

## Ducks' bowl appearance was pure salesmanship

Bill Byrne doesn't sell Hoovers or encyclopedias, but the Oregon athletic director might be the best salesman the Oregon football team ever had.

While many might think the Ducks are going to the Dec. 16 Independence Bowl because they finished 7-4 and led the Pacific-10 Conference in scoring this season, the truth is Oregon is going to Shreveport, La., because the Duck athletic department invested nearly \$350,000 to be selected by the Independence Bowl Committee.

Granted, Oregon will receive \$500,000 for participating in the bowl game, but the Athletic Department had to guarantee Independence Bowl officials that it could sell 14,000 tickets at \$25 apiece to be given the bid over local favorite Kentucky, which finished its season at 6-5.

The most important thing here is not that the athletic department will be lucky to break even on the bowl game. It is that they are going to a bowl game in the first place.

The significance of Oregon being in a bowl game for the first time since 1963 far outweighs the financial package attached to the game. In order to build any semblance of national recognition as head coach Rich Brooks has been trying to do since 1977, the Ducks had to go to a bowl game.

When people talk about national powerhouses year in and year out they refer to those teams that are annually in a bowl game. An Independence Bowl berth could be a step to bigger and better things for the Ducks.

Consider a team like Washington State. The Cougars play in Pullman, Wash., and while Eugene isn't a major media market, do you think Pullman is? Yet, Washington State was being considered for a bowl game again this year simply because they went to the Eagle Aloha Bowl last season and had a good showing. Bowl incumbency is a very important thing.

The fact is Byrne shouldn't have had to sell Oregon to the Independence Bowl in the first place. Although the Ducks deserve a bowl game, they should have gone to the first round of an NCAA football tournament instead.

Many consider football the most important of all collegiate sports, but the national championship has been decided by the Associated Press Top 20 poll every year, which became the Top 25 poll this season. It seems ridiculous that the NCAA cannot put together some type of football playoff system like it does for basketball, volleyball and baseball.

Byrne should be highly commended for his masterful sales job in getting Oregon to the Independence Bowl, but the NCAA should go to a football playoff format so athletic directors like Byrne don't have to do the NCAA's work for them.



## Sports Action should stay away from NBA

As the football season comes to a close and basketball comes roaring in, the controversial Sports Action lottery game is looking to expand from the gridiron to the hardwood.

A football lottery game was a good idea; state colleges needed the money generated by the lottery for intercollegiate athletics. While intercollegiate athletic programs would benefit from a basketball lottery game, the time is not right, and a hoops game would just not work.

The appeal of Sports Action during the football season came from the interest of NFL football. One game a week is something the fans can get excited about. Sports Action itself was also something new that caused a following in itself.

Although any money generated from Sports Action is better than nothing, sales were generally disappointing during the first 12 weeks of the game. In fact the game had to add two new twists — allowing bettors to choose only three games, in addition to an "over-under" line — to help increase sales.

Sales likely would be very small during an 82-game NBA season when fan interest is much lower than it is during football season. More people would be inclined to bet on a Kansas City-San Diego football game than on a Charlotte-Sacramento basketball game.

The proliferation of a basketball lottery game would hurt itself rather than help. With an increase in the number of lottery games, ticket sales will undoubtedly be very small.

After only one season, it is too early for the state lottery commission to evaluate Sports Action for the long haul and decide if an NBA sports game would generate big bucks and ticket interest.

The Sports Action football game was a good idea and was definitely needed to alleviate the financial burdens of the state's college athletic departments.

But don't ruin a good thing by trying to expand it. The state lottery commission should stay away from an NBA lottery game and leave Sports Action for the football bettors.

## Letters

### Infiltrate

Be ashamed protesters. Just as chasing transients from "our community," keeping the CIA off our campus does not solve the problem — it only passes it on to the next person.

If corruption and discrimination are occurring, someone, or a group, needs to infiltrate the system and clean it up.

Too tough? Just like it was "too tough" for Martin Luther King Jr. to lead the civil rights movement or Gandhi leading his country from British oppression?

These men died for their causes. Are your convictions that strong? If so, do something constructive for a change; if not, get out of my face.

Rodney Layton  
Economics

### True fans

In response to "Once again" (ODE, Nov. 16):

Gripe, gripe, complain, complain. "even I could do better" — yeah, yeah, I've heard it a million times. I'm here to tell you you're wrong.

You say, "perhaps the problem is not the players, but the coaching staff." Perhaps you've missed a few things about Rich Brooks. He took a 2-9 team and turned them into a Pac-10 contender.

The last five years Brooks is 28-28. You do better with the lack of funding the University gives him. Brooks has the admiration of Pac-10 coaches and has been nationally recognized.

The players are not at fault either; they have played the best they can. Two Musgraves are too good to be true. If the Ducks were funded by the state (Oregon athletics are the only Pac-10 athletics not state-aided) we could have better facilities and attract a larger diversity of players and teams.

Brooks is getting us there by making people notice they have to play Oregon to beat them.

If you disagree with what I've said, talk to some players.

After all, this is just my humble opinion. Talk to Latin Berry or Mark Kearns and see what they think of your opinion.

Or if you like to complain, go root for Long Beach St. and leave the true fans alone. I believe the players and true fans shouldn't have to put up with this slandering of the coaches and team.

Joel Strimling  
Eugene

### Judiciously

Walking down Agate Street recently, I happened to witness at the intersection of 18th and Agate what appeared to be an ever more commonplace event at the University these days: A police officer engaged in what seemed a heated debate with four students.

After the officer was done with his business, I inquired as to what happened. Apparently these guys started to walk across the street while the signal was flashing red and were

promptly stopped by the officer before they had walked more than five feet.

The cop then quickly issued each of the four a citation for their troubles — \$160 for attempted jaywalking, each. No questions asked.

My point is this: Judging from the increased hostility and difficulties stemming between the police and University students, is this sort of action beneficial to either party? The police should exercise more careful judgment in similar incidents and base their reactions in accordance with the severity of the cases.

Had these guys been hucking

beer bottles through windows I'd have applauded the cop's efforts. Yet I feel the punishment to these guys was very unfair to say the least, and I'm sure it didn't help police/student relations a bit. All it did was further feelings of animosity toward the police force.

I do feel the police are a vital and integral part of our community. I also feel that in wielding that power they have a responsibility to use it judiciously and in a fair manner.

Mark S. Anderson  
Sociology

### Letters Policy

The Emerald will attempt to print all letters containing comments on topics of interest to the University community. Comments must be factually accurate and refrain from personal attacks on the character of others.

Letters to the editor must be limited to no more than 250 words, legible, signed and the identification of the writer must be verified when the letter is submitted.