

Ticket Policy

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Historian Marshall Davidson once observed that revolutions are not "imposed from above"; they "erupt from the public will."

To many Missouri football fans, the new ticket policy announced in December was a revolution, one they read about first in the newspapers. Never mind that the policy of requiring athletic contributions in exchange for the right to buy prime football seats was widespread in universities throughout the land — at Mizzou seats were widespread in a considerable area of Faurot Field to retain two seats at the regular price, but additional tickets in the area between the 20s required a gift for the athletic department of \$250 per seat. No one could hold more than 10 seats. Affected ticket holders not wanting to make donations to the Mizzou Athletic Scholarship Associates (MASA) would be assigned seats outside the prime area.

Of the 13,000 prime seats on the West and East sides of the stadium, about 6,000 were affected by the policy. These seats were held by fewer than 1,700 persons, but the number involved was, obviously, many more. There were families and friends and groups from towns and fraternities who had been sitting together for years, but who had purchased tickets through one person for convenience's sake. There also were individuals and businesses who held large blocks of tickets for their own use. A total of 73 persons held blocks of from 20 to 134 prime seats.

The University talked of the need for additional dollars: to provide for inflation, federally mandated women's programs, and better facilities. And there were the donors — current and potential — who, theoretically, at least, would help provide those dollars if they could get better seats.

The stated need didn't stop the hue and cry, however. Although some fans voiced approval, there also were irate letters and phone calls, newspaper advertisements — and newspaper columns, from then to now mostly critical of the University. And there was a meeting between Chancellor Barbara Uehling and Athletic Director Dave Hart with several members of the General Assembly.

The upshot was that in early February the policy was modified by the Chancellor as follows:

For the 1979 season only "(1) a family which already has tickets in the prime area will be able to retain more than two tickets at the regular season price with the understanding that the additional tickets are being purchased for unmarried children living at home; and (2) persons who now hold seats in the prime area may protect two seats and may designate the transfer of four seats — if that

Large
ticket blocks
broken up
in prime
area

WESTSIDE
SEC. ROW SEAT
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MISSISSIPPI
VERSUS
MISSOURI
SAT., SEPT. 23, 1978
MIZZOU FOOTBALL

FAUROT FIELD
MEMORIAL STADIUM

MISSOURI FOOTBALL
FAUROT FIELD
MEMORIAL STADIUM



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HOLDER
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\$8.50
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PT. 23, 1978

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many were held previously — to two per person). . . .

The modification muted, if not completely quieting, the outcry. Assuming everyone who controlled up to six seats protected them, the number of prime seats affected dropped to 1,722. These are held by 298 persons. Of course, the number of seats available for \$250 donors also dropped to 1,722, reducing the gift potential from about \$1.3 million to about \$430,000.

Here's what happens now: Season ticket holders have until April 7 to renew their seats. The big blocks are gone. Seats released in the prime MASA section will be made available to donors. There are still plenty of stadium tickets in other parts of the Hart says that more than 100 new contributors (involving 400 or so seats) already have been recruited. In addition, some current donors now sitting in sections just outside the 20s will be moved inside. Their seats would then be available to persons relocated outside the MASA section. Any of the available seats in the prime area not used for donors will not be sold to the general public, even on a

game-by-game basis, Hart said. Team parents, for example, could move into the area for one year only. However, Hart believes all available seats will be used for contributors.

What happens after the 1979 season? That depends on the needs and budget of the athletic department at that time. After they are assessed, the modification could be continued; the policy could revert to its original form; or, Hart says, the original policy could be modified further. In other words, it could be a whole new ball game.

Hart believes, for example, that some cuts can be made in the 1979-80 budget, largely in the area of men's nonrevenue sports. The final interpretation of Title IX and its requirements for women will be a major factor. The price increase of an additional \$420,000 (before dividing with the visiting teams). Then there are the athletic department will have a full-time, three-man team soliciting. Hart hopes MASA membership grows from the current 1,800 to 3,000. Maybe by then the new policy will have been transformed into an evolution. — Steve Shinn

Financial situation will be reassessed after 1979 season

