

Student ticket costs may rise

Seat prices up for second year in a row

By Steve Spatz
Of the Emerald

Students may find themselves paying more to see Oregon play football next year, following the line of ticket price increases in adult reserve and general admission seats for the second consecutive year.

Representatives from the Oregon athletic department and the ASUO will meet next week to decide on student prices for admission to Autzen Stadium for Oregon's 1982 six-game home schedule.

Student tickets sold for \$2.50 last fall, and were available in a season pass package or on a game-by-game basis.

The athletic department announced last week that the price of reserved seat tickets would rise \$1.00 over last year's price, to \$11.00 per game. Adult general admission seats will rise 50 cents to \$5.50.

In addition, a ticket to see the Ducks host Notre Dame will cost even more — \$15 for a reserved seat.

"The bottom line is that we try to balance the budget," says Herb Yamanaka, associate athletic director. "We have to guarantee money for teams coming in."

The fact that Oregon is coming off a disappointing 2-win,

—sportfolio—

The Oregon intramural basketball championships are going on this week.

The men's division I championship, pitting the M Train Express against Phi Kappa Psi, will take place Wednesday, Feb. 24 in Gerlinger Annex, room B54 at 4:45 p.m.

The division II title game is set for 3:45 p.m. in room B54 that same day.

Today, the women's final will be played at 3:35 p.m. in the center court in Esslinger.

9-loss season "doesn't help" the prospects for increased attendance, says Yamanaka. Seat prices were upped 50 cents last season, but attendance was down 16 percent.

Ironically, the decision to raise prices was finalized on Feb. 10, the same day prep star Kevin Willhite signed his name to a letter-of-intent to attend Oregon. Willhite, acclaimed as the best high school running back in the nation by Parade magazine, is perhaps the most sought-after gragger to opt for Oregon.

Mike Easterly, business manager for the athletic department, declined to guess whether or not the student ticket price will rise. "I couldn't begin to speculate because it will be a mutual decision between the athletic department and the ASUO," said Easterly.

But Alan Contreras, ASUO vice president for program administration, is predicting a price hike. "It's just a guess right now," says Contreras. "Traditionally, Oregon prices have been at least equal to that of other schools. But I have no idea how much the (athletic department) will ask for."

Next week's meeting will be the first discussion on the amount of subsidy the ASUO will give to the athletic department in the 1982-83 fiscal year. For the 1981-82 fiscal year, the ASUO contributed \$544,000 in

student fees, coupled with a projection for \$220,000 in student ticket revenues, for a total \$764,000.

Contreras says there's little doubt that the student ticket total is well below the \$220,000 target. "The question that's never been raised is whether or not the ASUO is obligated to make up the shortfall," Contreras says.

The balance between student fee money and ticket money is what will determine the level of ticket prices. The athletic department will probably push for a higher student fee allocation — in essence, guaranteed money — and lower ticket prices to increase attendance.

Faced with protecting programs of its own, the ASUO will likely have different ideas. "The ASUO is committed to an increase of 50 cents in student fees to uphold ASUO programs in face of enrollment drops," Contreras says. "Now we must decide whether or not to uphold the athletic department in the same manner."

Oregon's decision matches ticket price increases announced by the other Northwest members of the Pacific 10 Conference this winter.

The University of Washington upped its prices by \$2, to \$12 for reserved seating. The student price to watch the defending Rose Bowl champions play will remain at \$4.

Cougar fans will pay \$1 more to see Washington State games this season. Students are admitted free with an approved fee card.

Students get the same benefit at Oregon State, but everyone else seeking reserved seats will be paying more to see the Orange Forces — \$10 per game versus \$9 last season.

Most Pac-10 schools charge more for special games. USC-Stanford, USC-UCLA and Stanford-Cal all list \$15 reserve seat prices.

The price for a season ticket will be \$65, a \$5 discount from the price of buying tickets on a game-by-game basis. Oregon is also the only school in the conference that offers the discount. Oregon sold a record number of season tickets last year — 11,600.

Total 1981 attendance was 168,182 for six games, down sharply from 1980's total of 199,958, and 185,364 in 1979.

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