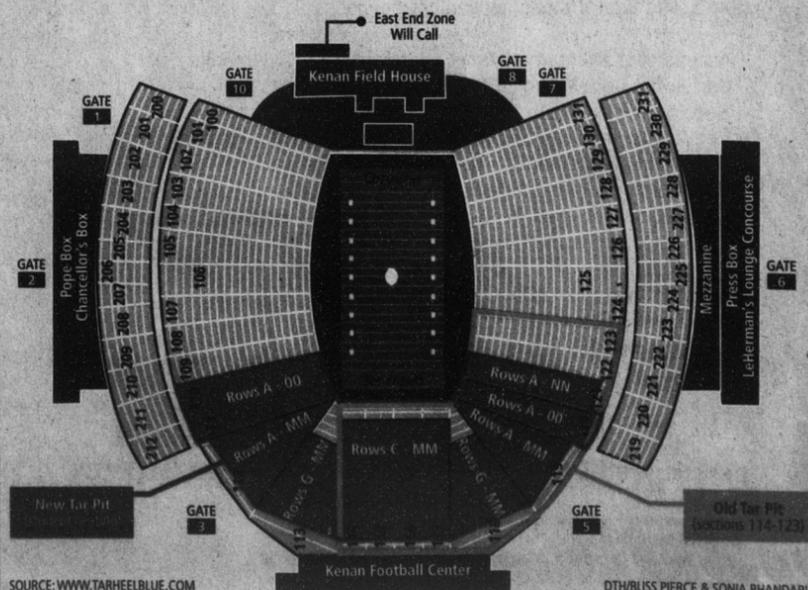
The CAA will continue to distribute Tar Pit T-shirts. This year's Carolina blue shirts will be distributed at the UNC-McNeese State University game Saturday.

The athletic department is also

SEE TAR PIT, PAGE 6

### Tar Pit seating gets new position in Kenan Stadium

The student seating area, known as the Tar Pit, has a new area in the stadium this season. The change in seating will allow students to have a collective section at the west end zone.



DTH/BLISS PIERCE & SONIA BHANDARI