

# COMMENTARY

Newsroom: (541) 346-5511  
Room 300, Erb Memorial Union  
P.O. Box 3159, Eugene, OR 97403  
E-mail: editor@dailyemerald.com  
Online Edition:  
www.dailyemerald.com

Editor in Chief:  
Jessica Blanchard  
Managing Editor:  
Michael J. Kleckner  
Editorial Editor:  
Julie Lauderbaugh  
Assistant Editorial Editor:  
Jacquelyn Lewis

Wednesday, October 10, 2001

## Editorial

### Solution to parking is not more spaces

**P**arking has been an ever-present issue for student drivers. Crowded parking lots and inadequate spaces on campus cause stress for many students, although the anger is often self-imposed. The general campus population primarily lives near the University and therefore is not in need of on-campus parking. Those who live within a 2-mile radius and insist on driving to school are simply giving themselves problems by not utilizing other forms of transportation.

Eugene is a community that offers many alternatives to driving to school, including bicycle lanes en route to campus, bus service straight to the University, and park-and-ride lots for further destinations. More students should embrace these options instead of contributing to traffic congestion, road rage and air pollution. Those students who live very far from campus, where biking may be a less convenient option, are few and far between compared with the mass populace. However, these people have options if the University is willing to consider a change in their permit issuance.

How about a permit system based on address, in which the students who live farthest away get permits first, and then the remaining permits are bestowed by lottery? The Department of Public Safety has been overselling permits for years, much to the chagrin of commuters. Because the permits have been oversold, drivers have been forced to find alternative parking spaces within surrounding neighborhoods, eliciting complaints from those residents and owners of apartments and houses.

The City of Eugene also turns a hefty profit at the expense of those who drive to the University. Metered parking spots along the outskirts of campus are perennially overflowing, and drivers are forced to park in illegal spaces, risking towing expenses and tickets.

Some may argue that the University needs to build a parking garage to accommodate the bevy of vehicles. However, if more students utilize alternate forms of transportation, there would be sufficient room for commuters in surrounding lots on campus. A parking garage is not worth the cost, and there isn't land allocated for such an endeavor.

There are plenty of park-and-rides available from Lane Transit District around the city. Students can ride the bus for free, which is much cheaper than purchasing a parking permit from DPS. With the forthcoming rapid transit system in Eugene, many students who live near the length of Franklin Boulevard will have no excuse for driving to school.

The parking "problem" at the University may be an illusion created by those blinded by the convenience of driving to school. However, that luxury quickly turns into a hassle when the parking lots are filled with cars commuting from places as incredibly far away as Hilyard House.

Students need to use the plentiful alternative transportation modes in order to alleviate the problem for those who do live far away, and the University needs to re-evaluate the way it issues parking permits.

### Editorial Policy

These editorials represent the opinion of the Emerald editorial board. The editorial board members are editor in chief Jessica Blanchard, managing editor Michael J. Kleckner, editorial editor Julie Lauderbaugh, assistant editorial editor Jacquelyn Lewis, community representative Gabe Shaughnessy. Responses can be sent to editor@dailyemerald.com. Letters to the editor and guest commentaries are encouraged. Letters are limited to 250 words and guest commentaries to 550 words. Please include contact information. The Emerald reserves the right to edit for space, grammar and style.

### Correction

University of Oregon graduate and former Duck tennis player Joaquin Hamdan was misidentified in a photo on Tuesday's sports cover ("A new year, a new attitude for UO tennis teams," ODE, 10/9).

The Emerald regrets the error.

## Money makes the sports world go 'round

Tom Autzen and Rich Brooks, it's time to step aside. Your money and coaching helped the University of Oregon reach respective levels in collegiate athletics, but the Ducks are looking to fly much further now. Our rinky-dink excuse for a college football stadium will soon be transformed, and with that change should come another.

Just imagine long-time Duck announcer Don Essig saying, "It never rains at Michael Jordan Stadium!" as the Ducks come running out of the tunnel onto the playing surface of Tiger Woods Field. Now, before you start flinging your arms over your head screaming, "Tradition, what about tradition?" stick with me.

Phil Knight has finally returned.



Jeff Oliver  
Columnist

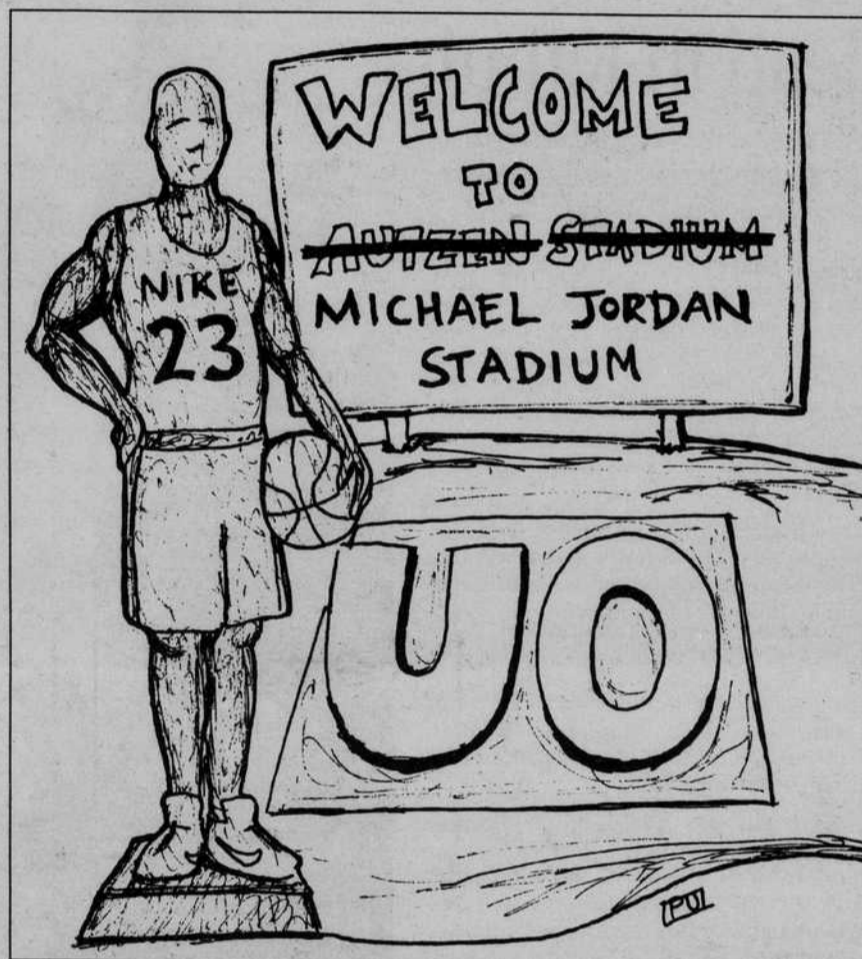
His contribution to help renovate the Autzen Stadium and Hayward Field is unknown, but it is figured to be in the ballpark figure of \$30 million to \$50 million. For the self-made \$4.3 billion man, this is about one percent of his total worth! Ironically, Knight's announcement to financially return to the University

came a day after Michael Jordan announced his physical return to NBA.

It doesn't take a stockbroker on Wall Street to tell you that the return of Jordan means more money for Nike, and thus Phil Knight. In fact, in the days surrounding Jordan's return, Nike's stock jumped four points. What this means for Phil Knight is that he now has a little more spending money in his pocket, and what better way to spend it than to build a football stadium?

Now while Knight's donation barely puts a dent in his pocketbook, it is huge for the University athletically and academically. It isn't a secret that people in this world are willing to donate to athletics; it is just our nature. Americans rally around athletics, and the return of sports after the Sept. 11 tragedy proves this. For those who can write a check to help support their team, feel like part of the team. You cannot criticize people for donating money. It is their money, and they can do what they want with it.

Without donors, there is no way our beloved Ducks could be considered a contender for the national football championship this season, much less be able to step on the field. And without football, the concept of intercolle-



Peter Utsey Emerald

giate athletics would be non-existent. The only way college soccer, track, volleyball, cross country, swimming and tennis teams exist is because of money created by their football sugar daddy.

The part of the University south of the Willamette River benefits from Athletic Department donations as well. In case you haven't noticed, the library and law school are named after the Knight Family. Mr. Knight and his wife also support 15 endowed professorships on this campus. Randy Pape and his wife each gave \$1 million toward the building of the Ed Moshofsky Sports Center, also financially started the Business and Industrial Sales Program within the University's College of Business.

Athletic and academic donations go hand in hand. From 1992 to 1998, the University completed the most successful fundraising campaign in state history. The Oregon Campaign raised \$255.3 million for the University. During the same period, the football team was making the resurgence from Pacific-10 Conference bottom feeder to a perennial bowl game contender, and as already noted, college football teams don't win without

money. People are much more willing to open their wallets for sports, but while they are open, it is the perfect time for academics to swoop down and get their piece of the pie.

So OK, maybe renaming Autzen Stadium to Michael Jordan Stadium is a little extreme, but the point remains that America is a sports-dominated society and its presence travels all the way to the pocketbook. For those among us who feel college Athletic Department spending is out of control, just imagine where we would be without it. Our law school would still be stuck in mediocrity, the library would still be dark and dingy and many quality professors would be teaching elsewhere.

If the money is clean and given with good intentions, our school should take it, and in cases in which it isn't, the University shouldn't. Which reminds me, there soon may be a vacant place for Michael Jordan's name on this campus after all.

Jeff Oliver is a columnist for the Oregon Daily Emerald. His opinions do not necessarily reflect those of the Emerald. He can be reached at jeffoliver@dailyemerald.com.

### Letter to the editor

#### Ticket sales could be easier

It's Monday at 10:30 a.m., and I just witnessed an amazing and very unnecessary sight. About 500 students were in a very long line in the EMU, waiting to buy tickets to the football game.

Most of the students have things that

are much more important to do. Some of them will be in line for more than two hours.

Why not do the following? If there are 400 tickets available, print up to 400 numbered slips that could be rapidly handed out to students as they enter the line. There would be signs posted telling students what time during

the next two days they should show up to buy their tickets. For example, the sign might say "For slips 250-280, you may buy tickets after 10 a.m. Tuesday."

In this way, students would waste less time standing in line. Also, life would be less hectic for those selling the tickets.

Daniel Weiner  
Eugene