

'Dead' concert grosses \$40 grand

Athletic dept. finds concerts pay off

Suffering under the constraints of decreased resources and increased demands for money, the University athletic department has started promoting the Grateful Dead behind the goalposts at Autzen Stadium and Bob Hope on the floor of Mac Court.

Concerts anywhere can be good money-making events and the University is a fine example. Its athletic department has something of an inside track, because it controls McArthur Court, the only major concert facility on campus or in Eugene. And it charges \$100 to anyone who wants to book Mac Court.

At a concert last summer in Autzen Stadium, the athletic department made about \$40,000 minus its expenses.

But the department's first responsibility is to its sports program and that books Mac Court nearly every weekend night during the year.

Generally, the building is only available during holidays, and even then, only when such non-profit campus groups as the Cultural Forum have not already scheduled it.

"The Cultural Forum's orientation is different than ours," says Ed Swartz, athletic department business manager. "Being non-profit makes the arrangements easier for the bands and the Forum alike."

Even so, the athletic department hosts several concerts per year. Concert arrangements are usually handled through a concert promoter, which considerably simplifies the University's role.

"We have a good reputation with promoters," explains Swartz. "They generally take up much of the responsibility of putting on a show."

Cooperation with promoters works out well for all concerned. In general, the athletic department will print its own tickets, collect all the income, and then take 10 to 15 percent off the top of gross gate receipts.

Expenses usually draw another one to two percent from the total.



The Grateful Dead performed before a packed audience at Autzen Stadium this summer, earning the athletic department \$40,000 in gross receipts.

The rest of the proceeds go to the promoter, who handles the payment of the bands, advertising costs, and the like.

Since concerts usually draw 4,000 or more people, the athletic department is eager to sponsor as many as possible. Yet, there are complications.

According to Steve McBride, special events coordinator for the athletic department, scheduling problems are only part of the difficulties faced by the department.

The stage area is smaller than those at comparable auditoriums, he notes.

"While most groups need a stage 40 feet deep and 50 feet wide, our stage is actually only 32 feet deep and 48 feet wide. The fact that we cannot hang equipment from the ceiling only complicates the problem," explains McBride. "We wanted the 'Cap-

tain and Tennile' to play one time, but they had too much equipment for the playing area."

The fact that Mac Court is a "hall with a million doors" does nothing to help the situation. Costs are high to police all the gates during performances.

"There were no difficulties with the summer concert, but such activities are new and somewhat disconcerting to a town like Eugene," comments Swartz. "There were some complaints by citizens, although if city businesses were polled, I'm sure they would be all for a repeat performance."

These problems notwithstanding, concerts in Mac Court and perhaps in Autzen Stadium will continue. There are of course difficulties, but as McBride puts it, "These dollars are not realized in any other sort of event."



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ANITA, to GET WELL SOON 11-6

DELTS: LARRY H., RICK, CRAIG, MIKE H.
Dinner and dancing Hollywood style, gave us good
memories that will last long while. Love, Your ADPI
dates, LINDA, KATIE, LIZ, CINDI

SCOTT BASSETT is thankful for the support in last
week's election — LET'S DO IT AGAIN THIS
WEEK! (paid: Scott) 11-6

JERI — JOAN...
Too young for Hate Mail.
Too old for surprises.
HAPPY BIRTHDAY anyway!! 11-6

The stars came out Saturday night
The Hollywood party was such a delight.
The ADPI STARLETS thank all the MEN that made
it possible. 11-8

To the guy who saw me in the library Wednesday
night reading ADVERTISING AGE, and wearing a
gray wool jacket, thank you for the compliment, but
beauty runs deep at CHI OMEGA. 11-6

THUNDERBOLT: Amor vincit omnia, and I really
do love you! Love, RAINBOW. 11-5

SWEET LOUISE: (I love you more tomorrow than I
do today. COWBOY. 11-6

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