

# The Ducks are flyin' high with their eye in the sky

Not only do the Oregon football coaches have a ground-level view of what transpires at a football game, they also have their "eye in the sky" to help.

No, the Oregon football team hasn't hired an AWACS plane to spy on game days. Rather, they have their eight eyes high up on the north side of Autzen Stadium in the press box.

Each Saturday, four Oregon coaches will sit in the coach's booth during the game and relay information to the coaches on the sidelines. The four — offensive coaches Bob Toledo and Steve Greatwood and defensive coaches Bill Maskill and Dave Walker — are plugged in with headsets and must continually keep a watch of the game to figure out the other team's tendencies and weaknesses.

"Offensively, there is little guesswork of what goes on during the game because you have a game-plan you follow," says Toledo, the Ducks' offensive coordinator. "We usually stick with the game plan unless something drastically goes wrong."

Toledo's job in the booth is to relay plays down to the field to running back coach Gary Campbell, who in turn, gives the information to a player to send into the huddle. And when the play finally starts to develop, it is Toledo that can see it the best.

"You really have a good perspective of the game when you sit up high in the booth," says Toledo. "You can see things develop."

Toledo says the most important factor of the job is not what happens during game days, but what occurs leading up to each and every Saturday.

"The biggest part of the whole thing is

preparing and setting up the game plan," Toledo says. "So far this year we have pretty much stuck with our original game plan."

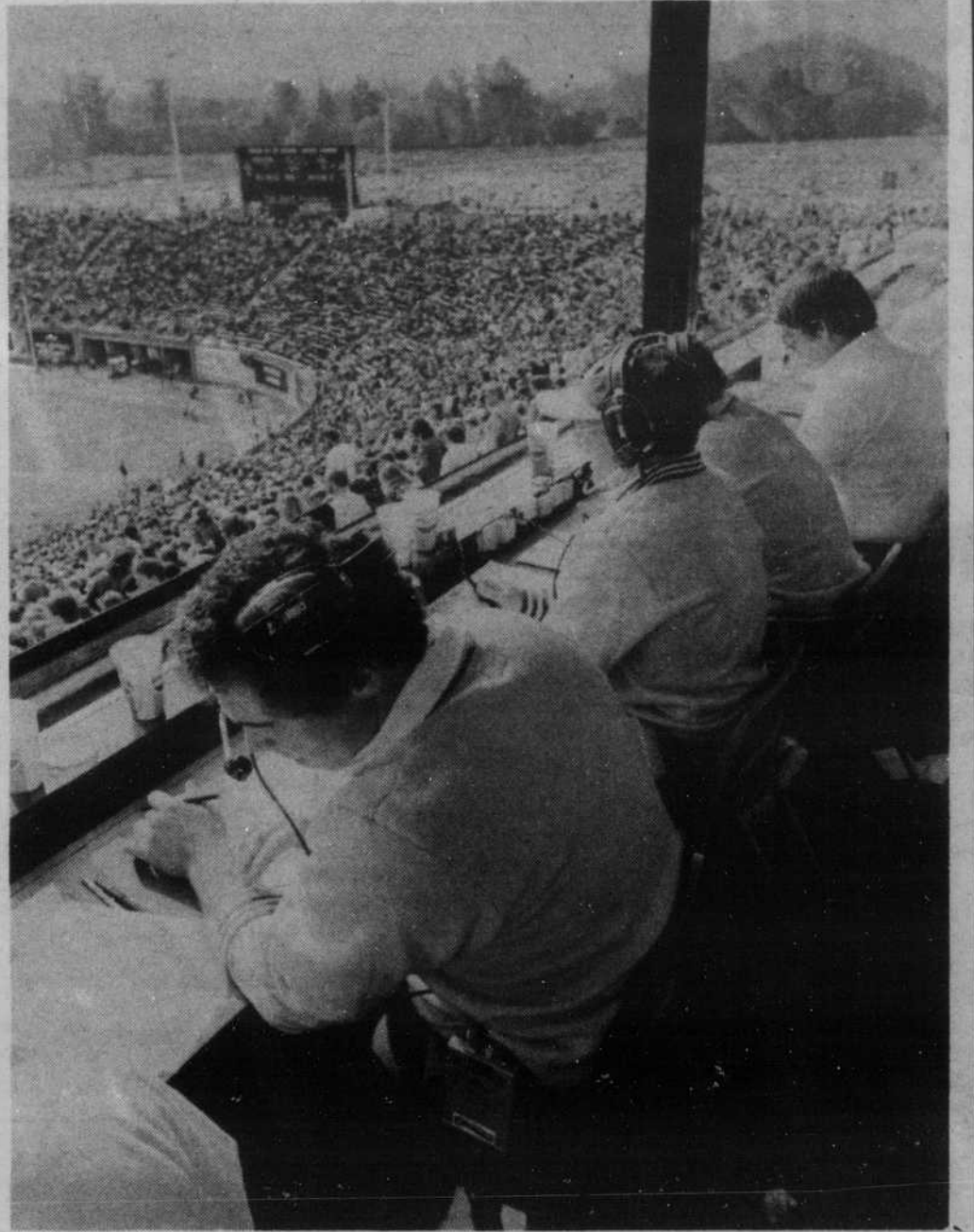
Head coach Rich Brooks has a headset on during the course of the game to monitor what the offensive and defensive coaches are contemplating. Every once in a while the Oregon mentor will interject some of his thought into what should be called.

"Rich has a headset that goes from offense to defense," says Toledo. "He'll talk when he has to — his decisions will be more emotional because he's down on the field but his decisions are also the best for the situation."

Walker, the Ducks' outside linebacker coach, works the defensive headset with defensive coordinator Joe Schaffeld. Walker, a former player with Oregon in the early 1970s, is responsible for making sure the Duck defense knows what the other team's offense is up to.

"Basically I'm up there to look at our defense," says Walker. "I have some charts and stuff that we keep to keep track of what opposing team's offenses do. We have a list of defenses that we will run on certain situations like second and long or third and short."

One thing that having coaches in the press box means is that they are removed from the game and not surrounded by 85 screaming players with fans in the background. They are secluded in a room with charts and diagrams to they can adequately watch the game and relay pertinent information to the sidelines.



Almost all of the plays Oregon uses in a game originate from the coaches in the press box.

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## Pro football TV ratings tumble

NEW YORK (AP)—Prime time television ratings are lagging, but attendance is strong one year after a players strike that crippled the National Football League and left bitter feelings among some fans of professional football.

That game pulled a 21.9 rating and a 39 percent share of the audience, while last week's Pittsburgh-Cincinnati game drew only a 17.2 rating and a 28

share.

Those figures, combined with weak ratings for the first three games of the World Series, prompted Jim Spence, senior vice president for ABC Sports, to say, "We've asked our research people to look at it."

However, NFL figures show attendance continues to run ahead of the record-setting pace of 1981, the year before the strike, which wiped out nearly

half the regular-season schedule.

Television officials say that the factors influencing the dropoff in prime-time television ratings include more effective counter-programming by networks in the form of movies and specials, programming alternatives on cable and the proliferation of Sunday pro football that sometimes runs from 1 p.m. to 8 p.m.

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