



Knight Commission On Intercollegiate Athletics

Memorandum

To: Presidents of Football Bowl Subdivision Institutions and Commissioners of Football Bowl Subdivision Conferences

From: William E. Kirwan and R. Gerald Turner, Co-Chairmen of the Knight Commission on Intercollegiate Athletics

Date: April 20, 2012

There has been significant progress over the past nine months to better align intercollegiate athletics policies with the educational outcomes we all desire for college athletes. However, we strongly believe there is more we can do collectively to further emphasize our educational missions through the upcoming decisions that will shape the competitive and financial landscape for the institutions in the Football Bowl Subdivision (FBS).

The purpose of this communication is to offer a new approach to distributing shared media revenues that the Knight Commission on Intercollegiate Athletics believes should be considered by FBS conferences in conjunction with the discussions to change the postseason football format. The Knight Commission's models outlined in the enclosed document are intended to facilitate informed discussions about financial incentives that promote and advance our educational values.

In the 2010 report, *Restoring the Balance: Dollars, Values and the Future of College Sports*, the Knight Commission introduced a concept to revise revenue distribution for the Bowl Championship Series so that a portion of the money is used as incentives for teams that graduate athletes.

The enclosed document builds upon that foundational concept and provides various models to distribute the new projected revenues that will likely flow into the system through a change in format and/or media rights renegotiation. These new models provide educational goals that must be met in order to receive the financial incentives.

We recognize that there are a considerable number of scenarios, models and formats that will be discussed during the coming months, and wanted to provide these suggestions at this opportune time so that they can be considered.

We would be glad to answer any questions you might have about the attached models. Please let us know if you need additional information or clarification. Knight Commission members or staff are available to provide a related presentation at conference meetings, if requested. We welcome feedback from your conference meetings regarding the models themselves and the general sentiment of your members.

We are hopeful that you and your conference colleagues will consider these ideas to build upon the progress made thus far to better connect our athletics programs to our educational missions.

cc: Bill Hancock, Executive Director, Bowl Championship Series
Members of the Knight Commission on Intercollegiate Athletics
Mark Emmert, NCAA President

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