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MU researchers: Combine medicines into routines

COLUMBIA, Mo. (AP) - Researchers at the University of Missouri-Columbia say the best way to get patients to take their medication properly is to make it part of their daily routines and get supportive people to offer reminders.

The school says in a news release that educating patients about the dangers and potential costs of taking medications improperly is not enough to change their behavior.

Associate nursing professor Cynthia Russell says patients need practical ways to adhere to their medication regimens, like putting pills next to the coffee maker as a reminder to take them each morning. Another idea is using technology like cell phones or computers to set reminders to take medications.

An article about the approach has been published in Nursing Clinics of North America.

Mizzou fans use Twitter to promote their preference for the SEC

By RUSTIN DODD

"Let's hope #SEC and #Mizzou are about to be trending on Twitter..." — @Mizzou2SEC, Twitter, Oct. 4

The young sports fan is plugged in, information and technology everywhere.

He sits in his home, laptop open, one browser dedicated to Twitter, the social-media monster relaying information by the second. Some of his attention is focused on a message board, some on his phone.

All of his energy is dedicated to the University of Missouri's athletic future.

This is the life of a 20-something sports fan in 2011. And this was Scott Baldwin on Tuesday night, when the Missouri Board of Curators authorized Chancellor Brady Deaton to explore a path that could lead to Mizzou bolting the Big 12 for a new conference home.

"It was an all-day involvement," said Baldwin, a 2006 MU graduate.

Just weeks earlier, Baldwin had set up a website — Mizzou2SEC.com — and a Twitter account to campaign for a move to the Southeastern Conference. By Friday, the Twitter account had more than 1,300 followers. He had also joined compatriots from the Tigerboard online community in initiating an email campaign that flooded the inboxes of Deaton and members of the board of curators with pro-SEC sentiment.

As Baldwin sat in front of his computer Tuesday night, Twitter and Facebook exploded with news and instant reaction.

By 7 p.m., the word "Mizzou" was present in 0.04 percent of all tweets in the world at that moment, according to Trendistic, a social-media analysis site. That might not sound like a lot, but by comparison, the Occupy Wall Street protest peaked at 0.4 percent last week. Mizzou fans also located the number to the curators' media conference call, circulated it on Twitter and flooded the line with chants of "SEC, SEC."

"Twitter has been an absolute game-changer," Baldwin said.

A faction of Missouri fans had used social media to spread its message. It wasn't a revolution in the Middle East, or a protest on Wall Street, but fans had mobilized and tried to apply pressure on the Missouri administration.

Whether or not the message provided any measure of influence is still up for debate. But according to experts in media studies and viral messaging, it's not surprising that the social-media maelstrom has become a fabric of the realignment story, weaving and twisting the truth on a daily basis.

"It's sort of expedited, or thrown into hyperdrive, the speed with which rumors circulate," says Mike Williams, a professor of journalism at the University of Kansas. "And that takes on a life of its own.

"On the one hand, it does get news out quicker. On the other hand, it gives every other kind of information out quicker."

In some ways, Williams says, social-media platforms are the most effective way to gather facts in real time. But it's also the best way to proliferate rumors.

And when the information sparks anger and anxiety, people are more likely to pass it along, says Jonah Berger, an assistant professor of marketing at the University of Pennsylvania.

Berger has done studies on why online content — news and ideas — go viral; why people feel compelled to hit the retweet button on Twitter.

"Whether it's anger at Wall Street, or anxiety about a sports team switching conferences," he said, "high-arousal emotions drive people to share things with others."

This is not new, of course. Word-of-mouth activism has been around for centuries. Fans have congregated on Internet message boards and fired off email blasts for years.

But the social-media sphere has turbocharged the process. In early September, Twitter told reporters near its Silicon Valley base that the site had surpassed 100 million users, with an average of 50 million logging on every day.

Most industry experts agree that the site has changed the way fans consume news — while also altering the role of some fans in the process.

It's also sparked concerns.

"We tend to talk to people who are like us," Berger says, "and the Internet further facilitates this segmentation. But it can often give us a skewed perception of reality."

This has left some Missouri fans wondering whether their voices were being crowded out by a Twitterati that tilts toward a younger and more tech-savvy generation.

In Liberty, Mark Reiter, a 1994 graduate, fired off an email to Deaton that asked for Missouri to stay in the Big 12.

“Your office and the Board of Curators have been inundated with emails in support of moving to the Big 12,” Reiter wrote in his message, which he also copied to The Star, “However, as I have talked with friends of mine spread throughout Missouri ... the vast majority prefer to stay in the Big 12 to maintain the traditions, history (and) rivalries.”

In Jefferson City, Glenn Kilburn, 56, questioned whether the social-media campaigns really had a tangible effect.

The public sentiment may lean in one direction, but school officials may still be more concerned with dollars — from alumni donations and conference revenues.

“Us old folks,” Kilburn said. “We long for the days of the Big Eight. But that’s not the way it’s gonna be.”

Late in the week, Baldwin continued the campaign. The website is still there, including messages to SEC officials and Mizzou fans that prefer to stay in the Big 12. And the tweets continue.

On Thursday: *@Mizzou2SEC: Did you know: Missouri is 19-8-1 vs SEC all time, 7-2 vs SEC in bowl games, and 4-0 vs SEC since 2005. #Mizzou #Missouri #SEC*

During the day, when he’s not trying to convince a school to uproot 100 years of tradition, Baldwin is a programmer for a financial company. He’s a computer-science graduate, he says, but this isn’t all him. He’s had plenty of help with the website and the ideas.

This whole thing has been strategic, he says, aimed at the school administration.

He believes the emails sent to the chancellor and curators have helped. And he hopes they’re still listening. If not, his computer is only just a few feet away.

“It’s a testament to social media,” Baldwin says, “It’s a great platform. One voice by itself can only make so much of a difference.”

The New York Times

Conference Instability Is Filtering Down to the Next Level

By PETE THAMEL

The one remaining domino that can still reset the collegiate conference landscape is the University of Missouri, which is in the process of deciding whether to stay in the Big 12 or defect to the Southeastern Conference. Officials from the Big 12, the SEC and the Big East are all anxiously awaiting the Tigers' decision, as it will largely dictate the futures of their leagues.

One interesting and relatively recent reverberation of realignment is that the same anxiety that exists at much of the major conference level appears to be filtering down to leagues outside the Football Bowl Subdivision.

While waiting to see how things play out, officials from more basketball-heavy leagues like the Atlantic 10, the Colonial Athletic Association and the Missouri Valley are scouting the landscape to see which of their members might be stolen away or what schools they might add.

“There are still so many uncertainties,” Tom Yeager, the Colonial Athletic Association commissioner, said. “I think everyone is trying to get a grip on where it’s going. We’re all studying the possibilities. The hardest thing is managing your own people to just not run through a lot of useless energy or getting overly worried about, ‘What are we doing?’ ”

Hofstra’s president, Stuart Rabinowitz, had reached out informally to Atlantic 10 members Charlotte, Richmond and George Washington, along with Boston University of the America East, to gauge their interest in joining the C.A.A., according to two people with knowledge of the talks.

Rabinowitz is the president of the C.A.A. Council of Presidents/Chancellors. Hofstra declined comment Sunday night, but Yeager did not deny that conversations were taking place when asked about them last week.

“There’s a lot of informal conversations going on,” Yeager said. “Athletic directors are running into each other in the press box on Saturdays, and I think it’s a nonstop topic of conversation. We’re not going after anyone.”

Although the C.A.A. is sending feelers to A-10 members and others, a different college official said that the Atlantic 10 had expressed informal interest in adding C.A.A. members George Mason and Virginia Commonwealth.

The potential inter-C.A.A.-Atlantic 10 poaching shows the fragility that exists even far from the big-money B.C.S. leagues. Doug Elgin, the commissioner of the Missouri Valley Conference, said that was the current reality.

“Many institutions in conferences all across the country are gathering information, as well, as they review and analyze their current conference membership,” he said. “We will continue to keep all such informal inquiries that we might receive from individuals outside our membership confidential.”

Conflicts of Interest

An article in The Boston Globe on Sunday became the talk of college athletics, as it reported just how brazen and blatant Boston College’s blocking of Connecticut’s move to the Atlantic Coast Conference was.

“We didn’t want them in,” Boston College’s athletic director, Gene DeFilippo, told The Globe. “It was a matter of turf. We wanted to be the New England team.”

The most stunning comment in the article was DeFilippo’s public admission that ESPN guided the A.C.C.’s decision to add Syracuse and Pittsburgh last month. “We always keep our television partners close to us,” DeFilippo told The Globe. “You don’t get extra money for basketball. It’s 85 percent football money. TV — ESPN — is the one who told us what to do. This was football; it had nothing to do with basketball.”

DeFilippo’s comments give credence to the popular theory that ESPN encouraged Pittsburgh and Syracuse’s exit from the Big East in the wake of the Big East’s turning down ESPN’s billion dollar television deal in May during an exclusive negotiating window. ESPN has a billion dollar deal with the A.C.C., making that move either savvy business or collusion, depending on one’s perspective.

“We’ve got a great partnership and a great working relationship with ESPN,” an A.C.C. spokesperson said. “But they have never and will never dictate to us, especially in regards to expansion.”

An ESPN spokesman also denied DeFilippo’s claims, adding, “The driving force on realignment lies with the conferences and universities.”

Another potential conflict of interest lies with the Big 12’s interim commissioner, Chuck Neinas, who is still working as a consultant for the potential merger of the Mountain West and Conference USA. By having the Big 12 take West Virginia and Louisville, two top targets if the Big 12 goes to 12 teams, he could play a large role in killing the Big East’s football side. That would benefit Conference USA and the Mountain West, whose members are likely targets for the Big East.

Next for Big East

The Big East presidents and athletic directors will have another conference call Monday. Although expansion will be a primary topic, no invitations are expected to be issued.

One topic that will be discussed is an increase in the league's exit fee, which is \$5 million and could be raised to about \$10 million.

It has been an interesting debate around the league, as the nonfootball schools that do not have any desire to leave have consistently favored an increased buyout. That puts members like Connecticut, which has been persistently vocal about wanting to leave, in the awkward position of having to oppose the increase without looking as if it is undermining the league's future.

While things have looked bleak for the Big East, a [report in The Denver Post](#) on Sunday added some optimism about the league's future. Replacements appear on the way after the recent departures of Syracuse and Pittsburgh and the expected exit of Texas Christian this week.

"Our interest is high in the Big East. That's fair to say," the Air Force athletic director Hans Mueh told The Denver Post. "This stuff is moving fast."

In any conference, Missouri governor wants to see sports in KC

By **BLAIR KERKHOFF**

If Missouri joins the Southeastern Conference, leaving the state without a Big 12 school, Gov. Jay Nixon doesn't see why top college events have to leave Kansas City.

Spectacles like Border War football and the Big 12 basketball tournament have been part of the Kansas City sports fabric, and to Nixon that shouldn't change if Mizzou finds a new conference home.

"The people of Kansas City are great sports fans," Nixon said while taking in Sunday's Hollywood Casino 400 at Kansas Speedway to watch Columbia native driver Carl Edwards. "They support the races here, they're getting baseball's All-Star Game next year. That happens because of great fans and support."

If Missouri changes conferences, Nixon said he would encourage major college sports events in Kansas City.

"Missouri fans and Kansas fans have helped make it a valuable game," Nixon said.

If it became a nonconference game, "there would be no reason" not to continue the series.

This year's Border War on Nov. 26 will be played at Arrowhead Stadium for a fifth straight year. One year remains on a contract for the neutral-field game, and last year the schools had talked about extending the series in Kansas City.

Kansas-Missouri is the oldest rivalry west of the Mississippi River and second most played rivalry in college football. Nixon would like to see it continue.

"Absolutely," he said. "It's been a great rivalry and a financial success."

The Big 12 tournament is scheduled for Kansas City through 2014, and if Mizzou leaves for the SEC, there's concern the conference could eventually find a new home in a state that includes a Big 12 team. The tournament has been played in Oklahoma City and Dallas in previous years.

“Kansas City has an unbelievable venue, and there’s the Power & Light District,” Nixon said. “The community has invested a lot of dollars into the facilities.”

The realignment speculation in the Show-Me State doesn’t include Missouri exclusively. The St. Louis-based Missouri Valley Conference may be the destination for Air Force’s nonrevenue teams, if the Falcons football team accepts a Big East invitation.

ST. LOUIS POST-DISPATCH

Pros and cons of Mizzou moving to SEC

BY VAHE GREGORIAN • vgregorian@post-dispatch.com > 314-340-8199 | Posted:
Sunday, October 9, 2011 12:21 am

With Mizzou taking numerous actions last week that can only be interpreted as creating wiggle room and distancing itself from any ongoing commitment to the Big 12, the question of its athletics future appears to be more about when, not if, it is bound for the Southeastern Conference or perhaps some other surprise scenario.

What might be lost vs. what will be gained is a matter of interpretation.

While there are pockets of resistance to the change among MU fans, those have been virtually muted by the scores who have inundated system curators and Mizzou administrators with pleas and even demands to leave.

So much so that it would be hard to minimize the level of vitriol that would be unleashed on MU leaders if the school maintains the status quo with a Big 12 that essentially is in counseling together as it tries once more to put behind it a past of abused trusts and constant bickering.

The conference, shepherded in many ways by Big 12 chairman of the board Brady Deaton of Missouri before he stepped down as chair on Tuesday, has made substantial changes in the last few weeks.

Commissioner Dan Beebe was replaced for the interim by Chuck Neinas, a calming hand who formerly led the Big Eight and was involved in key hires at nearly every Big 12 school.

Neinas even seems to be able to have some clout with constantly bucking Texas, whose athletics director, DeLoss Dodds, was an assistant to Neinas in the Big Eight.

To many observers, trying to contain Texas' ambitions and perpetual pushing of the envelope has been seen both as crucial and futile.

The conference on Thursday cleared the way for revenue sharing on its network and cable TV contracts, long a point of contention for Mizzou and others. It also established key boundaries for what Texas and ESPN can do with the Longhorn Network and set the stage to add Texas Christian to replace Texas A&M.

But MU participated in none of the voting on those issues, abstaining on advice of legal counsel as part of what can only be perceived as an exit strategy.

More than likely that will begin in earnest soon with a letter asking the Big 12 to "outline the process to be followed should the university elect to withdraw from the conference" or some such wording. Texas A&M put it that way in setting in to motion its eventual departure to the SEC.

If so, plenty will be gained and lost.

SEC ADVANTAGES

If Mizzou and the SEC ultimately come together, and barring legal issues it could happen in the next few weeks if both remain on board, MU in many ways would have made the most logical decision possible.

Even with the reforms and apparently enhanced spirit of cooperation in the Big 12, the group has a long way to go before it can be seen as stable and reliable.

After Colorado and Nebraska opted to leave in the summer of 2010, for instance, members waxed eloquently about their fresh appreciation of each other and how what was once a marriage of convenience was now a marriage of commitment. Vows even were renewed by the remaining 10.

Those proved laughable when Texas A&M simply changed its mind in August, ostensibly over issues with the Longhorn Network but obviously more because of a history of being in UT's shadow.

By contrast, the SEC would offer Mizzou a secure home with better conference income distribution (roughly \$18 million compared to \$13 million at this stage) and stature in the undisputed best football conference in the nation.

The SEC has produced the last five national titles, and the excitement of new travel adventures and venues for athletes and fans would be immeasurable.

In a bit of an optical illusion on the map, in fact, most SEC destinations are as proximate and accessible as any Big 12 ones.

Moreover, the SEC has become a more desirable academic association, as was deftly pointed out in the its recent news release announcing the addition of A&M.

A&M, it noted, was joining Vanderbilt and Florida as SEC members of the prestigious Association of American Universities.

The AAU distinction is shared by Mizzou and is why it saw itself as a nice fit a year ago with the Big Ten.

At the time, all 11 members of the Big Ten were in the AAU. Nebraska was, too, when the Big Ten invited it in, but the school later lost its standing.

Before Nebraska and Colorado and now Texas A&M left the Big 12, seven members were in the AAU, a dramatic difference from the then-two in the SEC and one of the reasons the Big 12 could be seen as on another academic tier from the SEC.

But now the Big 12 is down to four AAU members (MU, Iowa State, Kansas and Texas). And if MU joined the SEC, it would have four AAU schools to the Big 12's three.

AAU membership hardly is the singular measure of academic stature, of course, but it's another way to assess what would be gained in leaving.

What about MU-KU Rivalry?

Yet much would be lost, too, starting with associations that go back generations in families, the familiarity that breeds the contempt of rivalries such as the one with Kansas that began 120 years ago.

MU fans might hate Kansas, and vice versa, but it's a hate all those people love to feel and that would leave a void if it just ends.

And there is no guarantee it will continue if Mizzou goes.

Kansas basketball coach Bill Self recently told the Lawrence Journal-World that he didn't know if KU should play Missouri in the future if it leaves.

Self later told the Kansas City Star that he didn't want to lose a rivalry he considers one of the five best in the country in basketball and added, "As much dislike as there is for Kansas from Missouri fans and for Missouri from Kansas fans, I think 100 percent of everybody would agree how great it is regardless of that."

The western side of the state, where the Big 12 tournament has such deep roots and where the KU-MU rivalry simmers most, also has concerns about the impact of an MU departure.

In a joint open letter to Deaton published in the Star on Friday, the KC Sports Commission and convention and visitors association wrote: "We cannot imagine the University of Missouri's athletics tilting away from this region and the athletics history to which they have contributed so mightily.

"Your University's absence from the regional sports scene would be felt for many years to come. ... Surely, traditions lost could not be recreated for the region, the University of Missouri or its rivals."

It concluded that 'staying here ... within your home region and among your fans and rivals is the right decision. To honor your history. To fulfill your present. To secure your future."

For those who scoff at the stability of MU's future in the Big 12, it's reasonable to ponder what might be lost in football, too, after MU's 22 conference victories between 2007-2010 were second only to OU in the Big 12.

MONEY TALKS

Bluntly put, can Mizzou compete that well in the SEC?

According to a USA Today database of athletics departments' total operating expenses for 2009-2010, MU's budget of \$61,766,109 would be at best 10th among the 13 SEC schools (including A&M). Vanderbilt's figures are not on the database.

The Tigers are in the middle of the pack in the Big 12, but only Texas (\$130 million-plus) dwarfs Mizzou.

In the SEC, Tennessee, Florida and Louisiana State all are spending more than \$100 million a year and Alabama is just below, at about \$99 million.

MU also would have a steep incline to climb in facilities improvements, starting with adding seats to 71,000-capacity Faurot Field. The bulk of SEC stadiums can cram in between 85,000 and 110,000.

Including Texas A&M, MU is 24-15-1 against SEC schools, 20-8-1 not including A&M. But Mizzou hasn't played Alabama or LSU since 1978, Auburn since 1973, Florida since 1966, Georgia since 1960 and has never met Tennessee.

Basketball will present challenges of its own, but the Big 12 is a tougher conference in men's and the women's game.

In general, Mizzou can expect to find other SEC sports more difficult than in the Big 12 — particularly baseball, softball, swimming and track.

If, that is, it isn't swayed by what could be lost in the transition.

Concern builds that KC will lose Big 12 hoops if Mizzou leaves conference

By **BLAIR KERKHOFF**

The irony is, when the Big 12 appeared to be on the brink of dissolution, the conference basketball tournament in Kansas City was seen as a possible survivor if Kansas, Missouri, Kansas State and Iowa State somehow stayed together.

Now that the conference has pulled through the latest storm and is replenishing with the likely addition of TCU and perhaps others, the tournament's future here could be in peril.

The possible defection of Missouri to the Southeastern Conference has greater implications, especially to Kansas City, than losing a charter member.

Would the Big 12 continue to operate its major festival, the biggest gathering of fans from all schools, in a state without a team in the conference?

Missouri, if its major university lands in the SEC, would be a Big 12 outsider.

“From a Kansas City perspective, if Missouri goes that direction, I don’t know,” said Cindy Smith, interim chairman of the Kansas City Sports Commission. “We all know how important that event is to Kansas City, and we want to keep it.”

The Big 12 declined to comment on Friday.

Smith’s group and the Kansas City Convention & Visitors Association showed their concern about the Tigers leaving the Big 12, and what that might mean to Kansas City, by taking out a full-page ad in Friday’s editions of The Star.

The open letter to Missouri Chancellor Brady Deaton ended with this paragraph:

“We know that this is a complex and emotional decision. But we want you to know that we believe this region collectively values University of Missouri athletics — has, does, and will — to a degree that won’t be replicated elsewhere. And that staying here, in the Big 12 Conference, within your home region and among your fans and rivals is the right decision. To honor your history. To fulfill your present. To secure your future.”

Smith said several had a hand in crafting the message.

The Star also weighed in with an editorial in Friday's editions, with the headline "Get TCU, keep MU." It concluded by saying, "... the biggest priority for the city's civic and political leaders now is to retain MU in the Big 12."

Not surprisingly, athletic officials at Kansas and Kansas State want to keep the basketball tournament close to home.

"Kansas will always do whatever it can for Kansas City," Kansas athletic director Sheahon Zenger said.

Ditto for K-State.

"It would be a tremendous disappointment and sad situation if the tournament, for whatever reason, moved away from Kansas City," Wildcats athletic director John Currie said.

The conference tournaments, the men at the Sprint Center and the women in Municipal Auditorium, usually run the second week of March and are a part of a college hoops extravaganza for the city, which also is host to the Division II MIAA tournaments and the NAIA men's basketball championship within a three-week stretch.

The Big 12 men are scheduled to play at the Sprint Center through 2014, the women through 2013.

There are NCAA second- and third-round games scheduled for the Sprint Center in 2013. If the conference crosses Missouri off its list of league tournament sites, it may follow that the Big 12 wouldn't serve as host for future NCAA events in Kansas City.

During the Big 12 tournament alone, about 30,000 visitors pass through the Power & Light District. Studies have shown that about \$14 million in revenue is generated during Big 12 tournament week.

Whether Missouri is in the Big 12 or not, "the tournament continuing in Kansas City would be a great thing both financially and sentimentally for us, for downtown, for Big 12 fans and for the Big 12 teams," Power & Light District executive director Nick Benjamin said in an email. "We certainly remain hopeful the tradition will continue."

Kansas City has been the site of a conference basketball tournament almost every year since 1946. The Big Eight played a holiday tournament between Christmas and New Year's Day until the late 1970s, and the Big Eight and Big 12 postseason tournaments operated in Kansas City until some visits to Dallas and Oklahoma in the last decade.

But last year, when the conference awarded the tournament to Kansas City through 2014, then-commissioner Dan Beebe said, in so many words, that Kansas City was a no-brainer for the tournament.

“There are certain places where you’re doing well no matter what,” he said.

Kansas City is one of those places. The biggest attraction to coaches and school administrators has been the large crowds, no matter what teams were playing.

Would that thought carry the day if the tournament were to be played in a Big 12-less state?

“Would Oklahoma City like to have the tournament, be in a rotation with other cities? Absolutely,” said Tim Brassfield, executive director of the Oklahoma City All Sports Association. “Nobody knows what’s going to happen.

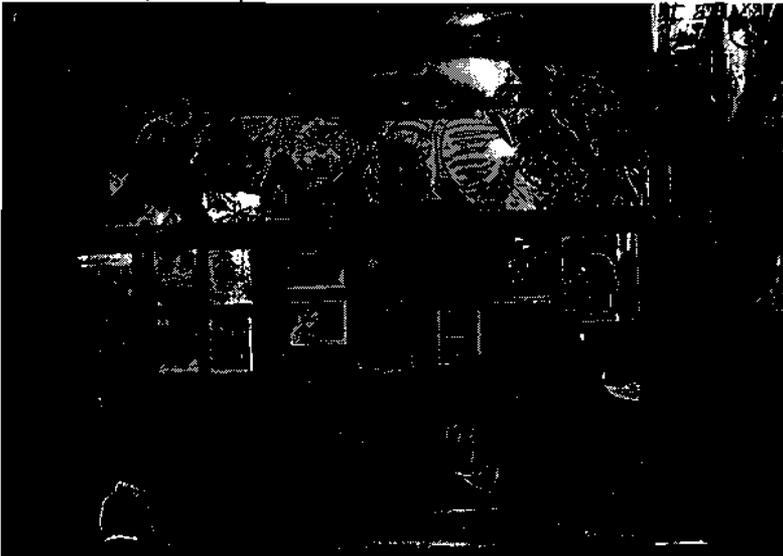
“But we know Kansas City has a great passion for it, and there’s history and tradition there, and that would all have to be considered.”

COLUMBIA MISSOURIAN

Kansas fans react to Missouri possibly leaving the Big 12

By [Andrew Wagaman](#)

October 8, 2011 | 11:21 a.m. CDT



From left, clockwise: Sam Lawler, Matt Lierz, Marcus Tetwiler, Mallory Wilkerson and Megan McGillicuddy sit at the Wagon Wheel bar on Friday in Lawrence, Kan. The bar has artwork of the Big 12 Conference on the wall, including Colorado and Nebraska, two teams that left the conference at the start of this year. | [Sarah Hoffman](#)

LAWRENCE, Kan. — The University of Kansas marching band plays at the Wagon Wheel bar on Friday nights before home games. Usually, some members stand in the corner of the Lawrence establishment bordering campus, belting out the school songs for the alumni and fraternity and sorority members sitting in booths or on stools. They call it the bar band.

But this past Friday night, the Wheel is nearly silent. It is KU's fall break, and there is no home game the next day. A Styx song plays from the jukebox for Matt Lierz, Marcus Tetwiler and Sam Lawler, three sophomores who practically have the bar to themselves and sit below a certain drawing in the far corner.

In the drawing, a cartoon Jayhawk lies on its back crowd surfing over the other Big 12 mascots. The Iowa State mascot has a whirlwind for a head. A wagon stands above the shoulders of the Oklahoma mascot. The Missouri mascot looks something like a tiger.

There are Nebraska and Colorado mascots, too. But both of their faces have an X drawn across them.

Is the Missouri Tiger next?

After the UM System Board of Curators granted Chancellor Brady Deaton authority to pursue other conference options, it seems likely that Missouri will leave the Big 12 for the Southeastern Conference. Kansas, presumably, will not be able to follow.

While the two schools could maintain a non-conference rivalry, patrons here at the Wagon Wheel mostly shrug. It is not their problem — it's Missouri's.

“The reaction here is, they started this when they said they were going to go to the Big Ten,” Wheel owner Rob Farha said. “People are saying they have no loyalty — they come out of a meeting saying they're with you, and 24 hours later they want to go to the SEC. People will be upset the rivalry is over, but they're fed up with the wishy-washiness of Missouri. Get on board or get out.”

Tetwiler said he has attended Kansas basketball games “from birth,” and one of his first life lessons is that you cannot lose to Missouri. But this is another kind of battle being fought now.

“Missouri is saying financial benefit is more important than the cultural and historical traditions,” he said. “It's sad ... if Missouri is changing its brand, that's going to resonate in Lawrence.”

“If they want to get stomped in the SEC, that's fine with me,” Lawler added.

Such sentiments are not isolated to the Wheel. Over on Massachusetts Street, the main drag of Lawrence, Dynamite Saloon waitress Whitney Moore reacted to what basketball coach Bill Self said Tuesday: if Missouri leaves, Kansas will not go out of its way to preserve the Border War rivalry.

Moore, 34 and a 2005 graduate of KU, was a member of the marching band and remembers having bottles thrown at her in Columbia during a football game. She is aware of the long history between the two schools. At this point, though, she said she just wants Missouri to make up its mind.

“At this point a lot of us are wondering, ‘Will they or won’t they?’ ” Moore said. “We are a little desensitized because of all the rumor mongering. We don’t know how much is true and what’s just being said. I think we’d miss the rivalry, but if they do (leave), what can you do?”

Moore feared that losing the rivalry with Missouri was only the beginning for Kansas, and that conference realignment will not be finished. The Big 12 invited Texas Christian University on Tuesday, but will new additions save it? Moore is not sure. She fears Kansas ending up in a non-BCS conference like the Mountain West and falling into obscurity.

“If that’s where we end up, Self is probably gone,” she said. “He likes us, he really does, but he’s going to want to compete and be up there. We’re more than likely not going to be able to compete anymore. He’ll say goodbye, and there goes our entire program and athletic department. Where do we go from there? The money’s going to keep going down and down.”

Farha disagrees. He believes the Big 12 has been, and continues to be, one of the strongest conferences in the country and points to the six schools that have football teams ranked in the Top 25.

“Nobody talks about that,” he said. “I think the Big 12 has been stable the whole time, and the media has perceived it as weak.”

At least at the Wheel, hope remains. Farha believes the Big 12 will survive regardless of Missouri, and Lierz said he thought the addition of TCU might entice Missouri to stay and would make the Big 12 as strong as before.

Plus, Lawler added, who will take Kansas’ place as Missouri’s rival? He did not think a relationship with Arkansas would ever become as poignant.

“The rivalry transcends conference bonds,” Lawler said. “I wouldn’t be upset – more disappointed. There’s a certain amount of tradition that would be lost.”

Will that tradition be enough to continue the rivalry if Missouri leaves the Big 12? Farha did not think so.

“If they go, yeah, we have the 100-year history of the rivalry, but it doesn’t mean we have to play them anymore,” he said. “It’s done.”

ST. LOUIS POST-DISPATCH

Sound off letters: Why Mizzou should move

I read in the sports section of the Tulsa World that the University of Missouri is actively looking for options outside the Big 12 Conference. The piece indicated MU curators voted unanimously to give chancellor Brady Deaton authority to take "any and all actions to fully explore options on conference affiliation . . . which best serve the (school's) interest."

As a native of St. Louis and follower of Mizzou sports all my life, I believe while a conference change would represent a short-term loss for the Big 12, the right decision on MU's part could be a positive move for the university if its goal is to compete (athletically) and win. Here's why. Since the Big 12 started competition in 1996, Missouri has won or shared just four regular-season championships and eight titles overall when you include postseason Big 12 tournaments. That leaves Mizzou the only Big 12 school with single-digit championships.

By comparison the University of Texas leads all schools with some 70 or so titles, including tournaments, and the University of Oklahoma has won a combined 45 and Oklahoma State 35. But the worse news (for MU) is that Baylor, the league's so-called weakest link, has captured a combined 36 championships in that time.

The inescapable conclusion simply is that the University of Missouri, athletically at least, would not appear to be well-suited for the caliber of competition in the Big 12 and the "best interests of the school" would be better served someplace like the Mid-America Conference or perhaps Conference USA.

Tom McAlevey — Tulsa, OK



UM begins offering credits for health risk assessments

By **JANESE SILVEY**

Sunday, October 9, 2011

Taking a 15-minute online assessment and getting a basic health screening will earn University of Missouri System workers \$100 worth of credits on their health insurance plans next year.

The idea is to boost participation in the system's wellness program to help individuals and the university better understand health risks, said Kelley Stuck, associate vice president for total compensation.

Right now, less than 20 percent of the some 17,000 workers enrolled in university health care currently participate in health risk assessments.

"The baseline goal is to get people to start paying attention to what their health is," she said. "We find people who do go through the screenings find high blood pressure or blood sugar, and they were not even aware of it."

The second purpose is to help the UM System get a better understanding of the risks its population is facing in order to provide the most effective coverage, Stuck said, noting that UM is self-insured. "The cost of our health plan is directly related to how we use the health plan."

Starting in January, the \$100 will be credited either to a health reimbursement account or a Health Savings Account depending on the plan. That gives employees a couple of months to see their doctors or attend a campus event to undergo the health screening.

Employees have until April 30 to complete the assessment and screening. The online assessment is filled out through a Cerner Health Account. Data will go to a third party so that the system will not be able to see individual health information, Stuck said.

Right now, the \$100 incentive is available only to employee subscribers.

"We'd like to extend it to spouses in the future, but this is the first year, so we wanted to do it right," she said. The goal is to get 60 percent to participate.



MU program helps not-for-profits with grant writing

By **JANESE SILVEY**

Sunday, October 9, 2011

A new program that teaches University of Missouri graduate students how to write grants has found early success.

With help from the program, the not-for-profit Welcome Home Inc. snagged a \$41,428 grant from the Department of Veterans Affairs to provide temporary financial assistance to homeless veterans.

It's the first grant awarded to an organization that had help from the MU Truman School of Public Affairs' Grant Writing Program, but it likely won't be the last. At least one application still is being reviewed, and more will be sent this fall for organizations such as MedZou, a student-operated clinic that provides free primary health care, said Colleen Heflin, GWP faculty advisor.

The grant program was piloted in the spring semester of 2010 and was rolled out last year. Graduate students can earn part of an internship credit by working in the program, but most do it for the experience and volunteerism, she said.

"They find it valuable to apply their academic knowledge outside the classroom," Heflin said. "They're doing it both because they hope they'll learn something but also because they just want to strengthen the community they're part of."

Students work in teams and partner with area organizations to find funding opportunities, research information needed to apply for those dollars and complete the paperwork involved.

"Writing a grant application is a lot harder than what it seems on the surface," Melissa Acton, associate director of Welcome Home Inc., said in a statement.

She said the funding for her program would not have happened without MU's help. "I would like to have help from the students in that program every semester," she said.

Most not-for-profits don't have designated grant writers, Heflin said. Typically, it's the executive director who's trying to identify funding and manage operations.

The students allow an organization to have an extra day a week devoted to grants.

It's not a breezy extracurricular activity. Students who volunteered on the Welcome Home Inc. team worked between 40 and 60 hours over the term for no pay and little, if any, course credit.

"Our students really show their dedication to public service that they're doing this on top of their coursework," Heflin said. "Many have families and also have jobs. It makes me very proud of my students that they're carving out the time to do this."

Homeless veterans receive help from MU graduate students

By Jade Earle

October 7, 2011 | 6:09 p.m. CDT

COLUMBIA – Homeless veterans in Columbia are getting the support they need because of MU graduate students.

Participants of the Truman School of Public Affairs' Grant Writing Program helped Welcome Home, Inc., a nonprofit organization for homeless veterans, receive a grant worth more than \$40,000 from the Veterans Administration. The \$41,428 grant will help the transitional living facility with utility payments, moving costs, emergency supplies, childcare and transportation expenses, according to the MU News Bureau press release.

Program coordinator Eoghan Miller said Welcome Home applied for the Veterans Administration grant last year but did not receive it. The writing program was referred to the nonprofit because of the grant writing assistance students have provided since its start in 2009.

The writing program is a part of the Truman School of Public Affairs and has 22 active students participants this semester, Miller said. They spend from 40 to 60 hours a week researching, writing and helping nonprofits with grant writing and have offered their skills to more than a dozen organizations in the community. Students come into the program with skills they learn from their study in Public Affairs and are able to use in their professional lives as well.

"They really get a first-hand view of working with a nonprofit and are getting their hands dirty," Miller said. Program participant Amanda Wheeler said she helped Welcome Home Associate Director Melissa Acton at least once a week with editing the nonprofit's grant application to make sure the wording was correct. Wheeler said the application asked for information about the organization's community outreach, specific assistant programs and the nonprofit's methods to help homeless veterans find shelter and a place to live.

"I was completely overjoyed (they received the grant) because they provide a service to our community that no one else does," she said.



Chinese language education coming to Grant

By **JANESE SILVEY**

Sunday, October 9, 2011

Third graders at Grant Elementary will soon start learning Chinese language and culture thanks to help from a new center on the University of Missouri campus.

The Confucius Institute, which opened in April to provide Missourians a better understanding of China, is providing a visiting scholar from China to teach the twice-weekly classes. Those lessons will be embedded into social studies, giving children a chance to compare Chinese communities with Columbia's culture, Principal Kristin Matthews said.

The scholar has been working with Grant's before-school Language Club for several weeks, however, not every child participates in that program.

"I love the idea of the Language Club, and I love the fact we are exposing different cultures to students," Matthews said. "I wanted to expand that to all of our students."

Students will spend half of each 30-minute lesson on some sort of Chinese cultural experience, such as hands-on activities or presentations, 10 minutes learning the language and five minutes learning about the fine arts of China, Matthews said.

She envisions expanding those lessons to both third and fourth grades next year, although that hasn't been finalized yet. The lessons come at no cost to families or the district.

Columbia Independent School also is relying, in part, on the Confucius Institute to offer Mandarin Chinese to elementary school students.

"It fits into CIS's global mission as we understand that there cannot be global understanding without the primary component of the language of the world, which is why CIS also puts language instruction at the forefront of its curriculum," Viviane Ducret, chair of modern languages for the private school, said in an email.

Eventually, Wen Ouyang, co-director of the Confucius Institute, hopes more schools reach out to the center to help get Chinese education into more Missouri classrooms.

"There are some needs and demands," she said, noting that several Columbia middle schools have asked for presentations on Chinese culture.

Top administrators from the state's Department of Elementary and Secondary Education have asked to partner with the MU institute to create language teaching programs and exchange opportunities to schools statewide, Ouyang said. Details are being hashed out.

Next year, Ouyang hopes to roll out some local programming — crash courses for those planning to visit China and classes in cultural arts such as Tai-Chi, Chinese dance and painting.

Education is part of the center's mission but not the only goal.

Since opening, the institute has been involved in a number of different activities. The center hosted its first lecture this summer with keynote speaker Guohui Sun, a visiting scholar in the Trulaske College of Business.

In August, the Confucius Institute announced its first scholarship for business students who want to spend four months studying at Shandong University of Technology.

The Confucius Institute was supposed to provide some translation services related to the proposed Mamtek sweetener plant in Moberly, but those services have not yet been needed, Ouyang said. The center also will be available for translation as plans for a China Hub in St. Louis move forward.

The week of Oct. 24, Ouyang will accompany Gov. Jay Nixon to China for an agricultural seminar and a visit to Shanghai Normal University — the Confucius Institute's partner.



MU to crack down on bicycle scofflaws

By **JANESE SILVEY**

Sunday, October 9, 2011

Starting tomorrow, University of Missouri police officers could impound bicycles that are tied to light poles, trees or railings on campus.

That shouldn't come as a surprise: The student handbook spells out rules for parking bicycles, and it's not unusual for bikes that block doorways or pose safety risks to be impounded, said Steve Burdic, MU sustainability coordinator.

But this fall the problem is worse. More students showed up with bikes, and they're parking them wherever they can find a spot when nearby bike racks are full. Last week, the Tribune observed numerous bicycles strapped along fencing, locked to lampposts or tied to railings near building doors.

MU has some 5,000 slots for bicycles, and there's at least one bike rack outside nearly every building on campus. People might get accustomed to entering a facility from a certain door, but Burdic thinks most people can find a spot to park, even if they have to walk a little farther.

"We're asking people to take a look around the building to see if there's an empty bike rack close and to use it," he said. "Most people driving a car, if they're late, don't just drive up and park on a sidewalk."

There are several reasons campus administrators don't want people strapping bikes to trees, posts or rails.

MU doubles as a botanical garden, and bike chains, straps or locks can damage small trees. "It costs us money replacing those trees," Burdic said.

When bikes are locked to the bottom of light posts they can flop over, creating tripping hazards. And leaving them along rails aimed to help people with disabilities poses safety issues, he said.

"We realize that impounding bikes is a drastic step, and we don't want to do that," Burdic said. "We have been running an informational campaign. We've been putting warnings out for a week and a half now, tagging bikes parked on lamps. And we'll continue doing that, but I think there will be some bikes impounded."

Freshmen Princess Lyons and Janae Judon had their bikes parked near their table outside of the student center Friday afternoon. They said they try to find spots in nearby bike racks first, but oftentimes those spots are taken.

"We could use more racks," Judon said. "More people are using bikes."

Lhakpa Sherpa, a graduate student, parked his bike on a post outside of the Math Sciences building Friday. Earlier, he'd left it in a rack across the street but after leaving, he'd realized he forgot something and had to ride back.

"I tie it to" a lamppost "when I have five minutes," he said. "In this case, I just went in to get a book."

Students aren't the only culprits. The Tribune spotted a bike parked on a fence near Memorial Union on Thursday and quizzed the owner, an assistant professor who didn't want to be named.

"It's a bad practice, I know," he said. "But it's really convenient. I'm just being lazy. I'll be better about it."

Burdic said his department is figuring out where more racks are needed the most. The student center and journalism school buildings seem to be top priorities.