

# Behind the scenes work makes varsity sports tick

*Information Director Chuck Moser man on the go*

Being an administrator and publicity man of one of Canada's largest university sports departments isn't an easy job. Just ask Chuck Moser.

Moser's official capacity is that of Director of Sports Information and assistant to Athletic Director Ed Zemrau. The job keeps him hopping during the eight or more hours he puts in each day.

"A good deal of my time is taken up with making travel arrangements for the various intercollegiate teams. There are airline and train tickets to be reserved through the travel agent, busses to be chartered, hotels and meals to be arranged for and ground transportation to be lined up," said Moser.

As an example of just how trying things can get, consider the situation two weeks ago. The male and female swim teams needed a bus for their Saskatoon meet. The Pandas and Golden Bears basketball squads needed airline reservations for Winnipeg as did the judo team. The wrestlers were off to a meet in Montana and needed two rented cars, while the four volleyball teams were off to Calgary.

## "One missed detail could cause confusion"

"It takes meticulous planning and careful organization in order to keep up with things," adds Moser in the understatement of the year. "One missed detail could cause a lot of confusion."

This past weekend was just about as busy. Four teams—hockey, wrestling, women's curling and women's basketball—competed in Vancouver, while the men's volleyball squad was in Regina for the WCIAA finals.

Chuck's job doesn't end with travel arrangements and hotel accommodations. Bemrau and himself are in charge of the entire athletic program at the university including the intramural division.

"We have meetings with both the University Athletic Board and the Physical Education Faculty to set up," reflects Moser. "Also, each week I write one or two press releases outlining the upcoming weekend's activities which is sent to the other universities in our conference."

Special athletic events which are scheduled for Alberta have to taken care of by Moser.

## "All our work went down the drain"

"In November last, the Western College Bowl was slated for Edmonton. We organized a committee and really had a good thing going. Then, of course, the Bears lost out to Manitoba Bisons and the game was switched at the last minute to Winnipeg. All our work went down the drain."

This year, the Canadian hockey championships are slated for Varsity Arena and already preparation is under way to ensure their success. And with the Golden Bears already assured of a first place finish, all the work will really count.

Athletics have been making great inroads on this campus in the past three or four years.

"You only have to look at attendance figures in the various sports," Moser points out. "For instance, football drew capacity crowds for every game this past

season, and hockey is doing almost as well. Two years ago, we'd get maybe 300-400 people out and most of them would be friends or wives of the players."

But why the sudden revival of interest in campus sports among the populace and especially among the students? Certainly one reason is that Alberta has a winning tradition and everybody loves a winner. During the 1967-68 season, the hockey and football teams both captured national honors.

Another factor has been the introduction of free admission into the games with one's student union card.

"Letting the student into a game for nothing, makes for an inexpensive evening of good entertainment," Moser adds. "And now with a dance following almost every hockey and basketball game, the student can come and have a good time at little expense."

## A Gateway sports feature by Bob Anderson

Probably the biggest reason for the renaissance of intercollegiate athletics is that the powers that be are finally beginning to realize that publicity has to be increased if a product is going to be marketable.

"We're really been stressing publicity in the last couple of years," says Moser. "We've got a good product and it's just a matter of letting the students and the rest of the people in the area know all about it."

"Fanwise we're number one in Western Canada and very close to the top when the whole nation is taken into consideration. We have at first class organization here and are really trying to show the way. But it's a team effort, not just the show of a few individuals."

## "Alberta's reputation in athletics growing"

Alberta's reputation in athletics among Canadian universities is rapidly growing, thanks to the accomplishments of its hockey and football squads. But these teams are not the only ones that add to the reputation. The wrestling contingent won top WCIAA honors last season. The judo squad has yet to be beaten in WCIAA competition. The Golden Bears of basketball look to be a cinch to represent their league in the national finals at Waterloo, while the gymnastic and swim teams are rolling right along.

"It may sound a bit corny, but the men and women who do perform for the university teams really have that inbred Alberta tenacity. And it really scares the hell out of those Easterners."

Naturally, in running such a large program there is the problem of finding enough money to finance the various teams. The

shortage is particularly felt in the minor intercollegiate sports, such as judo, wrestling, and curling. For example, the wrestling team has been travelling long distances to their meets by car, which really leaves them in great shape when they arrive at their destination.

## "We work with a budget of some \$115,000"

"We work with a budget of some \$115,000," says Athletic Director Ed Zemrau. "And not all of it goes for intercollegiate athletics—intramurals takes a fair amount of money to operate."

But the best thing about it is that the student isn't overtaxed in his fees in supporting athletics.

"We collect the lowest athletic fee in the country—\$8 per student, states Zemrau. "Other universities go as high as \$12 per student."

But the wheels of progress are nowhere near stopping yet. Next year, bigger and better things are planned. More emphasis is going to be put on getting the faculty out to the various events. Groups such as fraternities and other campus clubs will be giving the opportunity to promote certain athletic events.

But most important of all, you the student will continue to have first class and top flight sport entertainment served up to you throughout the year. And all for only eight bucks.



**HARDWORKING CHUCK MOSER**—peers over the shoulder of his boss, Athletic Director Ed Zemrau. They're probably trying to figure out how to get the wrestling team to a meet in Timbucktoo or get the volleyballers back from Cuba. One or the other, the problems of their jobs are many and varied.



**ONE OF THE MANY CALLS MOSER MUST MAKE**  
... in lining up the weekends events