

Texas A&M

# The Battalion Sports

May 5, 1982 Page 15

## Athletic revenues

### A&M football gate receipts total \$2.7 million in 1981

by Bill Robinson

**Battalion Staff**  
 In the big business of intercollegiate athletics, football has emerged as the primary source of operational funding for all sports of the Texas A&M Athletic Department. Gate receipts from the 1981 football season amounted to just over \$2.6 million. Of that figure, slightly over \$1 million came from ticket sales to home games, another \$1 million came from road and bowl games, and \$80,000 came from student ticket books. The 1981 total represents a 3 percent increase over the 1980 total of more than \$2.5 million in football gate receipts. One reason for the small in-

crease in the revenue figures is the quality of opponents the Aggies faced in Kyle Field during 1981.

Contracts for the split of game proceeds are written in a way that gives the big football schools like Texas A&M, Texas and Arkansas a bigger share of the gate, said Assistant Athletic Director for Business Affairs Wally Groff.

For that reason, Louisiana Tech was Texas A&M's big money-making game in 1981, despite having almost 10,000 fewer people in attendance than most other home games. A high level of revenue is dependent upon high attendance.

Attendance is an area in

1981 HOME FOOTBALL AND OTHER SPORTS					
GAME	GATE RECEIPTS	STUDENT RECEIPTS	ATTENDANCE	SPORT	INCOME
La. Tech	\$221,878			Baseball	\$8,159
UH	\$203,141	\$136,127	56,217	Basketball	\$136,020
SMU	\$185,289	\$136,127	66,569	Golf	\$1,419
Ark.	\$200,894	\$136,127	62,646	Track	\$2,909
Texas	\$216,118	\$136,127	71,731	Men's total revenue	\$148,507
				Women's basketball	\$2,785
				Women's softball	\$1,275
				Women's track	\$50
				Women's volleyball	\$660
				Women's total revenue	\$4,770
<b>TOTAL</b>	<b>\$1,707,955</b>	<b>\$680,635</b>	<b>319,166</b>		

which Texas A&M football rarely lacks. In 1981, Texas A&M set a new Kyle Field attendance record with over 315,000 spectators attending football games.

With seven home games next

season, as well as the potential draw of new head coach Jackie Sherrill, the Aggies should easily surpass the 1981 figure.

Even if the average attendance increases by only 5 percent in 1982, as it has done each of the last two years, football revenue could surpass the \$3 million mark.

Another reason Texas A&M should hit \$3 million in revenue in 1982 is the caliber of teams it is playing.

By playing seven home games against lower-quality teams, the University should be able to negotiate more advantageous contracts, similar to the Louisiana Tech contract in 1981.

Surpassing \$3 million in football gate receipts, the primary component of the Stadium Revenue Fund that pays Athletic Department salaries and other expenses, would be a great achievement.

Sherrill drew large crowds while at the University of Pittsburgh and could attract as many as 500,000 football fans to games in Kyle Field next year. The stadium sets 70,016 but can easily hold more.

Texas A&M set a single-game high of 71,731 against the University of Texas in 1981, easily breaking the old stadium record of 69,735 set against Baylor in 1980.

The 63,833 per-game attendance average for the 1981 season also broke the previous Kyle Field average attendance record of 60,432, set in 1980.

But football is apparently the only sport in which Texas A&M can attract fans.

Non-football revenue received through March 31 was only \$153,277, a 50 percent decrease from what was received a year ago.

Thus far, basketball is the second-leading source of revenue, having produced over \$135,000. The basketball sum does not include the University's share of National Invitational Tournament money.

Baseball is a distant third in revenue production, followed by track, women's basketball, golf, women's softball, women's volleyball and women's track.

## Mauck opts for new position as New Orleans line coach

**United Press International**  
**NEW ORLEANS** — Former Houston Oilers center Carl Mauck has joined the New Orleans Saints as an assistant coach.

The veteran of 13 NFL seasons will coach the offensive line along with offensive line coach Joe Spencer, coach Bum Phillips said Tuesday.

Mauck, 34, played center for the Baltimore Colts, Miami Dolphins and San Diego Chargers before being traded to the Oilers in 1975. He retired from Houston following the 1981 season.

"Carl played for me six years in Houston, and we were together two years in San Diego," Phillips said. "He was the first player I traded for

when I took the head coaching job at Houston. He has been a winner by working — not talking."

Mauck, a native of McLeansboro, Illinois, entered the NFL from Southern Illinois University in 1969.

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