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HAGER

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Maybe then, Major League Baseball will realize how important the fans are, whether they are purists, fair-weather fans or youngsters going out to their first game.

That's the point Swangard made in an interview Monday. He would challenge MLB — if and when the league was to start giving in further to advertisers — to give back to those who pay to watch the game.

And as the head man of the nation's best sports marketing program — as indicated by a Sports Illustrated article on Oct. 7, 2002 — Swangard should carry some weight in the world of professional athletics.

Maybe, he suggested, MLB should've planned to give out free tickets to the movie in return for peppering everyone's eyes with blue and red advertisements. Maybe major league teams should lower concession prices — maybe the most overgrown prices of anything in the game —

for a night or even longer.

Just give something back to the fans.

"This idea in a triangle of relationships between a property, a sponsor, both of whom are trying to create value of association with fans, what's the fan get out of the deal?" Swangard asked.

"It's sort of the notion of sustainability. Part of ('Spider-Man 2') was about trying to reach out to a younger demographic. Well, those guys aren't there because they can't afford to go to the games, like their parents were able to when they were growing up."

For now, it's safe to say we can all be thankful the bases will stay white. The game's decency and tradition have been preserved.

We think.

For another year, anyway.

Contact the sports editor at hankhager@dailyemerald.com. His opinions do not necessarily represent those of the Emerald.

SIGHTS

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To prepare for their trip to California, the Ducks competed in the Beaver Freezer on April 3 in Corvallis. Each team member competed on an individual basis with no team score.

Oregon will compete in the Lebanon Sprint Triathlon this weekend. The course will be significantly shorter, as the triathletes will participate in a 500-yard swim, a 12.5-mile bike ride and a 3.1-mile run.

Oregon will finish out the year by entering the Northwest Club Championships, held at Blue Lake, near Troutdale, on June 6.

Play ball

Play begins today at the US Lacrosse Men's Division Intercollegiate Associates National Championships, at the Anheuser-Busch Sports Centre in St. Louis.

Oregon will battle No. 9 Boston College, the winner of the Pioneer Collegiate Lacrosse League, at 7 a.m. The winner will play either No. 1 UC Santa Barbara or No. 17 Texas on Wednesday at 2:30 p.m.

The loser of the match between the Ducks and Eagles will play the loser of the Gaucha-Longhorn matchup on Wednesday as well.

Kirsten McEwen is a freelance writer for the Emerald.

TRAINING

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in the pole vault (18 feet, 8 3/4 inches).

Holts, a cross country All-American in 2002, holds a time more than seven seconds better than the nearest competitor. Mitchum's time happened during a wind-

aided race at the Texas Relays, but he posted a wind-legal mark of 13.53 two weeks later.

Holliday's mark came at the Oregon Twilight, one week after battling food poisoning. Skipper's mark was a school record posted during the indoor campaign.

Contact the sports reporter at jonroetman@dailyemerald.com.

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