



Court ruling may cut football revenue

By Mike Sims
Of the Emerald

Head football coach Rich Brooks and the general manager of a Portland TV station say that a U.S. Supreme Court ruling governing televised college football won't do the University, or other football non-powers, much good.

Meanwhile, the Pacific-10 Conference and MetroSports, Inc. have put together a tentative three-year package providing live coverage of contests involving conference members.

The court ruled 7-2 Wednesday that NCAA contracts with ABC, CBS and the Turner Broadcasting System violate federal anti-trust laws. The ruling, in effect, frees colleges, universities and athletic conferences to make their own contracts with networks and individual stations for game telecasts.

ABC has aired weekly college football telecasts, both nationally and regionally, since the early 1960s. CBS began carrying selected contests in 1982 after a 19-year layoff.

Brooks says that the court decision will definitely hurt the University financially. Though the Ducks have made few appearances on network TV during the past decade — the last was in 1980 — the University has shared Pac-10 TV revenue. Brooks says that as a result of the ruling, that share will decrease.

Because the University is located in a relatively small media market area, Brooks explains, it is difficult to obtain the amount of advertising revenue necessary to put together the University's own TV contracts.

Last season, two away contests — Ohio State and San Jose State — and a sold-out home game with Washington were televised live by KEZI-TV on locally originated telecasts. According to Brooks, KEZI General Manager Jim Putney told him earlier that whether the station repeats such telecasts this fall depended upon the outcome of the NCAA court case and the overall status of televised college football. Putney was unavailable for comment Wednesday.

Jim Muldoon, Pac-10 public relations director, said that while the conference was "very supportive" of the NCAA position in the court battle, it felt it necessary to have a contingency plan in place for televising contests involving Pac-10 schools.

"We recognized the possibility that the NCAA could lose the court case, and we wanted to cover ourselves in two ways," Muldoon explained. "We wanted to make sure that the conference would be on TV this fall, and that our financial package was protected."

According to Muldoon, the MetroSports TV package provides live coverage of 15 games over a

12-week period during the 1984 season, with each Pac-10 school appearing at least once.

Muldoon said that quite likely starting times would be affected by television. He explained that some sort of national TV plan might give the major networks exclusive rights to televise games during certain periods. "This would necessitate later kickoffs — perhaps at 4:00 or 7:00 — in this time zone," Muldoon said.

Tom Dargan, general manager of Portland ABC affiliate KATU, acknowledged that the MetroSports package might help football non-powers somewhat, but said that overall "the rich schools are going to get richer, the poor schools poorer."

"The major networks, independent stations and other groups can now pick prime teams to show on TV and thus ensure a larger audience," Dargan said. "Schools that don't do as well will, in my judgement, get very little TV exposure. The court ruling is probably a bonus for viewers but a deficit for schools with lesser programs."

Dargan predicted that the MetroSports package would be broadcast from the Eugene and Portland areas by KEZI and KATU, respectively. He also pointed out that because of cable TV, KATU is seen by more viewers outside the Portland area than the city's other two major network affiliates.



Sprucing-up campus

Glenda Fravel Utsey, an architecture professor, waters the flowers planted Tuesday morning in the concrete planters outside the Fishbowl. The planters, flowers and trees are part of the University's "Clean-up '84" project, which is using volunteer labor and donated materials to make the campus area more attractive for summer visitors. Utsey, who designed the Fishbowl improvement along with Ann Bettman, a landscape architecture professor, says the idea is to "spruce-up" the Fishbowl's terrace and make the EMU more pleasant visually.

"I wish we could continue with the project doing a little bit each year, rather than just let it stop here," Utsey said.

Photo by Michael Clapp

Soviet music delegation will not attend international music education meeting

By Julie Shippen
Of the Emerald

The Soviet delegates of the International Society of Music Education will not be participating in the Society's 16th annual conference to be hosted by the University next month, school officials report.

The School of Music received news of the Soviet pullout Monday via telegram, according to Gary Martin, associate dean of the music school.

The Soviet-delegate party, which included a conductor and a speaker, did express continuing support of the United Nations Educational Scientific and Cultural Organization and ISME, which is a subsidiary of UNESCO, Martin says.

"We got a telegram from their representatives stating that because of recent developments, they would not be able to attend. My opinion is it's closely tied to the boycott of the Olympics. The telegram did not state that, but I think it's apparent it's related," Martin says.

"We were disappointed, of course. It's a minor loss, but it's still a loss," he says.

According to Martin, however, the Soviet's withdrawal will not have a major effect on the

conference, as about 3,000 delegates and performers from more than 60 countries will be participating in the conference.

"It's not going to put the conference at any disadvantage. We didn't expect more than four or five (delegates)," he says. "We're going to replace them as best we can."

The event, which features musicians from the grade-school through college level performing in 31 concerts, is taking place in the United States for the first time in 20 years, as well as the first time ever at an American university campus, Martin says.

"We're excited about having that claim," he says. "The conference continues to be one of the biggest musical conferences in the Northwest."

Martin cites a number of reasons the University was selected to host the conference, including the music school's reputation, the faculty's successful involvement in ISME, and the availability of the Hult Center facilities.

According to estimates by the Eugene Chamber of Commerce, the conference will bring \$1.6 million into the community, says Morrette Rider, dean of the music school.

Reagan signs Oregon Wilderness Bill; neither side is happy with its contents

By Paul Ertelt
Of the Emerald

Pres. Reagan signed the Oregon Wilderness Bill in to law Tuesday, but the controversy surrounding the use of the state's wild areas has not been laid to rest.

The bill added 945,800 acres to the 1.2 million acres of existing wilderness in the state. The bill, sponsored by Sen. Mark Hatfield, was less than the 1.2 million acres in a House bill introduced by Rep. Jim Weaver, D-Ore.

The bill set aside 859,600 acres of national forest land as wilderness and another 86,200 acres for a recreation area in the Diamond Lake-Mount Thielsen area of the Cascade Mountains.

But the wilderness set aside has been attacked by environmentalists who say many important wild areas have been left out and could be lost through logging and development. The bill also has been attacked by those who claim it has "locked up" too much valuable timber land and will cost many Oregonians their jobs.

The measure was supported by Sen. Bob

Packwood and Reps. Les Aucoin, Ron Wyden and Jim Weaver.

"The Oregon Wilderness Bill, despite the difficulties and disappointments, is a major milestone, and it will protect many magnificent areas for future generations," Weaver said.

But some environmentalists say the bill did not go far enough in protecting Oregon's wild areas. Additions of such areas as Hells Canyon and expansion of the Kalmiopsis wilderness can be accomplished by single-area legislation, says James Monteith of the Oregon Natural Resources Council.

But Republican Reps. Bob Smith and Denny Smith both opposed the bill.

Greg Walden, spokesman for Denny Smith cited a study by the Industrial Forest Products Industry that predicted the wilderness bill would eventually cost 5,500 jobs in Oregon.

"We're talking about real people and real jobs," Walden said. "What happens to them?"

But Walden agrees with the environmentalists on at least one point: "It's not the last chapter by any means," he says.