

Ad man explains slick gameplan that brought home '82 Super Bowl

By MICHAEL MATUSZEWSKI

The horn-toting has stopped. The confetti has been swept up. The Super Bowl will come to the Pontiac Silverdome in 1982.

The dreams of luring the National Football League's mid-winter championship game north of the Mason-Dixon line were long held. The Oakland County Tourist and Convention Bureau approached the NFL's 28-team owners with the idea in 1977. It was a hasty effort and unsuccessful.

This time around, the Oakland County bureau and the Metropolitan Detroit Convention and Visitors Bureau trotted out the big guns and mounted a more serious campaign. The secret to their success was in how the pieces of the campaign fell into place.

LED BY general chairman Ernie Jones, chairman international of D'Arcy, Macmanus & Masius, Inc., a world-wide advertising agency, southeastern Michigan put together a high-powered coalition to bring the Super Bowl to Pontiac.

With background research compiled by Darcy, Macmanus & Masius staff, the Oakland County Tourist and Convention Bureau and the Detroit convention bureau, Jones put together a number of committees designed to capture the attention of NFL owners and officials.

An honorary committee — Gov. William Milliken, Detroit Mayor Coleman Young, Pontiac Mayor Wallace Holland, Windsor Mayor Bert Weeks, U.S. Sens. Donald Riegle and Carl Levin and Oakland County Executive Daniel Murphy — was designed to show community support, Jones said.

A "general committee" — General Motors Chairman Thomas Murphy, Ford President Henry Ford II, Chrysler President Lee Iacocca and American Motors Chairman Gerald Meyers as well as the heads of various GM divisions in Pontiac and other Detroit-area industries — was put together to indicate the seriousness of the effort.

TO SHOW how serious the bid was, Jones drove home the point — straight to the NFL's pocketbook.

"We ordered our clients to write to (NFL Commissioner) Pete Rozelle," Jones said. "It was a firm reminder that there's always been a lot of interest and support for the NFL in this area. We wanted to remind them that we've been supporting them for a long time."



ERNEST JONES
He made the difference

The auto companies and auto-related industries' television advertising dollars had helped build the NFL's widespread popularity.

"They (the clients' letters) weren't threats (to pull advertising)," Jones said. "Just firm reminders." Apparently the letter-writing campaign worked. Rozelle, in a recent address to Detroit corporate officials, said, "I get the feeling that I've heard from each and every one of you."

ACCORDING TO several people who worked on the successful Detroit presentation to NFL owners earlier this month, Jones of Bloomfield Hills, made the difference.

"Because of his stature in the advertising world, he was able to pull a lot of levers," said Rick Moses, who coordinated the Detroit convention bureau's Super Bowl efforts. "He just has tremendous ties in the advertising world," Moses said. "He was able to enlist the support of people we never would have been able to get."

HELPING JONES behind the scenes was Detroit Lions General Manager Russ Thomas.

"Thomas did the behind-the-scenes lobbying with the NFL owners," Moses said. "There was also a lot of politicking in Hawaii," he said.

Jones adds the name of Detroit Lion owner William Clay Ford to the cast of backstage lobbyists. "Let's face it," Jones said, "you don't walk into a room, say a few words and walk out with it (the Super Bowl)."

DETROIT'S DELEGATION to the NFL's Honolulu convention said more than a few words.

A six-minute "multi-media presentation," prepared by Jones' ad firm, portrayed Michigan as a "winter wonderland."

With radio personality J.P. McCarthy giving the NFL a taped low-down on Super Bowling in Michigan, Jones, Milliken, Lions-owner Ford and Young gave their well-rehearsed pitch.

According to Jones, Milliken was the only governor to attend the Honolulu sessions.

According to others who made the Hawaii trip, Coleman Young, who fought the construction of the Silverdome and the Lions' departure from

Tiger Stadium, sold the Pontiac Stadium, "like it was his idea to build it."

BEHIND THE flashy presentation were the troops who did the "grind-it-out" research.

The Oakland County Tourist and Convention Bureau, whose first Super Bowl bid was put together in several weeks, spent months putting together a 20-year weather analysis and booking hotel rooms throughout the area.

"When we went to the NFL," Jones added, "we said, 'We don't know if you're going to want these, but...'"

and we presented them with signed contracts for 11,000 hotel rooms.

"I think they were impressed," he said.

Nature center to rise in newest metropark

Another Huron-Clinton Metropark in Oakland County will begin to be developed this year.

Indian Springs Metropark, located nine miles northwest of Pontiac in Springfield and Whitelake Townships, is expected to open in late 1980.

About \$12,000 has been allocated this year towards developing the Huron-Clinton Metropolitan Authority's 11th park. According to Charles R. Schafer, who represents Oakland County on the metropark's seven-member board of commissioners, a nature center building, park entrance and parking lot will be built this year. Three picnic areas, shelters, nature trails, an out-

door conference center and more parking will be built later.

INDIAN SPRINGS is located at the headwaters of the Huron River. The park is bordered by White Lake Road on the south, Hillsboro Road on the west, Big Lake Road to the north and Crosby Lake Road and Grand Trunk Western Railroad property on the east.

The metropark authority has acquired 1,200 acres. It expects to acquire another 800 acres.

The park entrance is presently planned off White Lake Road. The park will span Crosby Lake Road.

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