

# \$3 Million Business

By Peter Anderson

**D**irector of the University of Nebraska Athletic Department Bill Fisher has filed a \$3 million business report for the year ending July 31, 1972. The report shows that the department has a net profit of \$2,700,000. The net profit is the result of the department's operations during the year. Fisher said that the department's net profit is the result of the department's operations during the year. Fisher said that the department's net profit is the result of the department's operations during the year.

The financial report for the 1972-73 fiscal year has not been filed because of an accounting lag, according to Bill Fisher, athletic business manager. The report shows that the department has a net profit of \$2,700,000. Fisher said that the department's net profit is the result of the department's operations during the year. Fisher said that the department's net profit is the result of the department's operations during the year.

completing \$1.5 million worth of capital improvement. This includes the expansion of the south seating in Memorial Stadium, new athletic department offices and seating for the outdoor track which have been. Such capital expenditures will likely cause a budget deficit over a two-year span. These improvements will be paid for with \$1.5 million in revenue bonds and \$1 million in cash from the athletic department itself, he said. This year's budget should show a deficit of \$100,000, Fisher said. He said that the department's net profit is the result of the department's operations during the year. Fisher said that the department's net profit is the result of the department's operations during the year.

money destined for athletic programs at many schools; sometimes up to five dollars a student will be given to athletics, he said. Fisher explained that one obscure method of getting financial backing for sports has been to have the salaries of the coaching staff absorbed by the men's physical education department. Another channel of support is through the use of tuition waivers for athletes as a token of scholarship program, he said. Athletes receive tuition waivers at UNL. If waivers these are paid by the athletic department, Fisher said that the department does not receive any profit from these channels. The football record has been able to generate about 10 percent of the income of the department, he added. Bob Devaney, athletic director said "The athletic department is self-sufficient financially while it pays its own way, but we are going to need help in the future maintaining the new fieldhouse." "Rising costs in general also could

force the department to seek support from the University," he said. In the meantime the Nebraska and possibly the Oklahoma athletic departments are the only Big 8 teams to financially exist on their own income. The income that football generates includes revenues from concessions, tickets, public donations, interest on investments, money from televised games and the split of profits between teams in the Big 8 conference, Fisher said. The income from usually absorbs the cost of the same because many schools play the same teams year after year. He said that the department's net profit is the result of the department's operations during the year. Fisher said that the department's net profit is the result of the department's operations during the year.

concessions." He explained that his major complaint is that 44 athletes who are not on athletic scholarships sell the 75 cent programs on a commission similar to the way First Down is sold. This becomes a kind of subsidy to the athletes and they are hurt when their sales are cut. "I think the greatest danger can be in the relationship between the athletic department and the Daily Nebraskan," Fisher said. While the primary source of income is football, the financial loss in fiscal 1972 was the track program which cost \$2,080,000. That is \$1,700 income. This includes cross country, indoor track and outdoor track.



Bill Fisher



Photo by Gail Folds

After returning from coaching last year, Athletic Director Bob Devaney now devotes full-time to running a \$3 million sporting enterprise

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packaged which has the second largest amount of the university sports program. In addition to the football program, the department has a large number of expenses incurred by the athletic department was \$571,580 for non-revenue scholarships for student athletes. This expense, however, produced income in return to the academic side of the university. The second largest expense listed in the report was salary for the athletic staff. For fiscal 1972, \$429,900 was paid in salary. Fisher and Head Coach Tom Osborne, his two assistants and six graduate assistants have a combined salary totaling \$1,000,000. Fisher said that the department's net profit is the result of the department's operations during the year.