

Nike offers Oregon more than just sports wear

MARKETING: Oregon is on the verge of becoming one of only eleven schools to be exclusively outfitted by Nike

By Trevor Kearney
Sports Editor

From the gold swoosh lapel pin worn by Oregon men's basketball coach Jerry Green to the football and basketball teams' game-day shoes, it is very apparent that Nike has already made its mark on Oregon's athletic teams.

But come July 1, that swoosh will be a steadfast fixture on all of Oregon's athletic uniforms. That is, when the University officially becomes one of eleven schools to have signed an all-Nike contract, all Oregon teams will be outfitted from head to toe in Nike apparel.

"We are already starting to receive some of our products, even though we haven't officially signed the contract," Oregon athletic director Bill Moos said, adding that just a formal agreement needs to be polished to make it a done deal. "It officially kicks in for the fiscal 96-97 year — that is July 1. We are already receiving things for our inventory at this time. Uniforms and so forth are being made as we speak so we can get ahead of the game."

Nike has very apparent roots at Oregon, the most obvious of which is its chairman and chief executive officer and Oregon graduate Phil Knight. In addition, the football and men's basketball coaches have historically had shoe contracts with Nike that outfitted the Ducks in Nike shoes — and the women's basketball team became a part of that deal when the University signed a three-year deal with the sportswear company in 1994, ensuring that Oregon's three biggest teams

would wear the famous Nike logo on their feet.

Such agreements began with a contract between the coach and the company, but the recent trend has been to make these deals with the universities themselves. According to Moos, that is appealing to Oregon.

"This is very up front, which is the way I want to see it," Moos said. "What we want to do is clean this whole thing up and have one provider — we wanted the compensation that is to be distributed to the coaches to come through here first and that has been fine with them."

Green, whose recently reconstructed contract pays him \$149,000 from extra benefits that include Nike, is one of the people with whom the agreement sits just fine.

"Now the dealings go to the athletic director and the administration of the school rather than the coaches per say," he said. "I think that is good for the coaches because I think when a school offers a coach a contract, everything should be all-encompassing. That way everything a coach gets through the school and the school would say 'Okay coach, if you want this job, it pays 'X' amount of dollars, you get this benefit or that benefit — do you want the job?'"

This past year, the women's basketball jerseys were made by Wilson and the

football and men's basketball jerseys were made by Russell — except, that is, for those worn during the Cotton Bowl. Those particular uniforms had one distinct difference: A small Nike swoosh on the left shoulder.

"That was a statement right there in itself that this thing is a real deal," Moos said. "All of the agreement is done, just the preparation of the documents is all that is remaining."

So what makes an agreement like this one such a lucrative deal? According to Moos, it extends far beyond just athletic equipment.

"There are more far-reaching benefits than just intercollegiate athletics for the institution," he said. "Our benefits extend from a lot of different directions, not just from compensation and equipment, but also the exposure that we will receive. And the fact that we are among what I consider an elite group of institutions that have the all-inclusive program, I think that is important to us — just the fact that we are among that group and that our success merits that."

Green agrees.

"I think it will help us out not only from a uniform and practice gear standpoint, but a lot of these things are going to be sold across the country right beside some of the teams that have great tradition — for instance North Carolina, Duke and Michigan," he said. "In my feeling that is really going to help us out from a tradition standpoint."

"People are going to see our uniforms, our warm-ups, our jerseys next to those of teams that have great deal of Final-Four publicity or national T.V. publicity or that have won it all some year."

And from a marketing standpoint, that kind of exposure is invaluable.

"Marketing is about trying to create a compelling exchange," said Richard Burton, assistant director for the University's Warsaw Sports Marketing Center. "If it provides funding, if it creates awareness, if it tells recruits that this is a school good enough to be in the Nike program... then I think you have to look at it as a great opportunity for the University."

"If an individual walks into a retail outlet in Chicago, Ill., or Atlanta, Ga., or New York City, wherever there is a Nike display, the University of Oregon is going to be right out front with the others," Moos said. "For our national exposure, I can't even put a price tag on that."

While Nike's involvement in college athletics has gained some criticism, Burton points out that college sports is a business, and one that not only Nike is involved in.

"College sports has been big business for a lot of years," he said, citing contracts with television networks and billboards such as the Pepsi signs at Autzen Stadium as examples. "There was a time when, if we viewed this agreement as being a supplier of athletic uniforms, that [uniforms] would have said Champion, or they would have said Russell, and nobody would have thought anything of it."

"But now they say 'Swoosh' — it doesn't even say the word Nike, it just has an icon — and we see it as being very visible. Is it because Nike has taken what has been done for years by shirt makers — who had his or her name on the shirt — and just made us more aware of the fact that they made the shirt? As a marketer I would say that I would see that as a positive step. They have not allowed something to go unnoticed, but in fact have helped to create awareness for their prod-



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Election: Recount doesn't affect any race results

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also won by small margins. The race for Academic Senator Seat #13 between Glenda Marshall and Benjamin Unger ended with a one-point difference separating the two candidates and giving Unger the Senate seat. Bill Miner won the election for ASUO Programs Finance Senator Seat #2 with a 40-vote victory over Andrew Parmentier.

The results of both the initial and recount election figures resulted in the same winners and losers in all races.

The number of votes won by each candidate, however, changed slightly between

races, decreasing Unger's win over Marshall from four to one votes, Miner's victory over Parmentier from 42 to 40 votes and Scotten and Banfield's lead over Washburn and Sunada from 23 to 20 votes. ASUO Election Board members attributed the discrepancy in votes to scanner inaccuracies.

Because the outcome of both counts was the same, members of the board said they felt comfortable with the election results, voting to not accept candidate requests for a recount. Members said they would let the ASUO Constitution Court be the deciding body in such matters.

Mariners tie record with rout of Tigers

BASEBALL: Seattle ties a team record with its eighth-straight win

SEATTLE (AP) — Alex Rodriguez acted completely out of character for a 19-year-old batting in the ninth spot of the order.

Because he did, the Seattle Mariners took a six-run lead in the second inning and went on to beat the Detroit Tigers 11-3 Thursday night to tie a team record with their eighth straight win.

With the bases loaded, no outs and two runs in, Rodriguez chased Clint Sodowsky (1-1) with his first career grand slam.

"The ninth hitter is supposed to play defense and move runners over," Rodriguez said. "Grand slam? I'm not supposed to do that."

Edgar Martinez and Jay Buhner hit consecutive home runs as the Mariners matched eight-

game winning streaks of 1985 and 1991. At 12-4, Seattle is off to its best start ever.

"Alex has been doing a great job and we've been getting some great hitting up and down the order," said Seattle manager Lou Piniella.

Chris Bosio (2-0) pitched five innings for the win. Edwin Hurtado pitched four scoreless innings for his first career save.

Sodowsky left before getting an out in Seattle's six-run second inning.

Cecil Fielder's RBI single gave Detroit an early 1-0 lead, and Sodowsky retired the side in the first inning.

But Sodowsky began the second with two walks, then gave up three singles, including RBI hits by Paul Sorrento and Dan Wilson. Rodriguez's third homer of the year finished Sodowsky.

"I thought it was going to be a sacrifice fly but it just kept on going," Rodriguez said.

MARINERS 11, TIGERS 3										
DETROIT	ab	r	h	bi	SEATTLE	ab	r	h	bi	
Curtis	4	2	2	0	Cox 2b	5	0	1	0	
Burke	1	0	0	0	Adair cf	5	2	2	0	
Hagman	5	0	1	0	Glynn cf	5	1	0	0	
Flynn 3b	3	1	2	0	Fielder 1b	3	2	3	0	
Fielder 1b	4	0	1	1	Buhner cf	3	2	1	1	
Neves f	4	0	0	0	Soronto 1b	3	1	1	2	
Fielder dh	3	0	0	0	Adair cf	4	1	1	0	
Hurtado dh	1	0	0	0	Dillon c	4	1	1	1	
MLewis 2b	4	0	1	0	APRidge ss	4	1	2	4	
Piercy c	4	0	1	0						
CGomez ss	4	0	2	0						
Totals	37	3	12	3	Totals	36	11	21	11	
Detroit	101				010	000	-3			
Seattle	050				010	40x	-11			

E-Fielder (3), CF-Seattle 1, LOB-Detroit 8, Seattle 8, 2B-Adair (3), 1B-Flynn (4), CF-Buhner (3), DH-Hurtado (3), CF-Soronto (3), CF-Flynn, Soronto.

DETROIT	IP	H	R	ER	BB	SO
Goswami L 5-1	1	4	6	8	2	0
Christopher	5	3	1	1	1	3
Mahars	1	3	4	3	0	2
SWHume	1	2	0	0	1	1

Seattle
 Bravo W 2-0 5 8 3 3 0 5
 Hurtado 5-1 4 3 0 0 0 5

Goswami pitched to 8 batters in the 2nd.
 Dimpers-Hume, Reed-First, Johnson-Second, Young-Thur-Hicks.
 T-2:38 A-17,536 (38,196)

Martinez hit a three-run homer in the seventh off Mike Myers and Buhner followed with his third home run.

Willamette St.
HOMEBREW

"We don't own this place, though we act as if we did. It belongs to the children of our children's kids."

-Robert Hunter

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Long Beach State passes Braswell over

Long Beach State named Syracuse assistant Wayne Morgan its head basketball coach, which keeps Bobby Braswell an Oregon assistant — for now, anyway.

Braswell, who interviewed for the position on Monday and used to be an assistant at the school, remains a candidate for the head coaching job at Cal State Northridge, the school he graduated from.

Biakabutuka stands to make history Saturday

NEW YORK (AP) — Michigan running back Tim Biakabutuka will make history in the NFL draft Saturday if, as expected, he

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is a first-round selection.

He will be the first Zaire-born athlete to be gain that distinction.

Biakabutuka, who lives in Longueuil, Quebec, also would be the first Canadian first-round pick since 1989 when Tony Mandarich was drafted by Green Bay.

Among the other foreign-born players likely to be drafted are Southern Cal offensive lineman Israel Ifeanyi of Nigeria; Wisconsin defensive lineman Jason Minicki, from Poland; and University of Calgary wide receiver

Don Blair of Canada.

Phillips' accuser loses athletic scholarship

NEW YORK (AP) — The woman assaulted by former Nebraska football star Lawrence Phillips has lost her basketball scholarship because the coach is displeased with her play. The New York Times reported Friday.

The newspaper said Kate McEwen has been told by the university the scholarship will not be renewed for the 1996-97 season.

Angela Beck, the coach of the Nebraska women's team, said McEwen will still remain on scholarship, but it will be an academic, not athletic, grant. McEwen was on the Big Eight academic honor roll a year ago.