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**AP** Associated Press

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## Document outlines Mizzou SEC options

ALAN SCHER ZAGIER, Associated Press

Updated 07:47 a.m., Tuesday, October 11, 2011

**Missouri is exploring a move to the Southeastern Conference in hopes of getting as much as \$12 million each year in additional TV and cable revenue, according to a confidential document obtained by The Associated Press.**

The 45-page document, which was reviewed by Missouri's governing board of curators on Oct. 4, outlines the pros and cons of leaving the Big 12 Conference for the SEC. It was obtained from a university official familiar with the discussions who is not authorized to speak publicly.

Among other things, the report outlines the possible contours of broad conference realignment and it includes recent upheaval in the ACC and Big East.

Under the heading of "possible future conferences" for the Big 12, it lists BYU, Louisville, TCU, West Virginia and Notre Dame (excluding football) as potential new members that could restore the fractured league to full strength. A TCU announcement of such a move was expected later Monday.

Missouri curators voted unanimously last week to give Chancellor Brady Deaton authority to explore a departure from the Big 12. The document compares the Big 12 and SEC, and outlines an array of considerations, from faculty honors to the increased travel costs to SEC campuses from Columbia, Mo.

The report said Missouri would not suffer a dramatic loss in academic prestige with an SEC move. The SEC has three other members of the prestigious Association of American Universities: Florida, soon-to-arrive Texas A& M and Vanderbilt, the same number as the Big 12 now has, excluding Missouri.

However, Missouri would rank lower overall in the SEC than it does in the Big 12 in terms of enrollment, faculty members who belong to the National Academy of Sciences, federal research financing, average SAT scores and athlete graduation rates.

When it comes to money, the report makes clear that Missouri is hopeful for a much bigger payday in the SEC.

The report suggests Missouri could earn \$17.16 million in Big 12 TV money in fiscal year 2012, compared to \$19.25 million from an SEC deal.

It also envisions a far bigger "per member share potential" should a larger SEC — with millions of more eyeballs in Texas and the Midwest — renegotiate its top-tier TV rights -- up to \$12 million more per year.

Missouri could also "leverage (its) Tier 3 more," the report concludes, a reference to the TV rights not committed to cable networks but instead available as for pay-per-broadcast as well as school- and conference-specific networks such as the Longhorn Network, the Texas-ESPN enterprise blamed by some for throwing the Big 12 into turmoil.

"There are 33 million reasons" to join the SEC, said a second university official who had reviewed the report, citing the number of television households in the SEC's reach.

SEC leaders met Monday for their regularly scheduled fall session but took no action on expansion.

An immediate departure by Missouri -- within six months, in time to for the 2012 football season -- would risk a hefty Big 12 exit fee of up to \$25.9 million, according to the report, a penalty that would require the school to turn over the remainder of its 2011 TV revenue and all of its projected 2012 TV money to the conference.

A more likely exit fee would approach \$10.4 million, the report says, under a scenario where Missouri would give the Big 12 more notice -- as much as two years -- before leaving. Both Nebraska (\$9.26 million) and Colorado (\$6.86 million) negotiated reduced exit payments upon leaving the Big 12 earlier this year for the Big Ten and Pac-12, respectively.

Asked at a news conference last week about the potential costs of a conference move -- hours before curators discussed the confidential report -- Deaton demurred.

"We're really just beginning the exploration of our options, and those figures will become very clear during that process," he told the AP. "At this time we've made no decision (to leave). That's a bit of a hypothetical."

Neither Deaton, University of Missouri system president Steve Owens nor curators' chairman Warren Erdman responded to interview requests on Monday. Spokesmen for the SEC and Big 12 also did not respond to requests for comment.

Interim Big 12 Commissioner Chuck Neinas has said he expects Missouri to remain in the league, while SEC Commissioner Mike Slive has said the conference has no immediate expansion plans. Several SEC athletic directors have suggested that adding a 14th team to balance league schedules is inevitable.

The document refers to unspecified "stability/relationships/trust" issues with the Big 12, which recently dumped its commissioner after losing Nebraska, Colorado and, as of next year, Texas A&M. It also lists revenue sharing; the Longhorn Network; future members/composition; prestige/image; and granting of media rights. The latter refers to a proposal under which Big 12 schools would give TV rights to the league for six years in return for equal revenue sharing.

Missouri curators, who must approve any change in conference affiliation as well as the Big 12's recent request to pool the TV revenue, are scheduled to next meet on Oct. 20-21.

# ST. LOUIS POST-DISPATCH

## Mizzou, TCU see Big 12 differently

BY VAHE GREGORIAN • vgregorian@post-dispatch.com > 314-340-8199 | Posted:  
Tuesday, October 11, 2011 12:05 am

COLUMBIA, MO. • As Texas Christian was proclaiming it had arrived in the "promised land" when it was announced Monday as the latest member of the revolving-door Big 12, all indications remained that Mizzou continues to see the league as having lost its promise and allure and that it seeks its deliverance in the Southeastern Conference.

While various forces yet could prevent that, the process could be formally initiated within days and finalized within two weeks, possibly as soon as this weekend.

**There is little doubt that University of Missouri curators had an SEC move in mind when they voted last week to authorize Mizzou chancellor Brady Deaton "to take any and all actions necessary to fully explore options for conference affiliation."**

Deaton at the time also announced his resignation as chairman of the Big 12 board.

And Mizzou has come to have strong appeal to the SEC, which needs a 14th member to alleviate the awkward scheduling issues posed by adding Texas A&M as its 13th for next year.

Procedural matters and legal concerns, though, yet linger and hover over the timetable and leave the move less than inevitable.

At a time few such announcements can be taken at face value, the SEC released a statement Monday saying its presidents and chancellors had conducted their regularly scheduled meeting earlier in the day but did not act.

"While they discussed a wide range of issues dealing with the changing landscape of intercollegiate athletics, no actions were taken with regards to expansion," the statement said.

That doesn't mean Mizzou wasn't discussed or even that tentative plans weren't resolved, just that no specific action was finalized.

Mizzou largely has taken an airtight strategic approach to the matter, taking only a handful of questions at a news conference after the curators' meeting and offering no comments after abstaining from Big 12 votes last week on a movement to negotiate with TCU and a six-year grant of rights that would allow for revenue sharing on all network and cable television rights.

But the tight ship sprung a leak Monday, when The Associated Press obtained a confidential 45-page document that was presented to and reviewed by the curators.

According to the AP, the report compared the Big 12 and SEC and went into such detail as faculty honors and increased travel costs to SEC campuses from Columbia, Mo.

The document also suggests MU would stand to earn more money in the SEC, saying Mizzou could earn \$17.16 million in Big 12 TV distributions in fiscal year 2012 compared to \$19.25 million from the SEC.

"There are 33 million reasons" to join the SEC, the AP quoted a Mizzou official as saying, referring to the number of television households in the SEC's range.

Moreover, the document points to a larger "per member share potential" for an SEC with Texas A&M and Missouri bringing in millions more viewers.

The AP report cites the document as suggesting a renegotiated SEC contract could add up to \$12 million a year per school.

It's unclear whether the document specifically referred to the 15-year SEC contract with CBS and ESPN that runs through 2023, but the contract allows for periodic "look-ins" allowing for renegotiation.

The depth of specifics in the document, particularly when it comes to television numbers, could be seen as attributable to feedback and input from the SEC, thus further indicating its interest in and cooperation with Mizzou.

It's also conceivable, however, that such figures could be gleaned with input from television experts.

The document also included a projection of departure fees, saying MU would risk losing \$25.9 million if it soon gives the Big 12 notice it will leave next year. The projected fee would be greatly reduced, to \$10.4 million, if MU gave two years' notice.

As for the "promised land" notion of the Big 12 that TCU athletics director Chris Del Conte trumpeted at TCU's celebration news conference Monday, the document offers a decidedly different interpretation of how MU sees it.

It refers to what the AP called unspecified 'stability/relationships/trust' issues with the Big 12, which has lost Colorado, Nebraska and Texas A&M and deposed commissioner Dan Beebe in just over a year's time.

Apparently under that category, the report also lists revenue sharing; the Longhorn Network; future members/composition; prestige/image; and granting of media rights. It's believed MU wanted the grant of rights to be for 10 years or more.

If Mizzou is to make its move, it probably will come in a burst of stages, the model Texas A&M used, commencing with a letter to the Big 12 seeking guidelines for its departure.

## Document outlines Mizzou SEC explorations

By MIKE DEARMOND

**COLUMBIA | A 45-page document in which the Missouri Board of Curators gave the go-ahead to explore a new home outside the Big 12 adds specifics to MU's long-reported interest in the Southeastern Conference.**

Details of the document, obtained by The Associated Press from a source within the university who was not authorized to speak of it publicly, were reported Monday. The report said Missouri could anticipate a revenue boost of \$12 million a year in the SEC compared with current Big 12 projections. And it noted that even greater revenues might be expected from a proposed SEC Network designed along the model of the currently successful Big Ten Network.

It also confirmed Missouri's previously reported trust concerns with the Big 12.

MU chancellor Brady Deaton and interim systems president Steve Owens would not comment on the issues raised in the document, which listed pros and cons of a potential move to the SEC that were intended to be confidential.

Deaton's administrative assistant told The Star on Monday afternoon that Deaton "would not comment on information discussed in a closed session" of the Board of Curators. Last week, Deaton was authorized by the curators to "fully explore options related to conference affiliation."

But the revelations in the curators' document were the kind of thing a high-ranking Texas A&M official warned a counterpart at Missouri might be revealed during MU's protracted investigation of SEC membership.

"You guys are new at this," the A&M official said, according to two sources close to the situation. "You're going to have to come to terms with the fact that this sort of stuff is going to happen. You just have to keep advancing the ball forward."

Just before noon Monday, moving incrementally closer to a decision on whether to add a 14th team, SEC presidents and chancellors issued a statement to The Star that they had discussed "a wide range of issues dealing with the changing landscape of intercollegiate athletics."

Ultimately, the statement said: "No actions were taken with regards to expansion."

As previously reported by The Star, Missouri has sought sweeping changes in the Big 12 to address what the curators document referred to as “stability/relationships/trust” issues.

In light of that lack of trust, Missouri refused to commit to a proposal for each Big 12 school to sign over first- and second-tier media rights to the Big 12 for six years and have that revenue shared equally. Missouri wanted a minimum of 10 years, to limit the ability of Texas and Oklahoma — with the deepest pockets in the league — to bolt the Big 12 early, leaving the remaining teams in another scramble.

Texas has since given in to MU’s and Oklahoma’s insistence that no high school games or highlights could be shown on Texas’ Longhorn Network. But in doing so, Texas wanted and received the minimum six-year signoff on media rights.

Further, Missouri has wanted new rules governing the slotting order for bowl games. Missouri, after beating Kansas in a matchup of unbeaten teams in the 2007 Border War football game at Arrowhead Stadium, was passed over by the Orange Bowl in favor of KU.

Last year, despite beating Texas A&M, the Cotton Bowl invited the Aggies rather than Missouri. Also, in the opinion of MU officials, the Big 12 did not prevent Iowa State, another team MU had defeated, from being selected ahead of the Tigers in the bowl order as well.

Also according to the curators’ document, MU is projected to earn \$17.16 million in Big 12 TV money in fiscal year 2012 compared with \$19.25 million from the SEC. According to the AP, the document envisions a far bigger “per member share potential” should the SEC renegotiate its top-tier TV rights — up to \$12 million more per year.

The curators’ document anticipated Big 12 exit penalties of about \$25.9 million — the low end of what other sources had feared could be as high as \$40 million withheld over two years — and theorized a more likely exit fee would ultimately be \$10.4 million if Missouri were to give the Big 12 two years of notice before departing.

Even without such notice, prior Big 12 departures resulted in only \$9.62 million of penalties from Nebraska and \$6.86 million from Colorado.

Another piece of information that Missouri officials did not want public — an anonymous MU official telling the AP last week that some MU officials might prefer a move to the Big Ten over the SEC even after the Big Ten invited Nebraska last year — caused a rift with certain SEC officials.

MU and SEC officials, however, appear beyond that bump in the road. Current issues in the SEC, according to reports, include Alabama not wanting to give up its traditional football game with Tennessee and not having Auburn gain a recruiting advantage in Georgia and Florida by shifting to the SEC’s East Division if Missouri were added to the West.

That next step toward the SEC, if it were to follow the scenario established when Texas A&M embarked on its move from the Big 12 to the SEC, could be Missouri formally notifying the Big 12 of its intention to leave.



## **The Tribune's View**

### **Staying put**

### **Let's hear it for the Big 12**

By Henry J. Waters III

Columbia Daily Tribune Monday, October 10, 2011

**As the University of Missouri hovers on the brink of decision regarding future athletic conference affiliation, I'm here to put in a puny little word for finally remaining with the girl who brung us, the belabored but prayerfully soon-to-be-tricked-up Big 12.**

With caveats: providing the conference can consolidate serious structural changes suddenly on the horizon and develop stronger administrative leadership. Both developments finally seem within reach.

Except for the Big 12's penchant for self-destruction, I don't think anyone in the fan base or the MU administration would have pushed for change. Yes, a few of us indulged in a bit of whimsy regarding a move to the Big Ten, but that possibility never firmed up for Missouri.

Recent Big 12 defections have been spawned by poor conference management allowing disproportionate favoritism among members and revealing the weakness of the commissioner. If Missouri leaves, it will become the fourth Big 12 institution to take a powder. You might say Nebraska's move to the Big Ten is a positive change for that school, but Missouri's to the SEC would only be so relative to what the Big 12 has become, not what it once was or could be again.

So why not concentrate on fixing the Big 12?

Granted, it is late in the game. Nebraska, Colorado and Texas A&M are gone. Oklahoma and Oklahoma State are looking. But it seems Texas now might be kept in a properly remodeled league, and the remaining Big ?? teams are not nothing. TCU is being added; if Missouri stays, a good league can be fashioned with the addition of new schools. Might the Oklahoma schools be inveigled to stay?

The UM Board of Curators gave MU Chancellor Brady Deaton the authority to decide for Missouri. Since then, he has put MU in a neutral position, retiring as Big 12 chairman and

refusing to cast an institutional vote on recent momentous Big 12 decisions that give the best hope in memory for a conference rebirth.

If the choice becomes one between a credibly reconstituted Big 12 and an expanded SEC, Deaton & Co. and all of us should keep the long-standing relationship with our Midwestern conference high in mind. We are a better fit for a good Big 12 than the SEC, period.

It all depends on whether Big 12 reforms can be made to stick and, therefore, a refurbished conference can attract some strong new members. Of course that can happen. It's all in the doing.

Emotionally, physically, intellectually and politically, Missouri might be too far gone to stay in the fold. But, finally, the fold might be best after all. Selfishly, from MU's standpoint, the Big 12 is worth rebuilding and remaining part of.



## TCU bolts Big East before ever playing to join Big 12

[The Associated Press](#) | Posted: Tuesday, October 11, 2011 12:02 am | [No Comments Posted](#)

FORT WORTH, Texas -- TCU accepted an invitation to join the Big 12 on Monday night, seizing an opportunity to be a part of a conference with natural geographic rivals despite the league's recent instability.

The board of trustees unanimously approved the move and Chancellor Victor Boschini Jr. made the expected announcement in front a packed room of more than 200 people. Athletic director Chris Del Conte fought back tears as he recalled receiving the phone call from the Horned Frogs' new conference last week.

"This is living proof that dreams do come true," he said.

The move could provide some much-needed stability for the Big 12, which lost Nebraska (Big Ten) and Colorado (Pac-12) over the summer and will lose Texas A&M to the Southeastern Conference next year. **Missouri is also exploring a move to the SEC.**

TCU has a strong football background that includes celebrated athletes from the 1930s -- including Heisman Trophy winner Davey O'Brien and All-American Sammy Baugh, who both played in the NFL. More recent alums include New York Jets running back LaDainian Tomlinson and Cincinnati Bengals rookie quarterback Andy Dalton.

The Horned Frogs went 13-0 last season and won the Rose Bowl. They also went undefeated in the 2009 regular season, then lost to Boise State in the Fiesta Bowl.

"It was a challenge winning the Rose Bowl ... and there's been a lot of people that told us we couldn't do a lot of different things, and so we're going to take it one step at a time," football coach Gary Patterson said after the announcement. "It's not going to be easy ... but I do believe that if the Big 12 did not feel like we couldn't be competitive in the league, then they wouldn't have asked us."

Patterson said the financial benefit of being in the Big 12 and resuming those rivalries also will help Fort Worth.

"Are you going to win 10 to 12 games every year? Probably not," Patterson said. "But the key is ... to have a chance to challenge for the conference title, always try to get back to bowl games, and that's going to be our goal is to do it like we've always done it: one game at a time."

Big 12 Interim Commissioner Chuck Neinas told the crowd that TCU has an outstanding academic record as well as athletics.

"Chancellor, TCU has traveled a long path, been to different places. Sir, I'd like to welcome you home," Neinas said.

TCU currently competes in the Mountain West Conference and was set to join the Big East next July. Instead, the Big 12 went public with its interest in TCU last week and set the stage for the private university to stay closer to home. It officially joins the Big 12 on July 1.

Del Conte said TCU will not be required to give the 27 months' notice to leave the Big East but must pay the exit fee. He declined to confirm it was the \$5 million required by the Big East policy.

Several Big 12 coaches welcomed the idea of having TCU in the league.

"They're an excellent program," Oklahoma coach Bob Stoops said. "You see what they've been doing throughout the year. I love the proximity for the fans. It's another game that's relatively close and in this region, so I think it's great."

Also Monday, Big East school leaders authorized the conference to add enough members to have 12 teams for football. With Syracuse and Pittsburgh leaving for the Atlantic Coast Conference, the Big East would be down to six football schools without TCU: West Virginia, Louisville, Cincinnati, South Florida, Rutgers and Connecticut.

SEC leaders also met Monday for their regularly scheduled fall session but took no action on expansion. The league will have 13 members once Texas A&M joins in July, leading to speculation about whether Missouri or other schools will be added to balance things out.

As for the Big 12, adding TCU would give it 10 members going into next season without further changes.

Kansas State coach Bill Snyder said he has "always been in favor of a Big 12 Conference with 12 teams, and two divisions and a championship."



## Big 12 progress came too late for Beebe

Associated Press Monday, October 10, 2011

Ousted Big 12 Commissioner Dan Beebe says he touted equal revenue sharing and members handing their television rights to the conference years ago, but the schools — and not just Texas — liked the idea of being able to start their own networks.

Beebe said in a phone interview with The Associated Press yesterday that Oklahoma, Nebraska and even Texas A&M were interested in “developing their own distribution systems” for their sports programs.

The Big 12 recently agreed to switch to equal revenue sharing after years in which the schools that made the most television appearances received the most money.

**The eight remaining schools — not including Missouri, which is considering a switch to the Southeastern Conference — also agreed to hand their most lucrative television rights over to the conference for six years, a move that makes it practically impossible for members to switch leagues.**

Beebe said he first brought up equal revenue sharing in 2008 and the members never even voted on it. Nebraska, which left the Big 12 for the Big Ten last year, was among the schools against equal revenue sharing. In 2009, ahead of negotiations on a new television contract, Beebe said he asked the members to grant the conference their top-tier TV rights, and the schools balked again without it ever going to a vote.

“Had we been able to do that, none of the schools probably would have had a chance to leave because a significant amount of their rights would have been with the conference,” he said.

Now that the Big 12 has moved to implement the ideas Beebe had pushed for in the past, he said it’s “bittersweet.”

“It’s sweet because hopefully it will be what binds this conference together, and I have a great love for the conference,” he said. “But it’s bitter because had we taken these actions previously we may have been able to avoid the problems that have occurred.”

Beebe also said he was disappointed to find out Texas A&M already had been working toward a move to the SEC before he was allowed to address the Aggies’ concerns about Texas’ Longhorn

Network. A&M officials were upset about plans for high school games to be aired on the Longhorn Network, a plan that ended up being scrapped.

“I found out later that there had been a meeting between Texas A&M officials and SEC officials prior to us having the ability to address” the Aggies’ “grievances,” he said. “I think the conference decisions that were made by the members as a whole ended up being a place that addressed many of their grievances. Maybe not perfectly, but more to their favor than not.”

In the summer of 2010, the Big 12 was on the verge of collapse. Nebraska left for the Big Ten, and Colorado joined the Pac-12. Texas A&M was considering a move to the Southeastern Conference and Texas and Oklahoma, along with their sister schools Texas Tech and Oklahoma State, were looking at creating a Pac-16.

Ultimately, the 10 remaining members committed to stay together and Beebe negotiated a 13-year, \$1 billion television deal with Fox Sports. But when Texas struck a huge deal with ESPN to start the Longhorn Network — a 20-year, \$300 million venture between the university and network — it changed the dynamic in the league.

“The institutional networks were part of the design of what we were doing when we were negotiating our contract with Fox,” Beebe said. “We were for the first time deliberately setting out to reserve the right for every school to do a football game and to do significant other content that wasn’t able to be done previously.

“What wasn’t counted on in allowing that was the degree of support and the amount of revenue that was able to be achieved by the Longhorn Network, and even” Texas Athletic Director “DeLoss Dodds has said that isn’t something he thought was going to happen either.”

Beebe was pushed out of the job he had held for five years last month and replaced on an interim basis by Chuck Neinas, the former Big Eight commissioner. Beebe said he was never given a specific reason as to why he was fired.

University of Oklahoma President David Boren led the push for Beebe’s removal.

“Obviously there were some concerns he had about the fact that three members had left during my tenure and whether I could have done anything differently or not that was a factor,” Beebe said. “It’s their right to do what they did. And I have nothing but respect and admiration for the institutions and a great love for the conference and its schools and the citizens they represent.

“I didn’t get specifics about what decisions I had made or didn’t make so I could address those specifically. But that’s fine. It was more nebulous. It was more, ‘We just need to go in a different direction.’ ”

The Big 12 invited TCU last week to join the league, which would push membership back to 10, if Missouri stays. Beebe, naturally, said Missouri would be best served by staying.

He also said he has been in contact with Neinas and has offered any assistance he can provide in helping keep the conference together.

“The Big 12 Conference is bigger than me,” he said.



**ST. LOUIS POST-DISPATCH**

## **MU will crack down on bicycle scofflaws**

### **Inappropriately parked bikes cause problems at school.**

11:00 PM, Oct. 10, 2011 | Written by The Associated Press

**COLUMBIA -- The University of Missouri planned to impound bikes starting Monday that are found locked to light poles, trees or railings on the Columbia campus.**

The Columbia Daily Tribune reported that the crackdown is in response to students bringing more bikes this year and parking them wherever they can find a spot when nearby bike racks are full.

Steve Burdic, the university's sustainability coordinator, said people might get accustomed to entering a facility from a certain door, but he thinks most people can find a spot to park, even if they have to walk a little farther. The university has 5,000 slots for bicycles.

"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."

City officials said the bike chains, straps or locks can damage small trees. They can flop over and create tripping hazards when attached to light posts. And the bikes can create challenges for people with disabilities when attached to railings.

"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 sat outside the student center Friday afternoon with their bikes parked near their table. They said they often find the spots in bike racks are already taken.

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

Burdic said his department is figuring out where more racks are needed the most.