

SUGGESTIONS FOR GRAPHIC PRESENTATION

TO NATIONAL LEAGUE OWNERS

- I. Population - The idea here is to show them the rapid growth of Atlanta, the city's position as the population center of the Southeast, and the center of a vast, untapped audience potential for major league baseball.
 - a. Chart showing population growth of 5-county metro area since 1930 (or earlier, if desired); research figures already compiled, chart to be done.
 - b. Map showing population density; radii to illustrate audience potential within 100 miles, 200 miles, etc.; research figures available (Henson), also S.E. outline maps for use in making the map.
 - c. Map showing Atlanta as population center of Southeast; 14 per cent of nation's population in 9 per cent of land area, with Atlanta at the hub. (Might want to include on this map or separately a chart projecting population growth of Southeast to 1976 and 2000.)
- II. Buying power - The idea is to show that Atlanta people bring home enough money to afford baseball tickets, and the situation is improving all the time.
 - a. Chart to show increase in Georgia's per capita income, related to other cities (Pittsburgh, for one), Southeast and national average.
 - b. Chart showing increase in retail sales, proving that the money being earned is being spent (but indicating prosperity rather than how much would be left for tickets to the ball park).
- III. Accessibility - The idea is to show Atlanta's convenience to other cities (particularly big league cities) and accessibility to the stadium by way of interstate system.
 - a. Map showing air routes to "national" cities (which just happen to be 9 National League cities), with "funnel" sort of graphic effect showing number of daily flights between each city and Atlanta; road distance and flying time to each city shown elsewhere on map.

b. Map showing same information for 10 other "national" cities (but these happen to be the 10 American League cities).

IV. "Virgin territory" -- Idea is to show Atlanta as the center of the biggest single region, except the great Northwest, without a major league sports team.

a. Map showing just that -- the simpler the better -- yet illustrating that Atlanta is not isolated, as West Coast cities are; for example, Cincinnati is the closest major league city (454 road miles - 1 hr. 6 min. by air), but excluding West Coast cities, furthest from Atlanta are ~~Boston~~ (1074 miles) and ~~Minnesota~~ (1091 miles).

V. Special material on stadium itself -

a. Color photograph of stadium with city skyline in background (Mr. Shelton has it; it needs mounting).

b. B/W artist rendering to show stadium's relative location as to city, freeways, etc.

c. Facts and figures on the stadium itself (seating, etc.) and perhaps a few odds and ends on Atlanta (hotels, etc.)

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