KFRU to stop broadcasting Tigers games

By Janese Heavin

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University of Missouri Tigers games will no longer be broadcast on KFRU starting after the basketball season.

Football, basketball and baseball games will begin airing on Zimmer Radio Group Mid-Missouri stations starting next year, said Nicci Garmon, operations manager of the group.

"It's an exciting day," she said. "We are really thrilled to have the opportunity. Being a locally owned station, it works out great."

Learfield Sports, the company that produces MU sports broadcasts, is expected to make a formal announcement later today.

KFRU has carried MU sports programming for years but could not agree with the athletic department on revenue sharing, said Mark Mills, marketing manager.

"Since we hold the current "contract, we certainly had conversations with folks that were our partners — Learfield and Missouri Sports — particularly conversations about the next version of that agreement. Revenue issues were involved in that process that were important to us."

Mills said broadcasting the games in the past had been about making money for the athletics department, but the radio station has to be focused on its own revenue streams, he said. By no longer broadcasting Tigers games, advertising spots will be free for the station to sell, he said.

Garmon said Zimmer will air football and men's basketball games, as well as coaches' shows, on KCMQ 96.7 FM, which is a 100,000-watt station.

"That's really what Mizzou sports is really excited about," she said. "That's a huge signal and provides increased coverage for Tigers fans."

Additionally, those games will be broadcast on KTGR 1580 AM, KKCA 100.5 FM out of Fulton and KWOS 950 AM out of Jefferson City.

KTGR and KKCA also will air women's basketball and baseball.

Cumulus, which owns KFRU, "has done a wonderful job of carrying this franchise for so many years," Garmon said. "We're hoping to build and carry on that tradition."
Missouri athletics changes radio coverage

By Missourian staff

December 22, 2009 | 9:35 p.m. CST

COLUMBIA — A new agreement announced Tuesday changes the radio stations that will broadcast Missouri football, men’s basketball and coaches shows. The five-year deal begins with the 2010-11 season and will move coverage to KCMQ/96.7 FM, KTGR/1580 AM, KWOS/950 AM, KFAL/900 AM and KKCA/100.5 FM — all members of the Zimmer Radio Group.

The agreement also includes radio coverage of Missouri women’s basketball and baseball, which will begin with the 2010 Tigers baseball season. Previously, broadcast rights of Missouri athletics had been held by Cumulus Broadcasting, which will continue to air Tigers events on KFRU/1400 AM and KBXR/102.3 FM until the new agreement takes effect.
Closing down Main Street

Faster, healthier fare in works at hospital.

By Janese Heavin

Tuesday, December 22, 2009

The Main Street Café — which has served doctors, patients and visitors at University Hospital for more than two decades — will close at the end of the year to make room for a new eatery.

Essentials, a quick-service restaurant featuring healthier food options, is expected to open at the café location in May, hospital spokesman Matt Splett said.

The hospital has budgeted $350,000 to remodel the restaurant space on the main lobby behind the information desk.

Unlike Main Street, which is a full-service restaurant with a wait staff, Essentials will provide counter service where customers can order, pay and receive their food in one spot.

The change is aimed to provide more efficient meal options for employees as well as healthier food choices, Splett said.

Customers at Main Street now spend about 45 minutes being seated, ordering, waiting for delivery and paying their bill, he said. While patients and visitors might have the flexibility to wait that long, doctors and nurses don’t. Splett said.

“The idea is we’re going to be able to accommodate a larger number of customers in a shorter time frame,” he said.

And forget the deluxe pork fritter sandwich and cheeseburgers now offered at Main Street. The new eatery will feature only healthy choices, such as wraps, salads and smoothies, Splett said.

“We want to lead by example,” he said. “Offering healthy eating options is something missing from our menu now. The new concept is putting emphasis on offering healthy foods.”

Not everyone’s happy with the change.

Larry Wray of Jefferson City — a frequent patient who has been treated for cancer and various medical issues — said the sit-down café gives him a place to relax before or after treatments.
"It's a nice atmosphere, comfortable," he said. "It takes the edge off having to go to the hospital."

Wray said he is not keen on the idea of a fast-food eatery where he'll feel rushed.

"It'll cheapen the whole hospital," he said. "You can get that kind of service anywhere."

Starting next month until Essentials opens, a food kiosk will be placed in the hospital lobby to provide sandwiches and other carry-out items, Splett said. Patients and visitors also can get meals at The Grille, a cafeteria-style eatery on the ground floor.

Splett stressed that current Main Street Café employees will not lose their jobs during the transition. During renovations, they will be assigned to either the kiosk or The Grille before the new eatery opens.
COLUMBIA MISSOURIAN

Assessment Resource Center has all the answers for MU
By Corey Motley
December 22, 2009 | 4:44 p.m. CST

COLUMBIA — Aaron McGee scans exams for a living. As a senior computer operator at the Assessment Resource Center, he has done this for more than 22 years.

Whenever an MU student takes an exam that involves a bubble-in answer sheet, it has likely been through the hands of McGee and through the pink-tiled halls of the ARC on Maguire Boulevard.

“It’s a fairly straightforward, mechanical process,” said Associate Director Tim Parshall, who has also worked at the ARC for 22 years.

After students hand in their exams, the scanning process goes like this:

1. The professor takes the stacks of answer sheets to room 112 in Townsend Hall.
2. A van from the Assessment Resource Center picks up the exams from Townsend Hall each day, Monday through Friday, at noon.
3. The exams are delivered to the ARC and taken into a scanning room, where McGee uses one of five high-speed scanners to scan in the exams.
4. Results are sent back to the professor via a secure Web site.

McGee said that if a professor has the exams to Townsend Hall by noon, the scores will likely be sent to the professor by the next day.

The professors also receive an item analysis with the results, showing a breakdown of how many students chose each possible answer on multiple-choice questions. This can reveal possible errors on the test by showing, for example, that a majority of students bubbled in the same wrong answer. Parshall said there could be a problem with the question or with the answer key; it’s also possible that most of the students just got the question wrong. Parshall said he’s heard of professors throwing out a question based on the item analysis.

Scanning exams for MU is only a slice of the duties staffers at the Assessment Resource Center handle. They also scan in the end-of-semester class evaluations students fill out every semester.
The ARC is also responsible for scanning in standardized tests for all the elementary, middle and high schools in the state of Missouri.

In addition, clients from all across the country send in surveys on different topics to be scanned in for data.

Parshall said that finals weeks are among the busiest for the ARC and that April through June is their busiest season.

During final exam weeks, McGee said he generally works eight-hour shifts and scans in about 80,000 exams in a day. He is not the only person scanning them. Parshall said there are usually three employees scanning exams and, during busy weeks, they sometimes enlist one or two extra sets of hands for scanning.

The image scanner McGee uses has two little dinosaur stickers on the front of it. Parshall said that sometimes when answer sheets from elementary schools arrive at the ARC, they have surprises on them.

When the scanner notices an abnormality on the answer sheet, it stops automatically so McGee can look at the sheet. In the case of the stickers, McGee peeled them off and rescued the dinosaurs, giving them a new home on the scanner.