

University revamps sports info office

By PHIL WALDSTEIN
Of the Emerald

Chuck Niemi is in charge of sports publicity at the athletic department; Janet Heinonen handles the same work, without compensation, for women's athletics. But by next spring they may both be working for the same agency: the University News Bureau.

By April 1, 1976, the University hopes to have appointed a new director of sports information, a person who will work under News Bureau Director Bob Bruce, handling publicity duties for both men's and women's athletics.

The search for that person officially starts today.

The University is actually moving the two-person sports information office from the

athletic department to the news bureau and giving it the added task of handling women's athletics information.

The office of sports information director has been vacant since last summer when Dick Fishback resigned to take a job in Hawaii. Asst. Director Niemi has been handling the entire job up to now.

Ray Hawk, University vice-president for administration and finance, says revamping the publicity office is a necessary step toward a combined men's and women's athletic department. Hawk sees a combined department as the best way to comply with current laws that forbid sex discrimination in athletics.

Both Niemi and Heinonen think money can be saved by com-

bining the two operations. Both feel, however, that if the office is physically moved to the news bureau, communications with coaches and athletes will suffer.

"That's not necessarily true," says Bruce. "It can be a problem, but it doesn't necessarily have to be." Bruce points out there are many similar organizations across the country that are operating successfully. He also says no decision has been made on whether to physically move the sports information office out of the athletic department facilities in Esslinger Hall. The News Bureau is located in Susan Campbell Hall.

One thing the sports information director won't be doing is handling all the promotional material now going through that office at the athletic department

such as posters and calendars. Bruce emphasizes the job will be confined to information services only.

Bruce says his news department and the athletic news department can provide support for each other in the new situation. "There are times of the year when sports is extremely busy and we can assist them," he says.

The upcoming Olympic Trials is one instance Bruce cites where news bureau personnel can augment the athletic information staff. Similarly, he says, there will be times when the news bureau is very busy. At such times sports writers will lend a hand.

Niemi hasn't yet decided whether to apply for the directorship, although he says many people have encouraged him to do so. If he doesn't apply he will remain as assistant director.

If Niemi does take the plunge and is hired, Heinonen is very interested in an assistant position. She doesn't have the five years experience required for

the directorship, but she says she is still interested in handling women's sports publicity.

Notices are going out to all athletic departments and journalism schools on the west coast this week, as well as to some national publications and some women's and minority organizations, according to Bruce. The deadline for applications is Feb. 1, 1976.



Funds needed for hall purchase

The Woodsmen of the World (WOW) Hall, at Eighth and Lincoln streets, is up for sale. Owner Bill Mulholland is considering offers from three business parties but refuses to name them.

Mulholland, who recently purchased the hall himself, states he would prefer to sell to a community group. He is calling a meeting Tuesday at 5 p.m. at the WOW Hall for anyone who now or in the past five years has had a close interest in the use of the hall. The purpose of the meeting is to find out what can be done to raise the necessary funds to buy the hall.

"I won't make a decision until after Dec. 15," said Mulholland when asked about the next owner of the hall.

Jonathan Pincus, chair of the Committee to Secure a Westside Community Center for the Performing Arts, says he "may have to drop out of school" for the remainder of the term to do all the work needed to raise the money in time.

Mulholland began leasing the hall over two years ago as a non-profit venture. Since that time it has served the community as a

low cost arena for a variety of performing arts events and community activities. These have included community benefits, theater and dance performances, children's theater, and inexpensive classes and workshops.

"In two years and two months I've never made a dime off the WOW Hall," says Mulholland. "Since buying the hall, our monthly payments have tripled and we just can't keep it up."



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