

Photo by Mark Pynes

The athletic department is trying new strategies to gain student support in ticket sales.

## Reduced ticket prices lure students to games

Vibrations escaping Autzen Stadium strong enough to register on the Richter scale ... stomps and claps violent enough to once again shake the walls and sway the scorer's clock hanging above McArthur Court's hardwood floors... if these are the fancies of men playing without a full deck then someone should send the lunatic welcome wagon to the University's athletic department because such dreams are alive and well there.

It's the goal of those dreamers — people like Mike Easterly, athletic department business manager; Hunt Holsapple, ticket manager; and Sam Baker, the new director of promotions for athletics — to increase attendance at Duck games.

And they're starting by luring students to Autzen.

"We're trying to build some student ground support," says Holsapple. That support is being attracted by offering students a hard-to-pass-up price on football tickets.

Single game prices for students will be \$3.50, except the traditional season finale with Oregon State University, which costs \$4.50. But the best news for the pocket books was free admission to the season opener against University of the Pacific and a

meager \$12 for a student season ticket to the remaining five home games.

The trio admit they have done little about student ticket prices beyond football season, but they say they plan to make basketball equally as attractive.

Baker, who has many ideas on tap for football season, says he expects to sell out the student season tickets for men's basketball. He adds that having Don Monson — who has a reputation as a crowd pleaser as well as producing winners — as the new head coach should help sell tickets.

Baker and the rest also have hopes of high sales in the community, and special ticket packages and promotions are geared toward that market. But the key to support and attendance still rests with the students, they say.

"Our feeling is that giving students the opportunity to be at games is good for the University," says Easterly.

So, the promotions are in order and the price is right. Only one ingredient remains to keep the seats full.

The Ducks may need to produce a few wins.

By Jim Moore



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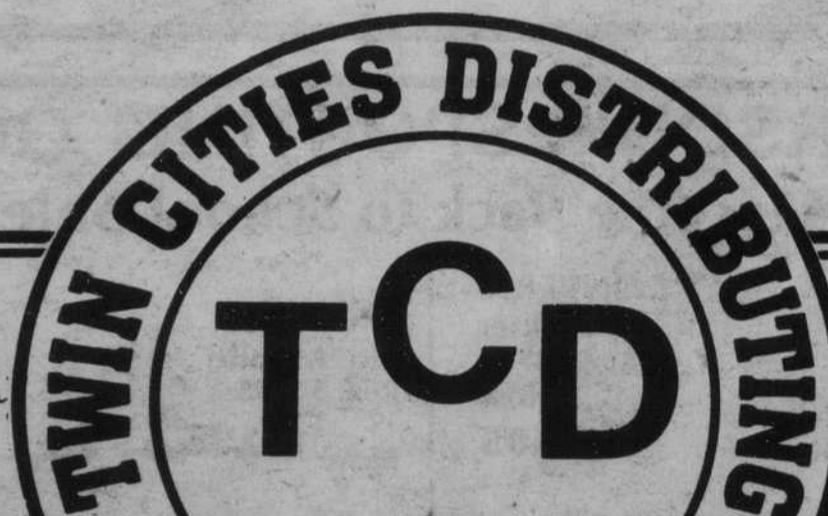


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