

THE FUAGN

HIGH IN SECTION D were the Rafter Rooters, basketball fans sitting in the 700 seats purchased by Nowell's and given by the food store as premiums. Scattered around the Hearnes arena were families who took advantage of the McDonald's Family Special. And on the floor was a new spirit group, nearly 100 Mizzou students organized into FUAGNEM — Fired Up and Going Nuts Every Minute — who urged the Tigers on to greater heights.

Athletic Director Dave Hart brought these ideas to Missouri from Louisville, where they worked during his years as AD there. The promotions seem to be working at Mizzou, too. The opening night crowd was announced at more than 6,000, the most since the first two years Hearnes was opened, 1972-74. The final night attendance at the Showme Classic was almost 7,300, a record for that event.

And the promotions go on and on. There're the six-pack ticket plan and Boone County Bank's Shootout, which features spectators shooting baskets at halftime for prizes. There's the possibility of a new electronic scoreboard for basketball yet this season, sponsored by advertisers as is the new board at Faurot Field. There's expanded TV coverage for basketball. There's the Adopt-a-Tiger promotion, in which 12 women's living units — sororities and dorms — "adopt" one of the 12 members of the cage squad.

Hart, obviously, believes that basketball at Mizzou can be packaged to sell better, to bring in more fans and therefore more revenue. But while Hart may be a FUAGNEM man, he is not a flim-flam man. He knows that promotion without substance is meaningless.

"The greatest promotion," he says, "is to keep having good teams. And we can. We have a good coach in Norm Stewart. (In fact, I like all our coaches here — Warren Powers in football and all the rest of them. I think we're in good shape as far as coaches are concerned.) We've got a good arena. We've got a good program — we've been to the national tournaments. And I think this new bunch of kids that Norm has recruited will become very popular.

"We had that at Louisville. Darryl Griffith, who's a super, phenomenal basketball player, is a franchise in himself. Ricky Frazier, when he becomes eligible to play for the Tigers next season, is going to be a real crowd pleas-

er. Now, if we can just get Steve Stipanovic . . ."

Frazier is a 6-6 forward who transferred from St. Louis University and was named the outstanding freshman in the strong Metro-6 Conference last season. Stipanovic is a 6-11 senior at DeSmet High School in St. Louis. Considered to be one of the top four or five prospects in the country, he is drawing recruiting interest from everywhere.

"A youngster of Stipanovic's stature is like a Griffith, a franchise in himself. Stipanovic is the kind of player who will draw people from St. Louis and all over the state to watch him play. He's the kind of a guy who will motivate his teammates because they know he can lead them to the top. And I think Steve would be very wise in coming to Mizzou. This is his state university, his state. He would be more popular here than anywhere else. He can make better contacts for the future here than anywhere else. He means a lot to us, and I think we could mean a lot to him, too."

HART'S BEEN AT MIZZOU since last June, being the top choice of a search committee that reviewed candidates to replace Mel Sheehan. He came with considerable background in athletics and athletic administration. Still, every job is different and offers a different set of problems.

"I guess the first thing I noticed at Missouri was that there were a lot of people around who were hanging their hats on personalities and not on the program itself. There were factions in St. Louis and Kansas City and factions around the state. I like to think we've solved a lot of this. We've traveled a lot around the state and to the cities. And I think people are coming back together. The past football season helped.

"What I've told everybody is this: 'The program is bigger than Dave Hart, or Warren Powers, or any other single individual. And it's the program and the University of Missouri that we've got to support, not any individual; so anything any of us do, in the department or as alumni and fans, we've got to do with the program in mind.'"

What does the program need? Hart can answer that question quickly: better facilities. Every new job has its share of surprises, and the lack of facilities was the biggest surprise for Hart.

Athletic Director Dave Hart helps members of the Sigma Nu

EMMAN

By Steve Shinn

"I was in and out of Columbia twice before I came to stay. I saw Hearnes and assumed it belonged to the athletic department. I saw the addition going up at the stadium, and that looked fine. People I talked to around the country about the job said, 'Boy, they've got great facilities.'

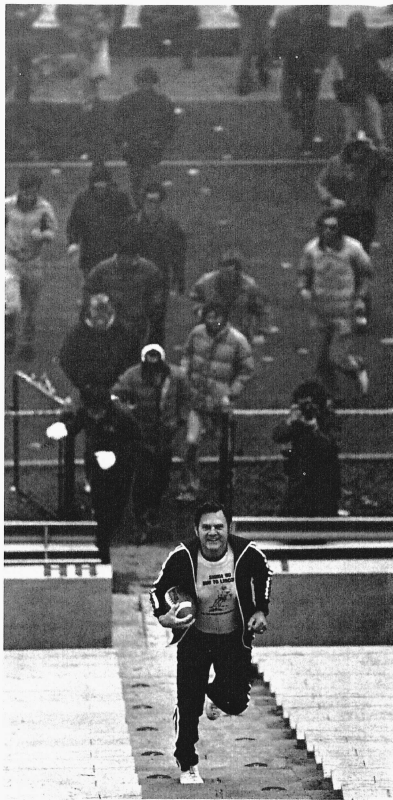
"I NEVER WENT OVER to see our football dressing rooms. I didn't realize that we had such a great need there. Warren did right away — so he knew — but I didn't. I wasn't aware that we didn't have a complete track, no facilities for the steeplechase, no runways for the jumps, no place to practice most field events. I didn't know we needed better grandstands for baseball, that we didn't have an artificial turf for football practice.

"Youngsters today are facility conscious. If you have better facilities than other people's, then you can do a better job of recruiting. And I want a good program overall, not just good football and basketball programs."

Construction of expanded training-room facilities on the football practice fields is well under way. The addition will provide weight and class rooms and women's locker space. Next on the list of priorities, Hart says, will be the artificial turf for the practice field and new track. These would be built simultaneously. "I don't think you can build one without the other," says Hart. "We can't take several practice fields away from football for a track, if that is to be the track's location, without giving them an artificial surface to practice on in bad weather."

The training room addition is to be funded with contributions from a \$1.2 million drive. Hart estimates that the artificial surface and track will cost about \$1 million more. However, in approving the drive for the training room, the Board of Curators stipulated that the athletic department could do no other expansion until the financing for the current project was assured. The Curators are concerned with the rising budget of the athletic department, a unit of the University that is required to be self-supporting.

The \$5.1 million budget for 1978-79 concerns Hart, too. "It's going to be tough to make that amount," Hart says. "Everyone can see that it's going to cost \$5.1 million to run the program, but it's going to be hard to make those ex-



fraternity kick off fund drive.

penses because income estimates were inflated in almost every area in order to make the budget balance. I immediately saw that when I came on board. So did the Chancellor. Chancellor Uehling hadn't been here more than two weeks when she called and said she didn't see how we could make the budget.

"Football did do a lot to ease the situation. We averaged nearly 66,000 persons a game, and our income exceeded our estimates by about \$250,000. The fact that four Big Eight teams were in bowls means that we may exceed this year's budget by \$40-50,000 — maybe. But in other areas, fund raising for example, we aren't going to make it. And

considering inflation alone, you've got to figure next year's budget at about \$5.6 million or more, especially when you consider the projected expansion of our women's programs."

WOMEN'S ATHLETICS will continue to exert financial pressure on the budget, of course, and Hart thinks that's fine as long as men's programs, particularly football, are not, in effect, destroyed because of unrealistic Title IX regulations. He has been pleased with Chancellor Uehling's support of the total athletic program. And as far as football is concerned, she attended every game this past season, at

NEW TICKET POLICY DESIGNED TO RAISE

Tying contributions for athletic programs to prime seating in football stadiums is nothing new. Although there may be some differences as to the size of contribution required, Mizzou Athletic Director Dave Hart says about 90 percent of major football schools have such a policy, and all Big Eight universities do. It's simply a way to reward those who make significant gifts to athletics.

Mizzou's new policy is fairly detailed, and only the highlights are presented here. (An example of the detail: A husband and wife are considered one season-ticket holder. In the event they have two tickets and one dies, the survivor may retain the two tickets. In the event of a divorce, each spouse may retain one ticket.)

Hart says that there are two unique things about the Missouri plan. First, everybody now holding season tickets in the preferred seating areas will be able to keep two of those tickets, whether or not they contribute to the athletic program. At Oklahoma, for example, everybody in prime seating must contribute substantially. Non-contributors were moved. Second, the Missouri plan recognizes Jefferson Club members who are contributing to areas of the University besides athletics. Other Big Eight schools reward athletic contributors only.

A total of 13,000 seats are involved in the contributors' areas on the West and East sides of Faurot Field. The rest of the 60,000 seats are not affected by the new policy (See diagram). Of the 13,000 seats, almost 3,600 are held by persons who have no more than two seats anyway; so they are not affected. The remaining 9,408 seats were held last year by 1,696 persons. Consider the two tickets each that they're allowed to buy without a contribution and the number drops to about 6,000. Subtract the tickets held by current contributors, and the number becomes even smaller. Probably no more than 1,000 ticket holders are affected by the new policy. However, the number of persons actually affected is increased to the extent that the original ticket holders resold some of their tickets to the same people over a period of years.

Since a 10-ticket maximum has been imposed in the preferred seating areas, tickets should be distributed more equitably than they are now. Last season 73 persons controlled from 20 to 206 tickets each. They obviously will lose a substantial number of tickets, no matter how large a contribution they might make. Hart said the 73 will be contacted personally over the next three-year period. In the case that they have resold the tickets to other persons — and can furnish lists of the buyers' names — these other persons will be given the first opportunity to contribute sufficiently to

retain the seats they had been buying from the original ticket holder.

Athletic contributors at seven levels, from \$25 annually (Sports Club) to \$5,000 a year (Big M Distinguished Fellow), are now banded together in an umbrella organization called the Mizzou Athletic Scholarship Associates (MASA). Different levels of giving result in different levels of benefits, but the key gift begins at \$500 annually, because that enables a donor to buy two season tickets in the MASA section of the stadium. Choice basketball seats in Hearnese also are part of the package. The \$5,000 donor may purchase 10 football tickets in the prime seating area.

When the new policy is fully implemented, it is expected to produce annual gifts of \$1.3 million.

Individuals holding seats in the Tiger Lounge whose 10-year contract has expired must contribute \$500 a seat (maximum of four) in order to retain the Lounge seating. The contracts of any Lounge members still in force will be honored until the end of the contract period. But Lounge seat holders who do not choose to donate at the \$500 per seat level are guaranteed two seats at face value in the MASA area.

Hart said there is a long waiting list for

home and away, usually traveling with the players and coaches on the team plane.

Football, obviously, is the goose that lays the golden egg for the total athletic program. Hart believes that Mizzou has a good football program now, one that will get better as soon as the new training facilities are completed. "But," he points out, "the income we derive from football is now much lower than the football income received by Oklahoma and Nebraska, for example. Their ticket prices have been higher than ours; they get larger — and more — donations based on providing donors with prime seats. Last year, gifts for Oklahoma's athletic department totaled

about \$1.6 million. We raised \$442,000. On its VIP press-box alone. Nebraska received \$460,000 income. This year, our VIP lounge produced \$22,000."

THAT'S MUCH OF THE REASON for the increase in Missouri's ticket prices and the new ticket policy announced in December at a Board of Curators meeting.

"We really had only two other options," said Hart. "We could have cut back all non-revenue sports, or begun to use state funds for intercollegiate athletics. The first isn't desirable, and the second isn't feasible; so we opted to expand the fund-raising potential." □

\$1.3 MILLION FOR ATHLETICS

Tiger Lounge seats and privileges.

Although there are some additional provisions, the Jefferson Club rule provides that a member as of last September 1 at the \$1,000-per-year level may buy two seats in the MASA area. A \$2,500 per year contribution to any area of the University is required for persons who become Jefferson Club members after September 1.

Also announced was an increase in football ticket prices effective for the 1979 season: from \$8.50 per game to \$9.50 for the general public, from \$4.50 to \$6.50 for faculty and staff and from \$4.50 to \$5 for students. The public and faculty/staff season tickets also will include tickets for the 1980 spring football game, at an additional cost of \$2 for the public and \$1 for faculty and staff. The single-game general admission price (the north hill) was increased from \$4.50 to \$5.

Both the new ticket policy and increase in ticket prices came after a long and detailed study by the athletic department, the Committee on Intercollegiate Athletics, Chancellor Barbara S. Uehling, and President James C. Olson. Three alumni representatives sit on the Athletic Committee. □

