

sideline

TODAY IN SPORTS

Former CBS Sports president to speak at University

Neal Pilson, former president of CBS Sports, will speak about the evolution of sports television today at 4 p.m. in Room 138 Gilbert.

Pilson worked at CBS during the acquisition of such television rights as the 1992, 1994 and 1998 Winter Olympic Games. During his career with the network, CBS won Emmy Awards for the coverage of several events, including the NCAA men's basketball tournament and NFL football.

Pilson now runs his own company, Pilson Communications, Inc., and is currently working with such clients as NASCAR and the Arena Football League.

The event is sponsored by the James H. Warsaw Sports Marketing Center. Seats can be reserved by e-mail at chewie@oregon.uoregon.edu, but some unreserved seats will be left open on a first come, first served basis.

Marketing students promote Pre Classic

A group of students from the James H. Warsaw Sports Marketing Center will be on campus Wednesday and Thursday to promote this weekend's Prefontaine Classic track and field meet.

Tables will be set up from 5 to 7:30 p.m. at the University Inn and in the Hamilton and Carson complexes to promote the meet, which will boast such athletes as Michael Johnson, Carl Lewis, Sergey Bubka and Jackie Joyner-Kersey.

One free ticket to the meet will be given away each day. All entrants will receive a free poster. The group will also be showing the movie *Fire On the Track: The Steve Prefontaine Story*.

Former Husker gets 10-day sentence

KEARNEY, Neb. (AP) — Former Nebraska defensive tackle Christian Peter was sentenced today to 10 days in jail for disturbing the peace.

Peter was drafted last month by the New England Patriots, who later abandoned their rights to him because of concerns about his off-the-field behavior.

Today's jail sentence was suspended pending an appeal. Peter, who had been accused of grabbing a woman by the throat in a Kearney bar, also was ordered to pay a \$300 fine and \$24 in court costs in Buffalo County Court.

"It is obvious I was wrong," said Peter to the judge. "I can't make it better. I know Christian Peter and alcohol don't mix."

Fair pay doesn't necessarily equal greed

It seems like not a day goes by in the sporting world without hearing the gripes of some overpaid, under-achieving athlete whining about being underpaid for his over-achievements.

It's these greedy, millionaire prima donnas who are turning professional sports into a mockery of what playing a game for a living is all about.

But this is not to say there shouldn't be fair compensation for athletes according to what the market is willing to pay them.

For example, say a team is willing to pay NBA free agent center Dikembe Mutombo of the Denver Nuggets his asking price of \$10 million a season. After all, he is one of the premier defensive players in the league even though his 11 points per game average is measly for a 250-pound, 7-2 big man. This is excluding the fact that he is considered the team's franchise player despite leading the Nuggets to the playoffs only one time in his five-year career.

What, then, should be the asking price for Houston Rocket center Hakeem Olajuwon? An equally imposing force in the low post, Olajuwon scores an

average of 27 points per game for his team, not to mention the two rings his team has won in the last three years. So by Mutombo standards, Olajuwon should get almost two-fold what the Nugget center will soon make.



Chris Hansen

So, on that same note, when the Chicago Bulls' Michael Jordan asks for a two-year deal for \$18 million per season, how can anyone say that his

request is exorbitant?

I will agree that \$18 million is a lot of money for someone whose job is to throw a round ball through a basket — even if it is done in Jordan's breathtaking and gravity-defying fashion — but that is what the market dictates.

The owners set the tone for the market by signing unproven players like Larry Johnson, Chris Weber and Anfernee Hardaway to long-term deals worth anywhere from \$72 to \$80 million. And now it is time for the free agent Jordan to cash

in on his share of the pie.

Currently, Jordan makes a little less than \$4 million a year. That is a paltry figure for the NBA and puts him in the same salary bracket as fellow guard Jim Jackson (\$3.9) but much less than Nick Van Exel (\$5.7).

The ironic thing about all the hoopla surrounding Jordan's contract demands is that if he signs for his asking price, it still won't make him the highest-paid player in the NBA. Next season, Patrick Ewing will make \$16.7 million, and Shaquille O'Neal is slated for \$20 million.

Surprisingly, Jordan isn't even the highest-paid player on his own team. That distinction belongs to sixth man Toni Kukoc, followed by Scottie Pippen, followed by Ron Harper and then down to Jordan.

There are those who will say that because Jordan makes roughly \$40 million a year in endorsements, he doesn't need the money and is being greedy.

But just because Jordan is a shrewd businessman with a million dollar smile shouldn't negate the point that he deserves to be paid on par with the other stars of the NBA.

Bulls owner Jerry Reinsdorf

should be pleased Jordan only asked for \$18 million. Because when you really get right down to it, nobody in the league deserves to be within \$5 million of Jordan on the pay scale, and Reinsdorf knows it.

Jordan, four-time Most Valuable Player, eight-time season scoring leader (an NBA record) and winner of three championships, has made the NBA, the Bulls, the city of Chicago and every NBA city whose arena sells out when the Bulls come to town, a mint full of money.

Now it is time for him to be compensated.

Jordan's \$18 million request is one that is based on respect.

Respect for what he has done for basketball in the past 10 years.

Respect for the legacy he will leave when he finally hangs up his Air Jordans.

Respect for the greatest basketball player to ever play the game.

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NFL considers instant replay, will use it on a limited basis

■ **NFL:** The decision to review a play will be made by the referee

CHARLOTTE, N.C. (AP) — The NFL is back in the instant replay business, but only in the preseason and on a limited basis.

Four years after instant replay was voted out by team owners, the NFL on Tuesday outlined plans to implement a modified form of the procedure for 10 exhibition games in August.

Commissioner Paul Tagliabue said at the NFL owner's meetings that instant replay would cover three categories of plays and each coach would be allowed to challenge three plays per half.

"This experiment is a means for the league to determine if there are satisfactory methods to correct the rare and significant obvious error," Tagliabue said, "and at the same time eliminate many of the disadvantages of the prior system."

The three categories of reviewable plays are:

- questions of whether a player crosses the goal line in a bid to score or is in his own end zone while in possession of the ball;

- questions of whether a player is in bounds as he runs with the ball, tries to make a catch, tries to intercept the ball or tries to recover a fumble;

- questions of whether a team has the appro-

priate number of players on the field.

When the NFL's six-year foray into instant replay ended after the 1991 season, many complaints focused on the relatively slow method of the reviews. Officials reviewed the plays on a monitor in a booth high above the field and then relayed their ruling to the referee by telephone.

This time, the decision will be made by the referee on the field. At three of the 10 games, monitors will be moved directly onto the playing surface for the referee to use. In those rulings, the referee will have 90 seconds to act on the call in question. In the other seven games, the referee will have two minutes to make a ruling because he will have to go to either a sideline monitor or to one mounted on a stadium wall.

Another previous sore spot was the large number of lengthy reviews that involved questions of possession on pass plays. Those types of plays will not be reviewed in this summer's experiment.

While there are no plans to bring back instant play beyond the 1996 exhibition season, there is clearly support for the move. Twenty-six of the league's 30 coaches favor some type of review system, and there remains substantial support among the owners to at least study the matter.

LETTERS

Pre Classic deserves attention

Is Eugene really "Track Town USA?" The rest of the state seems to think so. Ever since the days of Bill Bowerman and Steve Prefontaine, Eugene has been synonymous with track and field excellence. Today the University is one week away from hosting one of the premiere track events in the world, but no one on cam-

pus seems to care.

The Prefontaine Classic Grand Prix Track Event — held on May 26 — will feature world-class athletes such as Carl Lewis, Jackie Joyner-Kersey and Michael Johnson. CBS Sports thinks that these athletes and the event are important enough to merit live national coverage, yet tickets still remain. If there ever was a time to get out and see internationally famous athletes go for world

records in Eugene, this is it.

Aside from the Summer Olympics in Atlanta, Ga., how many other opportunities will you get to see the two greatest pole-vaulters in the world compete against each other, live? Two years ago Sergey Bubka won the event in relatively easy fashion and had three tries at a world record. Imagine being a part of history. World record attempts are few and far between.

At football and basketball games, students provide the emotional boost necessary to get Autzen Stadium and "The Pit" fired up. So why not Hayward Field? See you there.

Jennifer Strandberg
Manuel Baniago
Mike Mobley
Keith Barnaba
Mark Sacks
The Pre Marketing Team
Business

High school senior quick to cash in on NBA aspirations

■ **ENDORSEMENTS:** Kobe Bryant has already signed a deal with Adidas

NEW YORK (AP) — Let the marketing of Kobe Bryant begin.

Just a couple of weeks after declaring for the NBA draft, the high school senior from Ardmore, Pa., signed an endorsement contract with Adidas on Tuesday, touting a new sneaker for the sporting goods company.

He doesn't know yet what NBA jersey he'll be wearing. He does, however, know what his footwear will be.

And Bryant didn't have to take Marketing 101 to work out the deal, either. He has signed with the William Morris Agency, the first athlete to enroll with a company better known for representing authors and

Turn to **ENDORSEMENTS**, Page 12