

SPORTS

Best Bet

Jason Fife, Oregon's projected starting quarterback, spent Monday chatting with college football fans on espn.com's "Campus Chats." Visit http://dynamic.espn.go.com/espn/chat/chatESPN?event_id=2111 for a copy of the transcript.

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College football equals business

"Money, it's a gas. Grab that cash with both hands and make a stash. New car, caviar, four-star daydream, think I'll buy me a football team."

—Pink Floyd

College football is about excitement, national prominence and the love of the game, there's no denying it. But when the bottom line becomes top dollar, college football is about one thing and one thing only — money.

As students, it's easy to get caught up in all the fanfare and hoopla surrounding college football. We'd like to believe it's being played for our enjoyment, for the enrichment of the community and for the development of players' dreams and aspirations.

But it's not, and that's the reality.

College football is a business.

A twofold money maker, college football is the No. 1 source of revenue for most collegiate athletic programs. The big money, of course, comes from overzealous alumni who enjoy athletic success. Here at Oregon, football success landed the gargantuan checkbook of Nike



Brad Schmidt
Sports editor

mogul Phil Knight. And football success fills Autzen Stadium, too, at ticket prices of more than \$20.

This past week, news spread about six former or ineligible Duck football players who reportedly gave away their complementary game tickets for breaks in rent. Apparently, these players decided to do a little business of their own by profiting off their team's success.

For a long time now, student-athletes — many of whom receive University compensation — claim they're getting the short end of the stick.

"How," they say, "are we suppose to live on the measly income the University gives us?"

"We," they acknowledge, "bring in millions of dollars of revenue for our University, and we don't get enough in return."

"So," they figure, "we'll skim a little off the top here and there. We aren't paid fairly, we bring in the money, so we'll equal the playing field a bit."

The only thing, though, is that college football is a business. Businesses make agreements and, in theory, those arrangements should be honored. At times, it may not seem equitable. But the business world is rarely fair.

Upon entering school, these student-athletes agree to the terms of the business. They know what they're getting and when they're getting it. When a student-athlete steps foot on campus, they are getting their education paid for. In full. Free. Free. Free. Furthermore, these student-athletes get more.

Turn to Schmidt, page 6

Emeralds notch fourth win in a row

Eugene is playing well of late, leaving players and coaches optimistic about the season

By Brad Schmidt
Oregon Daily Emerald

As rain began to fall on Civic Stadium midway through the fifth inning Monday night, fans began to leave their box seats for drier pastures.

Very few left the ballpark, however. Many of the 3,116 fans in attendance braved chilly weather and a little precipitation to watch the Eugene Emeralds — the hottest team in the Northwest League — add to their longest winning streak of the season with a 4-1 victory over the Vancouver Canadians.

Prior to Monday's victory over Vancouver (25-22), Eugene couldn't put together more than occasional back-to-back wins. But after notching their fourth victory in a row and the seventh in their past nine games, the Ems (20-27) find themselves only seven games under .500 and peaking at just the right time.

"We finally got to where we've gone out and played solid baseball for a week," Ems manager Jeff Gardner said. "It's nothing special. It's just making plays, getting hits when you have to, running the bases smart and being aggressive. That's how this game works."

The Ems' winning streak was in

Turn to Baseball, page 6



Adam Jones Emerald

Center fielder Carlos Millan had one hit and scored one run in the bottom of the seventh inning on a teammate's double.

Ticket negotiations delay distribution of sports pamphlet

A brochure listing Oregon's sporting events and the corresponding ticket release dates is still being produced, which may inconvenience some students

By Brad Schmidt
Oregon Daily Emerald

With Duck fever only a meager 25 days away, fan focus has turned toward autumn's hottest commodity — football tickets.

Students hoping to watch Oregon open its season Aug. 31 against Mississippi State or see the Ducks battle Fresno State on Sept. 7 can pick up tickets at the EMU or the Casanova Center beginning Aug. 19, the University Ticket Office announced last week.

This year's announcement comes later than usual, however. While student tickets are typically distributed 12 days prior to a sporting event, a pamphlet stating the dates of sporting events and the ticket distribution dates for the events was made available to students in early July 2001.

This year's pamphlet has not yet been finished and, once completed, it still needs ASUO approval. Ticket negotiations between the Athletic Department and ASUO were a major factor in the delay of the brochure, Director of Athletic Media Services Dave Williford said.

The student-ticket contract — which guarantees students 2,550 tickets for non-conference games and 6,150 tickets for Pacific-10 Conference games — was not signed by both parties until July 16, Williford said.

"(The pamphlet) is still being worked on," said Angie Sit, assistant director of marketing and promotions for the Athletic Department. "We can't do much until (negotiations are) set."

ASUO Accounting Coordinator Jennifer Creighton-Neiwert said the process is a little behind the typical timeline, but noted that the deadline for completion "is getting close."

Last year, students were able to pick up the brochure earlier in the summer because of an Athletic Department error,

Turn to Tickets, page 6

Preseason polls pick Ducks as third-ranked Pac-10 team

Oregon, the 2001 national runner-up, is ranked No. 15 by coaches but is predicted to finish behind both Washington Schools

By Brad Schmidt
Oregon Daily Emerald

Over the past year, the Ducks worked the Big Apple for all its worth. First it was Joey Harrington's Heisman campaign, followed most recently by a giant poster of Keenan Howry.

But now, it seems, the red fruit is getting the best of Oregon.

The Ducks are picked to finish no

higher than No. 3 in the Pacific-10 Conference by national coaches and selected media, and the preseason consensus is that the conference champion lies north of the Columbia River, in the state known for its apples.

Washington, the only Pac-10 team to receive a top-10 national billing, entered the preseason ESPN/USA Today Coaches' Poll at No. 9. Washington State ranked No. 14.

The Pac-10 Media Poll, however, selected the Cougars as the conference favorite while picking the Huskies to finish second.

Turn to Football, page 6

ESPN/USA Today Coaches' Poll

- Miami
- Texas
- Oklahoma
- Florida State
- Tennessee
- Colorado
- Florida
- Nebraska
- Washington
- Michigan
- Georgia
- Ohio State
- LSU
- Washington State
- Oregon
- Virginia Tech
- Louisville

- Michigan State
- Southern California
- Maryland
- Marshall
- South Carolina
- Wisconsin
- Penn State
- N.C. State

2002 Pac-10 Media Poll

- Washington State
- Washington
- Oregon
- Southern California
- Oregon State
- UCLA
- Stanford
- Arizona
- Arizona State
- California