

Hal Cowan a busy man telling Oregon story

By JOYCE BRIDGES
For the Emerald

Hal Cowan is a very busy man. Director of the University Athletic News Bureau, Cowan is responsible for disseminating sports information to news media—an enormously involved task.

His office prepares daily press releases, informational booklets and game programs, handles requests for interviews, photos and films of coaches and players, runs the press box at games, and promotes the Ducks at out-of-town games.

One-man staff

And Cowan is a one-man staff. "Most schools have at least one full-time assistant director," Cowan explained. "I have two part-time student assistants, John Anderson and Scott Johnson, who do a good job for me. But there is always the problem of breaking in new students after the old helpers graduate."

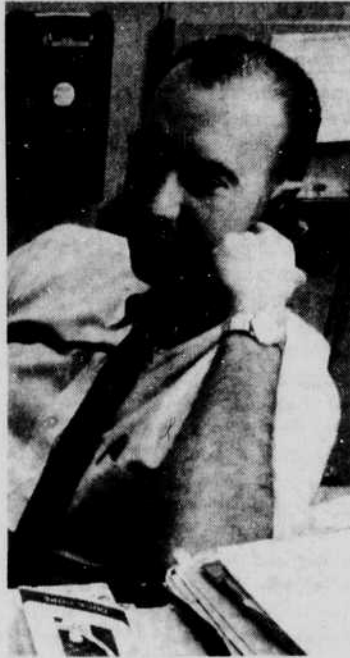
Every Monday a press release is sent to 900 news representatives across the nation. The release provides notes for use by the larger media in developing stories, and usually a one-page story, often used verbatim by smaller newspapers.

Daily releases are issued to Oregon media to update facts and provide further ticket and player data. "Newspapers in the smaller hometowns of athletes are especially interested in the player feature stories we provide," Cowan said.

The bureau publishes press books containing "just about

anything you'd like to know about each of the varsity sports at the University," says Cowan, including statistical records and player profiles.

Preparing game programs is another responsibility of the office, and the \$16,000 printing bill for this season's six home football game programs had to be financed largely by advertising sales. Selling these ads is a job Cowan finds very time-consuming.



Hal Cowan

"Determining the legitimacy of people wanting press cards and the operation of the press box are also under my control," Cowan said. Fifteen to 18 pages of material are put out for the media at each football game. He hires the statistical and play-by-play reporters and the people to man the P.A. system, scoreboard, timers, and the popular "readerboard."

Cowan makes sure sportswriters are well-supplied not only with written facts but also mug and action photos and film clips. Financing the photography is another problem for the News Bureau, especially with TV now requiring color shots.

After spending two years covering high schools sports, where such news bureaus are non-existent, Cowan knows how much writers appreciate any information the school can furnish. "The problem is, though, that everyone in the world wants to write about a star like Steve Prefontaine, but they all want something different. It's hard to dig up new material after a while."

One thing the director has

found helpful in handling the numerous requests to get post-game coach comments or to find out about player injuries is the "beeper phone." First used at Notre Dame, the automatically answered phone supplies a two-and-a-half-minute tape recording by coaches to radio and TV personnel who have been provided with the unlisted phone number.

Cowan keeps in close contact with sportswriters through daily phone calls to major Oregon writers and by attending weekly sportswriters' luncheons. He believes that newspapers get an adequate amount of information but that "better supplying radio and TV is a difficult part of the job."

Promoting Oregon games is also a big part of Cowan's job. Besides speaking at booster and alumni groups, the 30-year-old director must "advance" all away football games. He is required to arrive the Sunday before a game at the city where the game will be played. He is given an itinerary by the NCAA of media people to contact.

Advance interesting

"Advancing can be interesting, but it's also a tough grind. Gate receipts are essential for football's survival, so we have to promote the game and our athletes. Oregon has a good reputation for playing exciting games so I'm usually pretty optimistic when I go on the road."

Trying to get Oregon into national media is a struggle, Cowan admits. "Most of the sports magazines are published on the east coast and they don't seem to realize the west coast exists."

"The NCAA limits TV coverage of any school to a maximum of two games a year, but there is no minimum. The team's record and the size of the TV audience in the area largely determine whether its games are broadcast," Cowan explained. "Although we haven't been on TV in two years, I'll be shocked if we don't get on next year," he added.

A 1962 Linfield College graduate, Cowan is the youngest sports news director in the league. A sportswriter for the Oregonian for one year and for the Salem Statesman for two, he says "I like this job. Newspaper work was routine, but here there are a lot of different things to do. I work considerably more hours, sometimes up to 18 a day when I'm on the road, but the job is more interesting."

Solid Rock Festival

Jan. 16 - 8 p.m. - EMU Ballroom

Featuring!

* Andrea Crouch and the Disciples

* The Dayspring

* Mark Sanders

* Delvin Ford

\$ 1.00

Tickets at EMU Main Desk or Door

Ducks:

Save 2c Per Gallon on Gas

Get your Student Discount card at

CRYSTAL MOBIL SERVICE

Gas & Tires For Less

Broadway at Hilyard—344-1116



CAR STEREOS • INSTALLATION • REPAIR

the Tape Center

2495 WILLAMETTE ST.
EUGENE, OREGON 97401

PHONE 344-6156

* Tremendous selection of tapes and automobile sound systems

* Mention this ad and get 10 per cent off on any item in store

OR

* Bring this ad in for FREE installation of tape deck and speakers purchased here

* 10 per cent reduction and free installation good through January, 1971.

We'll Check Your Car

And give a written diagnosis and estimate WITH NO OBLIGATION

We welcome Problem Jobs Loan Cars and BankAmericard

Thrifty Auto Repair

400 Block Coburg Road
344-2219 Eves. 343-5997

1414 Kincaid

Omega coffeehouse
10am-4pm

Avantelook

by Roffler
MAKES LONG HAIR LOOK GREAT!

New Roffler styles for all hair lengths, all age groups

Whether you're a student, a young executive, a businessman — even 13 years old and under — Roffler has developed styling systems for every young man who prefers long hair. Neck length, shoulder length, just as long as you like. The new Roffler AVANTELOOK for long hair will please anyone.

Call or visit your Roffler Stylist today.

Bob Ayres
Parkside
1672 W. 18th Ave.
342-4611

Bob Walker
CHECKMATE
401 E. 10th Ave.
344-3011