


Big Ten Athletics News

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EXHIBIT 10



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BIG TEN
CONFERENCE

INDIANA MICHIGAN STATE MINNESOTA MISSOURI NEBRASKA NORTHWESTERN OHIO STATE PENN STATE WISCONSIN IOWA

III. MULTIMEDIA

Big Ten Conference on Television

Over the last few years, the Big Ten has reached a series of milestone agreements to provide the conference with its greatest television exposure ever, including extension with CBS (for basketball), and ABC/ESPN (for football, basketball and volleyball) and the creation of the Big Ten Network, a national network devoted to Big Ten athletic and academic programs. The conference's media agreements will result in the broadcast of more than 500 events nationally and regionally each year, compared to 300 events in the final year of the previous agreements.

2009-2010 Television Schedules:

[Full Big Ten Network Schedule](#)

2009-10 Television Schedule (By Sport):

- [Football](#)
- [Big Ten Highlights Online:](#)
 - [Big Ten Network Highlights, Video](#)
 - [Big Ten Network Highlights, Video \(Archive\)](#)

Big Ten Public Service Announcements:

- [Big Ten Conference YouTube Channel](#)
- [Big Ten Conference on Facebook](#)

Television Partners:

ABC/ESPN

In June of 2006, the Big Ten signed a new 10-year national rights contract with ABC/ESPN. Big Ten action has been featured on ABC since 1966 and on ESPN since 1979, the network's first year. The new agreement, which began during the 2007-08 season, includes up to 41 televised Big Ten football games - up to 17 on ABC and up to 25 on ESPN or ESPN2. In addition, all regional afternoon football games aired on ABC will be aired by ESPN/ESPN2 in outer-markets, making these games nationally available. For men's basketball, approximately 60 games will air on an ESPN network (ESPN, ESPN2, ESPN3, and ESPN360), including contests on Tuesday and Thursday of the conference season, plus up to eight Saturday games during conference play. For women's basketball and volleyball, a total of 100 events will appear on an ESPN network over the course of the

agreement, including the championship games of the Big Ten Women's Basketball Tournament. Additionally, through ESPN's collection of new media outlets such as ESPN.com, Mobile ESPN, ESPN360, and ESPN VOD, fans will receive live events (including simulcasts), extended video highlights including in-progress games, features and more. Big Ten coverage will also be available on ESPN Classic and throughout the world through ESPN International.

Big Ten Network

In June of 2006, the Big Ten announced the creation of the Big Ten Network, a national network devoted to Big Ten athletic and academic programs. Available to all cable and satellite providers nationwide, with most programs offered in stunning high-definition television (HDTV), the network will allow fans to see their home teams, regardless of where they live.

The programming on the Big Ten Network and alternative-network controlled platforms will include, but is not limited to:

- More than 35 football games each season
- More than 105 regular season men's basketball games
- A nightly studio show including segments from each campus
- Women's sports, including basketball, volleyball, soccer and softball
- More than 170 Olympic sporting events including baseball, soccer, tennis, volleyball, swimming, diving and more
- Classic games and historical footage from ESPN and ABC libraries
- Original campus programming produced by Big Ten member universities showcasing their academic excellence, talented students and award-winning programs
- Weekly coaches shows

Big Ten Network Celebrates Anniversary of Launch

CBS Sports

In December of 2004, the Big Ten announced a multi-year agreement with CBS Sports to extend the network's broadcast rights for conference basketball games through the 2009-10 campaign. The agreement guarantees Big Ten teams 26 appearances per season with the possibility of up to 30 appearances beginning with the 2008-09 campaign. That total includes the semifinals and championship game of the annual Big Ten Men's Basketball Tournament, which have been broadcast by CBS every year since the inaugural event in 1998 and have ranked among the network's highest-rated regular-season games each season. In addition, CBS will have the opportunity to select a wildcard game on each of the final three weekends of Big Ten play. Additional appearances by Big Ten women's basketball teams will also be featured on CBS. CBS has been the national network home for Big Ten men's basketball since the 1991-92 campaign.

CBS College Sports

The Big Ten Conference is in the sixth year of an agreement with the CBS College Sports Network (formerly known as CSTV), which may televise select men's and women's Big Ten Championships in addition to select regular-season contests.

Big Ten Multimedia



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EXHIBIT 11

WCHA

WESTERN COLLEGIATE HOCKEY ASSOCIATION



MEN'S WCHA
ALASKA ANCHORAGE • COLORADO COLLEGE
DENVER • MICHIGAN TECH
MINNESOTA • MINNESOTA DULUTH
MINNESOTA STATE • NORTH DAKOTA
ST. CLOUD STATE • WISCONSIN

WOMEN'S WCHA
BEMIDJI STATE • MINNESOTA
MINNESOTA DULUTH • MINNESOTA STATE
NORTH DAKOTA • OHIO STATE
ST. CLOUD STATE • WISCONSIN

Appendix iii

WCHA RADIO AND TELEVISION POLICIES

1. General Policies

The radio broadcast and telecast facilities and resources of the Association members shall be utilized to advance the highest standards of intercollegiate athletics and serve the fullest extent and the best interests and needs of the Association schools.

In all broadcasting and telecasting, the highest standards of good taste shall prevail and the reputation of the schools shall be upheld and defended from misuse or misrepresentation in any form.

Schools shall provide the Association office with a complete list of radio and television stations (originating and feed stations), sports announcers, analysts and producers involved in the broadcast or telecast of hockey games.

Two games will be selected from each member institution for national television exposure. The Commissioner will have exclusive priority on one of those games. The selection of games will be based on institutional contractual availability. As current institution contracts expire, the two game Association component needs to be included in future contract agreements.

2. Radio Policies

- a. Each Association school shall assess radio rights charges for both home and away games to their regular station and/or stations.
- b. No rights fee shall be assessed by a host school to a visiting Association school's regular stations (a maximum of two).
- c. Radio broadcasts by visiting school's non-regular stations must be approved by both athletic directors. The host school will determine the fee for those non-regular stations.
- d. Working media credentials shall be granted for use by that station's working personnel only.
- e. Home teams will provide two analog phone lines to the visiting team's regular broadcast station.

3. Television Policies

Definitions:

Exhibition
To transmit, distribute, license, sublicense, telecast, display, exhibit, reproduce, exploit, or otherwise use.

Broadcast
Method of transmitting television signals over-the-air, which are receivable in final usable form by standard, analog or digital television receiving sets, owned by the general public.

Non-Standard Television
Method of distribution other than Broadcast

- a. Cable
- b. Satellite
- c. Internet
- d. Developing technology in the field

4. Internet Broadcasts

Internet broadcasts will be allowed to be telecast live, under the following conditions.

- a. When the system (service) can protect (blackout) the home institutions DMA by Zip Code. If the system cannot provide this service, the broadcast will be allowed only on a delayed basis. (Internet Broadcast not to begin until conclusion of the game.)
- b. If the game is not being telecast, there are no Internet restrictions.

5. Start Time, Intermission, and Time-Out Policies

The following policies are effective for all Association regular season home games.

- a. All games shall start seven (7) or thirty-seven (37) minutes after the designated hour.

Examples:

Game Time: 7:00 pm -- drop puck 7:07 pm
Game Time: 7:30 pm - drop puck 7:37 pm

- b. Between period intermissions will be 15:00 minutes in length. New periods are not to begin until the entire 15:00 minute intermission has concluded.
- c. There will be a total of four, :30 second Official Time-Outs per period. Time-outs May not exceed: 30 seconds and there should be no more than four per period. It is recommended by the Association that the four Official

Time-Outs be taken after the 16:00, 12:00, 8:00, and 4:00 marks of each period. (A PENALTY AT 15:55 EFFECTIVELY CANCELS THE 16:00 TIME OUT IF THE BREAK CANNOT BE TAKEN 5(FIVE) SECONDS EARLY). Time-Outs may not be taken during power plays, and time-outs are discouraged (but not prohibited) during even-strength shorthanded play.

d. When a game is telecast, the producer(s) of the telecast(s) or the producer's Representative will meet with the Official prior to the game to establish the need and mechanism for signaling media Time-Outs. When more than one telecast is involved, the home telecast has the right (which may be waived to the visitors or third party) to initiate the signal for media Time-Outs. All telecasts must have a communications link for Time-Out coordination.

e. When a game is telecast, the minor official in charge of timekeeping will coordinate the time of day to which the scoreboard is set with the producer or director of each telecast at least 90 minutes prior to the start of the game.

WCHA Regulations

1. The Association has priority rights to two home telecasts per member per season. In addition, the Association holds the television and broadband rights to all WCHA first round and final five playoff games.

2. Telecast Rights: Except for the above, member institutions have the rights to telecast all home and away games in their home DMA/or through the normal regional coverage of their designated broadcaster despite any overlap of these areas.

3. Access and Facilities:

a. Visiting and third party partners will pay an Access Fee of no more than \$600.00 per series.

b. The receipt of the Access Fee will obligate the home institutions to mediate the needs of home, visiting and third party broadcast partners. The payment of fees to the home institution is unrelated to financial considerations among the broadcast partners relating to sharing of program content. All broadcast partners are encouraged to share camera, audio, replay and program feeds to the extent practical.

c. The home institution will make available to all telecasts feeds from WCHA cameras installed at the venue. The home institution will further endeavor to make available a data feed from the arena scoreboard for the use of all telecasts.

36-TIME MEN'S NATIONAL CHAMPIONS

1952, 1953, 1955, 1956, 1957, 1958,
1959, 1960, 1961, 1962, 1963, 1964,
1965, 1966, 1968, 1969, 1973, 1974,
1975, 1976, 1977, 1979, 1980, 1981,
1982, 1983, 1987, 1990, 1991, 1997,
2000, 2002, 2003, 2004, 2005, 2006

9-TIME WOMEN'S NATIONAL CHAMPIONS

2000, 2001, 2002, 2003, 2004,
2005, 2006, 2007, 2008



WESTERN COLLEGIATE HOCKEY ASSOCIATION
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EXHIBIT 12

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UW-Madison, Learfield Agree To Contract Extension

MADISON, Wis.

The University of Wisconsin-Madison and Learfield Sports have agreed to a contract extension that will grant Learfield Sports certain marketing and multi-media rights with Badger athletics for the next 12 years.

The contract extension was approved by the Board of Regents of the University of Wisconsin System on Friday.

"We have been very pleased with our relationship with Learfield Sports over the years and we are thrilled that it will continue," UW Director of Athletics Barry Alvarez said.

The previous contract was scheduled to run through June 30, 2009. The extension approved on Friday adds 10 more years to the agreement.

Learfield Sports' Madison-based staff, which operates under the name Badger Sports Properties (BSP), will continue to manage the corporate sponsorship programs in support of UW Athletics and be responsible for the production and distribution of live radio broadcasts of Badgers sports, as well as coaches shows and more.

Under the terms of the contract extension, Learfield Sports will pay the UW Athletic Department a minimum of \$75 million in guaranteed rights payments over the next 12 years.

Among other items included in the extension, Learfield Sports will continue to provide the Athletic Department with a comprehensive package of complimentary radio advertising inventory for use in promoting UW Athletics and will donate \$25,000 each year of the contract to fully endow a scholarship in the UW-Madison School of Journalism and Mass Communication.

"It's exciting to watch our partnership with Wisconsin grow," said Greg Brown, president of Learfield Sports. "We admire the work of Barry and his entire team, and we're honored to collaborate with them for the next 12 years and beyond."

Learfield Sports has partnered with the University of Wisconsin since 1994, producing annually more than 100 radio broadcasts of Badger football, basketball and hockey games on a statewide network. In 2001, Learfield Sports acquired the multimedia rights creating marketing opportunities beyond radio to include television, venue signage, event impact, retail promotions, corporate hospitality, print and uwbadgers.com.

In addition to Wisconsin, Learfield Sports manages multimedia rights for more than 30 collegiate institutions and associations including other Big Ten Conference members Iowa, Indiana, Minnesota, Purdue and Penn State. The company also manages the marketing partnerships for the Black Coaches Association (BCA) and provides exclusive sports programming to more than 1,000 radio stations throughout the country. Additionally, Team Services, LLC, a Learfield Sports company, specializes in venue naming rights, marketing research and sales consultation.

Dallas-based Learfield Sports is an operating unit of Jefferson City, Mo.-based Learfield Communications, Inc., which made its initial foray into the world of sports marketing in 1975 as the radio rights holder for the University of Missouri, a client still today. For more information and a complete listing of Learfield Sports' portfolio, visit www.learfieldsports.com.

4/13/2007

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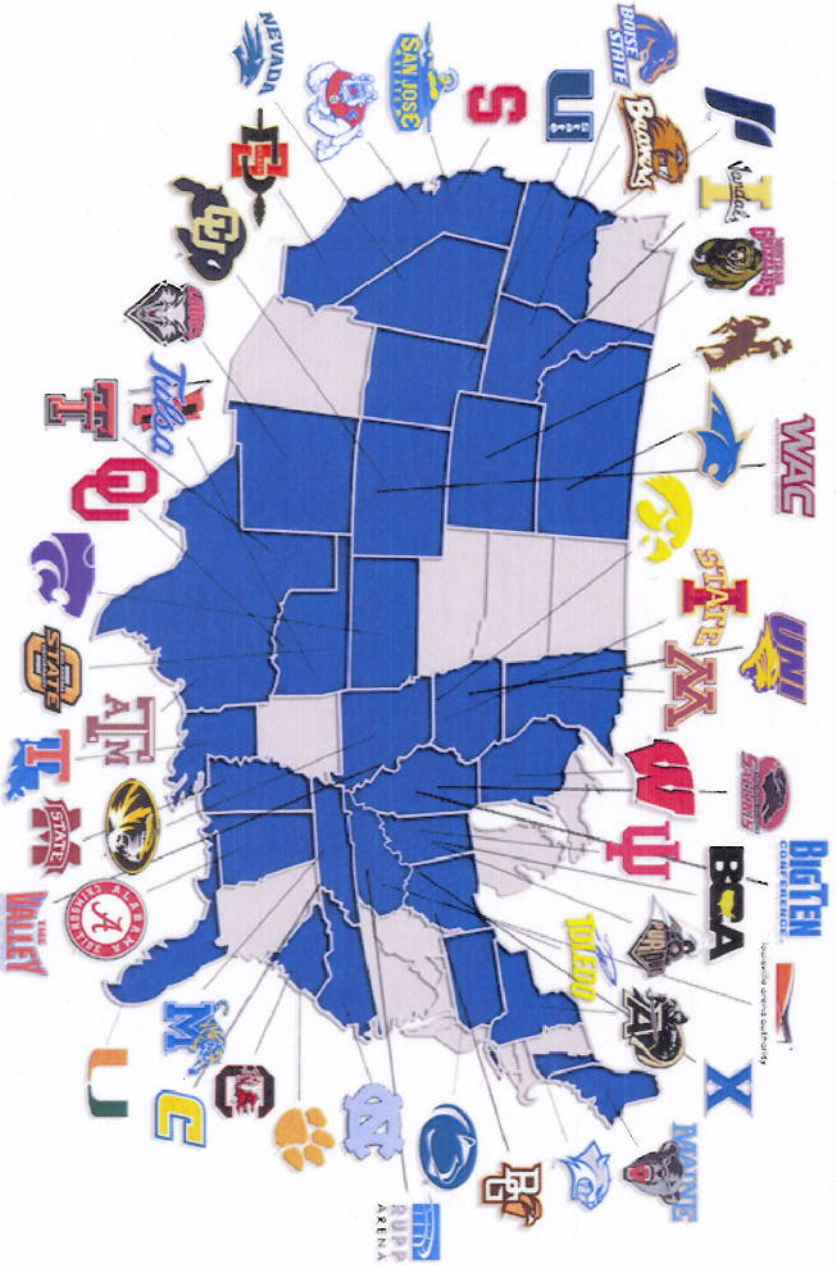
EXHIBIT 13

LEARFIELD SPORTS

- Home
- About Us
- Our Partners
- Careers
- Contact Us

Leading The Way In College Sports

OUR PARTNERS

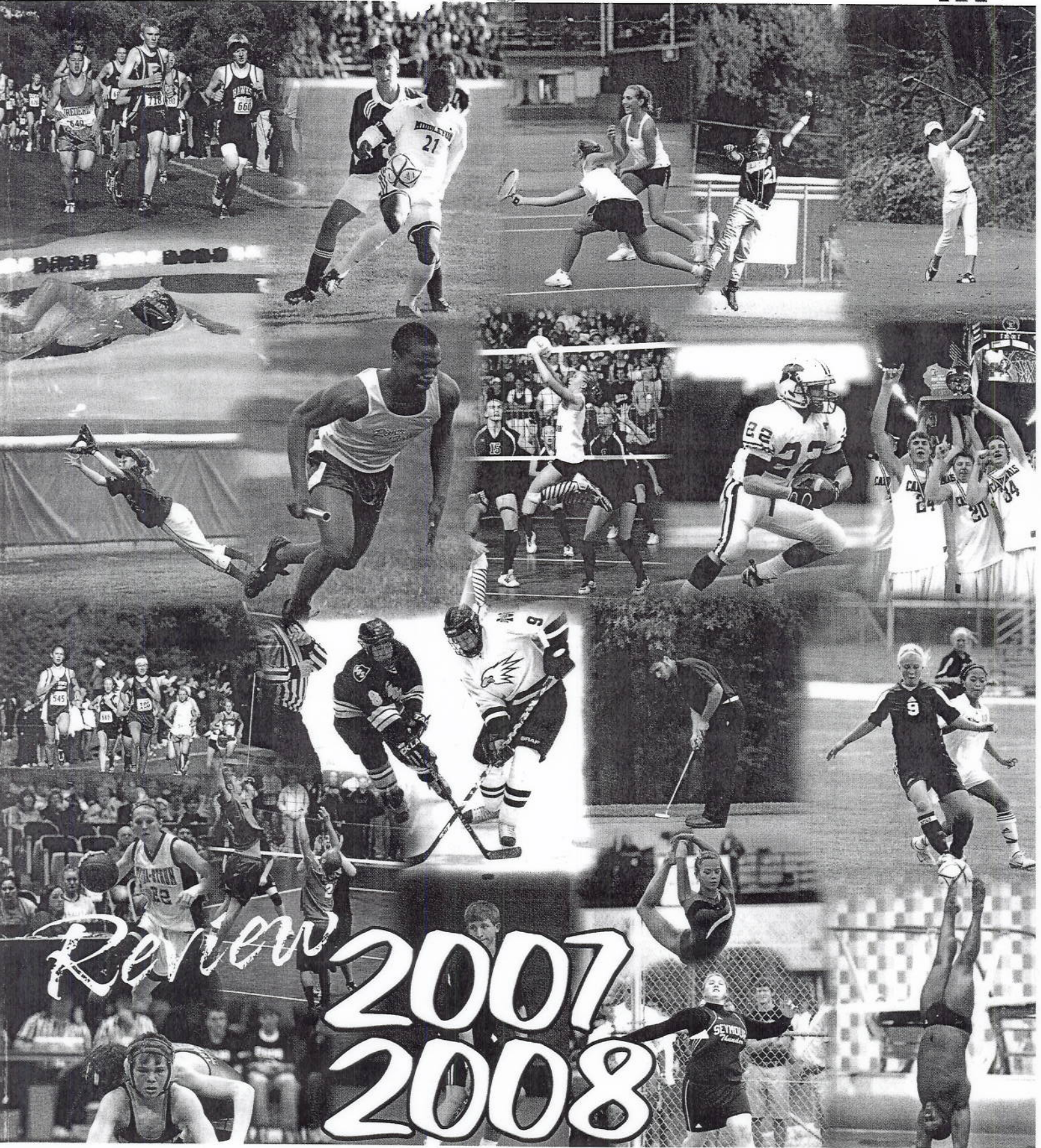


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South Carolina | Southern Illinois | Stanford | Texas A&M | Texas Tech | Toledo | Tulsa | Utah State | WAC | Wisconsin | Wyoming | Xavier

EXHIBIT 14

85th Annual Yearbook



Review 2007 2008

Wisconsin Interscholastic Athletic Association

Cover Photos by VIP

WISCONSIN INTERSCHOLASTIC ATHLETIC ASSOCIATION



ORGANIZED 1896

85TH ANNUAL WIAA YEARBOOK (Reviewing the 2007-08 School Year)

* * * * *

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WIAA General Account



Liabilities And Net Assets July 31, 2008

LIABILITIES AND NET ASSETS

	<u>2008</u>	<u>2007</u>
CURRENT LIABILITIES		
Accounts payable.....	\$ 55,812	\$ 110,646
Deferred revenue.....	539,945	533,037
Current portion of post-retirement benefits payable	<u>17,927</u>	<u>25,948</u>
Total current liabilities	613,684	669,631
POST-RETIREMENT BENEFITS PAYABLE.....	<u>279,613</u>	<u>254,082</u>
TOTAL LIABILITIES	893,297	923,713
NET ASSETS	<u>3,016,068</u>	<u>3,096,492</u>
TOTAL LIABILITIES AND NET ASSETS.....	<u>\$ 3,909,365</u>	<u>\$ 4,020,205</u>

STATEMENT OF ACTIVITIES

Changes in unrestricted net assets:		
Operating revenues		
Membership dues.....	\$ 405,785	\$ 402,080
Tournaments	6,202,963	5,922,052
Registration of officials	336,261	340,162
Miscellaneous	<u>232,106</u>	<u>138,130</u>
Total operating revenues	7,177,115	6,802,424
Operating expenses		
Tournaments.....	4,346,253	4,157,095
Administrative & general	2,490,268	2,439,571
Rule books	189,637	179,571
Committees & rule helpers	38,392	46,243
Clinics & conferences.....	22,237	2,903
Audio visual.....	350	7,176
Depreciation of property & equipment.....	71,446	74,706
Publications printing	<u>53,311</u>	<u>58,631</u>
Total operating expenses	<u>7,211,894</u>	<u>6,965,896</u>
Increase (decrease) in unrestricted net assets from operations.....	(34,779)	(163,472)
Other revenues		
Investment gain - net of related expenses	(47,764)	134,870
Miscellaneous	<u>2,119</u>	<u>1,222</u>
Total other revenues	<u>(45,645)</u>	<u>136,092</u>
Increase (decrease) in unrestricted net assets before effect of adoption of FASB Statement No. 158	(80,424)	(27,380)
Effective of adoption of recognition provision of FASB Statement No. 158	—	62,017
INCREASE IN UNRESTRICTED NET ASSETS	(80,424)	34,637
Unrestricted net assets at beginning of year	<u>3,096,492</u>	<u>3,061,855</u>
Unrestricted net assets at end of year	<u>\$ 3,016,068</u>	<u>\$ 3,096,492</u>

STATEMENT OF CASH FLOWS

	<u>2008</u>	<u>2007</u>
Cash flows from operating activities		
Increase in unrestricted net assets for the year.....	\$ (80,424)	\$ 34,637
Adjustments to reconcile the increase in unrestricted net assets to net cash provided by operating activities		
Depreciation of property & equipment.....	71,446	74,705
Gain on sale of property and equipment.....	(3,000)	-
Net appreciation in market value of marketable securities.....	111,018	(73,238)
Post-retirement benefits expense, net of payments.....	17,510	(48,150)
Changes in operating assets & liabilities:		
Accounts receivable.....	(8,930)	(13,742)
Prepaid expenses.....	(10,171)	4,721
Accounts payable.....	(54,834)	14,133
Deferred revenue.....	<u>6,908</u>	<u>33,812</u>
Net cash provided by operating activities.....	49,523	26,878
Cash flows from investing activities		
Purchase of investments.....	(34,444)	(275,739)
Proceeds from sale of investments.....	-	241,601
Proceeds from sale of property and equipment.....	3,000	-
Purchase of property & equipment.....	<u>(29,095)</u>	<u>(16,727)</u>
Net cash used in investing activities.....	(60,539)	(50,865)
Cash flows from financing activities.....	<u>-</u>	<u>-</u>
NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS.....	(11,016)	(23,987)
Cash & cash equivalents at beginning of year.....	<u>1,523,211</u>	<u>1,547,198</u>
Cash & cash equivalents at end of year.....	<u>\$ 1,512,195</u>	<u>\$ 1,523,211</u>

TOURNAMENT REVENUE, EXPENSE AND EXCESS (DEFICIT)

	2008			2007		
	Revenue	Expense	Excess (deficit)	Revenue	Expense	Excess (deficit)
Basketball.....	\$2,785,650	\$1,237,832	\$1,547,818	\$2,674,118	\$1,176,404	\$1,497,714
Wrestling.....	800,356	477,086	323,270	814,029	447,460	366,569
Football.....	988,884	549,331	439,553	901,098	531,476	369,622
Hockey.....	289,079	223,457	65,622	249,030	216,693	32,337
Baseball.....	83,715	193,472	(109,757)	96,551	180,732	(84,181)
Volleyball.....	536,133	410,531	125,602	514,083	401,276	112,807
Track.....	122,679	318,788	(196,109)	125,240	307,883	(182,643)
Swimming.....	70,953	116,448	(45,495)	69,595	113,977	(44,382)
Tennis.....	51,430	107,664	(56,234)	52,634	107,001	(54,367)
Gymnastics.....	23,544	54,697	(31,153)	20,293	51,824	(31,531)
Cross Country.....	58,078	136,424	(78,346)	56,934	132,535	(75,601)
Softball.....	48,233	169,548	(121,315)	47,446	157,827	(110,381)
Golf.....	-	51,755	(51,755)	-	48,336	(48,336)
Soccer.....	<u>344,229</u>	<u>299,220</u>	<u>45,009</u>	<u>301,001</u>	<u>283,671</u>	<u>17,330</u>
Total.....	<u>\$6,202,963</u>	<u>\$4,346,253</u>	<u>\$1,856,710</u>	<u>\$5,992,052</u>	<u>\$4,157,095</u>	<u>\$1,764,957</u>

Subsidized Sports



	Revenue	Expenses	Subsidy
Baseball			
Spring.....	\$ 69,149	\$ 156,697	\$ 87,548
Summer.....	14,565	36,774	22,209
Cross Country	56,528	136,423	79,895
Golf			
Boys	- - -	33,162	33,162
Girls	- - -	18,591	18,591
Gymnastics.....	23,543	54,696	31,152
Softball	48,233	169,548	121,314
Swimming & Diving			
Boys	32,319	57,062	24,743
Girls	38,633	59,575	20,941
Tennis			
Boys Team & Individual	26,137	54,907	28,770
Girls Team & Individual.....	25,292	53,492	28,200
Track & Field.....	<u>122,429</u>	<u>318,788</u>	<u>196,359</u>
Totals.....	\$456,828	\$1,149,715	\$692,884

Non-Subsidized Sports



	Revenue	Expenses	Balance
Basketball			
Boys	\$1,737,486	\$ 713,951	\$1,023,535
Girls	1,048,188	522,692	525,495
Football	990,158	549,291	440,867
Hockey			
Boys & Girls.....	289,079	223,457	65,621
Soccer			
Boys	191,512	151,858	39,653
Girls	152,716	147,361	5,355
Volleyball			
Boys	53,127	44,887	8,239
Girls	483,006	365,643	117,362
Wrestling Team & Individual	<u>800,659</u>	<u>477,053</u>	<u>323,605</u>
Totals.....	\$5,745,931	\$3,196,193	\$2,549,732

Figures reflect receipts & expenditures reported for regional, sectional & state tournaments.

Subsidy Figures Since 1958-59



1958-1959	\$ 20.7M	1971-1972	\$ 88.0M	1984-1985	\$274.0M	1997-1998	\$413.3M
1959-1960	28.3	1972-1973	101.3	1985-1986	300.4	1998-1999	466.7
1960-1961	39.8	1973-1974	67.1	1986-1987	299.1	1999-2000	484.9
1961-1962	47.6	1974-1975	112.1	1987-1988	314.5	2000-2001	589.3
1962-1963	50.6	1975-1976	152.1	1988-1989	307.5	2001-2002	568.2
1963-1964	52.5	1976-1977	162.4	1989-1990	325.9	2002-2003	563.4
1964-1965	58.8	1977-1978	170.8	1990-1991	312.9	2003-2004	609.9
1965-1966	64.1	1978-1979	179.2	1991-1992	310.0	2004-2005	619.9
1966-1967	68.0	1979-1980	191.4	1992-1993	320.7	2005-2006	602.2
1967-1968	65.3	1980-1981	212.8	1993-1994	336.7	2006-2007	639.2
1968-1969	69.8	1981-1982	232.6	1994-1995	391.5	2007-2008	692.8
1969-1970	78.8	1982-1983	263.7	1995-1996	400.5		
1970-1971	80.3	1983-1984	265.5	1996-1997	388.7		

EXHIBIT 15

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WIAA

002/002

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Television Broadcast Rights & Fees 2008 <u>Boys & Girls Hockey</u> , <u>Girls Basketball</u> , <u>Boys Basketball</u> 5,000 30,000 40,000 4.25.08 DC - Pymt rec'd How should we break it down?		75,000.00
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