

Athletic director tackles financial problems

By ANN PORTAL
Of the Emerald

Aware that the University's former athletic director fouled out because of budget problems, his replacement stressed a new game plan at a Monday press conference.

Rick Bay, who will assume the intercollegiate athletic director's duties on July 1, said his number-one goal next year will be trying to balance the athletic department budget.

Bay said he is well aware of the budget problems that last year forced the elimination of four major University sports. But when trying to balance the budget, it's "one thing to talk about it and another to do it," he said.

Bay said his solution will rely on two separate strategies — a "sophisticated" fund-raising campaign and an emphasis on season ticket sales for football games.

To accomplish the first goal, Bay said he plans to hire a full-time fund raiser and a full-time business manager. The fund-raising staff will concentrate on organizing resources and alumni, he said, encouraging alumni not only to contribute their own efforts, but also to solicit the efforts of others.

Although next year's season ticket sale already has begun,

Bay said an attractive football schedule for the next two years will help sales. Football fans will discover they need season tickets to get into the big games, he said, including an Oct. 23 home game against Notre Dame during the 1982-83 season.

be outstanding programs at the University. "Your (men's) gymnastics, even though it was dropped, was an outstanding program," he said.

A sound athletic department reflects on the entire University, Bay said, serving as the yard-

portive of athletics in general.

But there "certainly is some skepticism on campus" that will require some public relations work, although the campus is not down on athletics in general, he said.

However, Bay said last year's scandals are in the past and that he is looking forward to getting to work.

"I feel I'm moving into a situation that is by and large positive," he said.

'A successful athletic program is essential to the University.'

Bay said the University must maintain a strong football program because ticket-sale revenue is needed to accomplish other goals. The University's football program is "up and coming" and led by "one of the outstanding young football coaches in the country," he said.

New revenue will be used to help restore the four programs that were cut this year, Bay said. Although many "tend to overlook the entire picture," Bay said he considers non-revenue sports and women's athletics to be essential parts of University athletics.

Bay said he considers men's wrestling and track and women's basketball and track to

stick by which overall quality is measured. Although this emphasis can be considered good or bad, athletics enhances the degree of all alumni, he said.

"A successful athletic program is essential to the University."

Regarding the continuing NCAA investigation of alleged violations, Bay said he feels the University has been "up front" in responding to charges and that there is no truth to a recent newspaper account that the investigation has been expanded.

Bay, who will report directly to Ray Hawk, vice president for administration and finance, said he feels that he is working with an administration that is sup-

New ASUO staff settles in

Pres. Rich Wilkins, beginning his first full year of office, is using a slow summer term to get organized.

"There's just not much happening right now," he says. "We're in transition and are currently trying to get the new staff oriented to the office."

Wilkins suggests he hasn't been sitting on his hands, however. A lot of hard work and lobbying was accomplished this past year in favor of higher education, he says.

"Indications suggest our efforts are starting to pay off. The Legislature is getting ready to wind down within two to three weeks. This may end up on the positive side."

Justifying his optimism, Wilkins says, "The Legislature is weighing the pros and cons of the impacts that would result from a 10 percent across-the-board reduction. We've stressed we want an educated society — an educated society brings in more industry."

Referring to possible cuts in Gov. Vic Atiyeh's proposed budget for higher education, Wilkins says, "We've been basically talking economics up there. If the University takes a 10-percent cut, the Eugene-Springfield area would lose about \$26 million."

The ASUO also has been spending some time with the athletic department, mainly because of new athletic director Rick Bay. Wilkins says a little more than \$750,000 in student funds is spent in the department and the ASUO is interested in

having more say on where it's spent.

Wilkins describes Bay as "right-on."

"He's open," Wilkins says, "and can communicate well with the students. He has good interpersonal skills."

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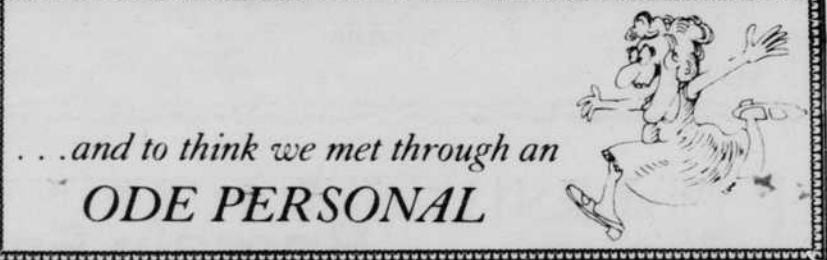
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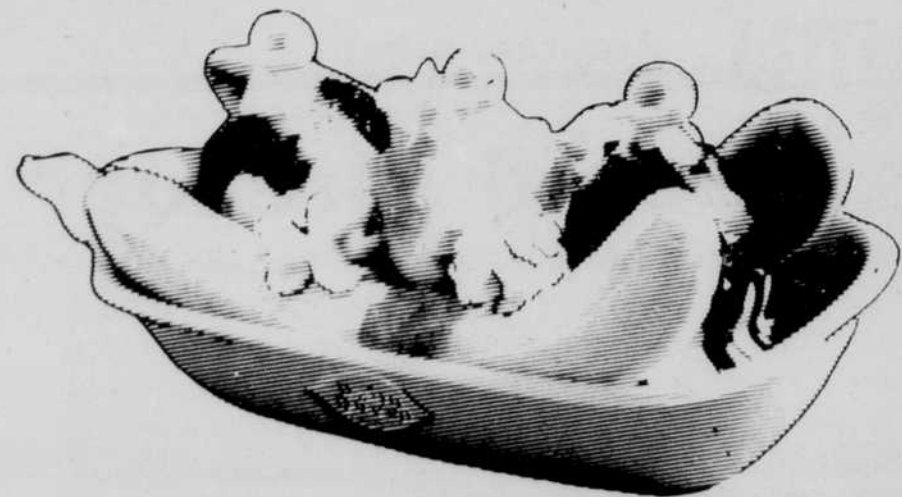


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