







# Women athletes play survival game

By DONNA RAND  
University Daily Managing Editor

The name of the game in collegiate women's sports no longer is: "win or lose, it's the playing that counts." The game today is "how to survive." How to survive as a smaller school against the top teams in the nation. How to survive with a virtually non-existent athletic budget and less-than-adequate facilities. And how to survive in a world dominated by the big business of men's sports.

Playing the survival game requires more wins and the recruiting of more top-quality players. And the battle rages on. The top-ranked teams in the nation pay big bucks to recruit the hottest high school stars.

LOUISIANA TECH UNIVERSITY, which finished first in the nation in 1982 and second to the University of Southern California this year, spends an estimated \$50,000 to \$75,000 a year on basketball recruiting alone. The university's total basketball budget for scholarships and recruiting is \$200,000, according to an article in *The Chronicle of Higher Education*.

"Women's athletics is now a big business," said Jeannine McHaney, director of women's athletics at Texas Tech University. "The kids give time to become a winner. They're masochists — but that's what it takes. This is not an intramural program."

BUT NOT LONG AGO the women's sports program at Tech was treated as less than an intramural program. In 1966 and until 1975 the volleyball and basketball teams practiced and played their home games in the Women's Gym — providing no intramural team was using the court. The women often waited until 9 or 10 p.m. to use the free court for practice, said Dana Olmstead, director of sports publicity.

Prior to 1975 the women on the team purchased their own uniforms, paid a major portion of the travel expenses and bought their own meals on road trips, McHaney said.

In 1975 Tech joined the Association for Intercollegiate Athletics for Women (AIAW) and formed its own athletic department. The women now had priority in the Women's Gym but found their swimmers and divers playing second chair to swimming classes and to the Lubbock Swim Club, Olmstead said. Swimming practice often began as late as 8:30 p.m.

“With the switch to NCAA we have more freedom, but right now we don't have the money to utilize that freedom.”  
— Jeannine McHaney

ALSO IN 1975 THE women's athletic department moved from its offices in the Women's Gym into two rooms in the now-demolished Naval Reserve Building.

"It was hard to ask an athlete to come play at Tech when the walls were peeling and the pipes were clanking," Olmstead said of the Naval Reserve Building.

Now the department is housed in offices at the south end of Jones Stadium, where the women's athletic department moved in 1980.

McHaney said the new offices aid the department's recruiting efforts. "The view (a goal-line-to-goal-line shot of the stadium) impresses the visiting athlete and the parents alike."

"THE FOOTBALL TEAM IS a recruiting ticket for us," Olmstead said. "Area kids grow up hearing about the football team and it helps us get them to come here."

A past problem in recruiting, McHaney said, was getting the athletes to the Tech campus to see the facilities and to talk with the coaches.

"We were strapped under AIAW recruiting guidelines," she said. An AIAW school was allowed to write a letter to a potential recruit expressing interest in the player and asking them to visit the school. The athlete then had to foot the transportation bill while the school paid the food and housing expenses during the visit, she said.

"The rules were discriminatory," McHaney said. "Kids from lower income families couldn't afford to pay their own way here."

THE TECH WOMEN'S Intercollegiate Athletics department declared Division I membership to the National Collegiate Athletic Association in 1982 and, McHaney said, found the lax NCAA recruiting rules helped improve player quality at Tech.

"We can fly them in and show them around, and they don't have to worry about finances," she said.

The women's athletic department operates on an annual budget of \$17,000, established while the department still was an AIAW member. McHaney said she would like to see an increase to at least \$40,000 to improve recruiting procedures and upgrade facilities and equipment.

"The Red Raider Club is a major fund-raiser for us," she said. "But most people want to contribute to scholarships, not recruiting."

"WE NEED A BUDGET increase for recruiting," McHaney said. "With the switch to NCAA we have more freedom, but right now we don't have the money to utilize that freedom. I'm trying to shuffle the funds around to offset the deficit."

"We're now in with the top schools in the recruiting fight," Olmstead said. "We're after quality athletes to sell our total program to."

"We know to use the Madison Avenue approach on some girls and other approaches on different kids," McHaney said of Tech's recruiting practices. "We have to know which one (approach) is right or we'll lose them. You don't approach someone from Chicago like you would someone from Sudan."

McHANNEY SAID ONE ADVANTAGE Tech has over most universities is the women's athletic department's operation as a separate entity from the men's athletic department. Of the Southwest Conference schools, the University of Texas is the only other university with two separate athletic departments.

The Men's Intercollegiate Athletics office is a separate division in the Texas Tech University governing structure and is responsible directly to the president of the university and the members of the Board of Regents.

Whereas the Women's Intercollegiate Athletics office operates under the Office of Student Affairs and is responsible to the Vice President for Student Affairs Robert Ewalt, who in turn is responsible to the university president.

"A SEPARATE ATHLETIC DEPARTMENT gives more to the participants," McHaney said. "Otherwise (under one department) the women get lost in the shuffle. We are able to be more organized by focusing more attention on women's sports."

She also said she hopes a merger of men's and women's athletics at Tech does not occur in the future.

"When you have a low image and merge with something that has a higher image it's tough to get much accomplished," McHaney said.

"The public views women's athletics as second class," she said. "The press says there is no audience for women's sports. We can't compare our program to a stadium of 50,000 people, but we're good entertainment. Women's sports is exciting."

"IT IS ODD THAT ALL WE hear about in the spring is football spring training," Olmstead said. "It receives more publicity than baseball, softball, track and other spring sports. You don't hear about the volleyball team having two-a-days and three-a-days to get ready for their season that doesn't begin until September. A lot goes on in the off-season that the public doesn't know about."

McHaney said the nationwide opinion of women's sports is changing. "We can't demand equal promotion and support," she said, "but we can ask for equitable promotion and support."

She said women's sports is earning more respect from the general public, and the impact of women in sports is being felt more and more.

McHANNEY EXPLAINED THAT women athletes now have a voice. She said as women's sports become more accepted and respected women athletes will have a larger role in promoting women's causes such as passage of the Equal Rights Amendment.

But McHaney said the key today is simple survival — the fight to exist and compete against the powerhouses.

"We're getting better equipment and facilities year to year," McHaney said, "but right now recruiting comes first. That's where the money goes."

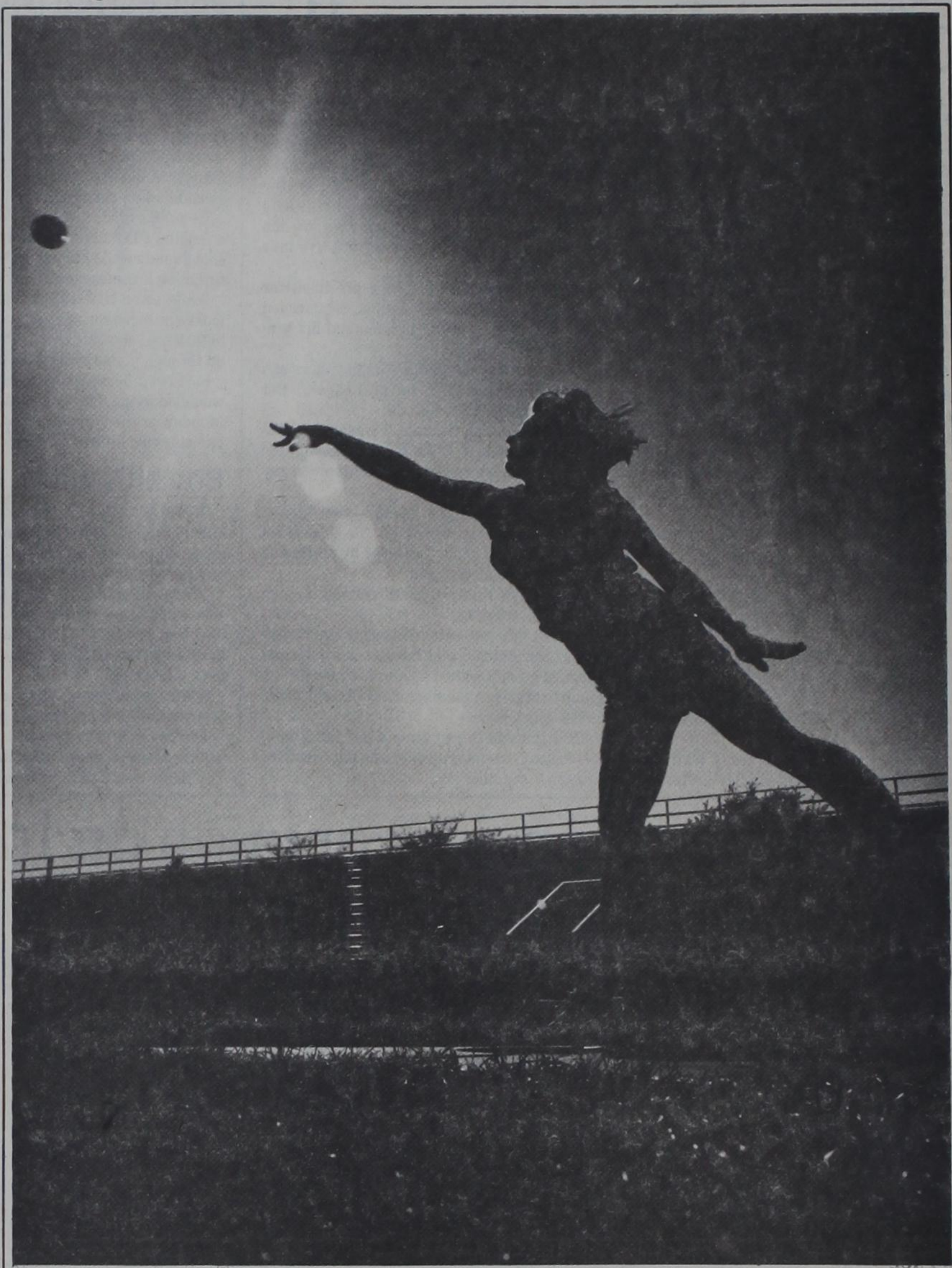
She said the Tech program has improved drastically since she first took charge of women's sports in 1966.

"WE'VE MOVED FROM A STAFF of 10 to a staff of 22; we play in the Coliseum instead of the Women's Gym; we've brought salaries up from \$6,000 (to \$15,000 and more); we're building new training facilities and a softball field," McHaney said. "We've grown from a thrown-together operation to one of better organization."

"The people are comfortable. They are pulling together in the same direction — and that's a tough combination to hit."

"We have 30 percent of all the athletes at Tech and receive 24 percent of the total athletic budget," she said. "There are still some discrepancies, but we're close to equitable."

"You have to do a lot with nothing," McHaney said. "We try to meet state and area needs and be competitive. The pressure is tremendous and you don't get accolades. (Women's athletics) is not glamorous."



A Raider track team member heaves the shot

Women's Intercollegiate Athletics

## Significant gains in women's athletics

□ 1966 — Women's volleyball and basketball teams practiced and hosted games in the Women's Gym. Intramural teams had priority on the court and the women had to wait to use the facility when the intramural teams were finished.

Women purchased own uniforms and meals and paid own travel expenses.

□ 1975 — Texas Tech University women's athletic department formed. The department became a member of the Association for Intercollegiate Athletics for Women.

Women now had priority in the Women's Gym, but swimming classes and the Lubbock Swim Club both had priority at the pool in the Men's Gym.

Women's athletic department offices moved from Women's Gym to two rooms in the Naval Reserve Building.

□ 1980 — Women's athletic department moved to south end of Jones Stadium.

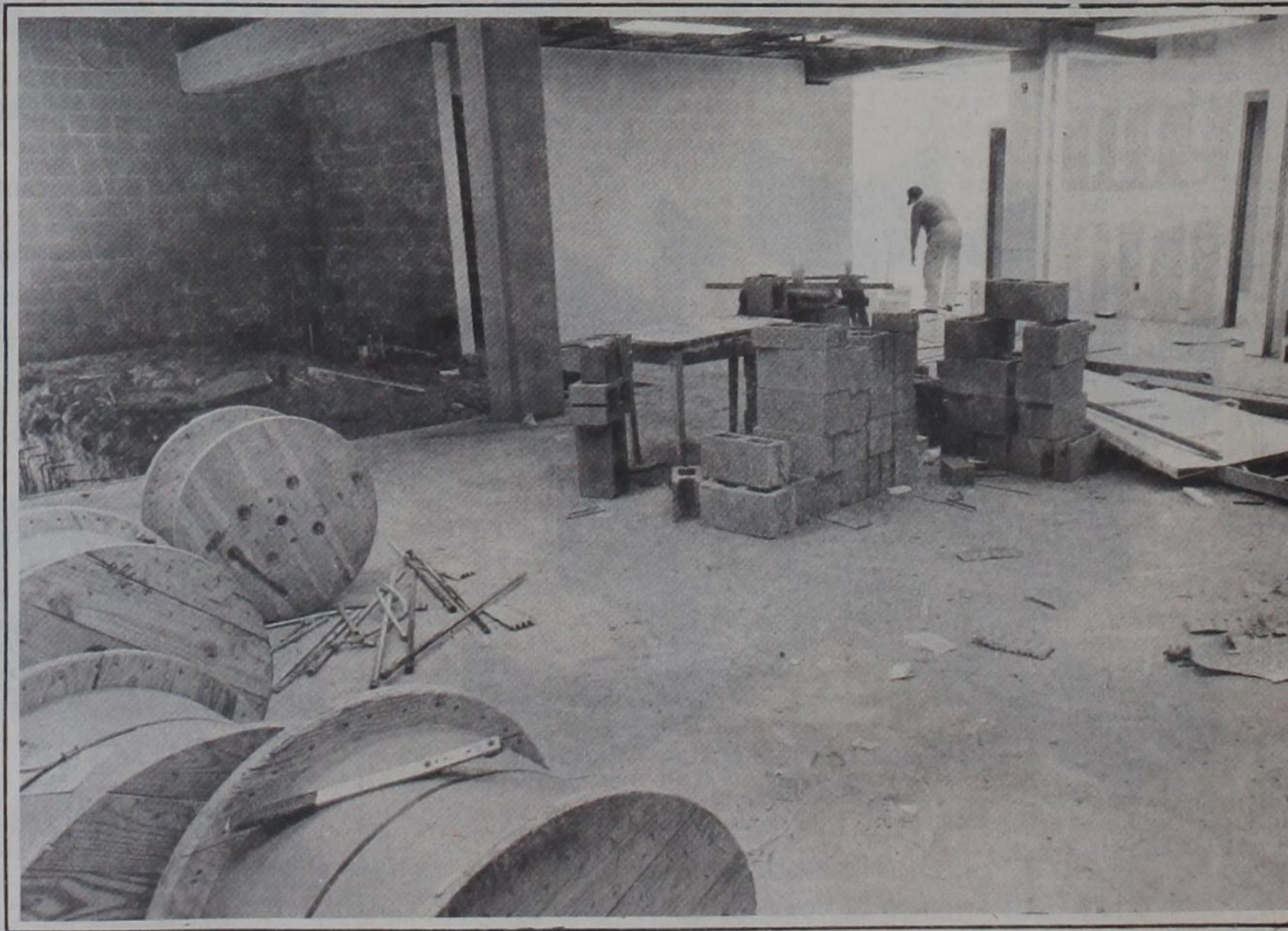
□ 1982 — Women's athletic department declared Division I membership to the National Collegiate Athletic Association.

□ 1983 — Construction begun on new training facilities. Construction set to begin on women's softball field.



Tech swimmer Lidia Yukman

Women's Intercollegiate Athletics



Construction on facility at Jones Stadium

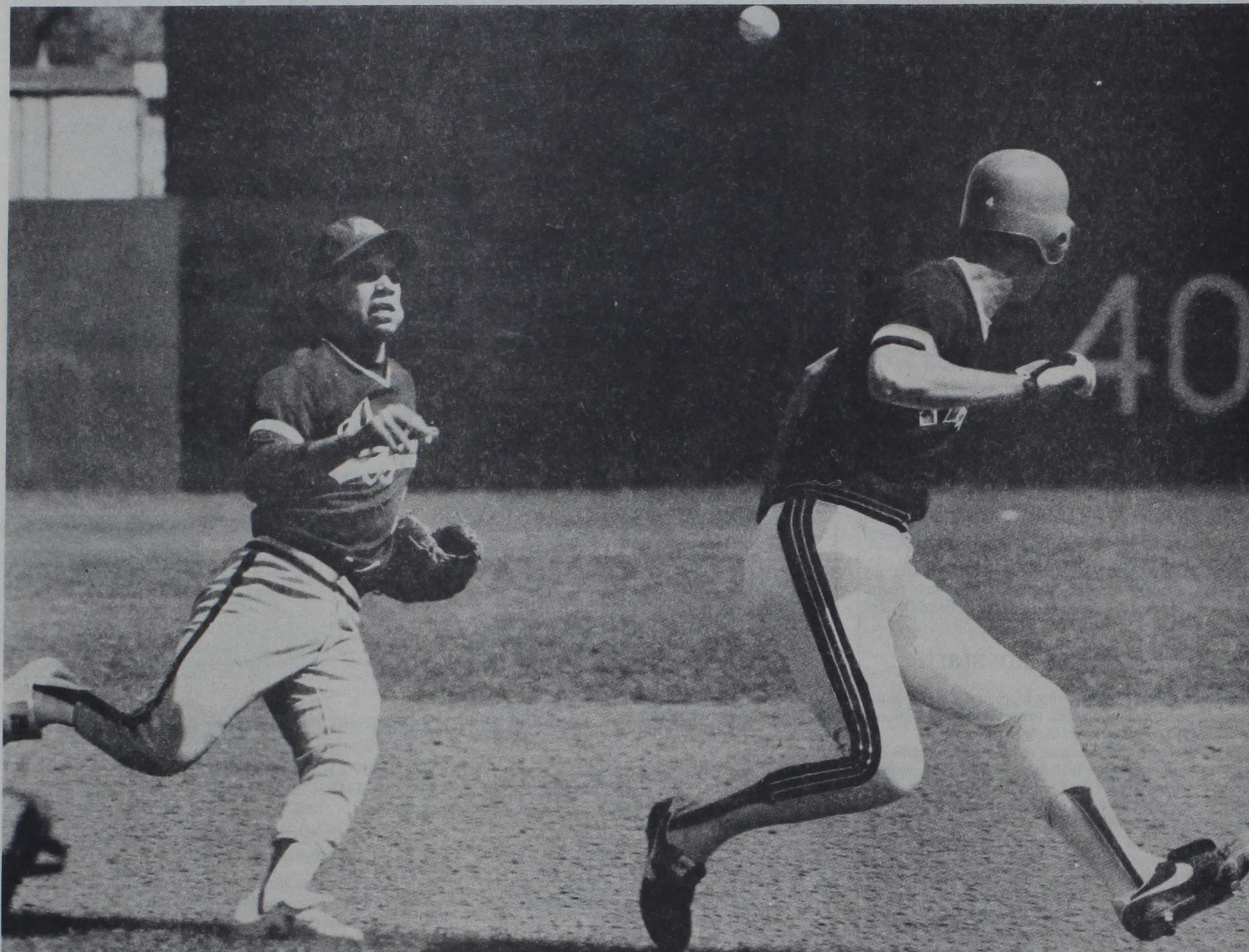
The University Daily/Adrin Salder







# Tech completes sweep with 11-10 victory



A Tech baserunner gets in a rundown with Texas A&M infielder Tim Cartwright

By JOHN KELLEY  
University Daily Sports Writer

When the Texas A&M University Aggies came to town, the rumor was that the Aggies were a little snake-bitten. No matter what they tried or how big a lead they built, the Aggies were managing ways to lose.

The concept no longer is a rumor. Texas Tech University handed the Aggies their ninth straight Southwest Conference loss Monday with a come-from-behind 11-10 victory. The win, which gave Tech a sweep of the series, boosts the Raiders conference record to 6-6 and puts them back in the thick of the conference race. A&M, on the other hand, now is 2-10 in the SWC.

The Aggies led 9-3 going into the Tech half of the fifth, but when the late innings rolled around the Aggies faltered much like they did Sunday when they blew an eight-run lead in the second game of the doubleheader.

While the Aggies are establishing a losing reputation, the Raiders are developing a never-say-die, comeback image.

"You've just got to appreciate the way these young men have fought their way from the depths to get back into the race," coach Kal Segrist said.

Tech came to the plate in the eighth trailing 10-7. With two on and two out, Jimmy Zachry hammered a 3-2 pitch over the wall in left center to tie the game 10-10. The home run was Zachry's third of the series and his ninth of the season.

Gene Segrest followed with a single, and after a walk to Todd Howey, Kenny Allbritton ripped a line drive into left field to score Segrest and give Tech the 11-10 win.

"We're not going to be able to hit like this all the time," Segrist said, referring to his team's 29 runs in the three-game series. "But Zachry has been a big man for us. He had a good series."

Rusty Lamar came on in the ninth to put the Aggies down in order and pick up the save. Pat Moore, who had entered the game in the sixth in relief of starter Derek Hatfield, was credited with the win, his first against no losses this year.

Tech staked an early 1-0 lead in the second, but A&M came back with one in the third, three in the fourth and five in the fifth. The Raiders scored two runs in their half of the fourth to cut the lead to 4-3 before the Aggies erupted in the fifth.

Segrist let Hatfield finish the inning even though the submarine-baller was touched for four hits and issued two walks in the frame.

No matter how big the Aggie lead ballooned, the Raiders managed to scratch back until they were back in the contest.

The Raiders scored two more runs in the fifth and sixth innings to narrow the lead to 9-7. A&M stretched the lead back to 10-7 with the unearned run off Moore in the eighth.

The stage then was set for Zachry. Once the ball left the bat of Aggie leftfielder Don Robison just turned and watched — there was no doubt.

The only doubt remaining was whether the Raiders could win before extra innings. Allbritton took care of that.

## Applications For ADVERTISING STAFF POSITIONS Are Available in 102 Journalism Bldg. Now Through April 15

Interviews will be held April 18-21 for the following Student Publications Advertising Staff Positions:

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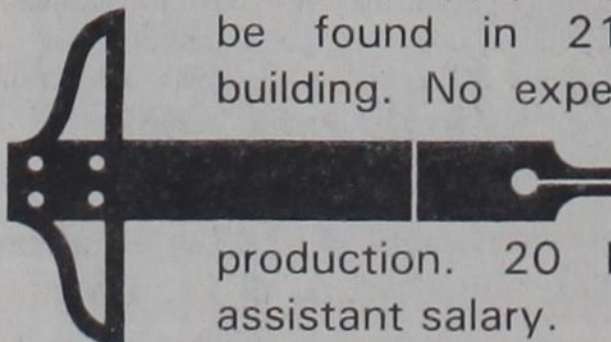
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Applications are being taken beginning April 18 thru April 22. Interviews will be scheduled the following week. No applications will be taken over the phone. Please apply in person. Applications can be found in 211 of the Journalism building. No experience necessary, however should be interested in newspaper production. 20 hours weekly, student assistant salary.



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