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

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

as Silvertome in 1982.

The dreams of Juring the National Pootball League's mid-winter championship game north of the Mason-Dix-north of

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 D'arcy, Macmanus & Masius staff,
the Oakland County Tourist and Convention Bureau and the Detroit convenion bureau, Jones put together a number of committees designed to capture
the attention of NFL owners and officials.

the attention of NPL owners and officials.

An honorary committee — Gov. Wilisam Milliken, Detroit Mayor Coleman
Young, Tontiac Mayor Wallace HolJohn March Wallace HolBerger Committee (1997)

A "general committee (1997)

A "general committee — General
Motors Chairman Thomas Murphy,

Ford President Henry Ford II,
Chrysler President Lee Iaccoca and
Meyers as well as the heads of various

GM divisions in Pontiac and other
Detroit-area industries — was put to
gether to indicate the serfousness 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 way to the supporting them for a long way to the supporting them for a long way to the supporting them for a long way the period of the supporting them for a long way the period of the supporting them for a long way the period of the supporting them for a long way the supporting the supporting them for a long way the supporting the supporting the supporting the supporting the supporting them for a long way the supporting them for we've been supporting them for a long time."



ERNEST JONES He made the difference

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 advettising)." 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 Tve heard from each and every one of you."

ry 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 NFI owners," Moses asid. "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 lobbyits. "Left 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 work.

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

BEHIND THE flashy presentation were the troops who did the "grind-it-one" in the property of the grind-it-one in the property of the property

Nature center to rise in newest metropark

Another Huron-Clinton Metropark in Oakland County will begin to be develing will be built later.

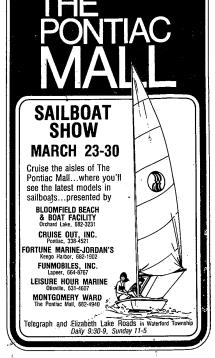
Abouter nuron-Cunion Metropark of Oakland County will begin to be developed this year. Indian Springs Metropark, located nine miles northwest of Pontiac in Springifield and Whitelake Townships, is expected to open in late 1980. About \$312,000 has been allocated this year towards developing the Huron-Clinton Metropolitan Authority's 11th park. According to Charles R. Schafer, who represents Oakland County on the metroparks' seven-member board of commissioners, a nature center building, park entrance and parking for will be built this year. Three pinic areas, shelters, nature trails, an out-

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INDIAN SPRINGS is located at the headwaters of the Huron River. The park is bordered by White Lake Road on the south, Hillsbore Road on the south, Hillsbore Road on the west, Big Lake Road to the north and Crosby Lake Road and Grand Trunk Western Raliroad property on the east. The metropark authority has acquired 1,200 acres. It expects to acquire another 300 acres.



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