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ensure that no school plays two conference games in a row away from home," he said.

Byrne said that each team must play at least seven Pac-10 games to qualify for the conference championship, according to the new scheduling rules. And he added a piece of good news for Duck and Beaver fans who have been frustrated by Thanksgiving weekend "Civil War" games in the past.

"The new rules state that all traditional rivalries, such as the Oregon-Oregon State game, will be played the weekend before Thanksgiving," Byrne said.

Byrne is working to change or discard many non-conference game schedules that were arranged during the mid-1970s. He answered fans who criticize schedules that are perceived by some as being too "weak" or "tough" by explaining the variables that athletic directors must consider when arranging non-conference matchups.

"We have to consider whether an opponent will attract a large crowd here, and whether we can guarantee that school enough money to make the trip here worth its while," Byrne said. "And we have to ensure that we'll make enough money at an away game to make our trip worthwhile."

That's why the University schedules non-conference games at such powerhouses as Nebraska and Ohio State without much hope of those teams making return visits to Eugene, Byrne said.

For example, the Ducks have games scheduled at Nebraska this fall and in 1987, and have visited the Cornhuskers three times (1953, 1971, 1974) in the past. Conversely, Nebraska has visited Oregon once during the four-game series, at Portland in 1952 — before the era of big-money college football.

West Virginia canceled a 1988-89 home-and-home series with the Ducks, Byrne said, because

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— Bill Byrne

"the financial aspects were such that they found it more attractive to play Eastern teams on those particular dates instead."

This situation works two ways. Byrne said that the University called off games with Rutgers (1988 and 1990) and Central Michigan (1991) because athletic officials predicted small Autzen Stadium crowds for those games. And Byrne added that the money the University would earn from playing at Rutgers in '88 wouldn't offset the cost of traveling to New Jersey for the game.



Bill Byrne

"Pac-10 schools pay their visiting opponents a minimum of \$75,000 per game," Byrne said. "We can't justify paying that to a school that's only going to draw about 17,000 people to a game."

"I'm not knocking the smaller schools, but when football and men's basketball are the only sports that draw large crowds, you'd better draw up a schedule that'll balance the budget."

Television revenues help balance the budget as well. Because of a 1984 pact among the Pac-10, the Big Ten Conference and the CBS television network, Byrne said he foresees scheduling more Duck games against Big Ten schools. The University has tentatively scheduled contests at Ohio State in 1987 and Iowa in 1989.

Games against Pacific Coast Athletic Association teams — Fresno State, Long Beach State, San Diego State and San Jose State — appear frequently on Byrne's future schedules. Many of these are replacements for canceled non-conference games. "When we play at PCAA schools we're playing close to home and those teams offer excellent competition," Byrne said.

The Ducks are 4-5 against PCAA opponents in games played during the 1980s, and home games against PCAA teams have attracted an average of 25,000 fans per game during that five-season period.

The Ducks are scheduled to visit two Southwest Conference schools in 1993: Texas A & M and Houston. Byrne said that those games will probably stay on the schedule because of the financial benefits to be had — money to offset traveling expenses, and provide a small profit for the athletic department and the University.

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