

Big 12 Conference



BIG 12 CONFERENCE

2201 Stemmons Freeway, 28th Floor
 Dallas, TX 75207
 214/742-1212
 214/753-0145 - Fax
 www.big12sports.com

Commissioner Kevin Weiberg
 Senior Associate Commissioner/
 Chief Operating Officer Dan Beebe
 Associate Commissioner Tim Allen
 Associate Commissioner - Football Donnie Duncan
 Associate Commissioner -
 Women's Basketball & Championships Dru Hancock
 Chief Financial Officer Steve Pace
 Assistant Commissioner - Communications Bob Burda
 Assistant Commissioner - Compliance Lori Ebihara
 Assistant Commissioner - Basketball John Underwood
 Director of Communications Rob Carolla
 Sports Information Director/Historian Bo Carter
 Director of Events Brad Clements
 Director of Marketing Maark Keith
 Director of Championships Dayna Scherf
 Assistant Director for Compliance Mary Ellen Enigk
 Assistant Director of Championships Suraj Jagannathan
 Assistant Director of Media Relations Joni James
 Assistant for Information Services Carmen Branch
 Staff Accountant Jan Reeves
 Coordinator of Football Officials Tim Millis
 Executive Assistant to the Commissioner Melanie Ellis
 Administrative Assistant - Football & Basketball Regina Everett
 Administrative Assistant Tracy Hunt
 Administrative Assistant/Receptionist Michelle Peterson
 Administrative Assistant Valerie Rocha
 Assistant for Championships Anna Barton
 Will Hancock Communications Intern Kelly Wright

CREDITS

The 2005 Big 12 Football Media Guide is a publication of the Big 12 communications staff using PageMaker 7.0 and Microsoft Word.

Editors: Rob Carolla, Bob Burda
Layout & Design: Rob Carolla
Editorial Assistance: Bo Carter, Joni James, Carmen Branch, Tiffany Nelson, Jan Reeves, Kristin Goss, Elaine Steinfeld, Annie Culbertson
Trophy Cover photo: Ian Halperin
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MEDIA SERVICES

BIG 12 COMMUNICATIONS

Bob Burda, Assistant Commissioner for Communications

Office Direct 214/753-0107
Cell 719/440-0216
E-mail bob@big12sports.com

Rob Carolla, Director of Communications

Office Direct 214/753-0111
Cell 214/208-1876
E-mail rcarolla@big12sports.com

Bo Carter, Sports Information Director/Historian

Office Direct 214/753-0102
Cell 214/418-6132
E-mail bo@big12sports.com

Joni James, Assistant Director of Media Relations

Office Direct 214/753-0122
Cell 214/263-7749
E-mail joni@big12sports.com

Carmen Branch, Assistant for Information Services

Office Direct 214/753-0109
Cell 214/418-6969
E-mail carmen@big12sports.com

Kelly Wright, Will Hancock Communications Intern

Office Direct 214/753-0140
Cell 405/833-9407
E-mail kwright@big12sports.com



BOB BURDA



ROB CAROLLA



BO CARTER



JONI JAMES



CARMEN BRANCH



KELLY WRIGHT

The Internet - www.big12sports.com

The Big 12 Conference maintains its web site at www.big12sports.com. Complete information on the league and the member schools is available.

In football, the following information will be updated each week following games:

- Conference Standings
- Composite Schedules & Results
- Conference Statistics
- Weekly Awards
- Television Information and Selections

Media can access an Acrobat PDF file of the weekly release, statistics and the conference media guide on the web site.

Weekly Release

The Big 12 communications staff will update a weekly release, including team notes, results and Big 12 Players of the Week each Monday during the season. Complete league statistics will be updated via the conference web site each week following games.

SBC Players of the Week

A Big 12 Offensive, Defensive and Special Teams Player of the Week will be chosen each Monday, beginning September 5. Nominations are submitted by the school sports information offices and the winners are selected by a panel of media voters who cover the league on a regular basis. This year marks the sixth season in which SBC will sponsor the awards.

Big 12 Coaches' Teleconference

The Big 12 Conference football coaches will participate in a weekly media-only teleconference during the 2005 season. The calls are held each Monday, beginning August 29 and continuing through November 28. There will also be a special postseason conference call on December 5 for all teams participating in bowl games.

The teleconference begins at 10:00 a.m. Central Time. The call can also be heard live and on replay via the Internet by visiting the Big 12 web site at www.big12sports.com.

Listed below is the tentative schedule for the 2005 season. Please contact the Big 12 communications staff for the call-in and replay phone numbers.

- 10:00 a.m. – Mark Mangino, Kansas
- 10:10 a.m. – Bob Stoops, Oklahoma
- 10:20 a.m. – Mike Gundy, Oklahoma State
- 10:30 a.m. – Bill Snyder, Kansas State
- 10:40 a.m. – Gary Pinkel, Missouri
- 10:50 a.m. – Mike Leach, Texas Tech
- 11:00 a.m. – Guy Morriss, Baylor
- 11:10 a.m. – Dan McCarney, Iowa State
- 11:20 a.m. – Mack Brown, Texas
- 11:30 a.m. – Dennis Franchione, Texas A&M
- 11:40 a.m. – Gary Barnett, Colorado
- 11:50 a.m. – Bill Callahan, Nebraska



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MEDIA SERVICES

The Big 12 Showcase

The Big 12 Showcase is a 30-minute promotion of the league with features on student-athletes, coaches, teams and conference championships. The show is shot on location each week at a different Big 12 campus or conference championship venue. For the sixth year, the show will be hosted by Bill Land and produced by Keith Fletcher of FSN Southwest. Airing of the Big 12 Showcase is syndicated throughout the Big 12 markets.



Weekly Video Highlight Package

FSN joins the Big 12 Conference in presenting a one-hour package of weekly satellite highlights of previous week's games as well as features from Big 12 schools from Tuesday, August 30 through Tuesday, December 6, with a year-end pre-bowl highlights' special on December 6.

The feed will run from 3:30 - 4:30 p.m. Central Time on Tuesdays.

Please contact the Big 12 Communications staff or visit the league web site for additional information and satellite coordinates.

Trademarks

Big 12, Big 12 Conference and the Big 12 logo are registered trademarks and use of these trademarks without prior approval of the Big 12 is prohibited. All requests for use of the Big 12 logo - except standard and customary media uses - must be made through Collegiate Licensing Company (Nate Klein, 770-956-0520). For Big 12 marketing and sponsorship opportunities, please contact Big 12 Director of Marketing Maark Keith (214-753-0124) or ESPN Regional General Manager Ami Annett (214-753-0130).

BIG 12 ... AS EASY AS 1 - 2

When referring to the Big 12 Conference, please remember the conference name should be written as follows:

Big 12 Conference

The following should NOT be used in text when referencing the Big 12:

Big XII
Big Twelve

In addition, the conference debuted an updated Big 12 logo in March 2004. Please be sure to use the new logo when graphics are included in discussions or stories about the Big 12.

Postseason Awards

The Big 12 presents its all-conference awards at the end of the regular season. A Player, Newcomer and Freshman of the Year on offense and defense is chosen in addition to a Special Teams Player of the Year. A Coach of the Year along with All-Big 12 First, Second and Honorable Mention teams are selected as well. Each Big 12 head coach votes on the squads and are not permitted to vote for their own players. The awards will be announced the first week of December prior to the Dr Pepper Big 12 Championship Game.

Academic All-Big 12 teams are also chosen in football and will be announced prior to the football championship game. Further information on academic honors presented by the conference is available on page 8.

BIG 12 FOOTBALL MEDIA RELATIONS CONTACTS QUICK REFERENCE LIST

| SCHOOL | MEDIA CONTACT | OFFICE PHONE | CELL PHONE | E-MAIL |
|----------------|----------------|--------------|--------------|----------------------------------|
| Baylor | Nick Joos | 254/710-3043 | 254/709-9659 | Nicholas_Joos@baylor.edu |
| Colorado State | Dave Plati | 303/492-6128 | 303/944-7272 | david.plati@colorado.edu |
| Iowa State | Tom Kroeschell | 515/294-3372 | 515/460-5834 | tkroesch@iastate.edu |
| Kansas | Mason Logan | 785/864-3417 | 785/331-8999 | loganmas@ku.edu |
| Kansas State | Garry Bowman | 785/532-7977 | 785/587-7865 | gbowman@k-state.edu |
| Missouri | Chad Moller | 573/882-0712 | 573/268-3110 | MollerC@missouri.edu |
| Nebraska | Keith Mann | 402/472-0237 | 402/540-0274 | kmann@huskers.com |
| Oklahoma | Kenny Mossman | 405/325-8231 | 405/249-5891 | kmossman@ou.edu |
| Oklahoma State | Steve Buzzard | 405/744-7714 | 405/742-7618 | buzzars@okstate.edu |
| Texas | John Bianco | 512/471-1346 | 512/748-9315 | John.Bianco@athletics.utexas.edu |
| Texas A&M | Alan Cannon | 979/845-0563 | 979/777-4200 | acannon@athletics.tamu.edu |
| Texas Tech | Chris Cook | 806/742-2762 | 806/787-5648 | chris.cook@ttu.edu |

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THE BIG 12 CONFERENCE - CELEBRATING ITS 10TH SEASON



The Big 12 celebrates its 10th anniversary season of competition in 2005-06. While there have been many proud accomplishments in the first nine years of the conference, the league and its members are also excited and poised for a bright future.

Over the past nine years, 24 different teams and over 200 individuals have won NCAA Championships. This past year marked the most successful in conference history. Baylor won the crown for women's basketball, becoming the first Big 12 squad to win in that sport. Colorado won both the men's and women's cross country trophies, just the fourth school in NCAA annals to win both in the same year. Oklahoma State regained the top spot in wrestling, winning the national title for the 33rd time, while Texas captured the women's outdoor track & field crown along with its sixth national championship in baseball.

Eight football squads have played in BCS bowls in the last six seasons. The Big 12 leads all conferences with four appearances in the National Championship game. In basketball, an unprecedented eight men's and women's basketball teams have advanced to their respective Final Fours in the past four seasons as the Big 12 continues its place among the elite intercollegiate athletic conferences.

The Big 12 and its member institutions are committed to a competitive environment where sportsmanship and fair play take center stage. Whether on the field, in the classroom, or within the community the student-athletes, administrators, coaches and game officials of the Big 12 support the highest ideals in sportsmanship.

Competitive excellence, scholarships and sportsmanship are all equal components of the Big 12's philosophy. All-Big 12 teams and All-Big 12 Academic squads are recognized for each sport at the end of their respective seasons.

At the end of each academic year, the Conference honors its top male and female student-athletes with the Big 12 Athlete of the Year and Big 12 Sportsperson of the Year awards.

Institutions can also nominate student-athletes for the prestigious Dr. Prentice Gautt Postgraduate Scholarships at the end of each academic year. A total of 129 scholars have received more than \$680,000 in postgraduate financial aid through the first eight years of the program.

The Big 12 sponsors 21 sports. Men's squads include baseball, basketball, cross country, football, golf, indoor track & field, outdoor track & field, swimming & diving, tennis and wrestling. Women's teams are fielded in basketball, cross country, golf, gymnastics, indoor track & field, outdoor track & field, soccer, softball, swimming, tennis and volleyball.

The conference is made up of 12 institutions that have shared many traditional rivalries throughout their histories. Member schools include - Baylor University, University of Colorado, Iowa State University, University of Kansas, Kansas State University, University of Missouri, University of Nebraska, University of Oklahoma, Oklahoma State University, University of Texas, Texas A&M University and Texas Tech University.

The institutions created a league that encompasses seven states, over 42 million people and more than 18 million television households within its geographic footprint.

The conference conducts championships for 20 of its 21 sports. Each championship helps to determine teams and/or individuals that will represent the Conference in national postseason competition. The winner of the Big 12 football championship game earns the league's berth into the prestigious Bowl Championship Series.

The Big 12 is under the direction of its second commissioner, Kevin L. Weiberg, who took over the reigns in December 1998. Under Weiberg's guidance, the league distributed over \$105 million to its member institutions for the 2004-05 academic year, nearly doubling the first allocation of \$54 million in the conference's inaugural 1996-97 campaign.

Weiberg has also helped lead the Big 12 into additional football bowl agreements and expanded television opportunities for all sports through contracts with ABC/ESPN, FSN, TBS and CSTV.

The Big 12 has its headquarters in Dallas, Texas, where Weiberg and his staff administer to over 4,600 student-athletes in 21 sports.



BAYLOR CAPTURED THE BIG 12'S FIRST NATIONAL CHAMPIONSHIP IN BASKETBALL LAST SEASON.

Big 12 Conference



BIG 12 QUICK FACTS

(All statistics since 1996 unless otherwise noted)

Founded: Feb. 25, 1994

Area: Seven states with combined populations of more than 42 million people.

Television Markets: 18 of the Top 100 nationally

Commissioner's Honor Roll Students (1996-2005):

48,000-plus named in first 18 semesters

Academic All-Big 12 First Team Members:

Approximately 7,200

Student-Athletes with a 4.0 grade-point average on Academic All-Big 12 Teams: 441

Dr. Prentice Gaunt Scholarships:

129 with over \$680,000 in financial aid

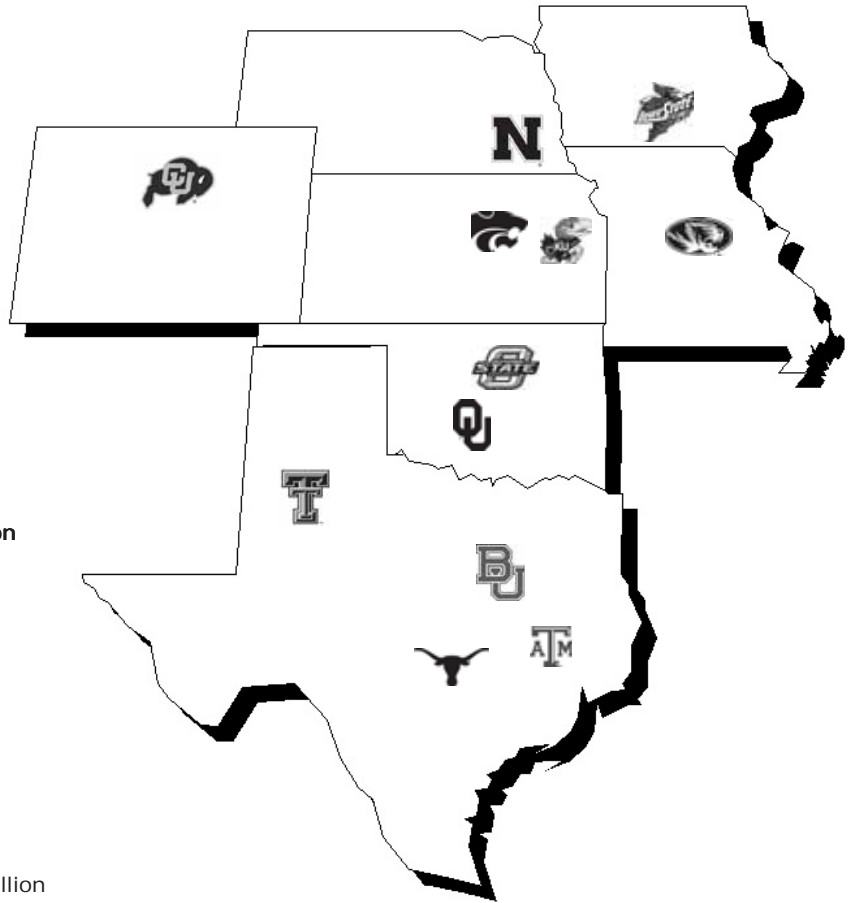
Team National Championships: 24

Individual National Championships: 203

First Team All-America Selections: 1,883

Improvements to Big 12 Athletic Facilities: \$1.4 billion

Big 12 Postseason Championship Attendance: 6.3 million



BIG 12 CONFERENCE 10TH ANNIVERSARY

The Big 12 will celebrate its 10th Anniversary of athletic competition during the 2005-06 season. In an effort to recognize this significant milestone, the conference and its member schools will participate in numerous activities to commemorate the special teams, student-athletes, moments and accomplishments of the past 10 years.

- A 10th Anniversary logo (right) has been created and will be utilized by the conference and its member schools in promotional activities, on retail merchandise, uniforms, playing fields and more.
- To celebrate the history of the Big 12, the league and its schools will select special 10th anniversary teams for all sports.
- In certain sports, including football, fans will be allowed to vote via the league web site for players they feel should be honored on anniversary teams as part of the 10th anniversary celebration.
- The Big 12 will work in conjunction with its member schools to stage special events and recognition during the first weekend of conference play in football as well as men's & women's basketball, baseball and softball later in the season.



Be sure to check the newly-designed Big 12 web site at:

www.big12sports.com

for the latest information and activities surrounding the 10th Anniversary!