

City, MU exit Gig.U broadband group

By JACOB BARKER

Sunday, July 8, 2012

About a year after announcing they intended to join a national effort to induce providers to build ultra-high-speed broadband networks in research university communities, Columbia and the University of Missouri have dropped out of the consortium.

Last July, the city and MU announced to great fanfare that they, along with 37 research universities and their communities, were joining Gig.U, the University Community Next Generation Innovation Project. The city invested \$6,000 in the first phase, and MU put up \$9,000 to participate in a request for information, or RFI, from Internet service providers on what it would take to extend ultra-high-speed broadband into the community.

Blair Levin, executive director of Gig.U, confirmed MU and Columbia had not signed up for the second phase. More than 80 percent of the original members opted to participate in the next phase.

"We recognize that there is more than one path up the mountain, however, and we greatly respect Columbia's decision," Levin wrote in an email.

Columbia's RFI solicited two responses, said John Gillispie, executive director of MOREnet, an MU-run statewide Internet network that provides access to schools, universities and government agencies. Gillispie has been involved in the effort from the start and said that because there were only two responses, Columbia and MU opted to continue discussions with the private providers directly.

"There is a continued discussion of how to get those types of capabilities out into the community," he said.

The Gig.U effort came after tech and economic development types coalesced around an attempt to promote Columbia to Google as the prime spot to build its superfast fiber network. Google chose Kansas City, Kan., but Columbia leaders didn't want to give up on super-high-speed Internet.

Gig.U is based on the idea that universities need faster Internet networks to keep up with research needs. But there is no plan for upgrading the networks, and Gig.U leaders are concerned that could lead to U.S. universities losing global dominance.

The question is whether the community is missing out on anything by not having the infrastructure in place.

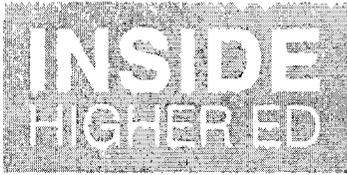
"I think what the project needs is some collection of applications or devices that would drive consumption of that bandwidth," said Keith Politte, a former employee at MU's Reynolds Journalism Institute who was involved with the effort while he worked at the university. "Why would you want to build the infrastructure if there's not going to be a need for it?"

Gillispie pointed to the thinking behind Gig.U, which is that modern applications that rely on fast Internet often came from college campuses, and if you invest in the infrastructure there, demand will come.

"The Internet that you have today is the Internet that got created based on the throughput of new applications," he said. "Where do the new applications come from? I think it's the deeper question you have to think about."

Whether the city and MU are losing an edge by not working with Gig.U is unknown. Levin said the organization thought Columbia's decision "was based on their view that the RFI suggested ... the best path forward was to simply engage in a conversation with CenturyLink and that the work plan for Phase 2 was not necessary for that conversation to proceed."

Gillispie said he couldn't reveal the private parties the city and MU were working with. A CenturyLink spokesman could not confirm by deadline whether the company was working with MU and the city.



insidehighered.com

What Can University Presses Do?

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By Marshall Poe

I owe a huge debt to university presses. They published my books -- knowing they would make no money on them. That selfless act won me tenure at an excellent university.

My debt does not end there. I run a high-minded enterprise that broadcasts interviews with academic authors of new academic titles. The university presses send my little shop scads of free books. That selfless act wins us thousands of listeners. Nor does my debt end there. Being the overeducated type, I really like the books they publish. But I don't buy them because I don't need to: the university presses sell them to libraries that then make them available for free to me and everyone like me. That (admittedly only partially) selfless act wins me hours of intellectual enjoyment.

There is one final debt I owe university presses, and it is the most important. I think that the citizens of a liberal democracy should be informed, and that the people doing the informing should themselves be informed. With a very few exceptions, the bottom-line-obsessed executives who run big media companies don't believe either of these things. There is no other way to explain what passes for "analysis" on major network and cable TV channels. The equally profit-driven executives at big trade publishers may believe the former, but they have little interest in the latter — again, with a very few exceptions. Why else would they publish bad book after bad book with the ridiculous title formula "The Next Big Thing: How [*Insert Simplistic Idea Here*] Changes Everything"?

The apparently altruistic editors of university presses, however, care *both* about educating the public and about the expertise of the people doing the educating. They take the ideas of really smart, incredibly knowledgeable researchers and, via books, make those ideas available to everyone. They have the audacity to believe that the public not only *deserves* the best ideas available, but that the public can understand the best ideas available. As far as I can tell, they are the only folks in the media industry who share that belief — and I love them for it.

That's why I want to help them and, if you believe as I do, you should too. For, though you may not know it, they are in some trouble. For example, the University of Missouri Press just announced that it will be closing its doors. Let me count the problems they face, or at least three of them.

First, most university presses are not economically sustainable. It may look as if university

presses publish books like any other commercial press. Just like Random House and the rest, they produce attractive, interesting books and offer them for sale on Amazon.com where you and I can buy them. The difference is that you and I don't buy them, at least in large numbers: Only university libraries do because they are mandated to buy them as part of "collections development." The university libraries in essence subsidize the university presses. And that would be fine if — and it's a big "if" — the university libraries had the resources to continue to buy all the \$60 books the university presses can print. They don't.

Their budgets have been broken by the ever-increasing cost of journals, especially scientific journals. The university presses cannot control this cost: the publishers of must-have scientific journals are too few and therefore too powerful to be brought to heel. They can, effectively, force the libraries to buy their journals at whatever price they deem fair. So the university presses cut costs where they can, namely, in acquisitions of books from university presses. Fewer library purchases mean less revenue, and less revenue means increasing reliance on the subsidies most university presses receive from their host universities. That would be fine if the host universities were all willing to pay the increased cost of having a press. Some doubtless are. But some aren't; for example, the above-mentioned University of Missouri. If university presses can't pay for themselves, and if fewer universities are willing to pay for them, then there will be fewer university presses.

Second, most university presses are not fulfilling their mission. That mission is to disseminate the research of scholars for the public good. In fairness, they do achieve this aim by making research available to academics and university students. Efficient "scholarly communication" is essential for research and teaching, and ultimately, though indirectly, it does the public lot of good. But the fact of the matter is that university press books rarely directly reach the public. It's true that if you have a library card for a big university library you can get a university press book for "free." But the vast majority of the world's population doesn't have the right card. Even if you don't have the right card you are still free to buy the book if you have a spare \$60. But the vast majority of the world's population doesn't have a spare \$60.

Hundreds of millions of average people, of course, do have \$60 to spend on books. So let's say you're one of them. Are you going to buy a university press book? No. Why not? Many academics will tell you that their work is too complicated for common folk to understand. They don't buy it because they can't "get it." In some disciplines — mathematics, the hard sciences, quantitative economics — that may be true. But in most disciplines it's not true at all. A good history book can be understood by most people. But people don't even buy those.

Again, why not? The reason is that most people don't have the time or inclination to read. That may sound outlandish, but it's true. Given the choice (and they have the choice), most people would much rather listen or watch than read. Americans, for example, listen to and watch "media" of various sorts for many hours everyday. In contrast, they read for pleasure for about 15 minutes a day, and they very rarely read books. In short, the university presses have the wrong tool for the job. They are trying to reach the public through expensive books, but people do not want expensive books.

Finally, the university presses do not "get" the Internet. They have blogs and online stores, and in

some cases even distribute electronic material. Some, like the University of Michigan, are a lot further up the learning curve. That's good. Nonetheless, most presses still treat the Internet as if it were another distribution channel for expensive books, like a brick-and-mortar bookshop but better. But here's the hard truth: the Internet has destroyed the market for expensive books and, more speculatively, university press books in general.

Let's say you — Jane or John Q. Public — want to know a little something about Subject X. Are you going to go to the library to get a book? No. Too much hassle. Are you going to order a university press book from Amazon.com? No. Too expensive and, besides, reading books takes too much time. What do you do? You go to Wikipedia, where you'll find much of the content of university press books digested into short, convenient, and totally free articles.

But let's say you want to know more about Subject X. Again, you aren't going to schlep to the library or fork over \$60 for a book you don't have time to read. Not when the Internet gives you other options. And it does. You could listen to a free podcast interview with the author of a book about Subject X, or you could watch a free video of a course about Subject X taught at a big university. Let's say, however, that you want to read a book about Subject X. The library and the university press are still both options, but even now you aren't ready to get out of your chair or plunk down \$60.

Not when you can go to any number of sites (Google Books being the biggest) that offer free access to books in multiple electronic formats. Let's say, finally, that you want a particular university press book about Subject X. Now the library and Amazon.com become more attractive options. They are not, however, the only ports of call. A quick search uncovers an electronic version of the book on file-sharing site. It's pirated, but it's also convenient and free. You download it. Again, the university presses have the wrong tool for the job. People have never wanted university press books; now, with the Internet, they don't need them and, if they do, they don't always have to buy them.

So what should university presses do to get out of this mess? The obvious answer is to stop printing books, start distributing them electronically, and pass the savings on to both libraries and consumers. This would help a lot, particularly if the university presses could find away to give their books away on the Internet. This may sound ridiculous, but it's not.

What would it cost an open-access university press to produce an academic book? It could get the "content" for free: academics are quite happy to give their manuscripts to university presses because publication wins them tenure, promotion, and esteem. It could have manuscripts vetted for free: academics are willing to evaluate manuscripts because they consider it a part of professional service. It could have manuscripts edited and formatted for very little: increasingly, university presses outsource these technical tasks resulting in significant savings. It could distribute books at very low cost: since there is no printing (though print-on-demand could be offered), all the open-access university press needs to do is mount the books on a server. Since the books are not sold, there are no marketing costs.

What's left? The big expense is editors. Even an open-access university press would need skilled people to find good manuscripts, work with their authors, and shepherd their books through

publication. In terms of salary, benefits, and overhead, editors cost roughly the same amount as faculty members, say \$100,000 annually on average. A press with five editors, therefore, would cost something in the range of \$500,000 each year.

That's a fraction of the annual budget of an existing five-editor university press. Still, half a million dollars is a lot of money. Since the books would produce no revenue (remember, the open-access university press gives them away), this expense would have to be absorbed by the sponsoring university. Where would it get the money? Hypothetically, out of the library budget. If university presses give away their books, university libraries won't have to buy them; if the university libraries don't have to buy them, then they can shunt the money saved to the university presses.

The real challenge facing the open-access model of the university press is getting the ball rolling. If every university press gave away its books, then every university — not to mention the public — would benefit. But someone has to go first, and that someone is going to incur considerable costs not borne by later participants and free riders. After all, the first university press to give away its books will receive nothing in return until the second university press begins to give away its books.

This is a knotty problem, though a number of possible solutions present themselves. The first option is for an altruistic university to begin the process by launching an open access press and absorbing the costs thereof. Such a move might attract similarly altruistic participants. Then again, it might not. A second option is for a consortium of university presses to band together and agree to give their books to one another for free. If this arrangement resulted in considerable savings, it would likely attract other participants.

Finally, a third option is for a foundation to subsidize the transition from closed to open access. The foundation could make grants available to "first mover" universities to offset their expenses until enough institutions have signed on to make the open-access system cost effective for everyone. These options are not mutually exclusive. Some universities have the resources to act as altruists. Others are already in formal groups that might serve as a basis for an open-access consortium. And still others have longstanding relationships with foundations that might support a move to open-access.

As promising as the open-access model appears, it does not go far enough in fixing the broken university press. The reason is simple: even under the open-access model, the university presses are still envisioned primarily as producers of books. This would be fine if everyone loved long, serious books. But almost no one does, the principle exception being academics. Therefore, if university presses want to reach the public, they must begin to think of themselves as the purveyors of ideas rather than the publishers of books. Of course the university presses should still produce books, for there may be no better way for scholars to communicate with one another over vast stretches of space and time. They must, however, also use nontraditional means to "get the word out" about authors and their work, means that appeal to the public.

Some of these new forms will be textual. For example, university presses could post short summaries of their books, aggregate reviews of them, invite experts to begin online discussions

of them, cite them on appropriate Wikipedia pages, and so on. Most of the new means of dissemination will, however, inevitably be audiovisual. We know that people would rather listen and watch than read. Heretofore, university presses have had no economical way to take advantage of this predilection. A/V production and distribution were prohibitively expensive. No more. Today good audio and video can be produced and distributed at incredibly low cost and with very little training. Thanks to new media, university presses now have a host of novel ways to "get the word out" about authors and their research. These include podcast interviews with authors, videos based on books or parts of books, and online chats in which authors speak to audiences about their work (a sort of Internet version of the "reading").

What I'm suggesting is that university presses need to do more than publish titles — they also need to help make their authors public intellectuals. Traditionally, public intellectuals have been few and they have enjoyed very large — often national — audiences. The reason for this had little to do with people's interests and everything to do with the practicalities of the broadcast media. Every "channel" in the broadcast media was (and remains) very expensive.

It costs a fortune to run *The New York Times*, National Public Radio, and CNN. By necessity, the high costs of broadcast media limited the number of "channels" available and, therefore, the number of public intellectuals who could be featured on them. Broadcast media could only connect huge public intellectuals to huge publics. They could not connect interest-specific public intellectuals to their interest-specific publics.

The Internet, however, can make these connections because it permits economical, finely calibrated "narrowcasting," that is, the transmission of specific information to specific interest groups. Of course print and -- to a much lesser extent -- radio and television also allowed some narrowcasting. Academic journals and industry newsletters are perhaps the best examples. But the scale of narrowcasting on the Internet is orders of magnitude greater than anything known before. Take the blogosphere for example. Here tens of thousands of interest-specific public intellectuals talk to tens of thousands of interest-specific publics concerning every imaginable interest. If you want to know about it — beer brewing, Italian shoes, organic chemistry — you can probably find someone with considerable expertise blogging about it. That's truly remarkable.

The university presses are well-positioned to take advantage of Internet narrowcasting precisely because they essentially manage a group of experts — authors with books — who are very motivated to reach their publics. Every author wants an audience, even academic authors. The university presses have traditionally helped their authors find their audiences by publishing and promoting books. It's time to admit that they largely failed, not for any lack of trying, but because the book was the wrong tool. Blogs, podcasts, videos, and types of "programming" not yet conceived or invented offer a much better method of reaching the myriad of communities of interest. If university presses use these methods, everyone wins: the author gets an audience, the audience gets a public intellectual, and the university press fulfills its public-spirited mission.

So, to return to our initial question -- "What should university presses do?" -- my answer is this: spread good ideas by any means available.



OPEN COLUMN

Editorial took broad look at UM priorities

Friday, July 6, 2012

Editor, the Tribune: The recent decision by University of Missouri administrators to close the UM Press has drawn some appropriately negative editorial commentary (see the Tribune's June 26 Darkow cartoon, the commentary in the June 19 "Inside Higher Education" and the strong June 25 editorial by the St. Louis Post Dispatch's STLtoday.com).

But the larger questions about the relative priorities of the university raised by the contrast between the general budget malaise of the university (of which the press decision is only a part) and its expanded commitment to athletic programs were powerfully expressed on the editorial page of the June 28 Kansas City Star.

I commend the Star's editorial (titled "Education gets in line behind athletics at MU") to the thoughtful consideration of everyone who cares about the University of Missouri and the public messages that are conveyed by its actions.

Melvin D. George
1509 W. Rollins Road

An inside look at athletic budget growth at KU, K-State and MU

Here's where the money came from, and went, over the last five years

By **BLAIR KERKHOFF**

Pause for a moment and think about a five-year picture of financial trends. It could be employment figures, your 401(k) statement, wages, you name it.

Seeing red ink? Trend lines pointing down? Your blood pressure rising?

Now take a look at the five-year financial snapshots of the athletic departments at Kansas, Kansas State and Missouri.

Kansas State's athletic budget grew by nearly 31 percent for the last reported financial year, 2010-11, and the school was identified as being the most profitable in college sports. The Wildcats' athletic revenue increased more than \$20 million from 2006-07.

Coaches cleaned up. The total compensation for Kansas men's basketball coach Bill Self for 2011 was \$4,446,215. In the same year, Missouri football coach Gary Pinkel made \$3,221,937, more than double his salary of five years earlier.

The Star examined figures provided on school's websites and obtained through open records laws from the previous five fiscal years, 2007-11, and found growth that ran contrary to gloomy financial trends, including some at other parts of the campuses.

On June 26, the University of Missouri system approved more than \$35 million in cuts in order to balance its \$2.8 billion budget for the 2013 fiscal year, which began July 1. Programs were either cut or consolidated, 180 jobs were eliminated and the University Press will be closed this summer.

The same day, June 26, the MU athletic department announced a \$200 million plan to upgrade its facilities and received a \$30 million gift to help pay for the projects, including an expansion of Memorial Stadium. The rest of the money for the first phase of the plan, which totals \$102

million and was approved by the Board of Curators, will come from increased premium seating revenue.

On June 20, the Kansas Board of Regents announced a tuition increase for its six universities, including increases of more than 5 percent at KU and K-State. Earlier in June, KU officials accepted 106 requests from employees seeking early retirement after the school offered buyouts to 655 of its 4,800 workers in May.

But growth continues for college sports played at the highest level, defined today as having membership in one of the conferences with lucrative football television rights contracts — the Big 12, where KU and K-State reside; the Southeastern Conference, of which Missouri became a member last week; the Pac-12; Big Ten; and Atlantic Coast Conference. They are five of the six “power conferences” in the Bowl Championship Series, major college football’s multimillion-dollar producing postseason structure.

The Big East is the sixth power conference, although several of its top members, such as West Virginia, have left or are leaving and the conference figures to land a TV deal that is less valuable than the others.

The BCS currently generates \$155 million a year, and the money is not distributed evenly. Power-conference teams that automatically qualified for a BCS game, like Big 12 champion Oklahoma State last season, earned \$22.3 million. Most of that revenue is deposited into the league’s revenue-sharing formula.

Last month, a committee of university presidents approved a four-team playoff that will start after the 2014 season and could triple the annual value of the BCS.

“As near as I can tell, FBS football has been completely impervious to economic downturns,” said Rodney Fort, a University of Michigan economics professor and author of the textbook “Sports Economics,” which is used in 135 universities.

The financial stories of NCAA schools outside the BCS aren’t as positive. There are 1,079 member schools among the NCAA’s three divisions, 982 of which sponsor football, but only 60 Division I teams reside in the top five conferences of the BCS. Sixty more Division I schools compete at the BCS level, or what the NCAA calls the FBS, or Football Bowl Subdivision.

UMKC, which also competes in NCAA Division I but doesn’t have a football team, operated in 2010-11 with an \$11 million budget and looked to save money over the past two seasons by moving the majority of its men’s basketball home games from Municipal Auditorium downtown to Swinney Recreation Center on campus.

The savings of about \$81,000 annually in rent and other expenses is allowing UMKC “to right-size the budget and get the proverbial house in order,” athletic director Tim Hall said. “We have to look at things more creatively.”

Where does the money come from?

The majority, over 95 percent, is generated through private donations or athletic-generated income.

As a rule, ticket sales are the lifeblood of an athletic department. A national survey by USA Today found that in 2008, sales primarily of football and men's basketball tickets accounted for 25 percent of a typical BCS athletic department budget. Contributions from private donors made up 22 percent and 18 percent was from conference income, which includes revenue from the BCS, NCAA Tournament and television contracts negotiated by the conferences.

Figures from MU, K-State and KU from 2007-11 differed slightly. At Kansas State and Kansas, contributions slightly outpaced ticket sales. K-State's breakdown: 28 percent contributions, 25 percent ticket sales, 19 percent conference revenue.

Kansas State counted a record amount of donations, \$26.5 million, to its 2010-11 budget, money that helped pay for \$93 million in improvements that included a new basketball practice facility and a press box on the west side of Bill Snyder Family Stadium.

Kansas: 26 percent ticket sales, 31 percent contributions and 15 percent conference revenue. In each of the last five years, the Jayhawks generated more ticket sales income from men's basketball than football, although the gap has closed recently.

KU's two best years for contributions were 2008 and 2009, when more than \$64 million was pledged. Those included the men's basketball national championship season and consecutive bowl seasons.

Missouri: 32 percent from ticket sales, 23 percent from contributions and 18 percent conference income. Football produced more than \$24 million in revenue from 2009-11 and after the sport's expenses were subtracted added about \$10 million annually to the bottom line.

Another income source is money generated through media rights held by the school. Kansas' deal with IMG College, a multimedia company that controls the Jayhawks' television and radio networks, coaches' endorsements, Internet sales, signage and corporate sponsorship, was worth nearly \$14 million over the previous two years.

On the expense side, coaches' salaries take the biggest bite — more than the money spent on all athletic scholarships.

In 2011, Missouri spent \$12.4 million on salaries, which also included perks such as automobile usage, country club memberships and bonuses, and \$7.6 million on athletic student aid. Kansas spent nearly \$14 million on coaches and \$9 million on scholarships. K-State: \$9.2 million on coaches, \$5.6 million on scholarships.

The revenue line poised show the largest increases over the next few years is conference-generated income. Just holding membership in the Big 12 and SEC is a boon for the area schools.

Last month, the Big 12 announced its schools would distribute a record amount of conference generated revenue, some \$19 million, to each school. Last year, the average payout was about \$13 million.

“What it does is allow us to enhance the total athletic program at our school and enhance the overall quality of athletic programs at all Big 12 schools,” said Kansas State president Kirk Schulz.

Missouri won't share in conference distributed spoils this year — its \$12.4 million penalty for leaving the Big 12 came in the form of withheld income from the conference — but starting with the upcoming school year, the Tigers will earn more league revenue than at any time in its history. SEC schools are receiving \$20.1 million this year.

The SEC, Big Ten, Pac-12 and ACC all have blockbuster network deals — with another on the way with the new playoff structure — what NCAA president Mark Emmert called “a market shakedown of media rights” while attending the Big 12 meetings in Kansas City in June.

Emmert said he doesn't blame the conferences for taking all that's offered. But he's the president of all NCAA schools, not just those at the top of the football pyramid.

“There are a variety of dynamics out there that will continue to drive the gap between the highest resource schools and the lowest for the foreseeable future,” Emmert said. “I don't see that trend abating at all.”

College athletic departments spend what they make.

“It's important to understand that while schools are generating more revenue, it's all plowed back into the student athlete experience and infrastructure,” Kansas State athletic director John Currie said.

But should students make even more?

As billions pour into conference coffers, the same conferences can't seem to find a solution to the notion of paying athletes a stipend. Legislation passed last October to provide scholarship athletes an additional \$2,000 annually but was put on hold months later for further study.

Texas coach Mack Brown wrote on Twitter last month that he thinks the stipend should be revisited in light of the new playoff and its potential payout.

“It will be a very lucrative event, and those young people are the ones that make it all happen,” Brown wrote.

Some schools questioned whether they could afford the new expense — Texas estimated stipends would cost its school about \$600,000 annually — and there was concern over the recruiting advantage by those that could afford to pay and those that couldn't come up with the full amount.

The NCAA is facing another athlete compensation issue. UCLA basketball star Ed O'Bannon and several other former college athletes, including Bill Russell and Oscar Robertson, have filed a class-action lawsuit against the NCAA for using their images without compensation, even after leaving college.

But the area schools have more immediate challenges.

Missouri's \$64 million operating budget for 2011 included about \$25 million in football revenue, and men's basketball generated \$11 million, a 16 percent increase over the previous year. But in the SEC, the Tigers will need to step up the pace. The budget ranks Mizzou in the bottom third of its new league, and that's not where Missouri intends to reside athletically.

Prices for football tickets and parking are increasing, and athletic director Mike Alden laid out the case in a letter to fans. The \$200 million in planned facility renovations are part of Mizzou's plan to better compete in its new conference.

"When we made the decision as a university to apply and then be accepted to the SEC, we communicated very publicly how there was no question that all of us would have to 'step up,' " Alden wrote. "Academically, socially, competitively, financially, facilities, recruiting, etc."

Kansas, which reported a \$75 million budget for 2011, has plenty of room for growth in football.

The Jayhawks took a huge jump in football ticket sales in the 2008 and 2009 fiscal years, Kansas' last two bowl seasons.

The football ticket income fell off slightly in Turner Gill's first year, and the 2012 fiscal figures likely will show a bigger drop.

Kansas carries a burden on its bottom line — severance payments. Under expenses for 2010 and 2011 it lists a total of \$5.7 million, payoffs for former football coach Mark Mangino and athletic director Lew Perkins. The 2012 financial year will reflect a \$6 million buyout of Gill, money that athletic director Sheahon Zenger will have received through donations.

Kansas remains one of the few programs in major college sports where men's basketball generates a bigger bottom line than football. Basketball revenue minus expenses has been greater than football's figures in each of the five years that The Star reviewed records.

At Missouri and Kansas State, football revenue minus expenses typically doubled men's basketball.

At Kansas, basketball is "the tip of the spear," Zenger said. "I remind our folks that we're never going to lose sight of that."

Mizzou, KU and K-State also are part of the large majority of Division I schools that balance their budget with subsidies, money from student fees and state funding. In 2011, Kansas received

\$3.4 million, Kansas State \$3.2 million and Missouri \$2.6 million from those sources, which accounts for less than 5 percent of each school's operating revenue.

Dan Fulks, a research consultant to the NCAA and accounting professor at Transylvania University, said revenue generated from the large TV contracts — potentially \$2.5 billion to the Big 12 for 13 years from ESPN and Fox, and \$205 million annually to SEC schools, a figure expected to soar as the league renegotiates its media deals — should reduce the subsidies.

“Twenty million a year, or at least that much, will make a difference,” Fulks said.

If the sports business is good at major college level, schools like Mizzou, Kansas and Kansas State have to work a little harder within their conferences, which include athletic programs that are the nation's richest.

Texas brought in a nation-leading \$150 million in athletic revenue in 2011, Alabama \$124 million and Florida \$123 million.

The numbers suggest an uphill battle for the likes of Kansas State, Kansas and Missouri.

“But you know what?” Currie said. “In America, competition drives you to get better, or it drives you out of business.”



MU food focus gets national stage

School is taking part in D.C. fest.

By JANESE SILVEY

Friday, July 6, 2012

The University of Missouri has been "all over the place" on the National Mall this week and last as part of an annual festival showcasing land-grant universities.

"We just really tried to touch base everywhere we could," said Lisa Higgins, director of the university's Missouri Folk Arts Program.

Higgins and LuAnne Roth, education coordinator for Mizzou Advantage, spent last week in Washington, D.C., where MU is one of two dozen universities participating in the Smithsonian Folklife Festival.

This year the event is, in part, celebrating the 150th anniversary of the Morrill Act, which gave rise to land-grant universities. Other MU representatives are still at the festival, which runs through Sunday.

Each participating university is featuring a unique theme that shows how the 150-year-old mission still applies. Land-grant institutions were created in an effort to make practical studies such as agriculture and mechanics more accessible.

Specifically, MU is focusing on food at the festival. Jo Britt-Rankin, associate dean of the College of Human Environmental Sciences, is running MU's main tent, where attendees are learning how food goes from a farm to a plate. Campus representatives also are giving cooking demonstrations, participating in panel discussions and sharing recipes, one of which is featured on the festival's website.

In correlation with the event, MU also launched a smartphone application and website, seasonalandsimple.info, to help consumers see what produce is in season and how to use it.

Roth and Higgins spent most of last week greeting guests at MU's tent in the alumni station at the festival. There, people with ties to the university check in by writing their names on index cards and posting them on a wall.

"It was fabulous," said Roth, an adjunct assistant English professor. "There were alumni stopping by and telling their stories and signing in. There were also people from Missouri who felt connected to us even

though they had never attended MU. A lot of people just happened to be visiting the Capitol and happened on the festival."

There was also a prankster around: Roth said she noticed later that index cards were posted on the check-in board bearing the names of MU alumni Sheryl Crow and Brad Pitt — written in the same handwriting.

Even if the tent didn't attract celebrities, representatives are hoping the national attention helps a broader audience better understand the role of MU and land-grant universities.

"This has been very good, No. 1, to showcase what is being done at the University of Missouri, but I think it's also allowed us to connect not only with people who might have an interest in coming to Missouri, but it's allowed us to showcase for these national agencies," Britt-Rankin said, referring to federal agencies such as the U.S. Department of Agriculture and the U.S. Agency for International Development.

Britt-Rankin is also the coordinator for Mizzou Advantage's Food for the Future initiative, which encourages cross-campus collaboration between researchers working on food in health, literary or other contexts. The festival, she said, "is a true Mizzou Advantage experience because it's allowing people to see how Missouri is unique and how we are working interdisciplinary and how we can partner with others."



Prestigious camp provides nuclear science training

By JANESE SILVEY

Saturday, July 7, 2012

Kat Vilord, who will be a sophomore at Boise State University in the fall, knew she was interested in nuclear science but wasn't sure how it fit in with her study of chemistry.

Four weeks into a nuclear science camp at the University of Missouri, she's now torn between the medical side and nuclear forensics.

Vilord is one of 10 academically gifted college students from across the country participating in the Nuclear Forensic Summer School at MU's Research Reactor. The camp is in its third year, but this is the first time MU competed for the program, sponsored by the Department of Energy with a \$170,000 grant.

Students spent the first three weeks learning about radioactive materials and how they decay, how nuclear reactors and bombs are made and how to detect radiation, said David Robertson, director of the reactor. This week through July 20, they'll do more hands-on experiments in the radiochemistry lab at the reactor and hear from professionals in the field.

"They're getting the basics of all things nuclear," he said. "They don't come to us with a background in nuclear science."

Instructors aren't trying to make the participants experts but rather encourage the undergrads to consider nuclear and radiochemistry graduate-level studies.

Yesterday, an FBI agent who specializes in nuclear forensics spoke to the students. During a class break, student Karli Newcity noted, "This is really doing it for me."

Newcity said her father retired as a fingerprinting specialist at the FBI, and she wants to follow in his footsteps. Nuclear forensics, she has learned, is a way to combine that goal with the chemistry degree she's pursuing at Washington College in Chestertown, Md.

"This is really the best way to get into the FBI," she said.

Nuclear forensics is a fairly new field that emerged after the Sept. 11, 2001, terrorist attacks, said Justin Walensky, an assistant chemistry professor who is spearheading the summer school.

It's also important to train more chemists about radioactive materials to replenish a field now populated with professionals who are aging and retiring, Walensky said.

"We're concerned with the pipeline of nuclear scientists and nuclear forensics, so we want to expose some of the best and brightest students in the country to this area," Robertson said.

The camp is competitive. Students must submit letters of recommendation and maintain a high grade-point average. This year, there are four females and six males, none of whom is from Missouri.

Kevin Harvey, who will be a junior at The Catholic University of America in Washington, D.C., said he didn't know what to expect of the program but thought it "sounded cool."

"I see it as a great opportunity," he said. "It's a growing field."

Jordan Sabella is the only participant who is majoring in nuclear engineering. The University of California, Berkeley, senior said he has been fascinated by what he has learned about methods and equipment used to detect radiation and is now looking into that aspect of nuclear science.

Participants work hard at the camp, but they also have downtime. The students have been treated to a trip to the St. Louis Zoo, a Kansas City Royals baseball game and a canoe trip, as well as enjoying Columbia's downtown nightlife. "I'm having a good time," Sabella said. "It's very different from California."

The students agreed the program has made them start thinking about graduate school at MU.

Vilord, who came to the camp "dead set on Penn State," said she's thinking twice. "This is a nice campus," she said.

The camp is one of two nuclear-related programs with MU ties this year. Robertson received a separate \$1.5 million grant from the Department of Energy to direct the annual National Chemistry Summer School, also going on through July 20. That program is housed at two locations, San Jose State University and Brookhaven National Laboratory, and Robertson will oversee that school for five years.

All-out MU smoking ban comes July 2013, 6 months earlier

By Jaime Henry-White

July 6, 2012 | 6:02 p.m. CDT

COLUMBIA — Smokers on MU's campus likely will be putting out their cigarettes sooner than expected: Students, faculty and staff are voting to move implementation of the campus smoking ban to July 1, 2013.

The Staff Advisory Council, the Missouri Students Association, the Residence Halls Association, the Legion of Black Collegians and the Graduate Professional Council have all voted in favor of changing implementation from Jan. 1, 2014 to next summer. Faculty Council is the last to vote and is still discussing via email the proposed new date, but Chair Harry Tyrer said it is likely that the council will vote in favor to approve the change.

"The reason for changing it to six months earlier is that it's less obtrusive to students," Tyrer said. By changing the date to mid-summer, "students are probably better off, knowing that there is no smoking on campus than going halfway through the year and someone says, hey, there's no smoking on campus."

In February, the student association initiated the discussion of an earlier smoking ban and approached three other student organizations. The students later contacted administrators after passing a resolution in the student association Senate in March to ban smoking by January 2013. The groups negotiated and agreed that the summer of 2013 was the better option.

"I think it will be an easier transition than we think," MU Wellness Resource Center Director Kim Dude said. "Any time there is a change, there is a little bit of resistance. Basically, once people know what the policies are, they will abide by them."

Dude said that students have wanted to implement the ban for a while, and that university and college campuses nationwide are becoming smoke-free as a part of a growing trend. According to Americans for Nonsmokers' Rights, 774 campuses are now smoke-free and 562 of these campuses are tobacco-free.

About 14 percent of college students are regular tobacco users and these numbers are comparable to smokers on MU's campus, said Wellness Resource Center Coordinator Tiffany Bowman.

MSA President Xavier Billingsley said MU has fallen behind other universities and colleges in becoming smoke-free because limiting smoking in stages was ineffective.

"Essentially, what we did is we wanted to make it clear-cut that you can't smoke on campus, and we don't want to have these zones again because it is kind of confusing," Billingsley said. "We believe people will be more attentive to what they can or cannot do."

The transition to a smoke-free campus began in 2009 when smokers were no longer allowed to light up in university buildings or within 20 feet of entrances. Smokers on campus today can only smoke in areas around 15 designated urns, in parking lots, or on top of parking garages. MU Health Care property has been smoke-free since 2006.

The upcoming smoking ban will affect everyone on the MU campus, "including visitors, faculty, staff, volunteers, students, alumni, contractors and service representatives," according to the policy posted on the university's website. The policy states that smokers who violate the rules are to be reported to a department dean or building manager at the closest building, and employees to their supervisors or Human Resources. Administrators have not yet decided the consequences for violators of the policy once the ban starts, Billingsley said.

"Anybody who commutes and walks around campus will be most affected," Billingsley said. "It just cleans the air, and it's not a health issue; it's about the general common space for everyone who is here at Mizzou."

MU Student Center restaurant manager Debbie Patterson has been a smoker for the last 30 years but does not think the new implementation date for the smoking ban will be a problem.

"I support the policy," Patterson said, laughing to herself as she took another drag during a midday smoke break. "It's better for your health, better for your pocket, better for a lot of reasons."

In her view, the current smoking areas are not effective and are inconsiderate to nonsmokers. She said she wishes the ban would become effective even sooner — in less than six months.

"We've known about this for a year and half now," Patterson said. "Why didn't they just make it one phase? I think a lot of people would have quit cold turkey."

But she's not one of them. Although she said she's not planning to quit, she'll be OK surviving an eight-hour shift without a cigarette.

University of Missouri System Wellness Program Director Laura Schopp, who supported the earlier implementation and asked Faculty Council to get on board, said that regardless of when the ban comes into effect, people still need to be educated about the policy and campus cessation services.

“Our end of it through the Wellness Program is to support people through that change when it happens,” Schopp said.

The campus is currently working with two smoking-cessation programs: the Wellness Program for faculty and staff employees and the Wellness Resource Center for students, to provide smokers assistance.

A Missouri Foundation for Health grant currently funding the Wellness Resource Center's smoking-cessation program, which includes one-on-one therapy and nicotine replacement therapy, ends in April 2013. Dude said implementing the ban earlier might give smokers a greater sense of urgency about seeking help before the funding runs out.

“I think there is a lot of support for the policy, and I think that the sooner we can do it the better,” Dude said.

COLUMBIA MISSOURIAN

MU Police Department seeks reaccreditation

By Kate Hrdina

July 6, 2012 | 10:54 a.m. CDT

COLUMBIA — MU police will be seeking public comment Monday regarding its performance as part of an accreditation process for the department.

Two* assessors from the Commission on Accreditation for Law Enforcement Agencies, Inc. will arrive Sunday to examine MU police, and if the department is found to uphold 373 standards, it will be granted three-year accreditation, according to a release from the department.

CALEA will take comments from the public at 2 p.m. Monday during an information session in rooms 1209 A and B of the MU Student Center. The public may also comment by calling 884-9901 from 10 a.m. to 12 p.m. Monday.

Both phone and in-person comments must be limited to 10 minutes and discuss MU police's compliance with CALEA's standards. A copy of the standards is available at the department.