

sidelines

Emerald sports supplement

9, 1983

"QUACK ATTACK" CURE

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OREGON FOOTBALL
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The Ducks are flying high

"Quack attack."

The slogan conjures up Hitchcockian visions of a mass of waddling waterfowl descending on a helpless human trapped in a phone booth on some lonely highway.

Or maybe a Madison Avenue advertising agency campaign to sell a new Duck-burger.

But no, this is homegrown stuff, right from provincial Eugene, and the slogan is being used — on radio, television and billboards — to sell an athletic program to a jaded Oregon.

The men responsible are a pair of out-of-state imports, cornerstones of a new sub-department created within the University's athletic department by director Rick Bay.

Bill Byrne, the University's new associate athletic director, and Sam Baker, the new marketing director, along with their three-member promotions and marketing department, have been crisscrossing the state trying to convince a jaded Oregon that University sports are worth watching and helping.

And their efforts — centered around the "Quack Attack" theme — seem to be working.

Donations to the athletic department doubled over the previous year in Byrne and Baker's first year here, Oregon's home opener in football sold 3,000 more seats than last year.

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Running gently

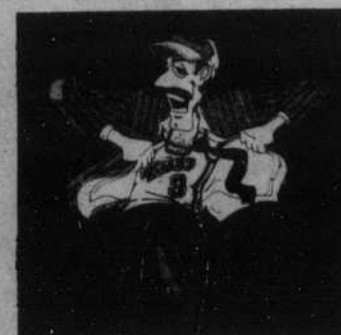
Women's cross country coach Tom Heinonen likes to win — but not at the cost of his athletes individuality.
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Don Monson

What he thinks it will take to bring winning basketball back to Eugene.
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The weekend athlete's guide



If you want recreation — in small or large doses — the Emerald offers a guide to recreation in the area.
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