

TIME MACHINE

A LOOK BACK AT PEOPLE, PLACES, EVENTS IN EASTERN IOWA SPORTS



Richard Stump photo

Former Iowa quarterback Chuck Long bootlegs around the right side of the line for the winning score against Michigan State at Kinnick Stadium on Oct. 5, 1985. Reader Richard Stump shared this photo of "The Great Fake" with The Gazette in 2005; he got this image on accident, shooting chest high in packed end zone seating, "right from the hip — quickly, unprepared, unfocused and not lined up."

Hawkeye quarterback loves telling stories about 1985 season

Editor's note: This is a continuing series of Eastern Iowa sports history "Time Machine" articles. Mark Dukes worked at The Gazette from 1973 to 1998, the last 14 years as sports editor.

By Mark Dukes, correspondent

Even 30 years later, Chuck Long hasn't grown tired of folks asking him about the 1985 Iowa football season.

The naked bootleg against Michigan State. The 12-10 victory over Michigan in a No. 1 vs. No. 2 classic. The Heisman Trophy bid. And the Rose Bowl.

The season still is very much a benchmark for the Hawkeye program. Three decades have passed but they have not dulled Long's and fans' memories.

"Oh no, in fact as time goes on, more and more people want to hear about it, relive those moments, go back in time," Long said this week. "I don't mind sharing that year again with people. I've found that as you get older, more and more people want to relive special moments in their life. What I get now is people telling me where they were at that moment."

Long still is held in reverence among Iowa football fans, largely because of the 1985 season. He led the Hawkeyes to a 10-1 regular season record, a No. 1 national ranking, an outright Big Ten championship and a Rose Bowl berth. He was a consensus All-America quarterback and runner-up in the Heisman Trophy balloting.

Had today's red-shirt rules been in place, Long would have been off to the National Football League for the 1985 season. Long had played briefly in the 1981 campaign, including a few mop-up plays in the Rose Bowl, and shined three more years. But he learned he was eligible for another season.

In what some fans feared may be his last collegiate game — the 1984 Freedom Bowl against Texas — Long passed for 461 yards and six touchdowns, including four TDs in a 31-point third quarter. It was a game Coach Hayden Fry dearly wanted to win, given his roots. Iowa walloped Texas, 55-17.

"I just wanted to play that game out," Long said. "I had just really found out about the rule after the regular season and before the bowl game. If anyone knew beforehand, they kept it from me. We called that the Hayden Fry Bowl because



The Gazette photos

Chuck Long throws a pass in the classic No. 1-vs.-No. 2 game against Michigan during the 1985 season.



As Ronnie Harmon dives into the line, drawing most of Michigan State defense with him, Long (left upper corner) heads toward the end zone for a touchdown.

it was so important to him, and that was our entire focus."

Long said he never considered foregoing that fifth season.

"No, not at all," he said. "After that game, we had two weeks of vacation time and I spent it talking to my family. I knew I was coming back and was just looking for any reason not to. I never found a reason not to come back."

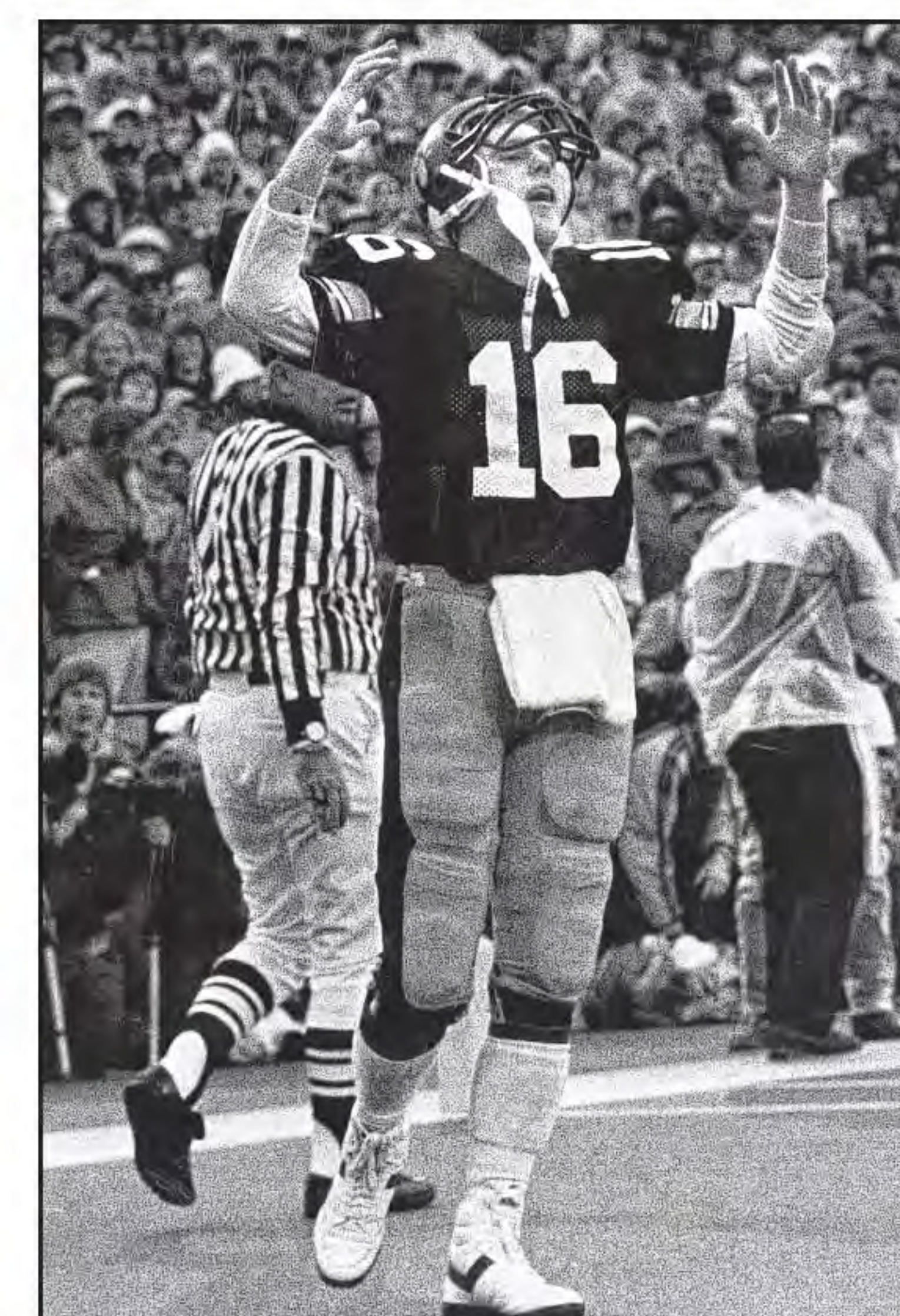
After three lopsided wins to start 1985, Iowa rose to No. 1 in the polls and faced Michigan State at Kinnick Stadium. The Spartans featured running back Lorenzo White, who was on his way to a then-Big Ten record 2,066 yards rushing in '85.

Iowa trailed MSU, 24-13, in the second half and still faced a 31-28 deficit late. The Hawkeyes faced a third-and-1 at the Spartan two-yard line with 31 seconds left.

Long faked a handoff to Ronnie Harmon and set off on a bootleg around the right side, going into the end zone untouched with the ball above his head and into the arms of then-assistant Iowa sports information director Phil Haddy.

"Over the years, it seems like everybody told me they were in that corner when I raised the ball up," Long said. "From everyone I've heard from, it seems like 200,000 people were there at the time."

"There was a lot of sideline banter between me and Coach because there wasn't much time and we had no timeouts. Coach said, 'Charlie, I want you to run the isolation play to the left and keep the ball, but don't tell anybody.' I looked at him puzzled and said, 'Coach, have you seen me run?' He took his glasses off, and that's when you knew he was getting serious.



Long shows his disappointment after an apparent touchdown pass to Scott Helverson was ruled out of bounds in this 1985 photo.

Long was in the Heisman discussion from the start of 1985, having finished No. 7 in the 1984 voting. It was a national debate as to who would win the trophy, Long or Auburn running back Bo Jackson.

Long passed for 2,978 yards and 29 touchdowns. Jackson, despite missing one game, rushed for 1,786 yards and 17 TDs.

Jackson won by 45 points, then the closest vote in Heisman history. Jackson carried the South, Mid-Atlantic and Southwest regions. Long carried the Northeast, Midwest and Far West. In 2009, Mark Ingram of Alabama beat Stanford's Toby Gerhart by 28 points.

"I never thought about winning it until I went down the elevator to the floor where the ceremony was being held," Long said. "I was with (future wife) Lisa in my tuxedo and she said, 'Have you prepared anything?' I said I hadn't prepared anything. She said, 'You may want to think about who you want to thank.' I just enjoyed being in the race. I never thought in my wildest dreams I would win it."

After finishing his Iowa career, Long had a six-year NFL career and embarked on a 16-year coaching career, largely as an assistant. He now is CEO and executive director of the Iowa Sports Foundation, a Big Ten Network analyst and a frequent guest of media across the state.

Chuck, 52, lives in Ankeny. He and his wife, Lisa, have five grown children: Lindsay, 27; Samantha, 25; Nathan, 23; Zachary, 21, and Maddy, 18.

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