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Photo by Erich Boekeheide

Money is the key
to Oregon sports

BUCKS FOR THE DUCKS

By JIM LUND
Of the Emerald

Money. Everybody wants more of it, but they seem to have some difficulty getting it.

That problem has never been more prominent than it is today among the minds of administrators at the University of Oregon Athletic Department. Due to problems like a sagging economy, a \$400,000-plus deficit, and the after-effects of the Oregon athletic scandal, the athletic department is being forced to bite the bullet.

Rick Bay, who recently left his job as associate executive director of the University of Michigan Alumni Association to become the athletic director at

Oregon, knows where his priorities lie.

"My number-one goal has to be to balance the budget," Bay says. "That's what I'm all about right now."

One of the major reasons he was hired, Bay believes, is his experience as a fund raiser, which includes successfully directing a \$2.6-million campaign for a new alumni center at Michigan.

"Certainly, as athletic administrators are hired these days across the country, almost all of them have had some fund-raising experience," Bay says. "It's almost as important an ingredient to the job as knowledge of the sport itself,

because more and more athletic departments are becoming self-supporting."

Trend evident

That trend became evident at Oregon last year when money problems brought on a mandate from then acting University Pres. Paul Olum to balance the budget. The results included dropping four sports to meet that demand. This year, the athletic department is looking to other sources for funds.

"The area where we do have, I think, good potential that has not been developed is in the fund-raising area," Bay says. "When I was interviewing for this job, after everyone finished asking me questions, the one question I had for them was, 'Is the support out there? Is it just a matter of untapped resources?' The alumni and friends of the University to whom I spoke all felt that that was the case, and I also believe that it is."

According to Bay, the projected income for the athletic department from donations and gifts is somewhere over \$500,000 for the 1981-82 fiscal year.

"Our overall budget is in excess of \$5 million, so that

represents about 10," Bay says. "We have to do better than that. There's no question about it."

To help meet that need, Bay has hired Randy Balogh, the former director of the University's Annual Fund, to become the new executive director of the Duck Athletic Fund.

"His primary mission here," Bay says, "will be to develop a comprehensive fund-raising plan which will attack matters on three or four different fronts, and then put that plan into action."

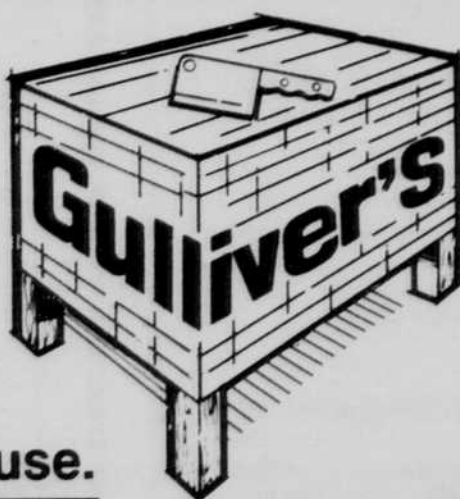
According to Balogh, one important step for the Athletic Department will be to expand their support from Oregon Club booster groups throughout the state.

"I would say that one of the basic things we're going to do is continue to use the outreach program of the Oregon Clubs," Balogh says. "While we're in those communities for the luncheons, we will also try to get out and meet some of the other folks in their places of business and just talk about the good things that are going on in Oregon athletics."

Continued on Page 7B

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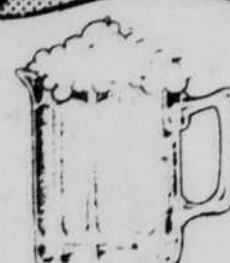
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