



Greg Carlberg, who finished second in the mile at the recent Big Eight indoor track and field meet, prepares for the upcoming outdoor season which begins with NU traveling to Tucson to meet Arizona and Long Beach State April 5.

Hungry fans spend \$38,000 for food; athletic department sports big budget

by Mark Gordon
Sports Editor

Government may be big business, but Bill Fisher knows that a university athletic department also plays the game of high finance.

Fisher, Husker athletic business manager, supervises all athletic department fiscal matters which annually account for more than \$2 million. Besides overseeing the

Editor's note: This is the third in a six-part series on NU athletic department officials.

budget, he also handles the mechanics of the grants-in-aid scholarships, manages the concessions and arranges transportation and accommodations for road football games.

"CONCESSIONS are the most time consuming part of my job," he said. "We sell at football, track, basketball and baseball games, and we also get concession receipts from the state wrestling, basketball and baseball high school tournaments."

The concession revenue provides \$150,000 annually which helps support the athletic department, he said, adding that about \$125,000 comes from football crowds.

"On warm sunny football days, we take in about \$28,000 but when it's cold and we can't sell cold drinks, this drops to about \$15,000," he said.

Fisher, who assumed duties of concessions director in 1967 when H. H. (Ike) Hanscom retired, said 300 workers and 80 sellers work at Memorial Stadium football games, and 15 sellers and 15 workers work at Coliseum basketball games. He added that in some ways, basketball

concessions are harder to manage.

"WITH FOOTBALL, we know we will have 65,000 every Saturday and that's how many people we plan for," he said, "but in basketball, with so many unreserved seats and the weather a factor, we don't know how many to plan for."

In supervising the grants-in-aids, he said athletes may either live in dormitories or off campus, so he coordinates the financing with the proper authorities for the athletes' accommodations. He added that this runs to about \$400,000 annually.

With football away games, he said the 70-member football party prefers motels to hotels, and the team flies to non-Nebraska sites by a chartered commercial airline.

ALTHOUGH ALL Big Eight schools are feeling the pinch of increased

operating expenses in the athletic departments, he said Nebraska is in



Bill Fisher

relatively good financial shape. However, trouble might develop as early as five years from now.

"Trouble is always sitting under your front door," he said. "With possibly a new track and fieldhouse to be built within a few years, we may be in trouble."

But he stressed that the situation at NU is better than at many other Big Ten and Big Eight athletic

departments. He also explained that road football games are a critical factor in the athletic picture.

"These games must be scheduled 10 to 12 years in advance," he said. "It's hard to determine which games are going to be good draws so far ahead."

WHILE OTHER schools have attendance problems at football games which provides the vast majority of revenue for all schools, NU has advantages over other colleges, which foreshadows profitable years ahead, he said.

He termed lack of a pro football team in the area, the benefits of just one state university, a strong football tradition, a winning program and a scarcity of seats as reasons which should keep football and the entire athletic department financially strong for at least the immediate future.

NU Flying Club

The University of Nebraska Flying Club will hold an organizational meeting at 7:30 p.m. in Richard's Hall, room 206. All interested students and faculty are invited to discuss plans for formation of the club, which will be separate from the now-operating University Flying Club.



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