

SEP 15 2011

## ST. LOUIS POST-DISPATCH

# MU's Deaton discusses OU, future of Big 12

BY VAHE GREGORIAN | Posted: Thursday, September 15, 2011 12:00 am

**Mizzou chancellor Brady Deaton, the chairman of the Big 12 board, said Wednesday night that he anticipates clarification of the University of Oklahoma's future alignment intentions within 10 to 14 days but that he remained hopeful the conference could stay viable even if OU — and probably Oklahoma State with it — were to leave.**

"I don't want to go too far there, (but) there's a legal basis for the Big 12 to go on and, certainly, I would expect that to continue," he said in a phone interview.

Not that Deaton is expecting Oklahoma to go.

"If things change, we'll try to keep it together and move forward with other members," he said, later adding, "I'm a little more optimistic certainly today than I was maybe a week ago, but that's based on the fact that I think good, careful reasoning and analysis of what's in the best interests of each of our institutions will continue to bind us together as a conference."

In fact, Deaton evidently isn't even fully resigned to the departure of Texas A&M, which only remains stuck in transition to the Southeastern Conference because of Baylor-led legal saber-rattling.

"They're full members of the conference until they are no longer members of the conference," Deaton said.

Even if Deaton didn't say it, it's reasonable to assume the conference is proceeding with plans that don't include A&M. The league already had been reaching out to other schools, including Notre Dame and Arkansas, with no success. Brigham Young is believed to be the next target.

But those plans are in check because of the rumblings out of Norman, where OU president David Boren sent out a shock wave Sept. 2 by announcing Oklahoma was considering other options.

The most obvious is the Pac-12, which made a play for OU and Texas, among others, last year.

Pac-12 commissioner Larry Scott said last week he wasn't seeking expansion, but he has hedged his words in other interviews, and some believe the opening is there for Oklahoma.

Various news reports had a delegation of Texas officials visiting OU on Sunday to implore the Sooners to stay, and Deaton said, "My understanding is that that occurred in some form."

It's unknown whether Oklahoma and OSU as a pair would be enough to compel the Pac-12 to expand again, leading to further speculation that other Big 12 schools might make sense as targets if the Pac-12 is so inclined.

But until the OU matter is firmed up, Deaton acknowledged the conference can't pursue repopulating to 10 schools or revisiting discussions to go back to 12.

"We don't want to reach out there too far right now," he said, "(because) we want to make sure we have the building blocks in place and the cement to strengthen where we are today."

OU's board of regents is to meet Monday night, but Deaton said he had no sense of whether the answer would be established then.

"I just have had an understanding that within 10 days to two weeks we were likely to have some indication of where things stood, but with no firm deadlines there," he said. "We're being patient and working together, and certainly right now we're in a little bit of a position where we need for Oklahoma to give us a sense of what they're thinking about and take it from there."

As for Mizzou's stance in the matter, Deaton said he felt there was no complication for him to have a "principle objective" as chair to keep the conference together while also working in MU's best interests.

"They are not inconsistent, as some have suggested, that it's sort of a delicate line. It really isn't," he said, adding that it's understood among board members that each has a primary obligation to his or her own institution.

Deaton acknowledged that the conference must contend with trust issues even if it does hold together.

"It's clear," he said, "that we have work to be done there."



## Big 12 members hit by economic fallout

*By Andy Katz  
ESPN.com*

Big 12 athletic directors were given a list of schools to contact a few weeks ago once it became clear that Texas A&M would be departing the conference for membership in the SEC.

Arkansas and BYU were contacted but then, according to multiple sources, the athletic directors who were given the instructions did not reach out to the other three schools on the list -- Pittsburgh, Louisville and West Virginia of the Big East -- because Oklahoma president David Boren made comments that the Sooners were unsettled in their situation as a member of the Big 12 and were exploring their options.

The future of the Big 12 remains unstable while Texas A&M waits for official word from the SEC, even though it has been accepted, and Oklahoma takes its time deciding if it will seek membership in the Pac-12. Sister school Oklahoma State likely would join OU in the Pac-12. No one in the Big 12 expects Texas A&M to remain a member beyond this sports season, but officials in most corners of the league are holding out hope that the nine remaining members hold together.

Baylor, Iowa State and Kansas have publicly said they will not relinquish the right to sue the SEC or Texas A&M. Kansas State hasn't commented publicly, but the Wildcats are likely to follow Kansas' steps. Missouri remains neutral, especially since university president Brady Deaton is the chair of the Big 12 board of directors.

**There is a reason schools like Iowa State, Kansas State and Missouri are holding their ground in the A&M/SEC affair -- or at the very least approaching it with trepidation. The television deal that the Big 12 signed with Fox Sports Media Group for an estimated \$90 million over a 13-year period beginning in 2012 allowed schools to begin major on-campus projects. The Big 12 still had three years remaining on a deal with ESPN/ABC, too.**

Iowa State went ahead with projects after the Fox contract was completed and took out \$40 million in bonds based on the deal. Iowa State has invested \$5 million in a new video board, \$20 million in a football building and an estimated \$15 million in a sports complex for track, soccer and softball. The video board project began in July for this football season and the other two projects are under construction.

"The taxpayers of Iowa can't pay if those bonds fall through," a source said Wednesday. "These are real questions, real situations. I'm not sure how (Iowa State) could waive those (legal) rights (to sue the SEC)."

Kansas State has multiple capital projects that were undertaken or are planning to begin in the fiscal year that were budgeted after the contract with Fox was signed, according to Kenny Lannou, Kansas State's director of communications.

Meanwhile, a source said high-level fundraising at Missouri is on hold for its major \$160 million capital campaign. The source said a number of donors -- significant eight-figure donors -- were prepared to present a gift but are holding up that process until they know which conference Missouri will be a member of in for the foreseeable future. If the Tigers were to drop down to the Mountain West, for example, then that would mean less money coming from the donors.

There is also some pushback in football recruiting due to the indecision, the source said. If the Tigers aren't in a conference with Texas-based schools, then it can dramatically affect the lure of playing at Mizzou.

"There are a bunch of Texas kids now saying that they're not sure now," said the source. "If Missouri is in the SEC then that's OK, but if it's in the ACC or the Big East then that may not."

The source said that Missouri remains on the fence publicly about whether to maintain its rights to sue because of its position on the board. But the source said the Missouri board of regents hasn't given Deaton the authority to waive the rights yet.

Multiple sources told ESPN.com that a number of Big 12 schools were floored moreso by Oklahoma's decision to look elsewhere than Texas A&M's desire to leave.

As a result, the conferences are now facing off while in survival mode. One source said that the reason the Big 12 ADs did not consider any other schools in Texas like SMU, Rice, Houston or UTEP out of Conference-USA or TCU from the Mountain West and soon-to-be Big East is the feeling that if one Texas school was invited, then others would be politically forced upon the Big 12.

Still, what has occurred is a potential game of Pac-Man between the potential remaining Big 12 schools and the Big East to see who can gobble up whom. If Oklahoma and Oklahoma State head to the Pac-12 and if Texas goes to the ACC, for example, and then one other leaves -- whether it's Texas Tech with Texas, or Missouri to the SEC -- do the remaining five members try to take some Big East schools or does the Big East's nine football schools gobble up at least three of the Big 12 schools?

"Three weeks ago the nine schools felt they were solidified and would go get a 10th," a source said. "The list was being worked, two calls were made and there were three more to go."

"If four leave, say, and then there are five left, the five can stay together to retain the Big 12 money, retain the automatic berth to the BCS and the automatic berth in the NCAA tournament

for a two-year period. But then the Big East would have nine and would only need three more. The Big 12 would need seven more. How ludicrous is that? At some point you have to call a timeout and say 'stop.' No athletic administrator has said 16 is a great idea."

A source said Missouri is confident that if the SEC is pursuing a 14th school then the Tigers are high on the SEC's radar. The ACC would be next if the Tigers were to look elsewhere. The Big East, according to the source, would be the third choice and the worst it could be for the Tigers in football (in basketball, obviously, would be a plus). The source said there has been no contact or presumed interest from the Big Ten and that Missouri assumes that the Big Ten isn't interested in it or additional expansion.

Kansas and Kansas State are expected to have options with the Pac-12, possibly, if it were to expand to 16 with the Oklahoma schools and without Texas. The ACC could also be a possibility for the Kansas schools to join. The Big East would be palatable as the third option as well.

Texas Tech is hoping to stand with Texas in some manner.

A Texas move to the ACC could be more than possible since the Longhorns can keep the revenue from the Longhorn Network with ESPN owning the rights to the ACC and the LHN. Said one ACC source, "If Texas were available to anyone, you have to look at the possibility."

The ACC has a shared revenue plan with its TV rights. "And that's not the environment the Big 12 schools are coming from," said the source. "Would they be interested in a different environment? I don't know."

That leaves Baylor and Iowa State to fend for themselves. To stay together, the only major conference option outside of the Big 12 would be the Big East, hence a possible major loss in TV revenue for the Bears and Cyclones.

Iowa State plays at Connecticut on Friday night. Could this be a Big East game in 2012 or 2013? At this point, no one knows.

"Who can you trust now? It's so unfortunate that it has come to this," said a source with knowledge of the Big 12's situation. "Everyone is working independently. No one is being straight with anyone anymore."

*Senior writer Andy Katz covers colleges for ESPN.com.*

## **Haith: 'I did nothing wrong at the University of Miami'**

### **Coach going about his business despite allegations.**

By Steve Walentik

Frank Haith continues to be tight-lipped about his involvement with disgraced University of Miami booster Nevin Shapiro, who told Yahoo! Sports that Haith acknowledged the payment of \$10,000 to help secure the commitment of a recruit while coaching the Hurricanes.

The Missouri basketball coach issued his strongest statement yet about the validity of Shapiro's allegations Wednesday in a phone interview.

"I did nothing wrong at the University of Miami with our program," Haith said.

Haith declined to discuss his relationship with Shapiro or whether he has been interviewed by the NCAA, citing a gag order from college sports' governing body.

"We all operate under this huge umbrella called the NCAA, and we're told very specifically we cannot discuss anything with the case, specifics, which would interfere with their investigation," Haith said. "Having not ever gone through anything like this, it is very difficult for me because I don't know what to say. So I'm being careful, very cautious, because I don't want to do anything to jeopardize what the NCAA's trying to do and obviously to jeopardize what we're trying to do here at Missouri."

He said sitting in silence has been hard as reports have swirled connecting him to brewing scandal at Miami that is said to involve dozens of former Hurricanes players and coaches, most of them affiliated with the school's football program.

"It's difficult. It is very difficult," he said. "The thing is, this process, it can't be tried in the media. That's what the NCAA doesn't want. But it is very difficult because you have many articles that are written about you and that are challenging your character, and you can't defend yourself."

Haith suggested it was even more difficult because the allegations surfaced so early in his tenure in Columbia, before people had a chance to get to know him. He pledged he would one day have a chance to give his side of the story.

"We will have our time to speak, and that's all I know I can say," Haith said.

In the meantime, Haith is doing his best to go about the business of building his program.

That means working with the roster he inherited from Mike Anderson, who resigned to take the Arkansas job in March. Haith is trying to teach veterans such as seniors Marcus Denmon, Laurence Bowers and Kim English and junior Mike Dixon a more structured style than Anderson's up-tempo "Fastest 40 Minutes."

More important long term is the task Haith and his assistants have restocking that roster for 2012 and beyond. The Tigers will lose six scholarship seniors after this season and have eight scholarships available for next year.

The allegations at Miami — and the uncertainty they've created about Haith's job status — has no doubt made recruiting more difficult. Rivals schools have almost certainly used it against the Tigers.

Just last weekend, would-be targets Danuel House and Chicken Knowles, both top-50 prospects from Houston, pledged to play for the hometown Cougars after considering Missouri, though it's impossible to know how much Haith's situation impacted their decisions.

The coach remains confident he can land enough talent to continue the Tigers' recent run of success, which includes three straight NCAA Tournament appearances.

In the past three weeks, Haith has received verbal commitments from 2012 recruit Shawn Smith, a 6-foot-3 combo guard from Jacksonville, Fla., and 2013 prospect Travis Jorgenson, a 5-11 point guard from Rock Bridge.

Other prospects have scheduled visits to Columbia, including Independence Community College forward Tony Criswell, who was in town Sept. 3, and Huntington Prep forward Stefan Jankovic, who will make his second trip to town in a three-week span this Saturday. Jankovic, a three-star recruit, will be joined by teammate Negus Webster-Chan, a small forward the Tigers are targeting, as he makes his official visit.

"We've gotten a couple more commitments, and we've still got great players coming to visit us," said Haith, who is prevented from speaking about individual prospects by NCAA rules. "So I'm comfortable with what we're doing. We're going to keep battling, and we're going to have a great program here at Missouri."

Reach Steve Walentik at 573-815-1788 or e-mail [swalentik@columbiatribune.com](mailto:swalentik@columbiatribune.com).

# ST. LOUIS POST-DISPATCH

## Haith says he did nothing wrong at Miami

BY VAHE GREGORIAN • [vgregorian@post-dispatch.com](mailto:vgregorian@post-dispatch.com) > 314-340-8199 | Posted: Thursday, September 15, 2011 12:00 am

**First-year Mizzou basketball coach Frank Haith said Wednesday he still is coming to grips with the parameters of an NCAA request that he not publicly discuss an allegation by a University of Miami booster that he was complicit in a \$10,000 payment to a player when he was coaching Miami.**

"I'm still unsure of what-all I can say," he said on KTRS' "Inside College Sports" show.

Yet Haith also said, "First of all ... I did nothing wrong at the University of Miami."

He didn't linger on the point, and later said, "Going on a campaign, I surely can't do that."

Even so, his denial of the accusation was a public first on a matter that will linger at least until it's cleared up by the NCAA.

For instance, Haith said he is dealing with it constantly when recruiting.

"I don't wait for it to come up. ... It's the elephant in the room," he said. "Everybody knows it, and obviously ... coaches of other schools are using it against us."

Haith said he had no idea when the NCAA would rule on the case.

"You operate under their timetable," he said.

As for his own timetable, Haith said, "I plan on being here for a long time."

KTRS (550 AM) is the local rights-holder for Mizzou radio broadcasts.



## Using new video game tech to keep seniors healthy

By [Christina Hernandez](#) | September 15, 2011, 4:00 AM PDT

**While older adults aren't the target audience for new video game technology, University of Missouri researchers are using the devices to help keep seniors healthy. Marjorie Skubic, a professor of electrical and computer engineering, teamed up with TigerPlace, an independent living community, and experts in nursing, social work, medicine, health management and other fields to develop unique monitoring techniques for seniors. Below are excerpts from our recent interview.**

**For years, you used motion-sensing technology to monitor changes to the health of TigerPlace residents. What did that entail?**

We've been working on this idea of monitoring elderly people in their homes for about seven years. We've had motion sensors installed in TigerPlace since 2005. The main idea is to do early detection of illnesses and functional decline. We're looking for a proactive healthcare model. You can prevent a small problem from becoming a catastrophic problem.

We've detected urinary tract infections. That's a simple fix if you catch it early. We've been able to show with our sensors that we can identify changes that correlated with things like UTIs before they were caught using traditional methods.

**How did these sensors work?**

All the sensors we're using are environmentally-mounted. We don't use any wearable sensors. We want to capture the normal daily activities of a resident. We don't want them to have to worry about putting something on. It's completely transparent. We're passively observing what they're doing. The motion sensors are mounted on the walls. We also put them in specific places to capture certain kinds of activities. The sensors will [capture] motion about every seven seconds if there is continuous motion in an environment. If you process that as a density, you can get an indication of how active an individual is. You can tell whether someone is more sedentary. That's part of the way we use the data.

**Now, you're using Kinect, a motion-sensing camera used as a video gaming device, to monitor behavior and changes in patients. How does the camera work and what specifically are you monitoring?**

Continuing with this idea of early illness detection, another indication of declining health is a person's gait pattern — how somebody walks in terms of speed, step length, how they move back and forth. These can become a sign of health problems. A lot of people are concerned about falls. We have two grants funded by different agencies. Both are centered on the idea of fall detection and fall risk assessment. We're using a variety of sensing mechanisms to detect falls and measure things like gait patterns. You can't get this from passive sensors. That's why we started looking at other sensing modalities.

We started looking at the Kinect when it became available last fall. A two-camera system extracts silhouettes of people as they move around. The silhouettes are for privacy protection. From that, we create a three-dimensional model, so you can capture how someone walks. One nice thing about the Kinect is it does not require visible light. It works in the dark and low-lighting conditions. It's an interesting platform in which to explore this. It's relatively inexpensive.

**Another project is a fall detection system that uses Doppler radar to recognize changes in walking, bending and movements that might indicate heightened risk for falls. Talk more about this.**

We're looking at whether we can get gait information from the radar. This is a collaborative project with GE Global Research. We're using a radar unit that had been used in security systems. It uses the principles of Doppler radar, which means it's detecting velocity. We're looking for energy bursts from the radar that could be an indication of falls. It sees through structures, so you don't have the problem of furniture obstructing sight.

**What happens if the systems sense a problem for a patient? Where is the data sent?**

The data goes into a server. There's a web interface where the clinical staff can look at the data. It's a lot of data. It's not practical for someone to sit there and look at it. We instituted an automated alert. The sensor system is not trying to diagnose the problem. It's trying to let the clinicians know something is going on and they should take a closer look. The alerts are emails to them. In the email is a link to the web-based sensor interface that pops up a window that gives them the alert in the context of what's going on. It's easy for them to quickly look at the data and different parameters. We've got that all set up.

**What's the next step for this work?**

The early illness model with the motion and bed sensors could be extended now beyond TigerPlace. We're looking for opportunities to do that. In order to show the efficacy of this, it'd have to be done on a larger scale. I think we'll get there. We have several people we're talking to about how we might scale up.

Everything we're doing there could be done in a way that it could be implemented in the private home. We'd like people to stay healthy and safe and independent in their homes or wherever they choose. We want to give people the freedom to age in whatever place they want. That's where we're headed with this — to try to keep people in their own homes.

*Watch a video about the effort.*



## Quitting Smoking May Improve Personality, Study Suggests

### Smoking linked to neuroticism and impulsivity in younger adults, researchers say

September 14, 2011

WEDNESDAY, Sept. 14 (HealthDay News) -- Aside from the well-known health benefits of quitting smoking, new research suggests that people who kick the habit may improve their personalities as well.

**Researchers from the University of Missouri found that smoking is a trigger for impulsivity (acting without thinking) and neuroticism (often being emotionally negative and anxious) among adults under the age of 35. Those who stop smoking, however, can lose these unfavorable traits and improve their personality, the study suggested.**

In comparing smokers ranging in age from 18 to 35 years with their peers who had quit smoking, the researchers found that the smokers were more impulsive and neurotic. In addition, they noted that young people with higher levels of impulsivity and neuroticism were more likely to engage in detrimental behaviors, such as smoking.

The researchers concluded that anti-smoking campaigns targeting smokers' impulsivity may be effective on young adults.

"The data indicate that for some young adults smoking is impulsive," Andrew Littlefield, a doctoral student in the psychology department at the College of Arts and Science, explained in a University of Missouri news release. "That means that 18-year-olds are acting without a lot of forethought and favor immediate rewards over long-term negative consequences. They might say, 'I know smoking is bad for me, but I'm going to do it anyway.' However, we find individuals who show the most decreases in impulsivity also are more likely to quit smoking. If we can target anti-smoking efforts at that impulsivity, it may help the young people stop smoking."

The study, slated for publication in an upcoming issue of the journal *Nicotine and Tobacco Research*, revealed that after quitting, the smokers saw declines in these personality traits, particularly those aged 18 to 25. As smokers age, the authors noted, their reasons for smoking go beyond impulsivity and the habit becomes part of a regular pattern of behavior.

"The motives for smoking later in life -- habit, craving, loss of control and tolerance -- are key elements of smoking dependence and appear to be more independent of personality traits," said Littlefield.

However, like other forms of substance abuse, smoking involves a complex relationship of genetic and environmental factors, he noted. Littlefield plans to research this topic further by studying the genetic influences on personality and alcohol consumption.

# COLUMBIA MISSOURIAN

## Police report numerous catalytic converter thefts

By Sraavani Pere

September 14, 2011 | 6:59 p.m. CDT

COLUMBIA — Catalytic converters, small, rounded parts on the exhaust system that decrease the amount of toxic emissions, are increasingly a target of thefts.

They can be removed in a few minutes using a hacksaw, Kyle Gorzik of Napa Auto Parts said.

Since June, 14 catalytic converters have been stolen from cars in large parking lots throughout Columbia, Public Information Officer Latisha Stroer said in an email.

Lynne Robertson of A1 Auto Recyclers said catalytic converters contain traces of palladium, platinum and rhodium.

"The presence of these precious metals give them a high resale value," she said.

**Eight converters have been stolen from MU lots and one from Ellis Fischel Cancer Center between Sept. 5 and Monday, MU police reported Wednesday in a news brief.**

Police said most of the thefts occurred during the day and mostly to Chevrolet Cavaliers, Pontiac Grand Ams and Pontiac Sunfires. The victims are believed to have left their vehicles parked for long periods of time.

The U.S. Environmental Protection Agency made it mandatory in 1975 for every car to have a catalytic converter.

A car without a catalytic converter would have an extremely loud exhaust system because the muffler that is used to minimize noise would be affected. Catalytic

converters are available from \$70 up to \$430, depending on the size and make of the vehicle, Gorzik said.

No suspect information was available from either police agency. The pilfering of catalytic converters is a difficult crime to uncover as the converters do not have serial numbers and therefore cannot be tracked, Stroer said.

Police have advised residents to park their vehicles in well-populated and well-lit areas, to close and lock garages and install conspicuous video surveillance cameras outside houses to deter converter thieves. Etching the car's VIN number on the converter is also advised.

Anyone with information on converter thefts are requested to call Detective Sam Easley at the Columbia Police Department at 884-3721 or Crime Stoppers at 875-8477.



## **Police track catalytic converter thefts**

Columbia and University of Missouri police are reporting a rash of catalytic converter thefts throughout the city.

Since June, Columbia police have investigated 14 theft reports taken during daytime hours in large business parking lots. University police have seen similar problems on campus, taking nine reports from a university lot at Stadium Boulevard and College Avenue and a Ellis Fischel Cancer Center lot between Sept. 5 and 12.

So far, vehicles targeted included Chevrolet Cavaliers, Oldsmobile Aleros and Pontiac Grand Ams and Sunfires, according to police news releases. The vehicle parts are targeted for their expensive metals. The targeted vehicles were all parked in the lots for long periods, police said.

No arrests had been made as of Wednesday morning.

The two departments are asking the public to report suspicious activity or call CrimeStoppers at 875-8477 to give anonymous tips.

## **KOMU launches 'U\_News'**

By Jacob Barker

A man in New York gave his thoughts about Sept. 11. Someone in Paris passed along information about an explosion at a French nuclear waste facility. A St. Louis woman asked why Amtrak service between there and Kansas City was targeted for cuts when ridership is up.

And that was just the first day of what KOMU is billing as the first broadcast that allows viewers to become co-hosts. The first broadcast of "U\_News@4" went off without a hitch Monday despite the fact that nine people who didn't work for the station could comment behind host and KOMU reporter Sarah Hill. "This is a free satellite truck attached to a crowd-sourcing tool, essentially," Hill said in an interview after the broadcast. "It makes it really exciting to gather news in this way because it expands our reach so much."

Stations across the country have worked to fill the 4 p.m. hole left by the departure of daytime staple Oprah Winfrey. But KOMU's approach might be one of the most novel: a news broadcast that allows viewers to interact in real time. Using the "Hangout" video-chat feature in the new social network Google Plus, some viewers are invited to join a group with Hill, where she interacts with them during breaks and asks them questions during the broadcast. Meteorologist Dave Schmidt also has a Hangout, though it doesn't air live on the show.

Viewers can write in comments through a live-chat feature on KOMU's website or in emails, texts, tweets — pretty much any form of social media. Hill stresses she's a co-host, not the host, because of the interaction with viewers. Each day, a new panel of co-hosts will be brought on, and some familiar faces will likely return.

The idea began germinating late last year, when the station started making a plan for a newscast to fill the 4 p.m. time slot, KOMU Interactive Director Jen Reeves said. But during the February blizzard, the team had an "a-ha moment" when viewers sent in pictures and comments by the droves. "Mid-Missouri really does want to share," Reeves said. "And now that we know that, we can do this."

"U\_News" will ask viewers to send in pictures and videos that producers might air live. And with help from a grant from the Reynolds Journalism Institute, public access to webcams will be available in libraries in KOMU's 14-county viewership area. "I'm really hoping we can reach out against socioeconomics and regions," Reeves said. "Technology, I really don't want that to hold back anybody."

When Google Plus launched this summer, KOMU's team saw the potential of the Hangout feature.

"We're targeting anyone who wants to engage," Reeves said. "And they don't have to be watching it on TV; they can be watching it from their desk at work."

Jed Williams, an analyst with Virginia-based local media research and consulting firm BIA/Kelsey, has been following KOMU's use of Google Plus in its new show and said he hasn't seen a show that synthesizes so many media platforms in an interactive way before. Whether other stations follow KOMU's lead depends on what revenue opportunities develop and whether viewers embrace the concept.

"This is really powerful user-generated content," Williams said. "In many ways, it's driving the news content. We'll see how that works out, but it's very intriguing."

Reach Jacob Barker at 573-815-1722 or e-mail [jbarker@columbiatribune.com](mailto:jbarker@columbiatribune.com).

# COLUMBIA MISSOURIAN

## **Mizzou Network to launch in December to showcase MU athletics**

By Vinnie Duber

September 14, 2011 | 7:21 p.m. CDT

**COLUMBIA — The MU Athletics Department is planning to launch an online network in December that would provide video content including interviews, highlights and behind-the-scenes features as well as live streaming of sporting events.**

Dubbed the Mizzou Network, it will not be a traditional 24-hour channel. Instead, it will provide mostly on-demand content, according to Andrew Grinch, associate athletics director for strategic communications. Grinch compared the on-demand style to Netflix and other video providers on the Internet.

Access to the network will be mostly free, but there will be a charge for premium content, which Grinch said could include live streaming of sporting events.

“Defining premium content, right now, it’s a little premature to do that,” Grinch said. “I would say that something like live events would probably fall in that bucket.”

He said that had the network been launched already, the department would have “looked long and hard” at putting the Missouri football team’s upcoming game against Western Illinois on the network, rather than on pay-per-view. He also said there is a possibility to stream a basketball game live in the future.

Grinch stressed that the network’s programming isn’t fully determined and that the plan is for the network to evolve. Grinch listed possibilities for programming, including coach and player interviews, game highlights, footage from practices and features on coaches, players and teams.

"We realize that we have access to a lot of great content," Grinch said, "and we know from the culture that we're in, the 24-hour news cycle and everything and social media and everything, that people have an appetite for this stuff, and how best can we feed that appetite.

"So I think it's really a platform that can help drive interest, it can help drive recruiting, quite frankly, whether your talking about student athletes or regular students on campus. I think it's really a place to channel, to showcase what we have going on here at Mizzou."

The planning process for the network began more than a year ago, when the department evaluated its online video offerings. The goal is to create one place to direct people to "see what's going on at Mizzou."

In that spirit, the department is partnering with KOMU/NBC and the Missouri School of Journalism, among others. There are plans to do a weekly sports show that will be produced out of KOMU.

"Like a five- to seven-minute sports show," Grinch said. "We're not really sure on the format yet. It could be a traditional highlight. It could be an interview show or a combination of both. So we'd be working with them on that."

Marty Siddall, general manager at KOMU, said that KOMU will aid the Athletics Department by using its production capabilities.

"We have a studio here, and we have a production department here that works with them in other capacities," Siddall said. "So, whether it's original content or some replay information or things like that, we're a logical and efficient source to work with them on some of their production for the network."

Siddall said that there will be a monetary exchange for KOMU's production of content, but he couldn't elaborate on details that have not been "fully defined at this time."

Grinch said that, eventually, the hope is to create content that goes beyond just athletics and shows what's going on on campus, as well. That is one opportunity to involve journalism students.

“I think the leadership over there (at the Missouri School of Journalism) sees this as an opportunity, as an outlet for students to help us produce creative content,” Grinch said, “whether it’s athletic content or stuff on campus. As far as how that’s going to work, we haven’t figured out all those details yet, but that’s something that will continue to evolve.”

MU broadcast journalism professor Kent Collins noted that the kind of content that will be produced by the Missouri School of Journalism has not yet been specified.

Still, according to Grinch, most content will be produced by the Athletics Department.

With any discussion of a school starting its own network — regardless of the platform — comes the question of the influence of the University of Texas and its Longhorn Network, a 24-hour cable channel that launched earlier this year.

Grinch said the decision to create the Mizzou Network was not a direct response to the Longhorn Network but that it caused everyone to evaluate what they were doing.

“This is a different animal than what they’re (Texas) doing,” Grinch said. “Obviously, what they’re doing, they felt like they had enough content or what have you that could justify a 24-hour network. Obviously, we’re not there yet. So we view this in no way as competing with them, so to speak.”

The network is planned to launch on Dec. 1, but Grinch said that in reality it is more of a rolling launch, meaning the network will look different a week later and a month later and a year later than it does on the first day as content continues to evolve.