Visit from ESPN's 'GameDay' 'stamp of national approval' for MU

Crew members with ESPN's "College GameDay" set up the show's studio Thursday on the Francis Quadrangle at the University of Missouri. The popular college football program will broadcast from the MU campus this weekend leading up to Saturday night's game against Oklahoma.

By David Briggs

Thursday, October 21, 2010

For a section of Missouri fans, a hard-line set of criteria has stood between their football team and validation as a big-time program.
Brian "H. Yones" Penn, left, and Scott Nowicki affix a label to a giant replica of ESPNU's logo Thursday near the intersection of Stadium Boulevard and Champions Drive. The pair, who work for rEvolution Marketing of Chicago, were setting up the sign as part of ESPNU's mobile marketing tour. The sign alerts passersby to the time and location of ESPN's "College GameDay" broadcast Saturday morning.

ESPN's "College GameDay" has been present for Missouri games before, such as the Tigers' big 2007 showdown with Kansas in Kansas City, as seen at right. But with the first "GameDay" visit to the MU campus for Saturday's game against Oklahoma, many supporters of the Tigers believe it's a signifier that Missouri has become a legitimate big-time college football program.

**NUMBERS**

2.03 million — Average weekly audience

24,000 — Estimated human capacity of Francis Quadrangle

15,808 — Record attendance for 2001 broadcast before Nebraska-Notre Dame game in Lincoln

12,015 — Fans who've confirmed their attendance on Facebook

70 — Workers required to produce the show

32 — Appearances on site of a Florida game

8 — Equipment trucks that arrived in Columbia yesterday
Campus sites visited this season

6

Victories by the host school this season

1

Bus used by the show’s east to monitor games throughout the day

Beating Oklahoma or Texas? A Bowl Championship Series invite?

No, something far more culturally important.

When country duo Big & Rich introduced the most popular pregame show in sports with their hit “Comin’ to Your City,” “your” city needed to be “their” city.

Validation came yesterday when a caravan of eight equipment trucks from ESPN’s “College GameDay” rolled into Columbia for Saturday’s nationally televised prime-time game between No. 18 Missouri and the third-ranked Sooners.

For the first time since the show began regularly crashing college campuses in 1993, “GameDay” will originate from the University of Missouri — and the town is in rare form.

MU officials hope for a record crowd of more than 15,000 and expect a small village to form near Francis Quadrangle tomorrow night, early Saturday morning as fans position themselves to secure spots closest to the ESPN stage. Tigers cornerbaek Kip Edwards called the visit from “GameDay,” which will run from 8-11 a.m. Saturday morning, a “big stepping stone” for Missouri and its football program. Show host Chris Fowler expects fans to embrace the appearance as “finally a stamp of national approval.”

“The exposure is phenomenal,” Coach Gary Pinkel said. “You couldn’t have a bank account big enough to be able to get this kind of exposure, not only for our football program but for the university.”

Why all the love?

Even for the show’s principals, the runaway phenomenon is difficult to fully explain.

Each week, Fowler, analysts Lee Corso, Kirk Herbstreit and Desmond Howard and first-hour anchor Erin Andrews travel to the site of one of the weekend’s biggest games. The broadcast includes conversation about college football’s hot-button issues, prepackaged feature segments and picks of the day’s games.

Yet while the content is well-received — the show has won two Emmy Awards — the broadcast derives its energy from the on-campus buzz.

ESPN knew it tapped something unique when “GameDay” visited Notre Dame on Nov. 13, 1993, for a showdown between the No. 2 Irish and top-ranked Florida State.
For the show’s first six years, a cast that included host Tim Brando, Beano Cook, Corso and then Fowler broadcast from ESPN’s studios in Bristol, Conn. The visit to South Bend changed everything.

If the technical quality was raw, so was the energy. Fans jockeyed for position on camera, belted their approval at every mention of the Irish and jeered when Corso donned an FSU cap and incorrectly predicted a Seminoles victory.

“We didn’t know how to stage the show at all,” said Fowler, who debuted in 1993. “We probably couldn’t be heard. It was miked poorly, but the energy was there. … We knew we had hit on something.”

When “GameDay” began regularly touring the country the next season, a spectacle was born. Today, the show averages more than 2 million viewers while thousands of fans — many bearing signs with messages such as “Mark Mangino Ate My Other Sign” and, at a recent BYU game, “My mom is a Cougar” — form the show’s backdrop every Saturday.

Fowler, Corso and Herbstreit are rock stars, and to their legions of devotees, “GameDay” is as much a rite of autumn as the games themselves.

“It’s humbling when you see the connection the fans have with the show,” ESPN spokesman Mike Humes said.

Even Missouri’s players are avowed fans. Wide receiver T.J. Moe said he and his teammates watch the show in their hotel rooms whenever the Tigers have a late game.

“So I’ll probably get to watch it this week,” he said.

“Since you’re a little kid, you dream about being on the show someday,” linebacker Andrew Gachkar said. “It’s like, ‘When I play college football, I hope they cover my game.’ ”

“GameDay” has arrived. Are Missouri fans ready?

Tune in Saturday.

“This is not false modesty,” Fowler said. “I understand that the people are showing up at least as much, and probably more, to show the world what they think of their team. I hope the motivation isn’t to go and see Chris, Lee, Kirk and Desmond and Erin. No, it’s to show the world Missouri cares about its football team. This is a historic game for Missouri.”

Reach David Briggs at dbriggs@columbiatribune.com.
GameDay (Friday edition) bumps up broadcast

ESPN's College GameDay has hit mid-Missouri, and is set to broadcast this weekend from the historic Francis Quadrangle on the campus of the University of Missouri for the first time in school history.

ESPN's GameDay has adjusted its schedule for Friday at Missouri.

The show will have live lookins throughout Friday morning from 8:20 a.m. to 11:45 a.m. As well as giving fans on hand in person at the Francis Quadrangle to view segent tapings that will be shown on the Saturday GameDay telecast, which will still run from 8 a.m. to 11 a.m. from the base of Missouri's historic six Ionic stone pillars known simply as The Columns.

Friday's show was originally set for noon to about 2 p.m.

ESPN GameDay Radio will broadcast from in front of Mizzou Arena on Friday afternoon and all day Saturday leading up to the Oklahoma-Missouri football game set to kickoff at 7 p.m. at Memorial Stadium.
TIGER KICKOFF: 'ESPN's College GameDay' brings buzz to Columbia
Friday, October 22, 2010 | 5:00 a.m. CDT
BY Joan Niesen

COLUMBIA — Is ESPN’s College GameDay more than just a three hour television show? Is it a publicity booster? A magnet for recruits? An affirmation for the teams playing? You be the judge.

The show, which began in 1993, broadcasts from one high-profile NCAA football game each week. How does ESPN pick which game to go to? No one’s really sure — maybe it’s a confusing computer algorithm like the BCS — but what we do know is that the five-person team of Lee Corso, Chris Fowler, Kirk Herbstreit, Desmond Howard and Erin Andrews are usually at a matchup between two highly-ranked teams.

And no, they didn’t pick Missouri because of a Facebook or Twitter petition — don’t believe the rumors.

The rumors started, though, just after Saturday’s victory over Texas A&M, with Fowler’s Saturday evening tweet that read, “I see you, Mizzou...somebody wants GameDay on campus for the first time ever.. OU v MO next week in competition with LSU-AUB and Neb-OK St.”

So far this season, the crew has traveled to Atlanta for LSU’s opening game, Alabama, Auburn, Boise State, Oregon, South Carolina and Wisconsin. ESPN chose to come to Columbia rather than return to Auburn for the second time in 2010, making Saturday’s appearance its first this season at a Big 12 school. In fact, GameDay has not visited a Big 12 campus since it traveled to Austin, Texas on Sept. 19, 2009 for the Texas vs. Texas Tech matchup.

Although GameDay has never traveled to Columbia, the Missouri team is not stranger to its presence. The crew was at three of its games in 2007 — in Lincoln, Neb., Kansas City, and at the Big 12 Championship in San Antonio. Having the crew on campus, though, will give Missouri students and fans a chance to appear in force.

“Hopefully we’ll have thousands and thousands of fans, which I’m sure we will,” Missouri coach Gary Pinkel said. “It’s great, certainly for the University of Missouri, for our community.”

So, for Missouri football, the visit is kind of a big deal. Although Pinkel said that his team cannot focus on the media hype leading up to the event, it’s hard to ignore. He said that he wants his players to focus on the difference between the game and the event, and that he doesn’t care so much about media attention surrounding the game.
"For us, there’s going to be a lot of stuff going on, a lot of excitement on campus and different things, but we need the ability to be able to focus on the task and hand and focus on preparation," Pinkel said.

He did concede that the event and the national attention that it brings to Missouri is unquestionably positive, both for the football team and the university.

"The exposure is phenomenal. We don’t have a bank account big enough to be able to get this kind of exposure, not only for the football program but for the university.”

Pinkel said that the game against Oklahoma will definitely be a challenge for his team, but he was reluctant to say what an underdog victory would bring. Turning point, proving themselves — Pinkel hates these terms. For him, GameDay will bring a test. It will bring exposure and judgment on a national level, and that’s all that matters. Not the cameras, not the reporters, not the thousands of banners — just the turf and the 22 players battling for the win like they do every other Saturday.
'GameDay' ban on political signs at Homecoming raises First Amendment questions
Thursday, October 21, 2010 | 8:23 p.m. CDT; updated 8:38 p.m. CDT, Thursday, October 21, 2010
BY Cherish Grimm

COLUMBIA— Signs are a familiar characteristic of ESPN’s College GameDay, but not all signs are welcome.

“We ask political signs not be displayed, and that’s just part of our company policy,” said ESPN spokesman Mike Humes. “It has nothing to do with the school.”

The ban on politically influenced signs raised questions about First Amendment rights on a state university campus. Carl Esbeck, MU law professor, said that just because the university is bound by the First Amendment, it doesn’t mean ESPN is.

“Francis Quadrangle is, as a general rule, a limited public forum,” Esbeck said. “But when the university sets aside that property for use during special events, that public forum can be shut down.”

Esbeck said the main question that should be asked is who enforces the rule.

Christian Basi, associate director of the MU News Bureau, said ESPN will monitor the signs at the GameDay event.

“ESPN has total control over signage in the pit,” Basi said. “It’s their television show and their production.”

In addition to the sign rules, there are also questions regarding how many people will be admitted into the GameDay “half-circle,” the backstage area that will be on camera during the show.

“Whoever gets there early will get to go inside the half circle,” Humes said.

He said the exact number of visitors who will be admitted remains undetermined. Humes said “several hundred” would be allowed into the backstage area but that number could vary depending on how much room is available.

Basi said the university, in consultation with ESPN, decided what time students would be allowed to begin lining up.
"Since ESPN has been doing this for many years and have the experience, we are meeting with them and taking their advice on opening and running the event," Basi said.
MizzouDiversity keynote speaker urges public to drive social change

Thursday, October 21, 2010 | 11:13 p.m. CDT
BY Walker Moskop

COLUMBIA — When Kenji Yoshino attended Oxford University, he said he used to go to the chapel and pray not to be gay.

"That young man so ardently wished the annihilation of the person I’ve become today," he told an audience at MU’s Stotler Lounge on Thursday night.

Yoshino, a civil rights advocate and law professor at New York University, addressed the relationship between assimilation and discrimination during one of the keynote speeches at the MizzouDiversity Summit 2010.

He used his experiences as an openly gay man to demonstrate that in order to gain acceptance within mainstream cultures people "cover."

Yoshino defined "covering" as when individuals who admit that they’re part of a stigmatized group downplay characteristics associated with that group. He gave examples of a black person dressing “white” or gays and lesbians refraining from being vocal about their sexual orientation. He said when members of dominant groups pressure members of subordinate groups to mitigate who they are, it is a form of discrimination.

When he was a professor at Yale Law School, Yoshino was told by a colleague, "Kenji, you’ll have a lot easier ride on the way to tenure if you’re a homosexual professional (rather) than a professional homosexual."

He said he was initially affected by this pressure and focused more on teaching and researching constitutional law and other topics not related to sexual orientation. Eventually, he said he’d had enough.

"I’d rather be not tenured and fired for being who I am than tenured for something that I’m not," he said.

But Yoshino emphasized that assimilation doesn’t only apply to typically marginalized groups.

"All of us are outside of the mainstream in some way," he said. "So even if we are straight, white and male and look like we are the establishment, we all have secret selves."
Noor Azizan-Gardner, director of diversity programming and professional development at MU, said she hopes Yoshino’s message can teach MU students to learn to be themselves.

She said she loved Yoshino’s perspective on what drives social change.

“It’s all about storytelling,” she said. “If you can talk about law as storytelling, it’s much more meaningful.”

Yoshino said it’s in the people’s hands to combat the issue of covering.

“We have to respond to it in our individual capacities as citizens and fight it where it exists rather than relying on lawyers to do this generation of civil rights work for us,” he said.

Yoshino said he was fortunate to be alive in a time where he can have an impact on social change.

“If this were only my story, I don’t think it would be that relevant, and I don’t think there would be a need to tell it over and over again,” he said.

Although he said he still covers from time to time, Yoshino said people need to make a greater commitment to preserving individuality.

“We don't emphasize enough how much power authenticity gives you.”
Survey details MU harassment

Diversity office collected data.

By Janese Silvey

University of Missouri students have a mostly positive view of the social climate on campus, results of a 2009 survey show.

But that doesn't mean everyone feels welcome, said Roger Worthington, assistant deputy chancellor for diversity.

"Overall, campus rated positively," he said. "That's not to say there's not a lot of people on campus who view the climate fairly negatively."

MU's diversity office last year asked students to rank how welcome they feel on campus, whether they'd ever been harassed and how they view diversity at MU. A total of 3,522 students, or 12 percent of the student body, responded.

Worthington and Jeni Hart, associate professor of educational leadership and policy analysis, gave an overview of findings today as part of MU's annual Diversity Summit. The summit, continuing this afternoon, includes nearly two dozen discussions about race, gender, sexuality and religion.

In 2009, 15.7 percent of those who took the student survey reported they'd been harassed on campus. That's down from 17.7 percent in 2001 — the last time a similar survey was done — but Worthington said that's not a significant decrease.

"There are lots of reasons why that 2 percent might show up," he said. "It shows we still have a lot of work to do."

Although students reported harassment based mostly on gender and race, more last year reported being harassed based on sexual identity or religion. In 2009, 15 percent of those identifying themselves as lesbian or gay said they were harassed, up from 5 percent among that group in 2001.

Twenty-two percent of survey takers reported harassment based on religion last year, up from 14 percent in 2001.
The survey also revealed that students who identify as liberals said they believe the campus is significantly conservative, while conservative students reported they think MU is mostly liberal.

About 43 percent of the survey takers reported that they took between one and three diversity courses, with the most popular courses being cross-cultural journalism and sociology classes, Hart said.

The survey also indicated students had a better understanding about themselves and other cultures after taking a diversity course. That finding should be a factor when administrators consider whether to require a diversity course as part of general education requirements, Worthington said. MU's Faculty Council has been evaluating whether to require a diversity course for several years.

The Diversity Summit kicked off yesterday afternoon with the annual Lois Bryant Memorial Lecture in Ellis Auditorium on campus. Keynote speaker Mignon Moore — an assistant professor of sociology and black studies at the University of California-Los Angeles — presented her studies of black lesbian families.

Moore studied 100 black same-sex couples in New York and found that, unlike white lesbians, they were less likely to buy into feminist ideology. That's because, she said, black women in the 1960s and '70s had to choose which social movement — the women's movement or civil rights — to advance, and many committed to the race movement.

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Deaton gives update on diversity at MU

Recent diversity initiatives were highlighted by the panel.

By Jimmy Hibsch

Published Oct. 22, 2010

Chief Diversity Officer Roger Worthington began the second Mizzou Diversity Summit on Wednesday evening by saying he is not only incredibly proud of, but also somewhat astonished by the amount of progress MU has made in the area of diversity over the past two years.

"To some degree, it's almost overwhelming to know that there is so much engagement on this campus around diversity issues, and that people are really truly committed to these issues," Worthington said. "Mizzou belongs to all of us. We are Mizzou."

Worthington then handed the microphone to Chancellor Brady Deaton, who discussed diversity issues on MU’s campus. To an audience of around 250, Deaton admitted to MU’s checkered history concerning diversity. Specifically, he said the university denied its first black applicant, spurring a legal battle. This was one of several legalities, he said.

"We’re not responsible, certainly, for all the sins of the past that have occurred," he said. "But that doesn’t mean in any way that we either excuse or falter in the vigilance we exercise as we seek to identify ways in which we can move forward."

Deaton also said this progress is undoubtedly taking place. He offered examples such as this year’s freshman minority enrollment and ethnically diverse faculty increases, the creation of specific disability student organizations and the inclusion of gender-neutral bathrooms in all future construction projects to ascertain his presumption.

"We want to call attention to those values that we hold dear and talk about a lot: respect, responsibility, discovery and excellence," he said. "We want to continue to challenge ourselves to use those values in action and to ensure that as we look at the progress we’ve made, that you can see that we can continue to move forward as we move to the next report."

He said he hoped several continuing challenges would be explored in the following day’s workshops, ranging from domestic partner benefits for faculty to a diversity course requirement.

"You may not see the end result that you want to see in your lifetime," Deaton said. "But I do believe you can help make enormous progress that you’ll be very proud of and will certainly approve for the credit that we as a university want to earn as we work with you to strengthen the fabric of our society in this regard."
The panel, consisting of 12 of MU’s highest administrators, is one method to open dialogue about diversity issues, Deaton said. He encouraged the members of the audience to be open-minded and to reach out of their immediate social circle.

“We can point to an unrealized potential — how far we have yet to go,” Deaton said. “We can set our sights at a higher level, and we can help each other and enrich the campus environment so we can indeed achieve those goals that are so important to us.”

The floor was then opened for the audience to question the panel. Questions were raised pertaining to the prospect of the black studies program becoming an official major and Residential Life providing gender-neutral housing, as just two examples. On most occasions, panelists said although many topics have not been under discussion as of yet, everything discussed at the meeting will be taken into account.

Graduate student David Aguayo asked the panel for its stance on the Dream Act, a proposed bill aimed to aid undocumented immigrants who pursue college degrees.

“I’m one of those immigrants, and as you can see, I’m a master’s student finishing up and I’m here to stay,” he said. “The United States and Mizzou have been my home.”

Following the questions, Worthington readdressed the members of the audience to again thank them for their support of MU’s diversity initiatives and to express his excitement for the remainder of the summit.
Letter to the Editor: Diversity course column misinformed

By Liz Reed, Senior, cvrhf2@mail.missouri.edu

Published Oct. 22, 2010

I completely disagree with the column, "Diversity course requirement a bust," especially the statement about the course not being a "life skills" class. You will be working with and encountering people of all backgrounds, ethnicities, genders, sexual orientations, disabilities, etc. for the rest of your life. Whether you're a teacher, a journalist, or a CEO, your actions and words impact the community around you. How can you be a progressive leader if you aren't aware of basic issues, your own biases, and the institutionalized racism that benefits the few and plagues the majority here in the US?

This column is very misinformed. The point of a diversity course is not to convert people, but to INFORM them of the multicultural and social justice issues that impact the world and our future. The cotton ball incident at the Black Culture Center is a prime example of the lack of education this campus has about cultural sensitivity. Is it society's job to teach us about diversity and tolerance? Hardly! Would the cotton ball incident have happened if that were the case? While Mizzou cannot force students to embrace diversity, it can at least provide a basic course that helps clear misunderstandings and take a step back from common biases to look at the big picture.

Providing students with the information they need to think critically about their surroundings and actions — how is that not needed on our campus.
Letter to the Editor: The need for diversity education

By David Ta, Ph.D. student, Department of Communications, daviduta@mizzou.edu

Published Oct. 22, 2010

Is an understanding of diversity a necessary virtue to make a good citizen? The obvious answer to this is yes, but from the column Megan Roberts wrote suggest otherwise. She argues that understanding other culture is not as valuable as learning how to write an essay or doing math—all of which are very important life skills. It should be relegated to learning it on your own and along the way. However, understanding the positionality of diverse group helps in creating a society that not only runs smoothly, but advancing it in ways that will only help us reach our goals.

Megan asks whether a student forced to enroll in a course and pay a fee will become less racist, and her answer was “of course not.” I can see her point with the need for tangible evidence, but I argue however that the exposure of a diversity class that employs critical learning will impact the student in ways that might not be immediately measurable. Exposure to any material has an impact on the individual it reaches. It helps people see things from a different lens. If a student who took a diversity course comes across a situation where she or he sees injustice happening, she or he may realize that it is indeed injustice rather than seeing it as business as normal as others may have and ignoring it. The fact that that thought process can happen is enough evidence that the course has worked.

The term ignorance is bliss is not a good thing when it comes to applying judgment to others who are different from you. You are only going to judge base on what you know to be good and how you were raised. Giving the sheltered an opportunity to learn about differences allows them to make a better judgment when they meet someone who is different. By making it a requirement to take the diversity course, the university is fulfilling its requirement in helping produce good and productive citizens for this great country of ours.

Most humans do things to serve their best interest. Whether it is trying to pay lower taxes, not taking a class because they think it is unnecessary, or trying to make the most money they can in whatever way they can do it. That is why regulations were put into place so that others would not be taken advantage or abused. Ideology is a pervasive narrative that is engrained into each individual born. The ideology of heteronormativity, classism, racism, and sexism is something we may not all be aware of, but we certainly put into practice in everyday life.
How many more people need to die needlessly before action is taken to correct historical prejudices? Mass genocides were committed because of a lack of understanding of others. Kids commit suicide because parents and teachers failed to protect them. This is something we should most definitely pay attention to. Acceptance of other's differences is a good thing and acknowledgement without prejudice is something we should all strive for. However, doing it on an individual or private level is not enough as we also promote diversity on an institutional level because standards are set on an institutional level.

Believing that all people will correct themselves is blind optimism, and we need to do something so we do not need to spend countless hours and precious resources on holding onto traditions only discriminatory and hurtful to those who do not fit our worldview. This is what the Civil Rights Act is meant to do, this is why the ERA needs become an amendment, and this is why marriage equality will eventually succeed in the United States. It is time that universities take direct action to promote a future society that will ensure our place in the world. Only then can we embrace the phrase, E Pluribus Unum.
Faculty Council revisits low-producing programs

The state aims to raise the percentage of working adults with college degrees.

By Stephanie Ebbs

Published Oct. 22, 2010

The Faculty Council meeting Thursday further addressed low-producing programs and degree completion rates.

Clyde Bentley, professor and MU representative on the Missouri Association of Faculty Senates, gave a report about the recent meeting.

Michael Nietzel, the governor's adviser for higher education, spoke to the council about the desire to raise the percentage of working adults in Missouri with college degrees. Currently, 38 percent of working adults in Missouri have a college degree. The state would like to raise that to 60 percent.

The likelihood that students will complete their degree program can be predicted using the number of freshmen entering college that have to take a remedial course, Bentley said. Thirty-eight percent of students are required to take a remedial course as a college freshman. The number jumps to 60 percent at community colleges around the state.

Raising this percentage is part of the Governor's Initiative. The MAFS will be meeting with legislators in February to address other elements of this plan.

"One of the best suggestions was to have legislators be guest speakers and guest lecturers in classes," Bentley said. "Let them experience what it's like to be part of the higher education system."

Deputy Provost Ken Dean was invited to the meeting to speak to the faculty about the low-producing programs. At the previous meeting, the council was presented with a list of 75 programs that have to be defended because they met the state's definition of "low-producing." After these defenses are presented, the state will evaluate them and present the university with a list of recommendations.

"Part of the process we have to go through here with the low-producing programs is how do we move forward when more could be coming down the line," Dean said.
The deadline for presenting the information collected about each department has been extended from Thursday to Oct. 29. Each department has to defend its number of graduates based on the size of the department and programs. After these defenses are presented to the state, changes might have to be made to some programs.

The university plans to converse with deans, chairmen of departments and faculty members to collect the information it needs to send to the state to evaluate what actions need to be taken.

"This could mean program consolidations, realignments or even mergers," Dean said.

Plant sciences professor Bill Wiebold brought up changes that have already occurred.

"Where we had 12 degree programs, we now have three," Wiebold said. "My personal opinion is that it helped our educational effort, our research effort and our extension programs."

Not everyone in his department agrees with this, and faculty from other programs are concerned about the potential for degree consolidation.

"My concern is that we'll be making some sacrificial lambs, taking small departments and making adjustments, because 5 to 10 percent of our budget is at stake," political science professor Jonathan Kriekhaus said.

Many of these changes show no sign of short- or long-term savings, but were mandated by the Coordinating Board for Higher Education in the 1990s, Dean said. If a program does not produce 10 bachelor's degree graduates, five master's and three doctoral graduates, it is defined as "low-producing."

"We haven't made any decisions about anything at this point," Dean said. "It's just the beginning of the process."
COLUMBIA MISSOURIAN

New student center dedication to feature old recipe, free burgers

By Eva Don
October 21, 2010 | 6:12 p.m. CDT

COLUMBIA — Shackburgers are back.

MU's new student center will serve up these once-popular sliders with the original Shack sauce on Friday as part of the student center dedication.

The Shack was an old campus bar and burger joint that used to be a favorite hangout for MU students, including Mort Walker, the creator of the comic strip "Beetle Bailey." It inspired Mort's Grill, an eatery opening at the student center.

Mort's Grill and an attached lounge were open for students to view for the first time Thursday. Students trickled in throughout the afternoon, including senior Kevin O'Connor, who said he thought it would be a popular hangout when the pool tables are brought in.

Behind the scenes, everyone was bustling for the big day.

Michelle Froese, spokeswoman for Student Auxiliary Services, fielded students' questions as she put the final touches on displays of "Beetle Bailey" memorabilia. In the kitchen, a batch of Shack sauce waited in cold storage for its prime time, as workers tested a steak recipe and made other preparations for Friday's festivities.

On Friday, the first 1,600 students who drop by between 11:30 a.m. and 1 p.m. will be able to grab a free Shackburger or pulled pork sandwich. The accompanying Shack sauce will be based on an old recipe.
Shack sauce was created by Mary Blakemore, a manager of the old Shack, said longtime Shack owner Joe Franke. It was a tomato-based sauce similar to ketchup but with celery seed, dry mustard and a few other ingredients that gave it kick.

Blakemore passed the recipe onto Franke, and he in turn gave it to the university.

Now it's in the hands of Alan Petersen, MU student center dining manager, whose chefs whipped up a hatch on Wednesday for the Friday barbecue.

"It's a little sweet, a little salty," Petersen said. "You really just have to taste it."

After the Shackburgers are served, the festivities will continue with a lounge dedication at 1:30 p.m., time capsule dedication at 2:30 p.m. and student center dedication at 3 p.m.

Mott Walker will hold a book signing at 5 p.m.
New student center dedication previews coming additions

The center provides new dining options and lounge space.

By Kaitlyn Gibson

Published Oct. 22, 2010

In celebration of the opening of the MU Student Center, the Missouri Students Association sponsored various events to commemorate what the center already has to offer students and generate excitement for the next phase of construction Jan. 6.

On Friday, the dedication will involve a free barbecue, a time capsule dedication and ceremonies throughout the day. On Thursday, students were given the opportunity to tour the unopened wing of the new student center and dedicate the Walter Karpiak Room and Chamber Auditorium.

"Throughout these days students will get to see parts of the building that won't be ready for public use until later," Student and Auxiliary Services spokeswoman Michelle Froese said. "It's a sneak peek of what will be coming in the future."

The MU Student Center broke ground in 2006 after students voted to pass a referendum that raised student fees in order to pay for the building. Four years and $64 million later, the center has begun to influence students' experiences, junior Susan Griffith said.

"It's a massive improvement from Brady Commons," Griffith said. "I mean, there's no bowling, but it's definitely student-inspired. I'm here every day."

The new wing of the student center has been coined Mort's, after comic strip artist Mort Walker donated his work to MU. Griffith, who attended Thursday's open house, said the new area's aura will increase student use of the center.

"It has a cool atmosphere," Griffith said. "I missed having a hangout in the center of campus. If this doesn't attract people, I don't know what will."

Froese said student input played a major role in the construction of the new student center.

"We are really excited about the new phase of the student center," Froese said. "When we interviewed students about what they would like to see, we heard that they wanted a space with spirit and tradition, not something ultra-modern. Saying it's a home away from home sounds really corny, but when you're on campus, where else would you want to go?"
The large task of demolishing Brady Commons in order to build the new student center came with a comparable price tag. The center began its journey $8 million over budget, causing financial concerns when Student and Auxiliary Services refused to raise student tuition fees to pay for the additional cost. Different departments on campus, such as the Student Recreation Center, pitched in to balance the difference, Froese said.

Junior Kyle West found the end product of the new student center well worth the wait and the expense, he said.

“I come (to the student center) quite often because I work in the bookstore,” West said. “I think everything looks really nice, and I haven’t found anyone who disagrees. I think it was annoying while it was going on, but it’s totally worth it.”

Speakers at the dedication ceremony at 3 p.m. will include Vice Chancellor for Student Affairs Cathy Seroggs and MSA President Tim Noce, among others. Afterwards, Mort Walker will conduct a book signing. Megan Gill, marketing manager for the project, said the dedication will bring together alumni and students.

“Mort’s is a cool, casual hangout with games and food,” Gill said. “We’re recreating ‘The Shack’ to bring back a piece of Mizzou history that has been lost for a generation since it burned down in the ’80s. It was the prototypical campus hangout. It is so exciting to be dedicating the center on Homecoming when everyone is back. It’s cool bridging that gap.”