

General Election 78 ASUO Ballot Measure Endorsements

People's Utility Districts (PUD's) #4 YES

People's Utility Districts are local units of government set up to provide public utility services including electricity and water. Measure #4 makes it easier to form PUD's, which in turn can buy power from Bonneville Power Administration more cheaply. This will bring lower utility rates to affected customers.

Denturism #5 YES

This measure would authorize the practice of denture technology and establish a program to certify and license denture technicians and denturists. Under present Oregon law, only licensed dentists may take impressions of the human mouth, make, fit or repair dentures. Passing this measure would give the patient a choice and could reduce the cost of dentures. Also, a denturist must meet set standards by the State Division of Health, and a patient's safety is assured by the requirement that a dentist certify the health of a patient's mouth.

Property Taxes #6 NO

The ASUO discourages the California-style Proposition #6 which would reduce Oregon property taxes to 1.5% of their value. This type of across-the-board tax cut would cause a raise in other taxes (state income tax, etc.). Local control would be lost and many valuable programs (such as renter's rebate) would be discontinued.

Abortion #7 NO

The ASUO opposes this measure which, if passed, would cut off all state expenditures for abortions. Needy women would be denied their constitutional right to choose abortion as an alternative to pregnancy. There would be no funding for abortions going to victims of rape or incest. There would be no exceptions, even for a deformed fetus, or to preserve the life of the mother. This measure will not change the legality of abortions. It simply denies poor people the right to have them.

Public Utility Rates #9 YES

Ballot Measure #9 would prohibit utilities to charge consumers for construction costs unless such property is providing service to customers. Rate payers should not have to pay for the economic risk of a new plant; stockholders should bear that burden. This measure will slow the rate of rising utility costs.

Land Use Planning #10 NO

The ASUO is a strong proponent of land-use planning and zoning. This measure, if passed, would nullify the current Land Conservation and Development guidelines. Therefore it would hamper and disrupt all progress made thus far in land-use planning.

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sports

Oregon football:

Despite what you hear, it makes money

By TOM SOMERS
Of the Emerald

Despite a 2-9 record last season, the Oregon football program made money. Ed Swartz, associate athletic director estimates the program netted nearly a half million dollars. This revenue, generated from a losing football season will still enough for the University athletic department to hold its own while offering a full program of intercollegiate athletics. Together with a successful basketball program, the football program provided the necessary finances to balance out the costs of the remaining intercollegiate sports offered at the University.

The football program has great revenue-producing potential. In fact, Swartz figures the program is realizing only one-tenth of its potential. Losing is the limiting factor. Winning is the cure-all and an economic multiplier. For example, it is evident to anyone who has followed the Ducks this year that they are an improved football team. Still, because they failed to

win a game early in the season, they lost possible regional television bids, which would have netted the athletic department \$125,000 for each appearance.

The "economics of winning" is simple. Winning increases the demand for tickets, and therefore the value of a ticket increases. This does not necessarily mean that the price of a ticket will go up. Successful college football programs have developed a special mechanism to deal with a high demand for a limited supply of football tickets. In these situations, what goes up is the price a fan must pay for the right to purchase football tickets. This comes in the form of a "donation" to the school's athletic department. The donation may come in the form of cash, gifts (building materials, hotel rooms, meals, courtesy cars), stocks or a designated scholarship, all to be used to support and promote the university's athletic program.

At Oregon the membership levels and the benefits from donating to the Duck Athletic Fund range from the Backer, which re-

quires a \$25-99 gift, to the Super Duck, which entails a contribution of \$10,000 or above. As a Quacker Backer, the fan is entitled to a membership card and plaque and the Webfoot Line Quarterly Newsletter. Super Ducks get the card, plaque and newsletter, plus ticket purchase priority to football and basketball games, VIP parking for football and basketball, pre-game buffets and brunches for football and basketball, press books, special athletic department-sponsored events, ticket priority and team charter travel privileges.

According to Swartz, the University of Michigan's donation level averages \$250 per seat. Consider that Michigan's stadium in Ann Arbor has a capacity of 100,000 plus, and is filled for every home game. At Oklahoma, the right to buy a ticket is yours for an average of \$500 per seat. That figure is closer to \$1,000 per seat around the 50-yard line. Oregon's donation level averages out to about \$10 per seat. Swartz estimates a winning program would raise that figure to \$100. Of course, students are still allowed to attend the games; no extra charge. Student seats are figured into the above averages.

PAC-10 affiliation

Oregon invests about \$20,000 for membership in the Pac-10. In 1977, that conference affiliation brought the athletic department nearly a half million dollars, mostly from the Rose Bowl and television coverage. Conference membership is obviously vital to the University's program. Oregon is fortunate to belong to what is considered to be one of the best conferences in the nation.

(Continued on Page 9)

Tennis tourney begins Friday

Tennis buffs suffering from insomnia will get their day (night?) on the court thanks to a doubles championship tournament sponsored by the University's men's tennis team.

The tournament gets underway Friday at 9 p.m. and will continue into the wee hours of Saturday. Remaining matches will be played the following night.

Events will include age categories of: over 35, open under 18 and doubles or mixed doubles in three skill groups. They are "A" for tournament experienced players, "B" for intermediates and "C" for beginners. Entry fees are \$8 for Open and "A" events and \$6 for all others.

Proceeds for the tournament will go to the Oregon tennis team to help cover operating expenses. All fees will represent a tax-deductible contribution to the team.

Entry forms and tournament details may be picked up at the University athletic department and must be returned by Wednesday.

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