

Read:

The selling of a program



If Don Read and the Ducks don't win more than three football games next fall, it won't be because they didn't present an attractive picture to prospective players this winter.

"In the past we've tried to sell recruits just on Oregon football," said Read. "Now we're selling the entire University, the community and the state."

And, so far, the customers are buying. Five junior college players—from places like Kansas, Texas, Washington and California—have already enrolled and Read expects four more attending classes by the end of the week.

"We've been very successful so far," said Read, who, for obvious reasons, isn't mentioning names. "However, it's early yet (letters of intent won't be signed until Feb. 18) so we don't want to get too excited."

It wasn't long ago that all recruiting involved was a letter and a one-way Greyhound ticket. Times change.

Saturday morning, a host of Oregon recruits dug into pancakes at the Valley River Inn and listened to short speeches by Pres. William Boyd, Mayor Les Anderson, someone from the governor's office and Dave Wilcox, the former Oregon and San Francisco 49er player.

And after breakfast, the recruits settled back and watched "Turning the Corner with Don Read," a well-produced 15-minute flick that wouldn't win many awards for objectivity but could very well close the deal on a lot of borderline recruits.

The film begins with Boyd, the man who made such promotion possible with his decision to pump \$25,000 more into the recruiting budget, talking about the importance of athletics at the University.

From there, things start happening. Fans are marching to Autzen as if pulled by a magnet (the film is run in fast motion); the Oregon band is blaring; the crowd is going berserk.

"People here are crazy about athletics," Read says in narration. "It doesn't matter what the score is, they're wild."

Quarterback Jack Henderson takes a break from a workout to stick in a plug. Oregon, he says, isn't just a great place for athletics, it's a great place to live.

"If you want to be in the limelight," says defensive back Reggie Grant as he sits in front of Prince Lucien Campbell, "Eugene is the place to come."

Suddenly you're looking at the majestic McKenzie from the air; next you're at the coast watching the breakers; then it's back to the campus for some footage of pretty girls and lettermen chatting between classes.

Remember John Sciarra blitzing Oregon's defense for three touchdowns and 109 yards on just 13 carries? He carried about four times in the film for perhaps eight yards.

"We've got the best coaching staff in America," Read says soon after.

"Pac-8 football is the best in the country," follows Reggie Grant.

And as Read shakes hands with a beaten Dee Andros and is carried off the field on the shoulders of his players; as a few smiling blondes walk in front of the camera and Jack Henderson accepts a victory kiss from a co-ed; as the field is engulfed with wild fans and the Oregon locker room erupts into a mad victory celebration, the film climatically winds to an end.

Among other things, the film did not show the Ducks' locker room after any of their eight losses, nor did it show a drop of rain, the sagging athletic budget, a co-ed with a complexion problem or an aerial view of one-fourth-filled Autzen Stadium during the Utah game.

But that's just advertising. And it's bound to lure some talent. An attractive, full-color brochure has probably made more than one prospect think twice about Oregon.

"You wouldn't see something like that ten years ago," said Read. "But recruiting is getting more competitive all the time. The airplane has made everybody your opponent."

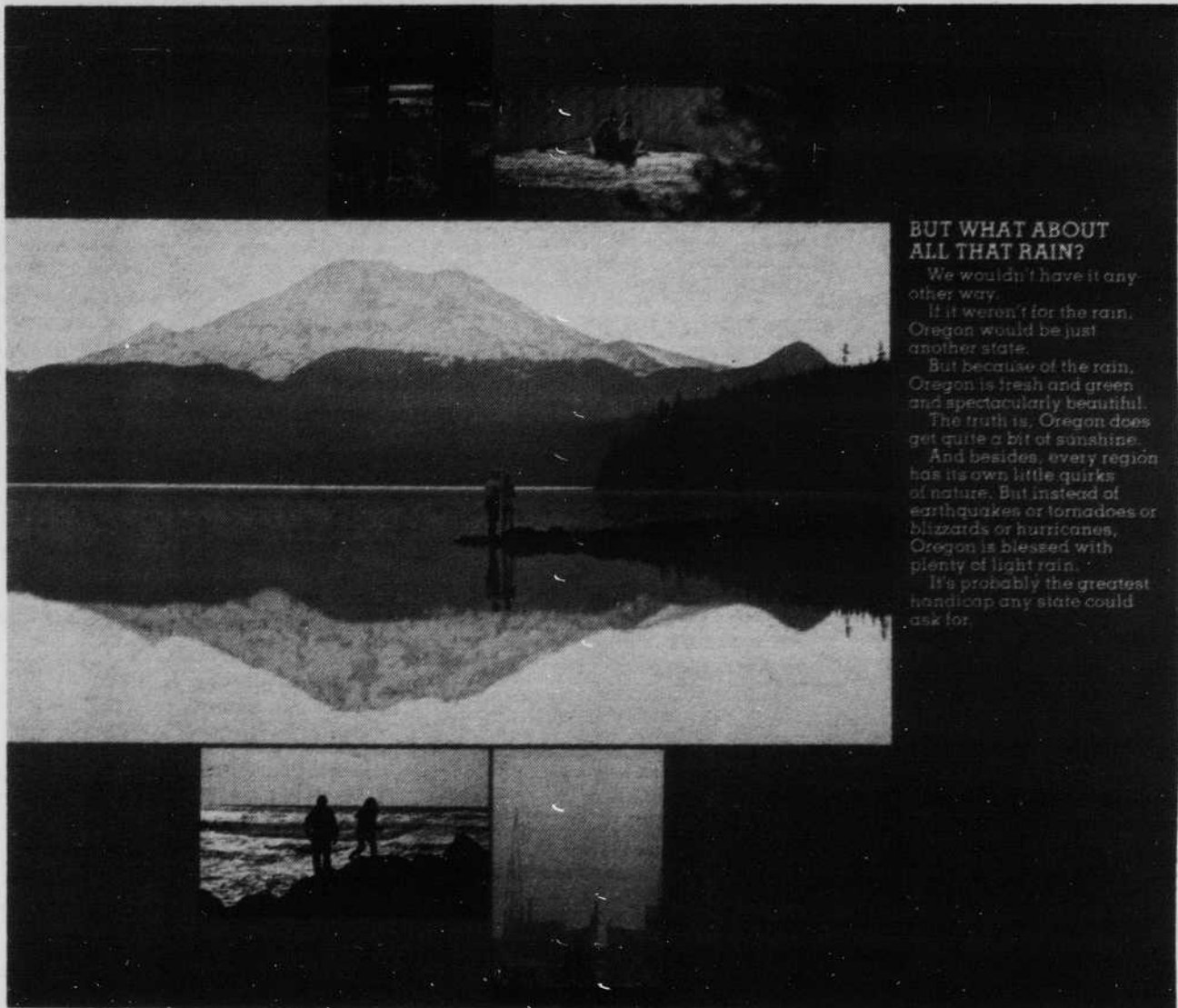
Produced by a Portland advertising firm, the brochure offers an intriguing cover. "Anybody who wants to play football at Oregon," it states, "must be crazy."

On the ensuing pages, you find the recruit must be "crazy enough to want a good shot at the NFL; crazy enough to recognize a turnaround in the making; crazy enough to work all week and love every minute of it; crazy enough to know there's more to life than football and crazy enough to appreciate some of the best facilities in the country."

Complete with endorsements from Boyd and former Oregon star and Atlanta Falcon coach Norm Van Brocklin, the brochure points out that:

- "Oregon ranks no. 6 in getting players into the pros."
- Oregon's rain is "probably the greatest handicap any state could ask for."
- "There's nothing like Oregon in Nebraska. Or Oklahoma or California or anywhere else."

Such promotion is a far cry from the Greyhound bus ticket. And it may seem a little overdone. But, heck, if it'll help the Ducks win more than three games, then so be it.



BUT WHAT ABOUT ALL THAT RAIN?

We wouldn't have it any other way.

If it weren't for the rain, Oregon would be just another state.

But because of the rain, Oregon is fresh and green and spectacularly beautiful.

The truth is, Oregon does get quite a bit of sunshine.

And besides, every region has its own little quirks of nature. But instead of earthquakes or tornadoes or blizzards or hurricanes, Oregon is blessed with plenty of light rain.

It's probably the greatest handicap any state could ask for.

The above may look like an ad in *Sunset* attempting to lure vacationers to Oregon, but it's not. It's a page from a classy brochure the Oregon football program sends out to lure recruits. For details on the Ducks' new promotional schemes, see column at left.



Bowlers finish 3rd

Oregon's women's bowling team placed third behind Portland State and OCE in the PSU invitational tournament held this weekend.

Oleta Hill was second in singles competition for the Ducks.


Unions' national student tournament will start this week at the University. All students are eligible to participate in qualifications for bowling, bridge, chess, pocket billiards and table tennis. Campus winners will represent Oregon in regional competition in Tacoma, Wash.

ACU competition to start this weekend

The Association of College

For further information about where and when to qualify, contact the Recreation Center at 686-3711.

IT'S A MONSTER WINE SALE!!



Blitz on Draft

25^c

4pm-10pm

Vin Rose
Burgandy
Rhine

TODAY ONLY

DUFFY'S

Tues. Jan. 13th

Gymnasts squeak by ISU

CHICAGO, Ill. — Oregon's men's gymnastics team completed their sweep of three Midwest schools by narrowly defeating Indiana State, 209.20 to 205.95 in a meet held last night. In all-around competition, the Duck's Bob Rikli finished second to Bruce Griffith of ISU. Griffith tallied 53.10 points; Rikli had 50.35.