

Since the city is restricted from putting tax funds into Hayward Field, private contributions will determine the level of support for the project, Douglas says. The citizens of Eugene and Springfield "need to be convinced by OTC supporters that it's important to open their pocketbooks and help," he says.

Scott Lieuallen, the executive vice president of the Eugene-Springfield Convention & Visitors Bureau, believes track and field is vital to the Eugene community because the sport has given the city a national identity.

"Not only is track and field a tremendous economic asset, capable of bringing millions into the community each year, it also has helped form a positive health-orientated image," he says. Local sports medicine, nutrition- and sports-related businesses have flourished as a result of this identity, he adds.

Nike, now a multi-billion dollar industry that "has made a lot of money for a lot of people from Eugene," was created in Eugene by people involved in Oregon track, including former head coach Bill Bowerman and Nike president Philip Knight, one of Bowerman's athletes, says Lieuallen.

When Lieuallen promotes Eugene as convention site, its identity as a running town is a major selling point, he says.

When the convention bureau travels around the country "selling Eugene-Springfield," the booth they set up boasts three pictures — the Hult Center interior, a boat on the McKenzie River and Alberto Salazar clad in his Oregon uniform leading teammates across the Hayward Field finish, he says. To further capitalize on the image, Lieuallen and his co-workers are decked out in Nike sweats and running shoes.

"After standing around on a hard floor for three hours people come around in their high heels and tight Italian shoes, and we're still comfort-

able," says Lieuallen as he laughs.

"They say, 'Eugene, that's where everybody runs, isn't it.' It makes an impression on people and they remember us."

People aren't likely to visit a place they've never heard of, adds Lieuallen. A national identity familiarizes people with Eugene and increases the probability of them visiting, which in turn generates tourist dollars, he says.

"A lot of people don't even know where Oregon is. I talked to a man from Reno last summer who thought Oregon was somewhere near South Dakota. The U of O track team and the OTC have handed us this gift of a national and international identity. We still have it. We have to fight to keep it. We cannot let it die."

The success of the Oregon track teams under the three Bills — Hayward, Bowerman and Dellinger — undoubtedly has provided the "genesis" of Eugene's image as a track capital, Lieuallen says.

It's ironic that the athletes and coaches who created and now strive to maintain the University track legend, which helped form Eugene's national identity and boosted the local economy, struggle themselves with financial difficulties.

Track athletes often have found it necessary to work because there simply hasn't been enough scholarship money to go around. NCAA rules allow only 14 full scholarships for men's track and field, which Oregon coaches stretch to aid dozens of athletes. Since the men's team also has access to the 95 football players on full rides, and there is no similar pool of athletes for the women to draw upon, the NCAA justifies giving them 16 full scholarships. Many excellent athletes on both squads receive no money.

The Athletic Department's decision to cut the track budget last spring intensified the financial strain. The budget crisis was precipitated by several factors, says Chris Voelz, the associate athletic director. Regional television "went wild" and skipped broadcasting Oregon's football games, resulting in a \$440,000 drop in revenue, she says. Football gate receipts were down, but Oregon still had to cover a \$50,000 increase in guarantees for visiting teams. Also, University students elected not to increase their incidental fees to pay for athletics, she says.

Since the women entered the Pacific 10 Conference for the first time this fall, travel costs rose dramatically, and there were also "compelling needs to do maintenance work" on Mac Court, Autzen Stadium and Hayward Field, Voelz says.

While the Athletic Department has financed minor improvements at Hayward Field, such as painting ticket booths and replacing wood in sections of the bleachers, budget problems have prevented the department from allocating funds to renovate the east grandstand or renew the track's surface, which is torn and pitted in many areas. On April 13, Athletic Director Bill Byrne announced that the department is heading a fund-raising plan to alleviate these problems.

Because the state Legislature refuses to fund athletics at Oregon's universities, budget difficulties always have been a problem, says Muriel Jackson, the University assistant vice president for administration. Several Athletic Department directors have requested state funding to no avail, she says.

"There's a reality that must be faced, that Oregon is not a rich state," she says. "A great deal of pressures on the state Legislature are brought to bear on the ways and means of the state. Legislators have highly localized agendas. I think they're doing what their collective wisdom thinks is best."

University track athletes traditionally have led spartan lives, passing up scholarship offers from other schools to attend a relatively poor Pac-10 university because of the school's reputation in track and field.

Many Oregon runners, after growing up reading about Steve Prefontaine and other Duck heroes, walked on at Oregon with dreams of someday running in green and gold before the fanatic Hayward Field throng.

Mark McMonigal, who placed second in the mile and two-mile in the Minnesota high school state championships, sent for a University catalog his sophomore year. He contacted Dellinger as a senior but wasn't fast enough to earn a scholarship and chose Baylor when he was awarded a half scholarship.

But after a year of running in the strength-sapping Texas heat and humidity, McMonigal gave up his scholarship and transferred to Oregon, a move he now wishes he had made in the first place.

"Transferring was difficult at first, because I was trying to prove myself," McMonigal says. "People would say, 'Who is this guy?'"

Despite battling illness and injury his first three years at Oregon, McMonigal never regretted his decision. "Running in Eugene is great, especially for something like the 10,000," he says. "In Texas they'd run the race at 9:30 in the morning to avoid the heat and get it over with. About 10 people would show up to watch. Here distance races are the main thing."

Since he wasn't on scholarship, McMonigal covered expenses by juggl-

ing work with school and running.

One year he remembers spending \$250 on shoes and spikes.

"I really ran my shoes into the ground, too," he says. "That's probably why I was injured so much. Sometimes I'd put 3,000 miles on them, but on a student budget you can't buy a pair of shoes a month, and unless you were a top guy you had to buy your own."

During his final cross country season McMonigal worked 25 to 30 hours per week in a video arcade and took 18 credits in school.

"It made it tough because I had to work 'til midnight, but I had an 8 a.m. class so I only got about six hours sleep," he says.

Fatigued and flu-ridden, McMonigal ran poorly for the first half of the season, but rebounded to place third in the Pac-10 championships. It wasn't until winter and spring terms of his senior year that McMonigal received a partial scholarship.

"I quit work in the spring, and it definitely helped my training because I could get enough sleep," McMonigal says.

Healthy at last, McMonigal enjoyed an excellent season, culminated by a second-place finish in the NCAA 10,000.

McMonigal's story is typical of Oregon runners of today and yesteryear.

While football recruits "can call the shape, size and comfort of their nest," track athletes have "a whole different mindset" and traditionally have chosen a university based on coaching ability, Jackson says.

Since football is the biggest revenue-producing sport, generating about \$1 million each year that helps cover the costs of minor sports, the Athletic Department chose to leave its \$2.5 million budget intact. The team spent only \$2.3 million with the remaining \$200,000 put in a general fund to cover the overall deficit at the end of the year.

While the \$2.5 million budget appears exorbitant to an outsider, the "cost aspect of collegiate athletic programs is horrendous," says Athletic Department business manager Sandy Walton. When recruiting, the football team is forced "to keep up with the Jones'" or they won't be competitive in the Pac-10, she says.

"We've created a monster," Voelz says in reference to the massive spending on collegiate football teams. "Personally, I think you can play a football game without 95 scholarships, but since football teams have been the only ones who have historically generated revenue, they've been able to make the rules."

"I believe that track teams should have scholarship equivalency. I think we could still play a football game with 40 to 60 scholarships, but if we were to voluntarily cut back and get killed, we'd be losing significant revenue."

The proposed \$26 million Autzen Stadium Dome will generate more revenue and aid funding for all University sports, because the dome has the potential to increase gate receipts and lure top recruits, Voelz says. A market study indicates that more women and older spectators will attend games if the stadium is covered, she says.

Dix, on the other hand, believes the University is too caught up in renovating Autzen Stadium and should concentrate instead on improving Hayward Field. "Autzen Stadium isn't falling apart, they can still play football there," he said in a March interview with The Register-Guard. "Mary Slaney is down in Los Angeles because our track is too hard. Alberto Salazar is in Australia. They ought to both be in



Photo by John Giustina

The east grandstand at Hayward Field was rolled back toward Agate Street on March 15 to accommodate work both on the stands and the track, which is scheduled to begin this summer. The grandstand is off limits until it is brought up to code. The renovation will cost an estimated \$500,000.