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# NU football ticket sales still low among students

## Deadline lifted to give students more time to buy

By Tony West  
Staff Reporter

For the 11th straight year, Nebraska's student football ticket sales are on a sharp decline, said Joe Selig, Nebraska's ticket manager.

So far this fall, only 6,500 student tickets have been sold, down from the 7,400 that were sold last fall. That drop continues the downward trend in student ticket sales that began in 1982.

Selig said he has pulled out all stops to try to turn student ticket sales around.

That means he will extend the deadline, which was yesterday, for students who still want to purchase season tickets.

"Students who want season tickets need to get over to the ticket office as soon as possible," Selig said. "We just want to make sure that anyone who wants to get to the games can get there."

Selig said fewer students were going to games because of busy schedules and the availability of other entertainment options.

However, Selig said he does not think the lack of a nationally-ranked team on the non-conference schedule has contributed to the decline.

"The downturn started in 1982, so I don't think you can attribute it to the schedule," he said. "Students may just be busier than they used to be."

As a result, the ticket office has been busier as well.

## Student football ticket sales

Nebraska's season ticket sales to students have dropped from 13,400 tickets sold in 1983 to 6,500 this year. A six-year look at student ticket sales at Nebraska and Oklahoma



DN graphic

The office launched a more aggressive campaign to sell season tickets this year, Selig said. That campaign even included offering part-time employees and students' parents the opportunity to buy season tickets, he said.

"We've tried to sell tickets earlier this year," Selig said. "That way, we're not in a crunch to sell them the week


of a game."

Selig said Nebraska is "in good shape" to sell out for the opener against North Texas, Sept. 4.

**NOTE**

Students wanting to receive their season football tickets need to bring their UNL student IDs to the South Stadium ticket office between 8 a.m. and 5 p.m. Monday through Sept. 3.

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# Walden says team must believe to win

AMES, Iowa (AP) — Promoting the power of positive thinking brought fame and fortune to Norman Vincent Peale. Jim Walden just hopes it brings him a few more victories.

Walden is preaching a Peale-like message as he starts his seventh season as football coach at Iowa State. Before his team can become a winner, he says, it has to think like one.

"How do down teams get good? Somewhere along the line they have to believe they are," Walden told the Big Eight Skywriters on Tuesday.

"You've got to believe you're good when everybody else says you're not. Our challenge is to rise above the perception."

The perception this year is same old story for Iowa State: they are a second-division Big Eight team that will struggle to get near the .500 mark. But Walden said the Cyclones don't have to settle for that.

Although Iowa State won only two Big Eight games in going 4-7 last fall, one of those victories was a stunning 19-10 upset of league champion Nebraska. Walden said he hopes that game imparted a lesson to his players.

"For one moment, it proved to me I had some guys that can play if I can convince them of that," he said.

"What you are is what you think. So I've got to get this bunch of kids thinking good about themselves. And if they do, they're going to be pretty

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*For one moment, (the upset of Nebraska last year) proved to me I had some guys that can play if I can convince them of that.*

—Walden  
Iowa State coach

good. If they think well of themselves and play well, they're going to be shocked how good they are."

Walden could use a good season. He has turned out only one winning team in his previous six seasons at Iowa State and he must impress a new athletic director (Gene Smith) and president (Martin Jischke). Smith replaced Max Urick, one of Walden's strongest allies.

Improvement is certainly possible.

Iowa State's triple-option offense, which burned Nebraska for 399 yards and piled up 516 against Kansas, should be more effective now that the players have had a year to get used to it. Experienced players fill most positions on defense and if the defense holds, the Cyclones can trot out the league's best punt returner, James McMillion.

McMillion ran back three punts for

touchdowns last fall and was second in the nation with an average of 18.9 yards a return.

If nothing else, quarterback Bob Utter said the Cyclones will be entertaining.

"If you're an Iowa State fan, you can expect to come to a game and enjoy yourself, have fun watching your team play and have a real good feeling going into the fourth quarter that we're going to be in the game with a chance to win," Utter said.

Whether that happens could depend on Utter's health. The 5-foot-10, 184-pound junior has been knocked out of action by injuries the last two years. He broke his jaw and suffered should and ankle injuries when two Oklahoma players sandwiched him in 1991.

Last year, he had two concussions, one from being sacked, the other when he tried to tackle an Oklahoma State player after throwing an interception.

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## Ban

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might miss a couple of practices.

Defensive tackle Jason Pesterfield returned to practice after suffering from heart problems — which Osborne said aren't serious — early in the week.

Ben Rutz, who tore his anterior cruciate ligament in his right knee, is making "one of the fastest comebacks I've ever seen," Osborne said. Rutz could see action after the first couple of games this season, Osborne said.

Josh Heskew, a freshman tight end/nose guard from Yukon, Okla., is out for the season with a torn anterior

cruciate ligament he injured in a high school all-star game during the summer.

Lance Brown, a freshman split end from Papillion, Neb., is out for the season with a torn anterior cruciate ligament in his knee, which he injured in the Nebraska Shrine Bowl in August.

Jamaal Williams, a freshman walk-on, is out for the season with a torn anterior cruciate ligament in his knee.

Matt Aden, a freshman wide receiver/free safety from Omaha Northwest, is out for the season with cartilage damage in his knee.

## Gregory

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Nevertheless, the confines in the middle of the lane may not be so friendly for the Huskers this season.

Nee said the Huskers will be happy to play in a style without a center, though.

"We're not going to play with a center," Nee said. "But, the guys are looking forward to playing this way."