

# Feedback from TEAM TEMPO Members

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## Feedback from TEAM TEMPO Members

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### Introduction

In the last week of December, 2008, TEAM TEMPO created this web site to interface with our membership. Included on this site is a survey to collect your perception of the current promotion of UNC women's basketball. In addition, the survey collects demographics about our membership so we may better design activities and effective strategies to help increase home game attendance.

As of April 30, 2009

- Our survey was completed by 154 responders.
- Of which 78 are season ticket holders who purchased 183 season ticket seats (7.5% of the total of 1,370 season ticket holders)
- Of which 60 are Rams Club members with an average span of 13 years in the Rams Club
- Team Tempos represents a grand total of 241 avid fans.

Use this document to study the comments collected from the survey, which we subdivided into categories and eliminated the source to respect our respondents' confidentiality. We plan to share this data with UNC after the season ends.

We thank you for your ongoing support and concern for UNC women's basketball!

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### UNC Women's Basketball Program

#### General Reaction

I love basketball. I am a UNC Healthcare employee and we get free passes to the games.

My husband and I set up the first full scholarship for women's basketball several years ago. That scholarship was combined with another women's scholarship when funds were no longer adequate to sustain it financially.

I love Carolina Women's B'ball.

I love being "a part of the family of Women's B'ball". My real hope is that Chapel Hill and ALL Alumni members will appreciate what a jewel we have in the WOMEN'S B'BALL PROGRAM

It is my hope and belief that one day the women's program will be appreciated in the same manner as the men's program. I think that the two are mutually beneficial and we should be able to win in both sports.

Die hard fan - won't miss a home game.

Love the game of women's bball.

Carolina has two great basketball programs - men's and women's. How about providing more recognition to the women's program? They have certainly earned it!

Love women's BB.

i love basketball and UNC; Very good bargain

I love it. I have been a fan and supporter for the past 18 years. Yes, I started when I was just an infant....just kidding. I remember going to games and being 1 of less than 100 in the stands. It's amazing to me how much Carolina Women's Basketball has grown. I would love to help it grow even more!!

I played basketball back many years ago when I was at Carolina when we only played for fun and still played on half-court. Today's team is so great and the atmosphere that has evolved around Women's Basketball and especially at Carolina is so much fun to see and watch. I only wish more of the students and fans would come out to see these great women for all the games not just the major ones.

Long time Carolina Fan. My Mother gave me Jesus and my Daddy gave me UNC Carolina Sports

I definitely bleed Carolina Blue and Love coming out to support THE HEELS!!

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We want to support the Lady TarHeels. We also try to attend as many other sporting events at UNC as possible.

I enjoy watching them play!! Their athleticism, skill, determination, stamina, attitude - it's just a pleasure to be there!

I enjoy UNC sports and the people who I've met over the years at these events.

My hope is that UNC Women's Basketball remains as competitive as it has been and that more people support the women's team and come to games.

I absolutely love women's basketball and truly feel it is a field that needs more acknowledgements.

We support Carolina Athletics. Especially those sports that are not as popular as others. We enjoy women's sports and feel they deserve better support from the public. We support the student athletes

Really love the game. I hope the team is championship caliber every year but realize that's not always possible....just look at Tennessee this past year. (Even Connecticut will fall from its pinnacle some day.) We have to support the team -- and Coach Hatchell -- no matter what.

### Coach Sylvia Hatchell

And finally, I have to say I truly admire and respect Coach Hatchell but I think people put a huge emphasis on appearance and she probably takes some heat or ridicule for some of the suits she wears, especially to big games. This in turn reflects how some view the women's program at Carolina. I think she could take a bit more professional approach and update her appearance. (Note: in 2009, Dillard's started sponsoring Sylvia's outfits.)

Coach Hatchell is a treasure and should be treated as such

Coach Hatchell runs an awesome program!

I LOVE IT!!!!!! Coach Hatchell is awesome. What a great lady. I love our team. What can I do to help here in Greenville?

Please insure that Coach Hatchell knows how impressed we are with her dignity, professionalism and sincerity.

Just a loyal fan and the women are winners and fun to watch. Also Coach Hatchell is a real pro and very passionate.

We have thoroughly enjoyed attending games and are big fans of the team. We are proud of the program that Coach Hatchell has developed. She not only produces excellent basketball teams each year but also recruits student-players who are good representatives of Carolina.

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### Sylvia Hatchell Monday Night Radio Show

Radio does not get out very far.. We can not get it in Durham. Coach show need to be in a larger location.. not on same night as Roy Williams..

Carry the radio broadcast on an FM station inside the arena. Or if you are in the Smith Center, help the fans know how to listen (I couldn't find it on the station used for the men's game the times I tried)

Tried to attend Coach Hatchell's radio show at Tyler's but found the set up in a back corner difficult to view and saw no reason to try again. We did return to Tyler's for the ACC Tournament selection evening. We arrived early and were placed on a wait list for a table in the main dining area. Waited two hours, but were not given a table. We watched as others came in and were seated. We finally left Tyler's and went elsewhere for dinner. We will not return for any promotion at Tyler's, it does not seem to be the best set up for ALL fans.

Suggest moving radio show to Time Out Sports Bar: it's larger, closer to Roy's for those of us who like to drive from his to hers, and there is more and better parking for us older folks.

Sylvia should not be on right after the Roy radio show unless her show is telecast from the same venue. ( We have to drive from one show to the other)

The athletes should be given opportunities to speak to the public. Use the radio show. Have them attend luncheons like the ones for Women of Carolina football. The team needs confidence, confidence, confidence.! Public speaking is very important.

Players should try to be more open to fans. It should be ok to greet fans by saying, "Hi I am so and so" Fans love that kind of stuff.

### Sylvia Hatchell Saturday Afternoon TV Show

I learned about this media event half-way after the first of the year and I consider myself an avid Tarheel supporter. How was this event promoted?

### Recruitment

Continue the outstanding recruitment and play of the team. The women represent the University at a very high level. Sylvia Hatchell has developed an outstanding program and deserves all the accolades she has been presented.

We want an NCAA title. We want a strong team of women that can be athletes as well as students. Give us something to brag about. In 5 years we can have that.

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### Official UNC Women's Basketball Web Site

Use more opensource and less windows on the web sites. I cannot listen to or watch the games online because they require microsoft proprietary software (Silverlight) which is not available for Linux. (Go ask ibiblio folks in Manning Hall about Linux). Make sure everything else works with Firefox and not just IE (this is better this year than last year).

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### Home Games

#### Reasons to Attend Home Games

Started going six years ago with my daughter because I like basketball and we got in free as family of UNC Faculty. Have since met lots of other fans and enjoy everything about the program very much.

I am both a Carolina fan and basketball fan. I am a graduate of Carolina and a Rams club member. I tell folks if the ball bounces and Carolina is playing, I am there.

I attend because of the excitement of the event, athleticism of the players

We like the team spirit and the personalities on the team.

Nice family friendly event to introduce my daughters to the game, easy to get to, not so loud and crowded....

I went to Cleveland year before last and hope to be wherever the women play in the Final Four in the future.

I followed this program in college and was in the Pep Band during the 1993-1994 season. I was in the Pep Band at all 9 post season games that season.

I'm a great admirer of the program and how it is run. I'm now a mother with a daughter and I bring my daughter to the games. She is 5 years old and is a season ticket holder for now the 3rd season. She's been to countless home games, several road games, 3 ACC tournaments and a final four. The memories we've made together are priceless. She also overcame her fear of being small watching Ivory Latta. She absolutely loves the Tar Heels. She has also learned a lot about my life when I was in school.

I'd love for people to see what a great "family" atmosphere this program has and how the players are not only great basketball players but great young women. That's what I wanted my daughter to see, so I keep bring her around them. It's a great way for an alumnus to share the love of all things Carolina with their children. It's also good for them especially if they play a sport and for them to witness the importance of teamwork, hard work, determination, sportsmanship, and fighting for your dream.

Ultimately I want to cheer this team on to another National Championship...this time with my daughter by my side.

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Started attending as encouragement for my daughter who was 5 at the time. It worked, she played rec/church league, middle school, and high school. She was manager (Head for 3 years) of the Lady Tar Heels and currently works with them as Graduate student.

fast pace that Carolina plays, easy parking

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We go to all the home games and the ones at State.

My wife is a season ticket holder. I'll most likely buy season tickets next year because I haven't missed a home game this year. It's been fun!

Women's Basketball at UNC is on the rise and gaining new fans with their exciting brand of basketball. My wife and I have enjoyed attending games for the past two years, and we plan to continue. We are proud and respectful supporters of Carolina athletics. Go Heels!

I drive 100-plus miles to attend games and usually take vacation hours to get there on time, so I am really dedicated. I love basketball and played a little bit in high school. Love the style of play of our team and the quality of players and they type people they seem to be.

I am a fanatic UNC Fan...and I try to support the school as well as the Athletic Teams...by coming out to as many events/games that I can attend.

With the success that the UNC Women's Basketball Team has had....they need and deserve more fans at the games. I want the TEAM to know that we are behind them 100% and that We need to get absolutely crazy for OUR LADY HEELS!!

We were at U of Connecticut before moving here; so we knew how great (and accessible) women's basketball could be. As a faculty member here, I was entitled to free admission; but we chose to pay for season tickets to support the team (and in hopes that we would have good seats even after everyone else discovered our women's team. I know that we are not the only loyal fans who had season tickets when few others did who are pretty angry that we have now been bumped back up in the bleachers because of the Rams Club donation point system. I guess it's progress, but it has upset some of us long time fans...)

Continue to keep "showmanship" out of the women's game.

Thank you for all you do to make UNC Women's Basketball more accessible to the fans.

It is fun. I like good fast basketball.

It would be hard to get away from work but otherwise I would go anytime.

My wife and I enjoy the level of competition and following our trip with the team to Europe in May 2008, we got to know the staff and players much better

Because the Women's Basketball Team is a good advertisement for UNC and the players represent UNC in the proper manner, UNC should do what it can to support the Women's games. It has to be frustrating to the team members to not have larger crowds.

The team is terrific, the fans are great and I love watching the women play. We've been going to the games for 10 years and some of that time they weren't very good, but it's been great fun watching their improvement.

We've been season ticket holders since they first offered them, but don't really remember how many years ago that was. We'd love to see the women win the ACC and NCAA's but think it's

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probably a year away. But that doesn't matter because we're fans and will root for them at the good times and the not so good. We've been supporting them for 10 years and will continue to do so . . . win or lose.

It's been a lot of fun watching their development over the years.

Have attended games since we first moved here 11 years ago. Have held season tickets since they first went on sale

The women's basketball team is a 'hot property'. Any increase in the effort to promote the team and its players will pay huge dividends in attendance (\$\$\$), school spirit and UNC's reputation.

UNC Women's basketball is the best entertainment value in the area

I have been involved in athletics as an athlete, coach and official.

Long time Tarheel fans (UNC 1973)and we like Women's Basketball! And MUCH prefer and can not wait until WBB games return to Carmichael!

It's a nationally ranked program and is the best entertainment value around.

Need a more professional promotion of the games including announcing, singing of the national anthem, background music, team video (latest version is a big improvement) etc. Definitely would like to see a more competitive non-ACC schedule. Need many more students to fill the bleachers and add energy and excitement to stadium.

If you like basketball, you'll love this game –

Better basketball, high level, easier to watch.

Easy to be seated close to the action.

Unlimited opportunities to get close to the players. It can be personal. It is like watching a daughter or a grand-daughter play. Come in as a freshman and mature through 4 years.

The young women are role models. Bring your daughters (or sons) or granddaughters. A great family activity.

It's an entertainment bargain...especially for seniors.

We live in a college town. It is an opportunity to participate in and/or observe college life...band...cheerleaders...students.

We have been attending WBB games for over 15 years and have had season tickets as long as they have been offered. We have been Ed Foundation members for about 28 years. We are both Carolina grads.

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I hope that the women's team can continue their winning ways and their exciting style of play. I love the atmosphere at Carmichael and I hope that we can fill it for every game next year. I enjoy the opportunities that we have to meet the team members at events and I hope to be able to join them on one of their travel trips in the future. Lastly, I loved being an honorary coach and would love to have the opportunity to do it again.

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### Reasons NOT to Attend Home Games

I understand some of the preseason games are favors to the other coaches/programs and have no problem with that. I do feel however that more competitive games would help prepare for the tough ACC schedule. I like the ACC/Big Ten Challenge. I would like to see South Carolina and Georgia added to the schedule.

Quit worrying about a win - play a schedule that will bring people out- A loss to Conn or Rutgers is much more fun-exciting - and meaningful for her players than beating up her first 10 opponents 85-45. Lower opponents give your team a false security- then its Wow whats this when you play the big boys- Conn this year as case in point. Teams play at the level of their competition and top players get lax and loose their edge. Talk to her players - who do they want to play!!.

We go to the big games and throw or give away the rest. Sorry - but that's us and I know I am not alone - try passing out fan evaluation cards and see what the other fans feel - that would be a great student project for a marketing club or class.

We have season tickets and feel there are way too many games with inferior opponents. One or two games of this type should be more than enough. If you want fans to turn out for games, have competitive games against good teams!

We have season tickets and feel there are way too many games with inferior opponents. One or two games of this type should be more than enough. If you want fans to turn out for games, have competitive games against good teams!

What if? What if we created a pool of unused early season tickets from our members who decide ahead of time not to attend these early games. If we received the tickets enough ahead of time, we could redistribute them to church groups or charities. What a win-win! The seat gets counted as used, a new person gets to watch the basketball game ("try it, you'll like it") and we get credit for charitable work.

Team should play teams of similar skills, not easy wins for the coaches or team record.

Maintain the quality of competition.

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### Audience Mix, Fans

I have noticed on several occasions that the some of the men's basketball team attend some of the games we have watched. Would it be possible in any way for the different teams to support one another in a very visible way to encourage the other students to join in?

The key here is getting the UNC students involved. Have no idea why they do not support the ladies.

I believe that more of the fans that attend the men's team would spill over @ attend. We have a excellent women's program & need to show it, much as U TENN has.

We live in a college town. It is an opportunity to participate in and/or observe college life...band...cheerleaders...students

Our fans base is definitely 3 deep- 1.Students- 2. Grays 3. Young local families.

1. Someone has done a horrible job on the students - give them a reason to come- Sylvia should go over to their section every game and thank or challenge the Kids- Have contests, T Shirt-Student nights with free Pop corn etc, Buses to games.
2. Grays - she has done a good job with away buses-and has a good senior following - How about Carolina Meadows Night-Governors Club Night etc.When they went from open seating to tickets at Carmichael that was so poorly handled she lost many and honestly she lost my respect on that one.
3. Bad job on young families- UNC's program for kids is super, but you need more- clowns-meet the team-Locker room session - Women's Basketball coloring books- half time kids corner- Easy and safe parking- especially at Carmichael - Wow parking's a joke and has never been properly handled. Prices are right- its the best entertainment package in town.

For 4 years I brought from 60 to 100 Rotarians - we had a dinner in Football stadium and Sylvia spoke a few minutes. One year we had every living Chancellor and honored them- it was like pulling teeth to get Dicks help or support so I said to hell with it and gave up - now I am just a fan - a 6 ticket season ticket holder.

The students should be required to attend the women's games if they hope to attend the men's. I truly believe that the students would then develop a relationship with the team and an appreciation of the product. Word of mouth would then increase attendance. Carmichael should be a hard ticket once the team returns next season.

According to "Mr. Women's Basketball," students are not the target market for home game attendance. He states that nationwide, students comprise no more than 5-10% of the collegiate women's basketball audience. He identified the market for women's basketball as:

1. Empty nesters
2. Young families

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3. Professional women
4. Former players, at any level
5. Local team players and families

Who are our customers? Kids, Women; Seniors; Gays

If you like basketball...you'll love women's basketball

Best entertainment value in Chapel Hill

Role models for your daughters and granddaughters

Promotions: Get the men's team to promote the women's team; Promote women's athletics; Men's and Women's double header (NC State); Bring a friend; Impress a date; Schools/Churches; N&O: What's Up

The primary need is for students to be more involved. If necessary, I think the privilege to attend Men's Basketball should be wrapped with the requirement to attend a certain number of Women's Basketball games. The product will sell itself over time, it just needs to be spotlighted

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### Stadium Environment

Could it be possible to have women's and men's basketball in the Smith Center on the same day so that fans would only have to make one trip. It could be confusing unless men's and women's games required a very visible pass to wear around the neck so that it would be easy to tell who should be in the arena at the right time.

Less hassle to get to the games. I'm looking forward to returning to Carmichael--I like the atmosphere much better there than rattling around in the Smith Center. The Smith Center is harder for older people to negotiate.

I am hoping that when we return to Carmichael we will have an increased fan base that we can count on. I LOVE basketball.

I don't know what the plans are for Carmichael's renovation. It would be nice if the AD and Marketing Director would have an open meeting with women's BB supporters to solicit our ideas- maybe there is still some opportunity to influence some decisions. At least they could give us a preview of what's in store.

Make sure the sound system is right- hand mics they sometimes use are awful- even in Smith Center.

Really work to sell Carmichael when it re-opens. resolve parking situation if possible.

Will be glad when we get back to Carmichael next year, not that I have not loved being in the Dean Dome but Carmichael is our home. Love having the Rams Club room at Carmichael with drinks and popcorn, gives us some recognition as Rams Club Members.

For now, Carmichael is a much friendlier setting for women's basketball.

Show the fans other stats (rebounds/assists) more often, not just points and fouls.

At half, you have shown team shooting percentages, rebounds, assists, etc. Please share these more often.

Improve the quality of the public address system in Carmichael. Even though some improvement was made last year, there is a long way to go. Perhaps interesting the communications school in providing student announcers who aspire to future fame as sports broadcasters would help.

Stay in Carmichael

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### Stadium Seating

Parents and family should not be given tickets directly behind the bench. They do not want to cheer. They rarely stand up to support the team. You have a whole section that is very visible and they just seat there. Move them to one side and give those seats to people that don't care how cool they look.

Let the season ticket holders have their old seats at Carmichael Auditorium if they choose so. Do not re-assign seat to long time season ticket holders unless they ask for it.

Long time supporters/season ticket holders should have a chance to express their preferences for seating in the new Carmichael.

My wife and I are looking forward to the "new" Carmichael!

### Cheerleaders

We have noticed this year that the cheerleaders do not pay attention to fans assigned seats behind goal. It has been noticed and that group of fans no longer participate in cheer feeling left out.

### Food Concessions

We love going to the Women's Basketball Games as a family. Thanks for encouraging us to go and introducing us to the UNC Women's Team. As you know our twins Ava and Lia (7 years) are very interested in sports and are very excited to put their little cheerleading uniforms on for every UNC game. They recently let us know (on the way to a men's game) that they liked to go to the Women's Team games better because it was less crazy and intimidating for them. They will sit and watch an entire game following every move and score. The only thing they would like to see improved is the concessions situation. The selection is very limited and often do they run out of one particular item. Also, they do miss all the specialty concessions, such as ice cream, lemonade, pretzels etc. It would be great if at least one of each cart would be open for business.

More and better food selection for families who bring their children

One thing I hope will improve is the food offering. With so many 7 p.m. games, if we could get decent food we'd come earlier and this would also provide social opportunities for fans. And price of food is an issue, too. People who come to women's games don't want to pay \$3.50 for bottled water. Make the prices reasonable and make people feel welcome- not gouged.

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### Parking

Need a parking pass.

Do more advertising about places where attendees can park.

Also we have season tickets to men's games with a parking pass in front of the Smith Center. It would be helpful if we also had these privileges for women's games.

During the 2007-2008 season, parking passes were not mailed until three weeks after the season started. Surely you know in advance that the season starts at the beginning of November and ends at the beginning of March. My parking pass has a universal parking assignment with the name of each game; is this truly necessary? There are a set number of passes for a set amount of time: why not just print "WOMEN'S BASKETBALL" on them with the ending date of the pass. Then the passes would only be good on game days or evenings until the end of the season.

Parking is a big issue

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### Tickets

I guess that I thought (erroneously) getting more than 8 tickets would make us a group. *I can't believe that they are excluding a group who specifically sets out to increase attendance!* I have offered suggestions to past marketing people, but they were not very welcomed and certainly not taken advantage of. Unfortunately I know how big organizations work (Which is why I left Duke Health.).

There is no incentive anymore to be a season ticket holder. The cost is the same (I think) and now there aren't even media guides anymore! In the past we used to even get t-shirts (I have "Senior Tar Heel" ones.). Oh wait. There was that practice and a pre-game thing. But I think they need to link more perks with the season tickets - parking, media guides, t-shirts...

2007-2008 Season: After I invited my sister and her family to meet us for the Sunday 2 pm Arizona State game at the Smith Center, she waited in line for tickets for 20 minutes: one ticket taker and the line not moving at all. So she bought tickets from a scalper so that her family could see the tip-off. Sad commentary for a nationally televised game. So much done right and yet many folks were frustrated trying to BUY tickets.

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### Half-Time Entertainment

It has been my observation that a large number of families pay to attend the UNC Women's Basketball games. These families include young children...infants to teenagers, all sporting Carolina blue T-shirts, hats, cheerleading outfits, and the like. At most of the early season games, there is no half-time activities . I propose that if there are activities to engage these children, more families will attend and the good-will created will be immeasurable.

#### I. Follow the leader with Rameses All Ages 3-5 minutes

Parents of toddlers and young children to accompany their child on the court.

#### II."Rameses Says" All Ages 3-5 minutes

With the help of a PA announcer, since Rameses does not "talk", this is a version of the timeless children's game, Simon Says.

#### III. Cheerleading All Ages 3-5 minutes

Each UNC Cheerleader or pair of cheerleaders takes a small group (5-6) of children, girls and boys, and teaches them a simple cheer (most of the children already know all the cheers), like."go Tar Heels" and then each group leads the audience in the cheer .

#### IV. Dribbling the Basketball Ages 5+ 30 seconds-2 minutes

Participants are grouped by age

5-7yr olds 30 sec

8-10yr olds 30 sec

9-12yr olds 1 min

Teens 2 min

Adults 2 min

Cheerleaders have signs, designating age group

Participants gather in designated location on the court

Participants try to be last person still dribbling

#### V. Shooting Baskets All ages

Each participant tries to make a free throw (one chance)

It would be great to offer some half-time fun for kids/students such as the fun competitions they run at half-time at the men's games. I know they require sponsors and this is a little more long-term but just a thought. It does not have to be a big prize, everybody just loves free stuff!

I've seen Special Olympics/youth games take place during halftime of Carolina Women's basketball games, which is great. But, if you want to get more **Carolina students** out to the women's games... why not have an intramural championship game/all-star game during

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halftime? Or, maybe just some sort of recognition period for the intramural champions during a certain season (they have TONS of teams/different leagues, so this could bring out LOTS of students if they want to take part in the awards/recognition event)? At least the students participating in the intramural stuff would be in attendance for the "real" sporting event going on, so that would hopefully boost the student fan count a bit... but, chances are, they would have friends/roommates/significant others there to watch them get recognized/play in the championship game. So, you could knock out two birds with one stone, in essence, since the facility wouldn't have to be booked at a time when the "real" teams aren't already practicing or having games, and it would give the intramural players a bigger atmosphere in which to compete/get some recognition.

Playing your intramural/club team championship/all-star game (or at least a preview/a part of it since I know halftime isn't terribly long) in front of a few hundred/thousand fans would be pretty cool, I think (especially if you get to play in Carmichael or the Dean Dome!). I know UNC Greensboro and North Carolina A&T have some sort of intramural basketball All-Star game (only for the guys, of course, from what I know) played at A&T each year. But, this event it isn't well advertised and to my knowledge, it is not in conjunction with an actual NC A&T sporting event. I know Carolina offers a plethora of crazy intramurals, so by advertising the intramural program during women's games/other Carolina athletic events, you could concurrently increase student participation/interest in extracurriculars (especially those less popular/less well-known club teams or intramurals) while also boosting student attendance at home games.

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### Away Games

#### Bus Trips

I hope more bus trips are organized for away games such as at Wake Forest, Virginia, Maryland. Bus trips to Durham and Raleigh are less desirable because it's closer for some of us do go directly to the game rather than go to the bus. Group tickets so that that UNC fans can sit together at away games would be nice.

I enjoy the busing used for the men's games. It is easier on me often traveling alone at night. I did not have trouble when the games were not at the Smith Center because we parked close by Carmichael.

The Bus Trips you put together to the out of town games are awesome. This has been a wonderful way for me to make new friends, since I travel most of the time by myself. Last year I went to all the way to UNC/Tenn game.

Better coverage of away games - a triangle area FM station added to the THN would be wonderful! 1360 doesn't make it to Hillsborough, especially at night.

I was so sorry to see a 'half-full' bus going to the NC State game last night. We had such a good time, with lots of pizza and drinks provided. There are still some tickets left for the bus trip to Duke on Sunday afternoon @ \$25 for bus + game ticket. We had quite a nice group of students at the game last night (there were two busses for them).

I like many hope to see the lady Tarheels win another title. I went out of town to many of the away games during the regular seasons and out of town on the trip to the final four over the last few years. I know one day to see them cut down the nets once again. I had hoped it would be in Boston then Cleveland, or after that Tampa and this past year St Louis. But I did enjoy the trips to get there in Nashville, Cleveland, Virginia Beach and New Orleans. My husband and I have met many wonderful people at the games and at Tylers. I wish more families would come and get their kids hooked on UNC basketball!

## Feedback from TEAM TEMPO Members

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### Marketing

#### Reaction to Current Marketing Efforts

The women's basketball team should be treated equally to the men's team in all respects.

I think Poster Day sounds like a good learning item for the women. I am sure that there are ways that others can assist in soliciting help from the merchants ahead of the team. This would let the team do more distributing of posters and schedules and less explaining why they are there. Also others can go back later to see if a merchant needs more schedules or a new poster leading into ACC play.

Right now, I think they are doing a fine job. Keep up the good work!

Thus far I have not been impressed by the support for our women. There is no reason we should not have more people in attendance. I have to check on tarheelblue.com to get a schedule. There is no aggressive outreach to the community or schools. Duke gave tickets to the girls at Culbreth Middle School for the game against Stanford.

Everyone wants to give accolades when the women win an ACC championship, but where are those people to support the women throughout the season. Are you supporting the women in the way you would support the team if each of you had a daughter on the team?

I WANT THE WOMEN TO GET THE SUPPORT THEY DESERVE!

Spend more time promoting the ladies. We do have more than men's basketball at UNC

The Women's team is worthy of more support. We could and should do a better job of marketing them. I have some suggestions that I would like to share with you. I think it would be good if we (the public) saw some of "the powers that be" at the games and not just during post season play. I am willing to help you any way I can to bring attention to this awesome group of players. Believe it or not, they would defeat some men's teams. I sure believe that. Let's be fair with them. They too are OURS. Thanks for listening to me.

Please focus your ample forces on promoting a successful, winning program: UNC Women's Basketball!

Why are our basketball games played by the women's team given so little promotion? I see the ads for Duke women's basketball games that make them appear to be more exciting --- but I know for a fact UNC is a better team and our school spirit is superior

I would love to see more support from everywhere, from students, alums, Rams Club members and staff, and the entire sports marketing department. I feel that some in sports marketing do not support women's basketball at all. Most of all I want to see marketing done to get fans from other parts of the state besides the Triangle.

## Feedback from TEAM TEMPO Members

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I would say, hey, this THE University of NORTH CAROLINA. I think at times they have done a fine job of trying to reach the Triangle area. Except for the billboard on I-85 at Graham, there is no presence of Carolina women's basketball in the rest of the state. I drive 80 miles from Lexington for games. I know there are others in the Triad and other areas that would come. Most Carolina fans in these areas think it is too expensive and like the men, no tickets available. Where I live, I get sick of Wake Forest advertising on tv and in the newspaper billing themselves as "the Triad's ACC school". We need to use all media outlets in all areas of the state. But, if and when we are successful in filling the arena for the ladies, you cannot displace longtime ticket holders for Rams Club folks who have more points. You will have to reward the longtime women's fans first.

I hope that Team Tempo can help the Lady Tarheels get the respect and support they deserve. Hopefully, we can increase attendance for games.

WE need to do a better job of promoting Women's Basketball to students, to families, and to casual basketball fans. There needs to be more at the games to attract families like things for the kids to do at half-time and before the game. We should have Coach Hatchell on the 3 Sports Talk Radio stations more often and on the TV sports shows and fans should be notified when she is going appear. More promotion in Durham and Raleigh to encourage State and Duke fans to come to Smith Center this year for their games.

I have enjoyed watching the games I have been able to attend this year and being a supporter in this way. I really admire the mission, vision, and energy of Team Tempo in your efforts to promote this outstanding basketball team. I sincerely hope that you can help the "powers that be" to market the Women's Team as aggressively as the Men's Team as they are just as deserving.

My hope is that UNC's women's basketball will become a force like other top women's programs which will inspire a generation of girls to reach for their athletic dreams here is the state of North Carolina.

Coach Hatchell needs a professional marketer, not some green kid on her first job out of college- That's Dick Badours fault- he doesn't seem to care about women's sports - they cost rather than produce revenue- who's fault is that- its his- just look at Tenn- UnConn- they are all making Money through women's BB and so could UNC. This is Basketball hungry country and lots of young girls are on high school and rec teams in the area

We have been attending the radio shows for three years. It was at my insistence year before last that they finally brought in decent equipment so that the spectators could hear. We have grown from a group of 6 to standing room only this year.

I also make the posters of the players that we pass out to fans at the games. The purposes of the posters are: to get the fans to know individual players; to show the players' families that they aren't the only ones pulling for the women; to let the players know (even if they aren't starters) that we know who they are and appreciate each and every one of them; and, just to get some life and color into the crowd. There may be other, maybe better, ways to do this.

I don't like seeing the women doing things to market themselves that the men do not have to do. It is fine to have "meet the team" events or other PR strategies where they are viewed as celebrities. IMHO, for them to have to put up posters for themselves is demeaning.

## Feedback from TEAM TEMPO Members

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I want there to be the same excitement about attending the women's games as the men's. We have the talent. A new Carmichael should provide the destination. The demographics need to expand.

Make a BIG SPLASH out of the return to Carmichael

It is so amazing to me that she can schedule Europe-Hawaii- etc every other year for her teams and how great an experience she provides for them- plus their education and support - but there is no understanding of the money base, or fan base, that supports the program.

I have offered suggestions to past marketing people, but they were not very welcomed and certainly not taken advantage of. Unfortunately I know how big organizations work (Which is why I left Duke Health.). There is no incentive anymore to be a season ticket holder. The cost is the same (I think) and now there aren't even media guides anymore! In the past we used to even get t-shirts (I have "Senior Tar Heel" ones.). Oh wait. There was that practice and a pre-game thing. But I think they need to link more perks with the season tickets - parking, media guides, t-shirts...Anyway, I've been going to the games since Jan started in '85, so I will keep doing it.

In late August, received graphic, color email requesting that I continue to purchase men's basketball tickets which I purchased on-line the same day using the instructions in the email Received four color brochure about ten days later requesting that I continue to purchase men's basketball tickets which also contained information about and free passes to several women's sports but nothing about women's basketball. Called ticket office 9/17 about 10 am and asked to purchase four women's basketball tickets which they sold me

- Asked why the Rams Club had not sent an email requesting that members purchase women's basketball tickets as they had for the men's program
- Was told by the male order-taker that attendance and interest was low for women's basketball so they did not make the same effort; told the young man that unless the department promoted the sport, that attendance would continue to show poorly
- Asked to speak to the person in charge of email ticket requests; left a voice mail on her phone suggesting that she send an email to all Rams Club members asking them to purchase women's basketball tickets
- Surprise! At 3 pm the same day, I received a text email asking for my support of women's basketball. I assume this offer was emailed to all Rams Club members

We would not assume to tell them anything...we might make some suggestions, but they are well paid to do their jobs. If we have a suggestion, we will, as we have done in the past, go directly to the person or office most likely to be receptive.

Women's basketball is awesome! Marketing needs to be upscaled to encourage the students and more UNC fans to attend. If there is anyway, to try and not schedule Women's games on the same day as the Men's.

Stop treating the women's teams like second class citizens. The websites are not updated as frequently as the men's and the events are not given nearly as much coverage. It is hard to generate excitement about going to games when you don't know much about the team and when/where/who they are playing.

## Feedback from TEAM TEMPO Members

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### Ideas for Future Marketing Efforts

Have Roy's radio show and Sylvia's radio show in the same location. This would expose the women's program to more LIVE basketball fans. I know they follow over the air or have on different nights so fans of both programs wouldn't have to choose.

Run promotions and schedule in the Money Mailer envelope that is mailed to 30,000 homes in Chapel Hill and Carrboro. (I own the company so I'm prejudiced but think it would help)

Better attendance and a National Championship always helps. Also more media coverage.

Free t-shirts for season ticket holders.

Hospitality room for Rams Club and season ticket holders.

More information in the local newspapers. Last year the games were listed in the daily section, not this year.

Availability of good seats & very important parking

It would be good to use the Smith Center for all home games also the people who park in front of the Smith (with pass) would ^

Question: do the men on the basketball team go door-to-door promoting their team?

More exposure

We need to not focus solely on the Triangle. We can draw fans from all over. I will do anything I can to help. Just let me know.

The only thing I see here that I am not interested in is the hosting of opponents. I have traveled to many away games with the women, Maryland, UConn, Tenn, and all NCAA games the past 4 years including State, Wake and Duke. I have never seen us hosted by anyone. We are a hospitable lot and I have never seen us be anything but polite to our visitors. I can't say that about these other venues.

Promote Lady Tarheels' games more.

Do more advertising of the women's basketball games!!

We need more promotions (near-free stuff) to encourage new attendees. "Try it, you'll like it", worked for us and will for many. Also, if some of the stars on the men's team would cross promote the women's team (in ads for example) it could help get the students out. Their attendance at a few games with other students would be a plus.

Provide incentives for fans, especially students, to attend the games.

## Feedback from TEAM TEMPO Members

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Capitalize on WBB support in the Triangle - reach out by creating ambassador team

Give away tickets to gain interest Create a VIP section for families, former players, and celebrities -- promote!!

Have a "fan of the game" promotion

Improve ads in the print media - currently not effective Use radio more Establish presence on streaming video for all games - esp. away

Goal: Average 8000 attendance

In order to promote UNC women's basketball, more TV/radio advertising must be done throughout the Triangle area.

Another possibility would be to get other student clubs/organizations (musical groups like the Clef Hangers, Heels2Heaven, etc.) to sing the National Anthem or sing/perform during halftime of the Carolina Women's Basketball games. Again, this could help with booking for big, on-campus events for those groups (they'd have a big facility/lots of seats for their audience) and it would also help increase student attendance at the ball games. Not only that, it would give community members a better taste of what non-student-athlete students at Carolina are up to during their "free time" - young folks and old folks alike would probably enjoy watching the intramural matchups or musical performances by campus groups. This type of stuff would probably have to be organized by the Campus Recreation folks or Campus Activities Board (or Carolina Student Union, or whatever the Student Groups organization it is called at UNC), but it would definitely be an easy way to get more students together in one place to share their pride in their University.

Have "best game gear" contests to get people to dress for the game- award in categories: best student, best head gear, best foot gear, best kid, etc., or best game gear by seating section. The prize can be free popcorn or drink.

Get more students to the games. Get more TV coverage. i see ads for all the Duke womens games in the Raleigh paper, where is ours?

Direct MORE attention in the advertisement and promotion of the Women's Basketball Program. ATTEMPT to make some money!

More marketing to UNC students. Increased marketing for the UConn, Duke or other big games.

NCAA TOURNAMENT - AWAY GAMES, FAMILY EVENTS , SOCIAL EVENT BEFORE THE GAMES. TRIP PLANNING, ETC. More attendance at home games. More exposure to the press

Why can't we support the women as we do the men? There has been some progress, but there is a long way to go. Even the cheerleaders seem as if they are second string!

Glad to see a marketing effort for our team. Long overdue. I love the momentum of our program and hope to see it prosper. I unfortunately live over 3 hours away and only make 3 or 4 games a

## Feedback from TEAM TEMPO Members

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year. I have received a lot of questions about your marketing group and may be able to provide some help in getting info out. A lot of people I am in contact with may live outside the Triad area but are huge backers of our women.

Over at scout we have a women's forum which was started last year and has steadily grown. I have posted your website and info so that locals and others who might want to get involved can.

Here's a link to a post that might provide some insight. I will keep you and our media squad leader advised if you would like as I sometimes get a lot of ideas from fans about how we might increase attendance and program exposure. I think they go hand in hand any way here's the link: <http://mbd.scout.com/mb.aspx?s=78&f=3777&t=3765170>

Need more advertising of games to get fans to come. More opportunities for fans to meet the team. When my daughter was little "Hatchell's Heels" was a big hit for the little ones and they felt involved - that needs to come back and be improved.

I think I am lucky to live in such close proximity to this team and coach so I don't have many complaints or suggestions. Maybe I would like to see more of the NC high school and younger girls supported in camps and tournaments so that we can help fill the pipeline and provide them the opportunity to access the tremendous basketball resources and fans that we are blessed to have.

First, you are doing a great job. Second, reach out into the community to the younger girls and provide camps and tournaments and resources to help fill the pipeline and generate more interest in the women's game.

meet me in st. Louis!

Does UNC treat women players different than men?

Treat the games for the Lady Tar Heels more like the men. When we went to Maryland I was impressed with the support for their women. The top cheerleaders were there, the electronics were impressive and they had made a real effort to get the young girls there. I saw Girl Scout groups, basketball teams, etc. and those young women were very vocal and getting a great opportunity to become real fans for womens basketball.

As stated above, I would like to see the support for the team grow both from the students, faculty, and the general public. A lot of people still believe that the women play a slow and boring game. I have had so many conversations with people telling them they do not know what they are missing and we need to continue to let everyone know that the UNC Women's team is exciting to watch. Go Heels!

I like the current internet access to tickets. I spend a great deal of time on Tarheel Blue and Rivals' Carolina Blue. Might consider purchasing an All-in-One Access pass to internet broadcasts, especially away games, that covered all sports if such was available and aggressively marketed. The basketball museum is great, what we need now is an alumni museum dedicated to Carolina's great tradition in all sports and our great academic achievements - one place to tell the entire Carolina story.

## Feedback from TEAM TEMPO Members

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Every player has a story. What's ours? Internet blogs?

1. Do all they can to improve attendance.

2. Do all they can to improve the quality of officiating in the women's game, so they are on par with the officiating in the men's game.

I have heard that Tennessee students who attend 100% of all home games are entered into a drawing for free tuition for one year. It seems to me that this would be a good and relatively low-cost strategy for increasing student attendance and getting the secret out about our wonderful team.

I think the women's games are often discounted and not "sold" or advertised enough. It's frustrating seeing them (and Coach) work so hard and achieve so much and not get more fan support/attendance/recognition. I like to go to support them!

Advertise their accomplishments and the games a bit more to students AND community.

Get more press time on their games to energize everyone.

How do Missouri State and UConn generate enough income to be a revenue producing sport?

My wife and I recently started a small business, Blue Heaven Art.. My wife, a 1971 graduate of UNC-CH is True Blue. We believe True Blue is a "state of mind", not a color.

Really enjoy women's basketball

The games are fun and exciting and I wish that they were promoted more on the radio and TV and in the local papers. The Chapel Hill News on Wednesday did not have a write up of Monday's game against Duke!

I would think UNC paid marketing staff would be able to get sponsors! I think a UNC women's basketball wall calendar would sell well!

It is a great experience and I have convinced others to get season tickets as well....nothing better!

get back to Carmichael. more accessible on local radio when I am unable to attend. I don't think you should have to pay money to all access in order to follow a game on the radio. I still have trouble with that system.

You are doing a great job promoting Women's Basketball and all other sports at Carolina. Wish there was a way to get more of the students involved in attending the Women's Basketball games, all of them not just the major games.

tougher competition earlier in the season to get us tested...raffles for apparel gift certificates, autographed basketballs, etc...make half court shots for bigger prizes...better player introduction show..example...lights out..then spot lights on players....better/more advertising when trying to

## Feedback from TEAM TEMPO Members

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sell tickets...tell of UNC Women's accomplishments, ACC Championships, Top 10 etc...include more general fans (other than students) in contests....have special deals for certain games to boost attendance..such as parent buys regular price ticket and child ticket is half price.

Market more for TV. Really get the word out about women's basketball. Get people excited about it

1. Games in Carmichael, NOT Smith Center - much more comfortable and fun.
2. Support for women's sports

In Connecticut, the public television station broadcast all of the women's games. I believe they started doing this before the games were such a 'hot ticket'; but then kept the contract after the games became popular -- in fact, they used home games as an audience draw during their fund drives...

Coming from Connecticut, we have watched a team grow and develop into a team with sell-out crowds. I know that Connecticut Public Television assisted greatly in making that possible. The "booster" club was also very active in hosting numerous events throughout the year to engage fans. We were also involved in the University of Hartford WBB "Flight Zone", a booster club that has worked very hard to increase involvement with that team.

More activities for young fans before and during games to bring more families

Build the fan base for women's basketball by involving youngsters.  
More access to players of all sports

Please hire a full time marketing person for the women's team, set high expectations for achieving marketing goals, and monitor progress closely. Study other successful team organizations (e.g Tennessee) and learn from them how to market successfully. It is such a shame that UNC's successful program goes unnoticed and unappreciated by lack of marketing.

I am pleased to see this effort to market UNC WBB (Team Tempo) because there appears to be little effective effort from the university itself. I didn't realize this until the new Duke women's coach came last year and I see evidence of their marketing efforts.

The more the fan can be made to feel that he or she 'knows' the athlete, the more likely they are to come to games, become season ticket holders and to bring others with them

Provide 'benefits' to season ticket holders - better seats, special invitations, etc. Make non-season ticket holders aware of what they are missing

Access to the players.....ie: autograph sessions, availability at public venues such as malls, etc to publicise the team

Bring in better and different entertainment at half-time.,Recognize the loyal fans who come out to every game. More publicity for the team.

Need to focus same type efforts to WBB as we do football and men's basketball (and I do understand revenue). We have a reliable top 5 program year in and out, at top 5 coaching staff not to mention a Hall of Fame Coach. I was pleased we had a pre Connecticut game get together for season ticket holders. Yet, was not pleased to run out of T-shirts and sizes nor at all

## Feedback from TEAM TEMPO Members

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pleased to see the give aways referenced men's basketball. Need to have PEP rally's, more fun and clearly need more team (player, coaches, support staff) involvement with fans. It's like in business (employees/players need to demonstrate and appreciate fans/paying customers with and through more involvement)... fans (Rams Club members like many after all do pay the way for programs. Rams Club, AD and Marketing should make more effort to appreciate loyal fans. Our family has asked in the past to do things in support of team (like personally buying ballons etc. for fan give always. Never after repeated calls to Mkt'g could we get a positive answer or any excitement. For past 2 years we had a Season Ticket and Ram's Club meeting room for both pre and halftime gatherings. It was just eliminated this year and no reason given ... that just is not right. There are other things and that's why I see Team Tempo as a good and positive direction for future success and support of our WBB program.

Would like for this to be a family involvement with all 3 of us participating. Would want to meet and understand better where our collective talents may be used. We would like to have direct interaction with and in support of team. We would enjoy supporting team activities on game days and would enjoy working official game desk, etc.

We have a nationally ranked women's basketball program. You should market it through TV and newspaper advertising and encourage the students to more strongly support the team.

Why is women's basketball important to the schools, players and coaches? (self-esteem, team-work, entry to WNBA, etc, testimony from past players)

What challenges do women in sports face different from men? (childbirth, care-giving for family, etc.) What stories of interest?

Go to central Greek council and get commitment to require their pledge classes to attend at least half the games. Have each sorority to "adopt a player" and then allow the player to interface appropriately with the sorority to explain the "team as a family."

Plan and market Women's games with same energy as Men's.

Waiting list for season tickets, double current number of students attending.

Purpose: More people in the seats; More money for the program; Encourages increased support from the University; Team plays better with support; Better experience for fans

Every UConn game is broadcast by local public television station (CPTV). The UCONN women's basketball game draws the largest audience of any public television program in the United States. Why not here at UNC-TV?

At Ohio State University they have several games per year where you can buy 2 tickets and get 2 hot dogs and 2 drinks. In this economic time this would go a long way for families who have children and would like to attend games.

Also, they have nights where sponsors give out T-shirts or game towels. They also do mass media campaigns to students, staff and faculty prior to large home games. We also receive special offers like the one I mentioned sent to us via e-mail and in the online campus papers we receive, and they advertise these things on the Women's home page as well as the Athletic department home page.

## Feedback from TEAM TEMPO Members

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They also have giveaways during the games, and the winner is chosen at random by seat numbers.

I am a '93 graduate of UNC. I attended games as a student, but really enjoyed the run to the '94 Championship. Unfortunately, I became more of a passive fan after that. I would catch games on TV, but did not attend. I received an invitation from the Rams Club to attend a few games in Ivory's sophomore season and have not been able to stop going since. At my office, how the UNC women are performing and who is coming in is now as important as how the UNC men are doing. I am one of just a couple of UNC grads and am surrounded by State grads, but Carolina is always the big topic. I am very vocal not only of my love for Carolina, but the women's program and I really believe that I have created a fan base for women's basketball. My love comes from the excitement of the style of game that our team plays. I want to tell everyone I can that if you go and give it a chance, you will come back.

1. Marketing Plan for 2009-2010 season delivered to Coach Hatchell by May, 15, 2009.
2. Better graphic art and printing for fliers (season ticket, away games, etc.)
3. Survey of audience to identify marketing focus points for next year
4. Review of marketing budget
  - a. Eliminate broad brand id (ex: billboard poster) for direct items (bus caravans, flier)
  - b. Manipulate down turn in economy to promote low cost of home games
  - c. Identify pent up demand for men's tickets and offer women's
  - d. Fliers and letters to season ticket holders: TLC big time!
  - e. Market relaxed, early schedule and family orientation of women's events
  - f. Early promotion of season tickets
5. Next NCAA grant proposal to focus on interface with local girls basketball teams
6. Update Wikipedia for UNC women's basketball; TN dominates wikipedia
7. Investigate what made other marketing programs successful
  - a. U Conn
  - b. Maryland
  - c. Duke
  - d. TN
8. Email solicitations with graphics like the men's.
9. Poster Day for team assisted by Carolina Fever (students) and Team Tempo (fans)
10. Focus on internet marketing
11. Annual T-Shirt design contest (contact for more information)
12. Enhance half-time activities
13. Late night with Roy **and Sylvia**
14. Women players treated like men players
15. Definition of realistic goal: 8,000 attendance by 2012
16. Concession food at games to sustain family outing; food for kids
17. Display ads marketing instruments, not announcements. (N&O)
18. Email announcements detailing how to view away games.
19. Bus caravans to local away games.
20. TLC for player families
21. Respect and TCL for opponent teams and supporters

## Feedback from TEAM TEMPO Members

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22. Support from Rams Club to equal support of men's basketball program: RESPECT
  - a. Media guide distribution
  - b. Perks at home games
  - c. Parking passes
23. Group ticket environment defined and embellished
  - a. Ticket prices
  - b. Bus, parking plan
  - c. Half-Time acknowledgement

Open the season with a luncheon for meeting the players that includes classes on different set plays, what is a travel call, what refs to hate etc.

We should have a luncheon before major games.

Continue inviting groups from schools, churches, clubs, etc to attend.

Offer tickets to companies.

Being a supporter of UNC WBB since 1985, I have seen a lot of attempts (or seeming lack thereof) to increase support. Often it was a one shot (or year) deal that might have worked if it was carried further (e.g., Senior Tar Heel Club, Kid's Club, perks that came along with season tickets such as the media guide and t-shirts). It seems to me that you need to get the fans invested and involved. Getting to know the team and coaches helps fans to feel as if they are part of a family. UNC is big on this for athletes and graduates, why not fans as well? I went to Festifall one time where the team appeared. But they were all sitting behind a table looking bored and not interacting with the crowd. Having met some of them before (albeit fleetingly, I approached them and attempted to talk with them. But they were not willing. If they had been out dribbling, passing, chatting up people, it would have worked a lot better.

I hear that the team went out to local businesses this year to put up calendars. I spoke with one of the owners who thought it was nice, but if it had been followed up with tickets to a game or a guest coaching spot, I bet you would have had a fan for all season.

Additionally, encourage the team to interact with the groups that come up to them during autograph times. Have a mentor there helping them to do this would be best. I know of a group of impressionable young women who were very excited by this prospect of talking with them, but the team was reticent. And we had just won a game! I really liked it when we were invited to a practice (as a season ticket holder) and we got to ask the players questions. The marketing staff already does a great job of putting little blurbs in the programs, but something more personal has more impact.

What about games that can be done at halftime that include the crowd rather than their just watching? A lot of the things (doing something for a prize) can be silly, demeaning and may not appeal to a mass audience. Fans love trivia. Isn't there somehow this could be done during TO or halftime? The Canes have a wandering microphone person who randomly go up to fans and ask trivia for prizes. Perhaps the question could be about someone in the program that game. How about a big floor puzzle that people have to put together that is a picture of the team?

## Feedback from TEAM TEMPO Members

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What about a game which encourages fans to get to know the player (their major, likes, dislikes)?

As a Social Worker I am especially attuned to those who have physical difficulties. My husband cannot walk far, so I called the ticket office and asked specifically for a seat that was manageable (for 2 years I have requested this). The closest he got to the floor was row J which is not doable! The fact that he has taught at UNC for 24 years, is a Kenan professor, a past guest coach, friends with someone affiliated with women's BB and BUYING season tickets rather than using his free pass had no impact! Moreover, no accommodations could be made for him to use the tunnel unless our friend could do it. I also have had clients who were fans who had attended games, but then became incapacitated due to illness. Going to a game would have been GREAT therapy for them, but trying to get them in was impossible without my friend's assistance. Why isn't something done to keep fans?

So - who are you attempting to bring in?

Senior citizens - make it easier to attend and give them appropriate (and good) seats, approach the various facilities and offer group discounts and easy drop off and pick up, have them get to know the players

Adults - get them invested in the team - offer something free (e.g., T-shirts, being part of a club, being a guest coach), chance to win something (that furniture was a good draw), have assistance or make it easier for those with mobility issues to attend, do a meet and greet with players  
Students - give them free things (food, t-shirts, signed basketballs, good seats)

Children - target those that are local and attend Coach Hatchell's camps, increase opportunities to interact with the team, encourage them to be ball girls and boys, have birthday parties with special seats and ice cream  
Okay, this is more than you want to hear, I am sure. But at least I have given it thought.

## Feedback from TEAM TEMPO Members

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### Miscellaneous

#### Rams Club

As a long-time member of the Rams Club, I believe that we who love the Heels love all of the teams, not just football and men's basketball. I also attend Field Hockey games, women's soccer games, and I have season tickets for baseball. It is way past time for my fellow Rams Club members to attend such things as well.

Hope for a much higher attendance by Rams Club members

I think that there are over 13,000 Rams Club members. I also know that many of those members live at quite a distance from Chapel Hill. I also know that the women's jerseys have North Carolina on the front just like the men's jerseys. The Lady Tar Heels practice as hard as do the men. The Lady Tar Heels travel all over the country representing the University of North Carolina-Chapel Hill just like the men. Rams Club scholarships go to women just like they do to the men. We all rejoice when they win just like we do when the men win. We all hurt when the Ladies lose just as we do when the men lose. The men play most of their games at 9pm while the women play most of their games at 7pm which is much better for us fans. It costs \$7-12 to see a women's game while the tickets for the men's game is \$40 - 45. There is absolutely no excuse for Rams Club members who reportedly love the Tar Heels (that should NOT be gender specific) to fail to support the women, and it is WAY PAST TIME for John Montgomery and Dick Baddour to say something to the membership about that. I am embarrassed that Tennessee and Maryland sell out their women's games, and our team is lucky to play in front of more than 5,000 fans. We owe them for their effort and for what they do for Carolina!

I have been a fan since I moved here in the fall of 1996. I chaired committees to help increase attendance and organize the Senior Club in the late 90's and early 2000's. I have been involved in planning preseason receptions for the Senior Club staff and team. I was an Ambassador when we hosted the NCAA Tournament. When we were invited to get reserved seats, I was among the first to do so. I am not a Ram's Club member. I can speak for several others with a similar profile, who feel pushed aside now that marketing is targeting Ram's Club members. We no longer get a parking pass with our season tickets, refreshments at Carmichael are for Ram's Club members only, the seating at the Smith Center has dispersed the group of us who sit mid-court across from the team and we are very concerned that when we move back to Carmichael we will not get our reserved seats there. There has been much dissatisfaction about the seating at the Smith Center. Again, the discussion has been about "catering" to Ram's Club members, and ignoring us who worked diligently for the past 10 years. Many of us did not know there was a bus trip planned for Maryland. IS there a way those of us who have been loyal supporters of the team/program through the "lean" years can be included?

My background is science and government management so I don't have a lot of skills in PR, but I have a sharp, active mind and am willing to pitch in. I was a Ram Rep with the Rams Club and am always eager to help where I can. I started following the Women's

## Feedback from TEAM TEMPO Members

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team because I wanted to be active during basketball season and I couldn't afford season tickets to the men's games. Now I really like watching the women.

Well from Carmichael to the Smith Center.... very expensive for Rams clubs members as we lost our free soda & popcorn!! :) We have worse seats even though our Rams Club giving went up! No promotions like last year.... i.e. free crocs, T shirts, Hats, etc. Worse food selection except for the Big Games like Duke & U Conn. I could not find on line what or if there were any promotions this year. We're so proud of the Women's team. Go Heels!

I am going to call the Rams Club I was not offered a ticket for the UNC/State Game Feb 23rd

During 2008-2008 season, I walked by Courtside Club every home game until I inquired at the door about the room; was told that it only was available for Rams Club members with season's tickets and I had to be on the list.

- Good news, I am a Rams Club member and my name was on the list. And now my guests will be allowed to partake of the perks for Rams Club season ticket holders.
- As a Rams Club member in good standing, why was I not informed about this perk before the season started?
- If I am in good standing, are you treating all Rams Club members this casually?

Just read some of the comments from Ed Foundation members...why doesn't the Ed Foundation form a special club of those who wish to gripe about all the "perks" that members don't get...sounds like there would be a very large membership base. Why can't we just enjoy attending, watching, cheering for, and generally supporting, financially and otherwise, these young women students who just happen to play a little round ball wearing the colors of our beloved university? We just hope to continue to attend the games and support, in every sense of the word, the young women who choose to further their education at UNC and play a little basketball as well.

One thing they do at Ohio State is provide a room where the opponent team's family members and fans can greet their team after the game. This is a nice touch.

Will be glad when we get back to Carmichael next year, not that I have not loved being in the Dean Dome but Carmichael is our home. Love having the Rams Club room at Carmichael with drinks and popcorn, gives us some recognition as Rams Club Members

### Trash Talk

I just want to say for the record that I absolutely hate when people speak of Duke University as Dook. I know it has been done forever, but to me, it just sounds ugly. I know, I know, it isn't meant in a nasty way, but to me it doesn't sound very classy, which I think TEAM TEMPO is. For me, would you refrain from using that term in the future in the TT news?

### Late Night with Roy Williams

## Feedback from TEAM TEMPO Members

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In 2007, Late Nite with Roy Williams on September 28<sup>th</sup> was devastating to recruiting efforts for women's basketball. The team was scheduled to execute a skit as a warm-up to the men's introduction. However the sound system was not pre-tested and drowned out the efforts of the girls. Somehow the system was miraculously fixed before the men's appearance immediately afterward. I did not attend this event but the snub was evident enough to inspire an article in the Daily Tar Heel. Hatchell's most valued recruits witnessed the difference between the respect shown to the two basketball teams.

WBB should hold its own. Too many times it has taken a back seat to men's basketball. For example why should the women be the starting act during latenight with Roy? Women's basketball can be much better than that.

## Feedback from TEAM TEMPO Members

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### From Families of Players

The women's basketball program has been committed to excellence these girls give their blood, sweat, and tears for this program and receive little regard, appreciation, or support. UNC is highly regarded as one of the country's finest basketball programs so where is the fan support for women's basketball? We certainly do not have the support for women's basketball like Tennessee, UConn, Maryland or even NC State. Our Women's Basketball program has made me very proud. Our success speaks volumes for the fine job Coach Hatchell and her fine team of asst. coaches do for our girls. We need your collective effort to raise this program to the prominence it deserves.

In the deepest sense of sharing the Passion, compassion, and vision of Team Tempo, I am broken hearted which I felt when I was waiting outside of Ram Village form for my daughters after a recent women's home game that preceded a men's game, I sat and watched about 4000+ fans sliver down the steps beside Ram Village dorm en route to The Dean Dome after we barely pulled in 1000 fans.. I was almost provoked to get out of my car and stand there with a quick home-made sign that read "Where is the love for the women's basketball team?". My mother was in the car with me and she was stunned beyond belief. She exclaimed "Wow, it looks like the exodus of the Hebrew nation out of Egypt! Where are all these people coming from? Look at all the infants in full Tarheel gear just hanging on the arms of parents and family!".

I was sick to my core. It was like a slow motion, live front and center brutal reminder of just how bad it really is for the women's basketball program. That rattled me to the core.

I would suggest pursuing ads along the "family affair" theme with Al Wood/Martina/Candace and Rashad/Rashanda McCants and I believe also that Nicole Powell's dad played unc J V basketball

I will take a break for now and close on this note as this is much longer than originally planned since I am on my small iPhone keypad, but the juices were flowing so I let it run. I hope even a part of this helps the cause. I commend you all for starting the snowball that will surely evolve into a massive positive avalanche on behalf of women's basketball at UNC. I feel confident that working together we can bring lasting change and improvement.