Mizzou sponsorship revenue to climb after winning season

Attracting corporate sponsors outside of the region has never been easier for the University of Missouri since joining the Southeastern Conference (SEC).

Regions Financial Corp., based in Alabama with bank branches in Missouri, never considered sponsorship deals with Mizzou when the school was part of the Big 12 conference. But that all changed last year, Mizzou's first year in the SEC, when Regions signed a multi-year sponsorship deal with the university.

Regions wasn’t the only company to seek out Bob Welch, general manager of Mizzou Sports Properties, a division of Learfield Sports, which handles all the sponsorship sales for Missouri’s athletic department, including signage, TV promotions, Internet and digital ads.

Other major national sponsors followed, including Best Buy, LG Electronics and All State Insurance. All were multi-year deals, Welch said.

The new national sponsorships continued even through last season, when winning was rare. The football team went 5-7 overall and just 2-6 in the SEC.

Last season’s poor record didn’t hinder sponsorship deals this year.

“Your property becomes a lot more nationally recognized,” Welch said of joining the SEC.

This year, Zaxby’s a popular chicken restaurant chain primarily located in southern states, signed on with Mizzou as it prepares to open locations in Columbia and Jefferson City.

Terms of the deals were not disclosed.

Overall, since joining the SEC, sponsorship revenue has grown by double digits, Welch said. That all means more money for the university, which shares revenue with Learfield.

Welch would not disclose terms of that deal.
It’s more lucrative for the university when sponsorship deals are up for renewal after a winning season, Jason Williams, director of Maryville University’s Rawlings sport business management program.

Welch did confirm there are a number of larger deals up for renewal this year. He would not specify which ones.

But there will be no “extra” financial benefit to Mizzou from the SEC for making it to the championship. The SEC shares the revenue from the championship game with all its member schools, Williams said.

Mizzou and Auburn will face off at 3 p.m. Saturday in the SEC Championship game in Atlanta.
In 2004, at the height of its success, Blockbuster had more than 9,000 video-rental stores around the world. A few weeks ago, when the chain finally surrendered to the plethora of video-on-demand services delivered directly to viewers via broadband Internet connections, it had just 300 stores left.

Blockbuster is another in a long line of retail giants—Borders, Circuit City, Tower Records—that were forced to shutter their bricks-and-mortar operations by upstart competitors, which seized on customer preferences for the ease, convenience, and low cost of shopping online.

The disruption that technology has inflicted on the retail sector over the past decade is often used to illustrate what is about to happen in higher education. The narrative goes something like this: Traditional colleges, particularly the many that are in the middle of the pack but charge high prices, will lose out to nimbler, cheaper competitors offering degrees on flexible timelines, either in hybrid format (in-person and online) or fully online.

This forecast comes with its own set of headline-grabbing predictions about the number of institutions that will go out of business as a result. Last month Clayton M. Christensen, a Harvard Business School professor and champion of disruptive innovation, suggested in a New York Times essay he wrote with Michael B. Horn that
the "bottom 25 percent of every tier" of colleges will disappear or merge in the next 10 to 15 years.

A few weeks earlier, speaking at a conference in Washington, Andrew S. Rosen, chairman and chief executive of Kaplan Inc., predicted that only 600 traditional colleges would survive the next few decades. Rosen told me afterward that in the future, students won't need "a physical presence for four years" in order to acquire a college degree. "Over time," he said, "the market has to realign itself to what's needed, and presence is not the essential piece."

The coming demise of the residential campus is a popular refrain for good reason among those who study the worrisome financial picture facing many institutions. Moody's Investors Service reports that net-tuition revenue—that's the cash colleges have left after giving out financial aid to students—is essentially flat or declining at three-fourths of public colleges and three-fifths of private colleges. What's more, a survey of more than 400 small private and regional public universities by The Chronicle this fall found that nearly half had missed their goals for either enrollment or net-tuition revenue.

Such depressing statistics often result in far different reactions on campuses: either a malaise that the end is near or overconfidence that the good days will return, just as they always have. As a result, institutions rarely introduce the sometimes radical changes they need to make, because one group of constituents believes the sky will fall tomorrow anyway, while others refuse to acknowledge that this time is different.

Predictions that hundreds of colleges will close should not be seen as a death sentence for higher education, at least not yet. Even soothsayers like Christensen, Horn, and Rosen give many colleges years, if not decades, to figure out a path to survival. The question is whether institutions will quicken their pace of change to lower their costs and better serve the changing educational needs of students and the global economy.

The only way some colleges will survive is to form deeper academic alliances with other institutions, across town or across the country. By closely aligning with other
institutions, colleges can share courses, either physically or virtually. They can also pare back entire academic departments, putting most of their resources toward making a few degree programs distinctive while leaving the rest to their partners. In some cases, the combined brand might be stronger than any of its individual institutions.

Of course, such sharing requires colleges to have much more flexible work forces, not one that's largely immovable because of tenure. An idea that higher education needs to adopt is one floated by, among others, Lawrence S. Bacow, a former president of Tufts University, that would put a clock on tenure. Instead of a lifetime guarantee, tenure would be for a specific time commitment—perhaps 20, 25, or 30 years—followed by one-year contracts.

Other key reforms to ensure the survival of hundreds of colleges must come on the student side of the ledger. The race to capture revenue from affluent students by offering them more and more financial aid under the guise of merit aid must stop. Not only does such a strategy force many colleges to increase their sticker price year after year in order to afford bigger financial-aid packages, but it also often comes at the expense of low-income students. Nearly two-thirds of private institutions charge their poorest students (those whose families make $30,000 or less) a net price of more than $15,000 a year, according to the New America Foundation.

Another competition among colleges, to provide the fanciest student amenities, is showing signs of slowing as colleges find themselves tapped out when it comes to taking on more debt. If the past decade was about building climbing walls and palatial dormitories to attract students, the decade ahead for colleges will be about proving their value to prospective students and families increasingly unwilling to pay higher tuition prices.

That means moving away from a one-size-fits-all system, in which students largely follow the same calendar and curriculum on their way to collecting 120 credits for a bachelor's degree. The colleges that succeed in proving their value will be those that understand the diversity of their students' needs, just like most companies segment their customer base, and offer a variety of paths to a degree, whether it's a three-year
plan, a low-residency option, a combination of hybrid and online courses, or more co-operative education programs, in which students are placed temporarily with companies in their fields.

More of the decisions colleges make about their direction must be rooted in data. For too long, colleges have developed their strategies based on intuition and on the desires and interests of faculty members. Adding academic programs, for instance, rarely came at the expense of cutting departments or changing requirements. Now the data exist to track students, the classes they took, how they performed, and their outcomes after graduation—all of which can inform decisions.

The collapse of higher education's business model has been predicted many times before now. Yet more colleges have opened in the past 50 years than have closed. That record provides a false sense of security for academics and contributes to the hubris of American higher education. But failure is not unprecedented. In the years before the Civil War, more than 700 colleges closed for economic reasons or because of competitors entering the scene. Just because academics today think that colleges shouldn't fail doesn't mean they won't.

*Jeffrey Selingo is a contributing editor at The Chronicle and a professor of practice at Arizona State University.*
WASHINGTON — Sometimes, all it takes is a $7 burrito gift card to get high school seniors to submit their college applications early.

"You always have some students who say, 'I don't want to go to college,' but they don't realize whatever it is in life, they need to go to college for it," said adviser Martin Copeland at Theodore Roosevelt High School in the District of Columbia. "They don't realize it until May. For those students, these incentives work."

President Barack Obama's goal is that by 2020, America will again have the highest proportion of college graduates in the world. To reach it, more low-income and first-generation students must earn a degree.

The first hurdle is getting these students to apply.

Even as a larger percentage of students from every income go to college compared with the late 1980s, some don't even consider it. Cost is a huge factor, as is a lack of understanding about scholarships and student loans.

Even application fees can be financially taxing. And the process gets even harder if there's no computer at home.

Many low-income students would be the first in their family to go to college. If their parents haven't gone through the application process, there may be no one at home to help guide them.

Then there's the big decision: Where to apply?
Some students think that "because of where we come from ... we aren't going to get in," said Scheryl Duarte, 17, a Theodore Roosevelt student who wants to become a nurse. She had planned to join the military and hadn't even considered college until a representative from Delaware State University spoke to her class.

"It's hard," Duarte said of the application process. "It's really long and boring, and it's the same information over and over again."

Much attention has been given to the issue of student loan debt and students failing to graduate from college, but higher-education leaders say college is still a good investment for individuals and the economy. Research has shown people who have a college degree are more likely to have a job and make more in lifetime earnings.

Yet, nationally, about half of high school graduates from families making below $18,300 enrolled in college in 2012 compared with about 80 percent of those whose families earned above $90,500, according to the College Board.

In Washington, where Duarte lives, only 30 percent of high school graduates go to college — a lower percentage than the number who drop out of high school, despite the city having the highest level of college attainment in the nation, according to the College Board.

Nearly all the students at Roosevelt qualify for free or reduced-price lunches.

To help create a college-going culture, a bulletin board near the school's front doors features the names of seniors and the colleges to which they were accepted to. College acceptances are announced over the intercom.

As part of the American Council on Education's American College Application Campaign, Chipotle gift cards were being handed out at Roosevelt. Now in 39 states, the campaign works with states, districts and schools to focus one week a year on activities to help students with the application process. Activities vary by school and are geared toward students who have completed a college ready curriculum. The mission is two-fold: assist students as they fill out applications during the school day and help spread enthusiasm about college. The program has enlisted retired teachers, business leaders, college admissions counselors and others.
Melissa Caperton, a senior associate at ACE, said confusion about application questions lead some students to put an application aside.

"Last week, I had a student ask me, 'What does SSN mean?' They didn't know it meant Social Security number. If someone wasn't there to help them with what seems a fairly simple question, they didn't understand the lingo on the application. That student could have walked away from it," Caperton said.

Generally, Copeland said most of the students he works with don't say they've ruled out college.

"When it comes to taking what's in their minds and actually putting it on paper," that's when you have problems, he said.

Roosevelt senior Antwan Williams, 17, wants to pursue an engineering degree. He says he would be first in his family to graduate from college, a dream his late father had for him.

"I first knew I wanted to go to college when my dad, he kept telling me that he always wanted me to be better than him because he never got the chance to go to college," Williams says.

Zakiya Smith, strategy director at the Lumina Foundation, said research shows that one-on-one counseling can make the difference between someone applying for college and not. She said the ACE program and others like it help fill that need.

"Sometimes it's not the Chipotle gift card; it's the person being there as a resource. Right?" Smith said. "They know they have someone there who is going to help them with their applications."

The White House says the United States ranks ninth in the world in the proportion of young adults enrolled in college but has fallen to 16th in the number of certificates and degrees awarded to adults ages 25-34.

Education Secretary Arne Duncan said he believes most students are willing to sit down to fill out an application, but the application process itself "is too complicated. ... Sometimes I feel like you have to have a Ph.D. to try and sort this out."
Duncan said the financial aid application is now simpler, but it's still overwhelming to determine where to apply and what it will cost. The department is developing a ratings systems of colleges to help students navigate the system, but it has drawn pushback from many in the higher education community concerned about how the metrics will be developed.

Trey Miller, an economist at the RAND Corp., said application issues are the "low-hanging" fruit that are easier to tackle than development changes needed such as ensuring that students are ready for college and graduate.

"We know that there are a lot of students out there that are prepared for college, ready to go, would succeed in college. But for whatever reason, because they don't have access to the kinds of tools and resources that traditional college going students do, they don't end up going," Miller said.
MU reschedules maintenance on research reactor

Monday, December 2, 2013 | 7:04 a.m. CST
BY THE ASSOCIATED PRESS

COLUMBIA — **MU has pushed back a two-week maintenance project on its research reactor because of a disruption in the supply of radioactive isotopes used to detect and treat some medical conditions.**

The maintenance was scheduled for this month, but MU Research Reactor director Ralph Butler said it's been moved to January.

Recently, some of the international reactors that supply key isotopes have experienced unplanned shutdowns. The MU reactor also provides isotopes for medical applications, and pushing back its maintenance project ensures their supply while international reactors return to full operation.

Butler says the school takes its role of meeting patient needs "very seriously."
MU professor studies photographs taken by HIV-positive women

Monday, December 2, 2013 | 7:06 p.m. CST; updated 8:24 p.m. CST, Monday, December 2, 2013
BY SARAH BERGER

COLUMBIA — MU assistant professor Michelle Teti gave HIV-positive women a tool she hoped would empower them — a camera.

In a three-year study, Teti and other researchers provided 30 HIV-positive women from St. Louis, Kansas City and Philadelphia with cameras and examined the photographs they took.

"People wanted a chance to tell their story about living with HIV, but they did not have an outlet to do so," Teti said.

Teti, who works in the Department of Health Sciences, operated the study through PhotoVoice, a charity with a mission to teach members of disadvantaged communities to express themselves with photography and digital storytelling.

She has been researching HIV since 2001, looking at prevention and helping the HIV-positive learn how to live a healthy lifestyle. In the course of her research, she found that many HIV patients yearned for a creative outlet.

Teti said she saw a common theme of empowerment in the photographs.

"We saw a lot of self-portraits and photos that served as analogies for transformations to positive or healthy lifestyles with HIV," she said. "A building under construction and then another photo of the finished building; a dying plant that progressed to a vibrant plant; photos of nature that symbolized resiliency and strength."

At the beginning of the study, Teti taught the women about the ethics of photography and how to use the camera. After taking the photographs, they shared them with each other and explained their meanings. Then, Teti exhibited the photographs at women's health and public health centers.
"The women gained insight, a creative outlet and a new perspective of strength and resources they may not have known they had before," Teti said. "The study confirmed that people having a voice is just as important as learning a skill."

Allison Kabel, a medical anthropologist at MU, helped Teti analyze the data they received during the study.

"As a researcher, it's rare to document the process of empowerment," Kabel said. "It seems like a vague thing that happens gradually over time, so the fact that this study was able to do so was pretty special."

The results of the study were published in the Journal of the Association of Nurses in AIDS Care.
Veterinarian finds caring for dogs with cancer a rewarding change

BY JULIA SUMPTER

COLUMBIA — After a 22-year career in fast-paced emergency veterinary medicine, Julie Wentz was ready for a change.

**When she saw the director position was open at the Mizzou Animal Cancer Care facility, a satellite project of the MU Veterinary School, she thought it might be a good match.**

Now, Wentz is the in-house veterinarian at the facility located in Wentzville, and she manages radiation and chemotherapy treatments administered there. The career change allows Wentz to bond with her patients, follow their cases from admittance to discharge
and track their progress and recovery over a long period of time, something that was unlikely with emergency room medicine.

Prior to treatment at the facility, clients meet with a board-certified veterinary oncologist to get the specific treatment plan for their pet’s cancer. The treatment can be radiation therapy, chemotherapy or a combination of both. Most pets, depending on the severity of their cancer, have several treatments per week with Wentz and the crew at the facility. On average, treatment at the facility runs from $3,000 to $4,000 for families that do not have pet insurance.

Although Wentz made a 180-degree change in her job — going from working nights to working 8-to-5 hours and from treating animals quickly and not being able to track their progress to the more long-term case management — the overall reward of both jobs is the same. Wentz goes to bed knowing that she has helped a suffering animal in need.
Missouri fans to trek to Georgia for SEC Championship

BY EMILY DONALDSON

COLUMBIA — Missouri Tiger fans were in a hurry to buy tickets to the SEC Championship game in Atlanta after Saturday night’s victory against Texas A&M.

The win advanced the Tigers to play Auburn at 3 p.m. Saturday in Atlanta for the title of SEC Champion.

If you are one of the many fans making the trek to Atlanta this weekend, there are a few things you should know.

**Remaining tickets available**

**MU had 16,000 tickets available to students and Tiger fans but ran out quickly after Saturday's 28-21 win.**

"**Those were snatched up pretty quickly by 8 a.m. on Sunday,**" said MU athletics spokesman Chad Moller.

If you are still looking for tickets and didn't get a chance to buy one before the Sunday morning sellout, Moller suggests looking into secondary markets such as [VividSeats.com](http://www.columbiamissourian.com/a/168614/missouri-fans-to-trek-to-georgia-for-sec-championship/).
Fish biologist Jeff Finley conserves endangered pallid sturgeon

Tuesday, December 3, 2013 | BY MARCIE VEIT

COLUMBIA — It's a sunny fall day for boating on the Missouri River and a great day for catching fish.

Fish biologist Jeff Finley is on the bank, ready to demonstrate fishing techniques for MU students taking the fisheries management and conservation class he helped start 10 years ago.

Often called a “living dinosaur,” the pallid sturgeon’s appearance showcases its prehistoric ancestry. The pallid sturgeon is armored with five rows of bony plates called “scutes” instead of scales.

A dozen students, all wearing mandatory orange life vests, pile into Finley's boat, eager to see his skills in action.

He pushes the boat away from Katfish Katy Campgrounds in Columbia. The engine starts to hum and crew leader Adam McDaniel steers the group out onto the water. In the middle of the current, they stop and Finley — with some help — slides a net into the water. After a few minutes, the crew gets ready to haul in the catch.

Blue suckers, smallmouth buffalo and shovelnose sturgeon are thrashing in the net. Among the mix is an elusive pallid sturgeon.
Finley is pleased to see the sturgeon, which has been on the endangered species list since 1990. Part of his job is monitoring the health and population of this rare fish in the waterways of the Mississippi River drainage.

**Pallid sturgeon decline**

Numbers of the huge, paleolithic-looking fish have been dwindling for decades. According to the [U.S. Fish and Wildlife Service](https://www.fws.gov/), the decline of pallid sturgeon can be attributed to man-made modifications of its habitat through river channeling and damming.

"Because of mankind intervention, we are forcing this species into extinction," Finley said.

The pallid sturgeon takes 15 years to mature and spawns infrequently, but it can live for up to a century. A single fish can weigh up to 80 pounds and reach lengths of 6 feet. Pale coloring is the reason for its name.

Fish biologists like Finley, who works in the Columbia Fish and Wildlife Conservation Office, help ensure the endangered pallid sturgeon is here to stay. The government agency is dedicated to recovering the population through collection, testing, spawning and monitoring its habitat.

Pallid sturgeon are not naturally reproducing in their ecosystems, said Tracy Hill, project leader with the Columbia Fish and Wildlife Conservation Office. Hill said fish biologists head out during the spring to transfer the adult, mature pallid sturgeon to hatcheries to produce spawn.

*Finley, 43, was on the first crew from his office to ever catch a pallid sturgeon when he was a student at MU in 1998. During the entire year, the crew pulled up thousands of shovelnose sturgeon, but only one pallid sturgeon.*

Finley also was in charge of the pallid sturgeon population assessment team before he deployed to Iraq in 2009 as part of the Army Reserve.
Now, with his wide knowledge of the sturgeon, he occasionally assists the crews who are recovering the spawning areas. He also leads a fish passage program that helps the fish migrate naturally in area streams.

He isn’t the only fish biologist working toward conserving pallid sturgeon. Nationally, the U.S. Fish and Wildlife Service collects useful scientific information about the endangered species.

"I’m a little fish in a big pond," Finley said. "I follow protocol on how to catch them and where to catch them ... and do sampling in a manner that would maintain scientific integrity."

**Fisheries engineering**

There is no typical day for a fish biologist. One day, Finley might be in the field collecting fish samples for surveys. Another day, he is helping crews on the Missouri River with pallid sturgeon recovery. Sometimes he is in his office, completing paperwork.

Finley also works as part of the Fish and Wildlife Service's Region 3 SCUBA team to maintain the health of mussels, primarily on the Osage River. Along with other biologists, he monitors native mussel beds and surveys bodies of water to determine their presence and health. Endangered mussel species like the pink mucket are spawned and then stocked in the river to increase the population.

A duty he particularly enjoys is fabricating gear in the welding shop, something he calls "fisheries engineering."

"I love welding, creating stuff, and making all of these things (gear) from scratch," he said.

Finley and others in the Fish and Wildlife Conservation Office have been revolutionary in building gear to catch certain types of fish more effectively.

He developed a type of trawl that pushes a net in front of a boat and scoops up fish. It works well in challenging habitats — shallow water, grounds that are too soft or currents that are too swift.
The push trawl innovation can help collect fish in these tricky habitats. It can also be used to sample forage fish — called chubs — a pallid sturgeon’s primary diet.

Finley helped develop the paupier net, used to catch invasive species like Asian carp. Paupier is the Cajun term for butterfly, which reflects the net’s design.

The Columbia office also does a lot of work with invasive species such as Asian carp, Hill said.

"We have developed the gear no one else has to catch Asian carp," Hill said. Asian carp are not native to North American waters and can harm fish within its environment. Finley said the species are notoriously difficult to catch, and the paupier net is showing promise in experiments to reduce the Asian carp population.

Finley also built a sorting tray for mussels that connects to the SCUBA boat when the team goes diving in grounds where the mussels are endangered. He also devised a dive platform for safer and more efficient entry into and out of the water. Co-worker Brett Witte works alongside Finley in the welding shop, but he spends most of his time on the Missouri River.

"We are making and remaking these things, so they are most efficient to catch the targeted species," Witte said.

Finley tries to do it economically, by salvaging parts of other equipment.
"I like to spend the taxpayer money like I spend my own money — cautiously," he said.

Military experience
Finley is not an engineer by training; he learned while serving in the Army. When his job as a combat engineer was reclassified as civil engineer, he had to learn out of necessity.

He joined the military straight out of high school and was first stationed in Korea in 1989. He met his wife, Anna, in May 1990, right before he was deployed to Desert Storm. After the war in 1991, he left active duty.
"When I got out, I didn't have anything," he said. "I sold my motorcycle to buy her a wedding ring."

Finley’s plan after the Army was to attend art school, but a stern talk with his father-in-law made him realize he loved the outdoors and could make a living conserving natural
Finley studied in the fisheries and wildlife program at MU, juggling school and work while helping raise three children. He spent a summer as a technician with the Fish and Wildlife Service, then worked for the Missouri Department of Conservation operating its mobile aquarium. In February 2005, he returned to the Fish and Wildlife Service.

Finley has been a member of the Army Reserves since 1993. He currently commands a preventive medicine unit. In 2009, the unit was deployed to Iraq for a one-year stint. "Working on 25 years now (in the Army), I can't kick it. As long as I have good soldiers to work with and make a positive impact on the world, I don't want to give it up," he said.

While he was in Iraq, the Fish and Wildlife Service named one of its boats in his honor — Mustang 6, after his call sign in the Army. The agency named an electric fishing boat after his Army unit, called Roman 6 for a favorite biblical chapter and his call sign in Iraq. "I'm very honored they named it after me," he said.

**Conservation for the future**
The Fish and Wildlife Service does community outreach to try to get more people involved in conservation of natural resources, especially children.

"I appreciate nature, and I want it to be there for my kids and grandkids," said Heather Garrison, a biological science technician. The agency works to educate the next generation about natural resource conservation by taking classes outdoors and showing them lake fishing and dutch oven cooking.

**Endangered species such as the pallid sturgeon can become extinct without the efforts of dedicated fish biologists such as Finley.** Fish populations have rebounded because of the work of fish biologists, said Doug Noltie, associate professor of Fisheries and Wildlife at MU. "They are part of our natural heritage," Noltie said. "We share the environment with them, and therefore we are obligated to conserve it."
COLUMBIA, Mo.—On Monday, Dec. 2, Sarah Hill, digital storyteller for Veterans United, and Jen Reeves, social trainer for AARP, exhibited Google Glass technology to a group of University of Missouri students, staff and faculty at Lee Hills Hall.

Both MU graduates, Hill and Reeves are among an elite group known as Google Glass “Explorers”. Explorers must be invited to participate, and still must purchase the wearable computer technology for $1,500. Google Glass is not expected to be publicly available until 2014.

Hill and Reeves have incorporated the technology into their daily lives, and are striving to find ways for their industries to better utilize the technology. Hill uses the glasses to take veterans on virtual tours of war memorials in a new spin on the Honor Flight program.

“We can simulate [those trips] via virtual experiences,” Hill said. For example, Saturday, Dec. 7, Hill’s glasses will be present at the 72nd Pearl Harbor Day Ceremony. “It’s more than a DVD. They can ask questions in real time. We can take them closer so they can hear the waves of the beaches at Normandy or read an inscription on a monument.”

Reeves has also found relevant applications for the glasses. She’s discovering how this technology may assist people as they age. “Can it help people hear, read or see?” she said.

Hill sees the potential applications for the technology in many industries. One such example would be in retail. “You could be helping someone in the store and someone shopping online at the same time.”

Another potential use would be with Google Helpouts, where people can provide assistance and expertise over live video. Real estate agents could provide virtual tours. Journalists could take their audiences directly into a breaking news event—all hands-free.

But Google Glass is not without its problems. Reeves and Hill acknowledge that the voice recognition software needs improvement. People with poor vision are ultimately left out of the technology, and some people have expressed concern with privacy issues—that they may not know when people are recording or photographing them.

“I think that ‘don’t know’ feeling is the hitch,” Reeves said. “But it’s the same as a cell phone.”
Information regarding the public release of Google Glass is largely speculation at this time, but Reeves suspects a release within the first quarter of 2014 and both agree the price will likely be comparable to a Smartphone. But for now, the Google Glass Explorer Program remains the only way to sample the technology—unless you can buddy up to Sarah Hill (@SarahMidMo) or Jen Reeves (@JenLeeReeves) online.
Missouri wrestling to open season at Jesse Hall

December 3
The Associated Press

COLUMBIA, Mo. — The University of Missouri wrestling team opens its 2013-14 season with a match in a historic academic building on the Francis Quadrangle.

The Tigers host Ohio University at 5 p.m. Friday in a dual meet in the auditorium of Jesse Hall. The 120-year-old building is the main administration building at the Columbia campus. Its occupants include the university's chancellor and provost as well as the admission and financial aid offices.

Missouri's wrestling team joined the Mid-American Conference after leaving the Big 12 for the Southeastern Conference last year. Wrestling had to find a new home because the SEC doesn't participate in the sport at a conference level.

School officials say the wrestling match is the first MU athletics event to be held in Jesse Hall.

Read more here: http://www.kansascity.com/2013/12/03/4665735/missouri-wrestling-to-open-season.html#storylink=cpy
It feels strange today to live in the United States as a German. To live in a country which probably monitors all the electronic communication you do, even if it analyzes it or not. To live in a country where secret services are able to monitor all online or phone communication. A country that does not recoil to monitor the government leaders and presidents of other countries.

Okay, one could expect that from enemy countries. But not from friends. It is not safe that the U.S. secret services monitored or monitor the communication of the German government, including chancellor Angela Merkel and 34 other countries. German media are upset in a way I have never seen before. Even conservative editors who mostly have a pro-American view point out the political explosive force of this topic. They ask: Are we an enemy of the U.S? Even the main German news TV-show “Tagesschau” doubts the friendship between Germany and the U.S. by calling them our “allegedly American friends.”

After months Merkel starts acting
It all began when chancellor Angela Merkel called president Barack Obama and expressed her anger. Now, after the German election campaign is over, Merkel and her government stand there dumped, for they scotched the discussion about privacy policy a few weeks ago, pointing out that no German law is hurt by the U.S. Secret Service. Why? Because Angela Merkel had “no reason to distrust” the NSA and President Obama. Now she does.
When the scandal reached Merkel, she gave up her naive attitude about the American government's behavior. For the first time in history, the German government summoned the U.S. ambassador, which is a hard diplomatic decision, especially when the countries have a peaceful, friendly relationship like Germany and the U.S. Merkel worked closely with Obama and pointed out that he calls her when he wants to know her attitude. Their common goal is to prevent terrorist attacks and help the secret services of the countries working together to prevent them. This might be the official reason for spying on other countries — and one reason for Merkel’s naive behavior during previous weeks. At least the German police could prevent a few terrorist attacks because of hints the U.S. Secret Service gave. But this cause doesn’t count anymore.

**A worldwide war on data**

As the German public broadcast documentation “World Wide War” points out, we are at war. An invisible cyber war with the goal to get as much data possible to make better economic and political decisions. It is much easier to negotiate when you know what your adversary wants and is able to do. For example, if the topic is an economic free-trade zone between the U.S. and Europe, you can support your local economy when you know the strengths, weaknesses and developments of foreign companies. It seems unrealistic that Obama does not know what the NSA and other services do. Instead it probably fits to his current strategy in foreign politics.

Maybe this is the way the U.S. deals with global economic changes during a time when countries like China, Brazil and India are on the rise and threaten the U.S. status as the only global super power. Maybe it is their way to defend their position. To be fair, it is not clear whether nearly every country spies on other countries for economical and political reasons.

Probably it is usual in today's digital world. Who knows where Germany spies and for which reasons? Nevertheless it is the American Secret Service, NSA, who is criticized, not Germany. The German public is upset about the spying, maybe because of the unbelievable fact that the U.S. monitors Germany. The idea that Germany could also spy on other countries is more unbelievable. Finally, we have to be thankful to Edward Snowden who leaked all this information. We needed the debate about privacy after all the technological developments of the last decade, which totally changed the way we communicate.
We need a stronger European Union
In the U.S., editors worry more about the fact that Merkel called Obama rather than the fact that their secret service monitors the communication of world leaders. Instead of asking more questions, they try to play down the German commotion. For historical reasons, Germans are more upset about monitoring and spying. Though they began to ask themselves what impact this newest development could have for the U.S. and its relationship to other countries who could start to see the U.S. more as an aggressor than as a friend. Other countries already do for historical reasons.

Certainly the E.U. has begun to pay more attention to privacy policy. Just a few days ago, the E.U. parliament voted to stop the swift agreement with the U.S., which allows the U.S. to monitor bank data of European citizens in the case of a terrorist suspect. Politicians said the U.S. seems to abuse its rights in this agreement. Another impact could be the planned free trade agreement. Former German chancellor candidate Peer Steinbrück of the Social Democrat Party claimed weeks ago that the E.U. should stop negotiations until the NSA issue is solved. What seemed overcautious now looks totally true.

The whole issue could have one positive impact from my European point of view: Maybe it helps Europe to speak and act more with one united voice. Only a strong European Union can compete with the U.S. and other growing markets and countries like China, Russia and India. In this rare case, all countries have the same opinion. However, the issue allows for mistrust between growing countries. It will take a while until the former trust is restored.

What we personally learn: Maybe it is better to send pigeons to communicate if we don’t want others to monitor.