



Next fall, Dave Blackburn, an all-state tackle from Columbia, will be one of 27 freshmen on football scholarship at Mizzou. Much is riding on their success.

WE NEED YOU

By Steve Shinn

THE MISSOURI ALUMNUS magazine first published in November 1912, but it wasn't until the following month that it carried the first story on athletic department finances, "Profit in M.U. Athletics."

"The profits from the athletic events of the University of Missouri last year were \$4,491.02," the *Alumnus* reported. . . . "The largest surplus came from football . . . [which made] a net profit of \$6,073.73. . . . Last year \$67.73 was the surplus from basketball. . . . A deficit always is shown in track" — and in the other varsity sports. Even then, football was paying the bill.

By February 1914, the *Alumnus* editor thought it prudent to reprint an address delivered at University assembly by Chester L. Brewer, head of the department of physical education (and athletic director), on "The Place of Athletics in College Life." Brewer acknowledged that, "There are evils in athletics," but he also said, "The fact cannot be overlooked that athletics furnish that something which knits together students, alumni and friends in loyalty and love for their institution."

Alumnus editor Charlie Ross, who later was President Truman's press secretary, and subsequent *Alumnus* editors could well be grateful for the reader interest in athletics. The subject has filled many *Alumnus* pages over the years. First, there's an article about the budget (like, "The Tiger's in the Black," March-April 1974, in which the athletic director expressed pleasure at meeting a \$2.8 million budget, but warned of the continuing pressures of inflation); then, the sequel, discussing whether a major intercollegiate athletic program can be justified (What About Big-Time College Football?", January-February 1976).

Well, here we go again.

Last December, Athletic Director Dave Hart brought the Intercollegiate Athletic Committee a proposed 1981-82 budget totaling nearly \$8 million, up almost a million dollars from the 1980-81 figure. In the proposed budget, the athletic department was looking at a \$470,000 deficit — and Mizzou athletics have to operate in the black.

To balance the budget, Hart proposed a substantial increase in football ticket prices. For the public, season tickets were to increase from \$59 for six games in 1980 (including \$2 for the 1981 intra-squad contest) to \$80 for seven home games in 1981.

IAC chairman Bob Hurst, a physics professor, cautioned the group that Chancellor Barbara Uehling was deeply concerned with the size of the budget. She wanted the committee to consider a budget ceiling as well as a cut in selected men's sports.

The Hurst report provoked a sharp reaction from some committee members. The *Columbia Daily Tribune* quoted alumnus member Paul Palmer as thinking that "the chancellor is a little off base."

HEAD FOOTBALL COACH Warren Powers, recruiting coordinator Clay Cooper and the assistant football coaches were fired, but happy. The 1981 recruiting season was over. The coaches had traveled thousands of miles in pursuit of the blue chipper (Mizzou's football recruiting budget for travel is \$137,500), and had come home with the signatures of 27 incoming freshmen, making up what everyone was saying was the best recruiting effort in years.

Powers, in fact, said it was the finest recruiting year he had ever been associated with, including his time as an assistant at Nebraska.

How good was it? Read the *Columbia Missourian*:

"The list includes four All-Americans, seven players from the Big Eight magazine's list of the top 40 players in Big Eight states, and eight silver chip players, which are the players most likely to succeed in major college football from each state. . . ."

"If I'm paying my own way, I should have my own say," Dr. James Wyche of the medical faculty was quoted as saying. And Dr. Richard Hatley, chairman of the education administration department, reportedly responded, "Saying to us that your budget can't grow is like telling a worker he can never become wealthy because you might make the poor people mad."

But today's IAC is not the powerful committee it once was. At one time, Mizzou's athletic director reported directly to the committee; Hart reports directly to Uehling, a move recommended by retiring Chancellor Herb Schooling in early 1978. The IAC has become strictly an advisory body.

UEHLING, in fact, has gone further than any top administrator in the history of the Columbia Campus in taking an active role in athletic department operations.

She is deeply committed to this involvement. Speaking last fall at the annual convention of the American Council on Education, Uehling strongly urged that her fellow university administrators get more involved with athletics to insure that all programs meet institutional goals.

"Athletics must identify with the institution, its purposes, its goals, its future and its limitations and with its mission of serving all students," she told the group.

"To the extent that we deviate from having common practices for athletics and non-athletics. . . . I believe intercollegiate athletics has gotten into trouble in this country today," Uehling said, citing admissions standards, living conditions, financial support and academic advisement as areas where treatment differs.

She also called for an end to the "keeping up with the Joneses" attitude that, combined with inflation, is pushing up the cost of many athletic programs.

"It is time for some cooperative agreements among institutions to limit spending," Uehling said, "to get away from the psychology of trying to outdo each other insofar as athletics are concerned. We can have as much fun and as good competition without excessive expenditures."

Hart understood. "This business is tough," he said. "You've got to make money; you've got to make cuts. There'll be some controls on us. That's part of the answer. We're not on an island over here. Never said we were."

If the athletic department does have some of the attributes of an island, Uehling built another bridge from the mainland when she announced her ticket decision in late January.

She allowed the full hike in ticket prices — but added several important conditions. First, she limited the 1981-82 budget increase to 10 percent of the 1980-81 total. That means the maximum budget would be less than \$7.7 million, leaving Hart with a \$303,000 deficit. Any income in excess of \$7.7 million will be held in reserve, to apply to the 1982-83 budget. More-

"JIM BAER, A SPORTSWRITER for the *St. Louis Suburban Newspapers*, has followed Missouri recruiting for the last nine years and he is impressed with the quality of athletes — 'I rate it a B+ or an A-'. It is by far the best year they have had in the last five years,' Baer said. 'They (the coaching staff) were just scared and they had received a lot of criticism about their recruiting in the past. Powers just dug down and went after it this year. He found out he could go out of state and get recruits.'

"Missouri recruited seven from Illinois, four from Colorado, one from Indiana, one from Kansas and one from New York.

"Baer gave his evaluation of each position. 'The Missouri tandem [sic] (Warren Seitz and Chris Erickson) at quarterback is better than any other in the country, except Notre Dame's Scoot Groons and Blair Keil,' Baer said. 'They are both 200-pound, rocked-ribbed, stand-in-the-pocket throwers. I'd put them up against anybody. The Tigers now have two smashingly brilliant wide receivers (Anthony Carruthers and Rick Doby). Carruthers is definitely a game breaker.'

"But Doby has caused a few coaches' mouths to drop. His time in the 40-yard dash is 4.3. The last Missouri player to approach that time was Mel Gray."

In fact, the 27 recruits can run twenty-seven 40-yard dashes (that's almost 1,000 meters) in a cumulative time of three minutes and 12 seconds. They weigh a total of 2.8 tons. Lay them end to end and they stretch 168.6 feet. Of course, their daddies may be measuring them and their mommas may be holding the stop watches. But one thing certain is that the twenty-seven 1981 recruits have an average age of under 18 years.

over, the chancellor mandated that the athletic department would assume \$150,000 more expenses for operating the Hearnes Multipurpose Building and supporting women's athletics. That will call for some internal reallocation in the athletic budget.

Publicly, Hart responded with a prepared statement. "... We are asking our coaches and administrative heads to review their priorities and programs in order to remain within the allotted limits.

"The athletic department's goals are to remain financially solvent — and to be competitive in all sports. Only 8 percent of the nation's intercollegiate department programs have been meeting their budgets. We at the University of Missouri have done so for the last 14 years (without state appropriations and student fees) and intend to maintain this record."

Realistically, Hart would seem to have only a couple of options, especially in looking further ahead than 1981-82. He can cut back some sports, or cut them out altogether.

One plan is to group the 16 sports into three levels. An all-out effort would be made to be nationally prominent in Group I sports. Certainly, football and men's basketball would be included. Group II sports would play regional schedules. Group III sports would be a step above club sports, but played mostly for the fun of it.

Title XI, of course, requires some measure of equality between men's and women's sports, and the athletic department has \$628,000 budgeted in direct costs for women's athletics in 1980-81. Right now, none of the eight women's sports is close to producing enough ticket revenue to be self-supporting, and Hart can see gymnastics as being the only possibility. Two thousand persons attended the Cat Classic in January. Women's basketball has had the most publicity at Mizzou, but it is not self-supporting at any Division I school, Hart says, and he does not believe it is likely to become a moneymaker. Women's basketball simply has not generated much fan support.

BESIDES football, only basketball is self-supporting among the men's sports. For the past two years, basketball at Mizzou paid its own way. Hart foresees the inauguration of soccer as the only other moneymaking possibility.

For every dollar football spends, it produces \$1.60 in ticket revenue alone. Ticket revenue accounts for 53 cents of each dollar of athletic income. Football produces more than 44 cents; basketball, more than 8 cents; everything else, two-tenths of a cent.

Of all athletic department revenues from all sources, 81 percent can be attributed to football.

For most of the nation's major universities, big-time college football is not the question. It has become the answer. □

SO . . . THE BOTTOM LINE is that Powers' job ultimately depends on these 17-, 18- and 19-year-old boys. The ability of Dave Hart to sell tickets and raise almost \$8 million depends on these youngsters. Even Barbara Uehling's desire to integrate student-athletes into the total fabric of college life depends in great part on the quality of the young men Powers and his staff recruited.

Park Hill quarterback Chris Erickson was sought by 56 schools. The *Kansas City Star* asked Chris to record his recruiting experiences in a daily diary. One thing that came through time and time again was the coach — from whatever school — telling Chris that, "You can help us, we need you."

Chris and the other hundreds of recruits across the land probably don't realize how true that is.