



**BSB Reprints: Interview With Ohio State  
Athletic Director Rick Bay, Flashback To '84  
Buckeyes**

*An Interview With Rick Bay*

# No Stadium Enlargement Planned

First-year Ohio State athletic director Rick Bay recently fielded questions on a range of topics for the Buckeye Sports Bulletin.

By Rich Exner

**BSB:** Have the television contracts provided as many headaches as you expected?

**BAY:** It has because we find ourselves having to televise twice the number of games this year than we did a year ago in order to generate the same amount of revenue. The reason for that is once the Supreme Court ruled the NCAA plan illegal, all restrictions were off. Everyone could televise all their games if they wanted.

There are a lot more games available now to the networks than there were a year ago. So now the networks can buy the block of games they want, there are a great number of games on each Saturday.

Any time there is more of a product, the price of the product goes down. With the price down, we have to do more games to generate the same dollars we did in 1983.

**BSB:** Although you have to do more games to generate the same dollars and switch game times around, which isn't so good for the ticket buyer, isn't this better for the exposure of Ohio State football?

**BAY:** I suppose in the sense of the television viewer, it's better because there are more games to choose from but, in the end, it threatens to hurt the product that we put on the field.

If we continue to televise as many games as we are now, the people will be less inclined to buy tickets. And we make a lot more money from tickets than we do from television. If we begin to lose money on our ticket revenues, then we won't be able to support our programs to the extent we do now. So the product ultimately will suffer. That, in the long run, will not be good for anyone who is an Ohio State fan because the quality of the programs will go down for lack of funding.

**BSB:** Any predictions or guesses on what might happen?

**BAY:** Well, many people are unhappy with what has happened this year with the number of games on and the requirements to change starting times to accommodate the networks if you want the games on at all. All of those things, have been detrimental to intercollegiate football.

My only hope, and it may be wishful thinking, is that with so many people being unhappy with what is going on, that despite our philosophical differences, we'll be able to work out some sort of national plan for next year within the perimeters of the Supreme Court ruling.

We'll never have what we had before because the Supreme Court has said that we cannot, but we're going to have to come

*"What I don't want to get into is people knowing that there are tickets available virtually anytime they want to go so they can wake up on a Saturday morning, check the weather, decide the importance of the game and then decide to go at that point."*

— Rick Bay

together to some extent. Otherwise, we're going to saturate the market with college football to the extent that it won't be worth any money to put a game on. If it's not going to be worth any money, I'm not going to have it on very often.

**BSB:** How much of a chance is there of the CFA, the Pacific Ten and the Big Ten coming together?

**BAY:** I think that will have to happen for the purpose of putting a television plan together. Whether we come together relative to any other matter, I'm not sure. But certainly, the top 83 or 84 schools in the country are going to have to get together and agree on some sort of very basic guidelines within the perimeters of the Supreme Court ruling if we are going to solve the television situation.

**BSB:** What are some of the other obstacles, besides television, between the CFA and the Big Ten?

**BAY:** I think, by and large, that the CFA, at least to me, is somewhat of a coaches' conference that is devoted solely to football.

I think there is a little too much emphasis in the wrong places. I think we are more than football-playing schools — number one; so we need the an organization like the NCAA to oversee all of our championships. I think the coaches ought not to be in control.

What happens in college athletics should be up to the institutions as a whole. That means the presidents, the athletic directors and the faculty. Those are the people that ought to run college athletics because we're talking about the total student. We are not just talking about the athletes. I think it's a point of emphasis more than anything else.

**BSB:** Does it look as if non-revenue sports will suffer or will football be able to continue its support of the other sports?

**BAY:** It will depend on television to some degree. Anything we do that negates football revenue whether it's television money or ticket money, is going to have an impact on your whole program.

**BSB:** Do you anticipate having to decrease or being able to increase support of non-revenue sports?

**BAY:** No, I don't anticipate either. I anticipate taking it year by year because we don't know what's going to happen in television the next time around. Certainly, if our revenues drop off in football, it will have an impact on everything we do. It may not mean cutting sports, but it may mean less revenue to work with in their budgets than they had before. We're all dependent on football and men's basketball to run our entire program.

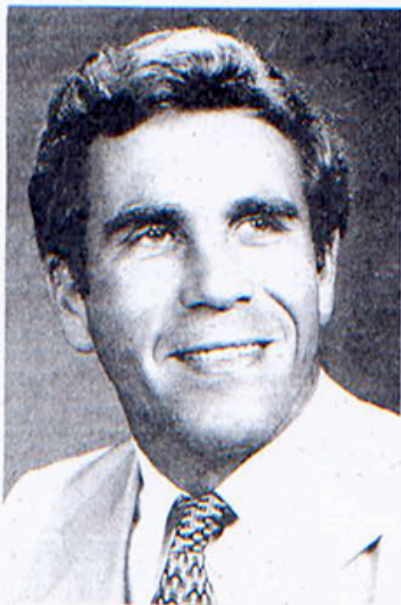
**BSB:** What are the possibilities of any new facilities, including a hockey arena?

**BAY:** We're studying that right now. That's one of my main priorities. We don't have all the facilities we need or should have to be competitive.

It ranges from football practice facilities to — well you mentioned a hockey arena. We also have to have on this campus a mid-sized arena to accommodate women's basketball, gymnastics, wrestling and volleyball. Plus, we need the practice space.

Plus, we need improved softball and baseball facilities. We need to give a face-lift to St. John Arena. We need to provide better press box facilities than we have right now. There is a whole area of things we can point to where we can stand to improve on. We need new office space.

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Athletic Director Rick Bay

Thirty-five years ago, Ohio State athletic director Rick Bay sat down with Buckeye Sports Bulletin, discussing an array of topics including stadium renovations and television contracts.

In addition to BSB's interview with Bay, we included multiple football stories from the Oct. 27, 1984 issue of BSB.

The bonus stories include a look at Jim Lachey and the '84 offensive line, George Cooper filling in due to injury, and the emergence of linebacker Fred Ridder.

This installment of BSB Reprints travels back to 1984 in Bay's first year as Ohio State athletic director, delving into BSB's interview with him and more.

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