

10-2-2006 DII VP Mike Racy & CSTV

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2 JOSH CENTOR: A few weeks ago Division II,
3 in partnership with CSTV, began broadcasting four games
4 each Saturday over the Internet.

5 On today's edition of "Mondays With Myles",
6 Dr. Brand and I welcome NCAA vice president for
7 Division II, Mike Racy, who will discuss this new
8 initiative with us.

9 Welcome to both of you.

10 MIKE RACY: Thank you, Josh.

11 JOSH CENTOR: Division II, multimedia
12 initiative.

13 Dr. Brand, what do you think of that new
14 partnership with CSTV?

15 DR. MYLES BRAND: I think it's absolutely
16 spectacular. Our partner CSTV, who is owned by CBS, has
17 really stretched -- they're doing a terrific job in
18 production. And they understand the value for the fans
19 of Division II games.

20 JOSH CENTOR: Mike, can you tell us a
21 little bit about the history behind the initiative? This
22 wasn't just an easy things to get going.

23 MIKE RACY: It was not an easy thing to get
24 going. And fortunately, we were able to bring together
25 some presidents and chancellors, following our CEO summit

1 that the Division II President's Council organized in
2 June of 2005.

3 There were a few presidents that stepped
4 forward -- Mark Murray, former president at grand valley
5 state; Tom Bryant, the Pittsburg State University
6 president -- and said we need to reach out and find an
7 opportunity to showcase Division II games.

8 Because of that presidential leadership and
9 working with our staff here that have relations with the
10 networks, we were able to seek out a partnership with
11 CSTV for both television and broadband coverage.

12 JOSH CENTOR: Why is it so important for
13 Division II to be able to tune in and see some games
14 every Saturday?

15 MIKE RACY: Well, I think it's important
16 because it's an opportunity for Division II to tell its
17 story.

18 We have wonderful student athletes that
19 excel on the field and in the classroom. And I think
20 many of our Division II institutions realize that, and
21 they'd like the general public to see that as well.
22 That's what this opportunity gives us. With CSTV we have
23 games we showcase on television; weekly games on
24 broadband, on the Internet; and fans from all other the
25 country, all over the world, can tune in and see what

1 Division II sports is all about.

2 JOSH CENTOR: What does it mean for the
3 programs? This gives them some extra publicity as well,
4 once people know about these institutions?

5 MIKE RACY: I was telling Dr. Brand earlier
6 that, you know, one of the immediate successes is
7 allowing schools to promote to their alumnae, from all
8 over the world, that they can go online and watch their
9 institution compete in football and then later in
10 basketball.

11 And one success story that we heard,
12 Valdosta State, that had one of the evening games, the
13 first weekend of the broadband competition, send out an
14 email to over 25,000 alumnae, inviting them to go online
15 and watch the Valdosta State game that Saturday night.

16 JOSH CENTOR: Wow.

17 MIKE RACY: All of our institutions are
18 being encouraged to spread that word. And so it gives a
19 real opportunity for our schools, I think, to showcase
20 their student athletes and to include some messaging
21 about their university.

22 JOSH CENTOR: Dr. Brand, you can only
23 imagine that enthusiasm like that will continue to pick
24 up.

25 Do you think Division II has set a trend

1 here?

2 DR. MYLES BRAND: I think Division II has
3 set a trend. And you might see some Division I and
4 Division III teams doing some of the same. What it means
5 is the way people watch the games is changing. Network
6 TV won't be replaced. It'll always be important. But
7 particularly you want to catch your local team, your alma
8 mater, I think broadband opportunities and probably other
9 kinds of opportunities in the future are going to be the
10 wave.

11 JOSH CENTOR: Mike, you mentioned
12 basketball. Are we going to see other sports, other
13 championship events? This is just the start for
14 Division II?

15 MIKE RACY: I think it is just the start.
16 We have a three-year agreement, a three-year partnership
17 with CSTV. Division II has brought resources to the
18 table.

19 But the most important thing to underline
20 is CSTV is investing in Division II. This year we will
21 have 9 games televised in football and men's and women's
22 basketball. We will have 72 games featured by broadband,
23 40 in football, 32 in men's and women's basketball.

24 And as I said, over a three-year period of
25 time, I think this partnership will grow. I think we'll

1 get more games on in those sports. And I would certainly
2 like to explore the opportunity to showcase some of our
3 other sports.

4 JOSH CENTOR: And when you go online,
5 there's no cost to fans to be able to watch these games;
6 is that correct?

7 MIKE RACY: No subscription at all. This
8 is an opportunity to go and watch football over the
9 Internet on Saturday. You can reach that site either by
10 going to CSTV, and there's a link for Division II video
11 streaming or NCAAAsports.com.

12 On the front page there's a link for you to
13 go to the CSTV site and see the D-II broadband games.

14 JOSH CENTOR: You know, my favorite part of
15 this is that we have Division I, Division II, and
16 Division III programs all over the country. There are
17 more than a thousand NCAA schools. This means that folks
18 down the road from these schools might be able to tune in
19 and watch a game here and there. And it's just
20 tremendous.

21 DR. MYLES BRAND: That's exactly right. I
22 think we're moving towards fans themselves choosing what
23 games they want to watch -- not just nationally, but
24 locally as well. I think this is the future and Division
25 II is leading the way. I give the presidents at

1 Division II a great deal of credit to have thought
2 through this and invested in it. And I give our TV
3 partners, CSTV and CBS, a great deal of the credit as
4 well.

5 JOSH CENTOR: Well, it's been an exciting
6 first month watching these games on the Internet.

7 I'd like to thank Myles Brand and Mike Racy
8 for joining me this morning on "Mondays With Myles".

9 If you haven't checked out Division II's
10 games on the Internet, you should tune in this Saturday
11 as C.W. Post takes on Bryant at 1 o'clock; East
12 Stroudsburg takes on Millersville at 1 o'clock; Texas A&M
13 Kingsville is at Tarleton State at 8:00; and earlier in
14 the day, Washburn is at Pittsburg State at 3 o'clock.

15 All games can be found at
16 www.ncaasports.com/d2.

17 Thanks for listening to "Mondays With
18 Myles".

19 We'll see you next week.

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