

**CONFIDENTIAL**

# **Developing the Super Conference**



**Submitted by:**

**Raycom Inc**

**Atlanta, GA**

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## Introduction

Following the completion of a detailed study on Metro Conference expansion, Raycom, Inc. has prepared a specific proposal. This plan combines the results of the earlier two-volume study with a unique suggestion on conference realignment and expansion.

Specifically, Raycom attempted to devise a structure that would use, as a base, the current Metro Conference, but would also allow for a football alignment that would be appealing to eastern football independents. Consideration was also given to current basketball alignments that are functioning with a high degree of proficiency.

The result of the study is the formation of a major, 16-team, *Super Conference* encompassing over 35 to 43 percent of the nation's television households. It would be the largest collegiate football conference in America. The plan also includes a powerful, two-division, 12-team basketball conference that includes more television households than the Atlantic Coast, Southwest, Big Eight, Pac 10, Western Athletic or Southeastern Conferences. In fact, only the Big Ten and Big East Conferences have a higher percentage of television households.

In addition to size, the football component of the proposed *Super Conference* could be formulated to take maximum advantage of already-existing schedules and could be structured to allow for a lucrative twelfth game to determine a conference champion. In basketball, cost-containment advantages include divisions with geographic proximity and the ability to follow the same division structure in non-revenue sports.

Another unique feature of the proposal is a revenue sharing plan that allows member institutions to retain 90 percent of their major athletic-related income while sharing the remaining 10 percent amongst the membership.

Looking to the future, the *Super Conference* concept could provide its members the opportunity to negotiate a network television contract should the College Football Association television plan cease to exist. With the *Super Conference*, a structure would be in place to facilitate the movement towards a national football playoff system.

In this report, the authors detail the *Super Conference* as it would relate to the television marketplace, hypothetical schedules, attendance estimates and projected revenue calculations.

Raycom endorses this *Super Conference* proposal as a concept that would provide institutions scheduling flexibility, the ability to cultivate and sustain rivalries and would maximize television and gate revenues. Given the size and prestige of the member institutions, the opportunity exists for this conference to set academic and athletic standards that could significantly impact all future intercollegiate athletics.

Respectfully,



Ken Haines  
Executive Vice President  
Raycom Inc.

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# Chronology of Events Surrounding Development of the Super Conference

**1990**

- January 6** At the NCAA Convention in Dallas, Raycom, Inc. is requested to conduct a feasibility study regarding Metro Conference football and expansion.
- February 6** Announcement by Notre Dame that it is leaving the CFA to enter an agreement with the NBC television network.
- March 8** Raycom delivers a preliminary report on its study at the Metro Conference basketball tournament in Biloxi, Mississippi.
- April 25** Reports of meetings involving schools interested in a "Big City" basketball conference with DePaul. Meetings and phone calls continue with a group interested in forming an all-sports Seaboard Conference.
- May 7** A two-volume report on expansion is presented to the Metro Conference athletic directors by Raycom at a special meeting in Atlanta.
- May 24** Metro Conference and Raycom decide to explore a 16-team football and 12-team basketball concept.
- May 28** The Southeastern Conference announces it will explore expansion possibilities with several schools.
- June 1** Raycom makes a presentation at the CFA Convention in Dallas to the Metro Conference and members of other institutions regarding the formation of a *Super Conference*.
- June 3** The Southwest and Big Eight conferences announce that they will explore the issue of expansion both individually and collectively.
- June 4** The Big Ten Conference officially votes to accept Penn State as a member of the conference.
- June 19** The Atlantic Coast Conference reports that it will examine the issue of expansion.
- June 27** Raycom and the Metro host a meeting in Charlotte of 16 athletic directors to formally present the plans for a *Super Conference*.
- July 17** Presidents and representatives of all 16 institutions meet in Atlanta and are given a formal presentation on the *Super Conference* by Raycom.

## **Purpose**

The purpose of this study is to examine the potential for expansion of the present Metro Athletic Conference, concentrating on the addition of football as a conference sport as well as the potential addition of new membership.

## **Introduction**

At the 1990 NCAA Convention in Dallas, TX, the athletic directors of the Metro Conference requested that Raycom Inc. conduct a study of the conference to determine the feasibility of expansion into an all-sports conference. Raycom has undertaken such a study and the findings are contained herein.

This three-month study examined three broad areas of concern to the conference as it examines expansion potential.

The first area to be studied was athletic compatibility. This area focused on issues that would significantly influence the athletic composition of the Metro Conference, weighing the relative merits of schools, such as attendance, performance and funding.

The second area explored academic compatibility. Realizing that any decision to expand would require total university endorsement, data was collected on institutions in such areas as size, standardized test scores and faculty credentials.

The third area examined was potential television revenue. Raycom's in-house resources and expertise in this field were used to project various television universes and how they could translate to additional revenues.

## **Structure and Methodology**

The study was designed to evaluate potential new conference members both individually and in various groupings with current Metro membership as the base for each. Each scenario was compared to the current Metro structure, and in many instances, to other major conferences. This was accomplished in a series of charts and graphs in order to give the Metro Conference and its membership a visual representation of the data collected. It also allows for a comparison of the groupings.

In a companion study (Volume II), each individual Metro institution was charted and graphed in relationship to each other and potential new membership. Coupled with the information in the main body, this additional information should prove useful when presenting a case for expansion to potential new members.

In addition to the information presented in the charts and graphs, additional data is provided in the appendix to Volume II.

Three methods of information gathering were utilized. Both present and potential members were interviewed personally and also were sent detailed questionnaires. In addition, published reference guides were collected and used to compare data and fill-in areas that were not obtained through interview or questionnaire. Every attempt was made to find the most recent data in each category.

Any instance where data from the three sources varied by more than 10 percent, a follow-up telephone call was placed to better determine the true validity of the data.

A total of nine eastern football independents were examined for potential inclusion into the Metro Conference. These included three from the Big East Conference (Boston College, Pittsburgh and Syracuse), four members of the Atlantic 10 Conference (Penn State, Rutgers, Temple and West Virginia), along with East Carolina and Miami. Each of these nine schools has expressed varying degrees of interest in becoming aligned in an all-sports conference.

Interviews were conducted with the athletics directors at each of the schools with the exception of Penn State. Since Penn State and the Big Ten have announced a plan for the institution to join the Conference, we did not interview or send a questionnaire to the school. However, data on the institution was included in the study in the event that the proposed alignment with the Big Ten does not occur. All other schools returned the questionnaire with the exception of Pittsburgh which elected not to participate.

Additionally, we met on several occasions with Dick Bestwick, the former Director of Athletics at the University of South Carolina. Mr. Bestwick has just recently concluded an extensive evaluation of the athletic programs at all of the above-mentioned schools with the exception of Miami.

## **About the Groupings**

In all, a total of 11 groupings were assembled, with each assigned a letter code. The following describes the rationale behind the assembling of each group with the potential new membership in parentheses:

### *Group A (West Virginia)*

Administrators at West Virginia have expressed an interest in the Metro in the past. With the apparent departure of Penn State from both the Atlantic 10 and eastern independent football status, West Virginia is once again very interested in the Metro. The school also has expressed dissatisfaction with the Atlantic 10 from both a basketball and all-sports viewpoint.

### *Group AA (West Virginia & Miami)*

Miami is a true independent in that it does not have membership in either a football or basketball conference. Officials there also have expressed both public and private interest in alignment with a conference, mainly to help its basketball program. The school also was considered because of its market potential and compatibility with the Metro membership.

#### *Group AAA (West Virginia, Miami, Boston College, Pittsburgh & Syracuse)*

Combined with Miami and West Virginia, the addition of the three Big East institutions would provide strength academically, athletically and financially. Current sentiment is that if one school withdrew from the Big East for a football alignment, the others would follow. Each of the schools has expressed varying amounts of dissatisfaction with being non-aligned in football. Assuming the right course of events, this scenario would be the most attractive to pursue for Metro Conference expansion.

#### *Group B (Temple & West Virginia)*

Like West Virginia, Temple appears ready to make decisions about its future alignment. It has made statements, both public and private, about its dissatisfaction with independent status in football, and feels it can do better than the Atlantic 10 in basketball.

#### *Group C (Rutgers, Temple, West Virginia)*

As with the three Big East schools, it is logical to assume that if one left the Atlantic 10, the others would be forced to re-align. Though this presents a less attractive scenario than the Big East defection, it merits consideration because of market potential.

#### *Group D (East Carolina, Rutgers, Temple, West Virginia)*

East Carolina also is a school that has publicly expressed a desire to align with an all-sports conference. It was added to the three Atlantic 10 institutions for that very reason.

#### *Group E (Pittsburgh & West Virginia)*

Pittsburgh was added to the West Virginia scenario for its tradition, market potential, rivalry with, and proximity to West Virginia. With Penn State's apparent departure to the Big 10, Pitt may publicly need to show an alignment with an all-sports conference, so as not to lose its market appeal.

#### *Group F (Miami, Rutgers, Temple, West Virginia)*

Combining Groups AA & C was done since each of these schools has expressed interest (albeit separately) about an all-sports alignment. The market potential also increases with Miami's participation and helps in delivery of the major Northeastern markets.

#### *Group G (Miami, Penn State, Rutgers, West Virginia)*

Consideration was given to this group when public statements expressing uncertainty about Penn State's entry into the Big 10 surfaced. This alignment of schools was created to maximize market potential with Penn State's national leverage in the eastern metropolitan areas.

#### *Group H (Eight potential members)*

This group was created to present a view of the sum total of all the parts considered. A true, major metropolitan conference, it would be the largest and most dominant all-sports alignment

in the nation thanks to its tradition, academic achievements and athletic success, all combined with huge market coverage.

## **Personnel**

This study was produced by Raycom Inc., Charlotte, North Carolina. It was designed, researched, and written by **Ken Haines** (Executive Vice President), **Chuck Steedman** (Director of Program Development) and **Beth Ann Davis** (Raycom Management Group).

Business Projections were formulated under the auspices of **Rick Ray** (Chief Executive Officer), **Dee Ray** (President) and **Don Armour** (Chief Financial Officer).

Station clearance, ratings and network projections were formulated by **Meade Camp** (Senior Vice President, Station Sales and Marketing), **Ann Miller** (Vice President of Programming), **Jim Duncan** (Director of Network Operations), **Michael Fanning** (Director of Northeast Sales), **Greg McCastle** (Director of Southern Region Sales) and **Pam Roberson** (Research Coordinator).

Advertising and Client Projections were formulated in Raycom's New York, NY office by **Ray Warren** (Senior Vice President, Sales and Marketing).

Production Considerations were formulated by **Peter Rolfe** (Executive Producer, Sports Programming).

## **Key to Abbreviations**

Throughout the chart and graph section of this study, institution's names were abbreviated to allow for ease of reading. Please refer to the following when examining the charts and graphs:

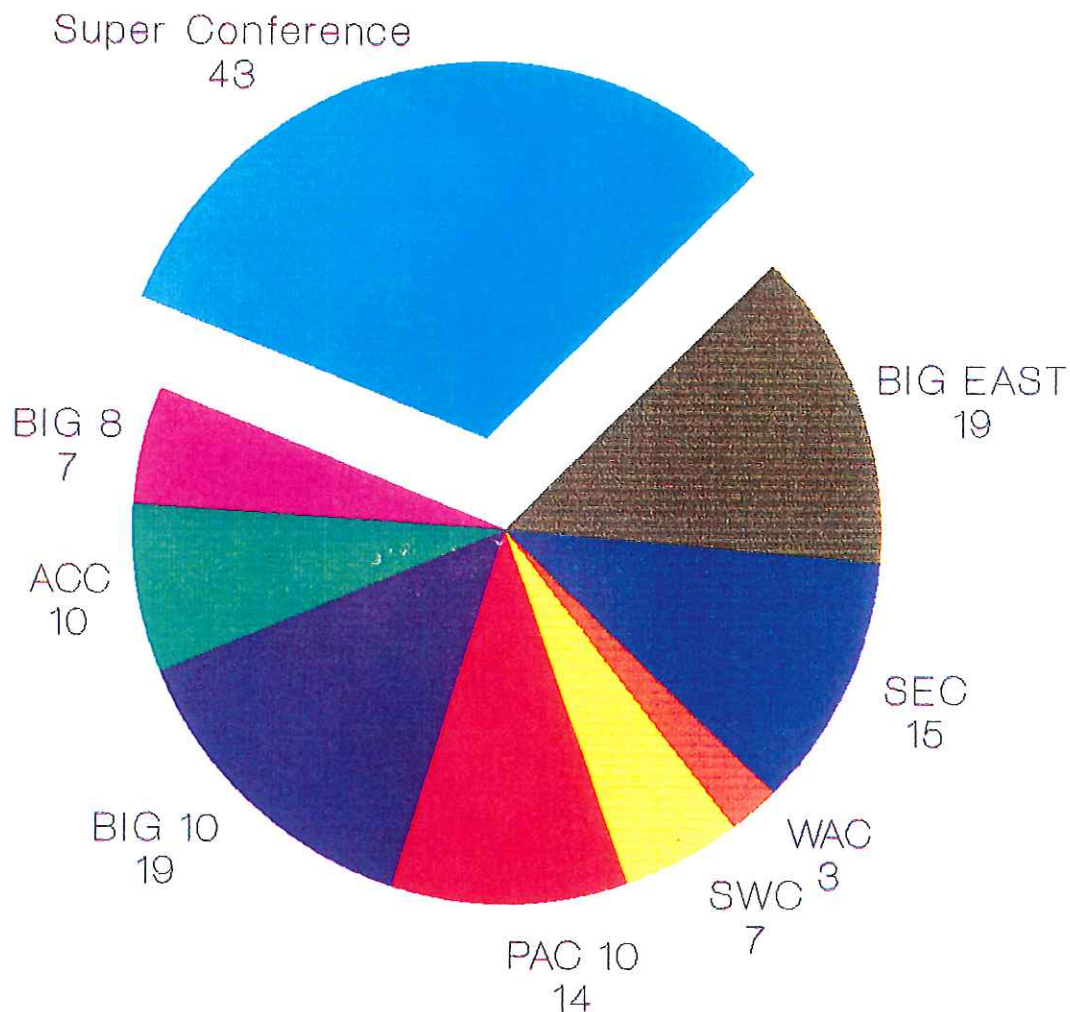
BC - Boston College  
ECU - East Carolina  
UM - Miami  
PSU - Penn State  
PITT - Pittsburgh  
RUT - Rutgers  
SYR - Syracuse  
TEM - Temple  
WVU - West Virginia

In Volume II, the members of the Metro Conference were abbreviated as follows:

UC - Cincinnati  
FSU - Florida State  
UL - Louisville  
MSU - Memphis State  
USC - South Carolina  
USM - Southern Mississippi  
TUL - Tulane  
VT - Virginia Tech



# Pct. of U.S. Television Households\* FOOTBALL



*includes expanded major market  
clearance scenario*

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# Super Conference Rationale

## Football

- By aligning in a 16-team conference, the member institutions can take advantage of built-in, long-term football scheduling opportunities.
- Because of the football scheduling philosophy presented herein, member institutions can maintain both current geographic rivalries as part of the Super Conference schedule *and* intersectional rivalries as well.
- The alignment of the 16 major eastern football independents naturally creates tremendous television market potential due to both the prominence and past successes of the institutions and the size of the marketplace the conference is based in. In basketball, the addition of major eastern markets only builds upon the strong base already in place in the current Metro Conference.
- The prominence of membership in the football Super Conference allows for automatic bowl game associations.
- The potential for a very lucrative (financially and visibility-wise) 12th football game to determine a conference champion exists.
- The move of the CFA to one broadcast network and the lack of an SEC over-the-air syndicated package presents the Super Conference with a relatively open marketplace for the syndication of its football games.
- The scope and stature of the membership allows for potential national football syndication in the CFA non-exclusive window (Saturday, 12 noon - 3 p.m.).

## Basketball

- By expanding to 12 teams in basketball and non-revenue sports, the conference can, under NCAA rules, compete in a divisional format, thus providing greater opportunity for cost containment.
- The dual-alignment scenario presented allows for member institutions to maintain their membership in already-established conferences — Boston College, Pittsburgh and Syracuse in the basketball and non-revenue BIG EAST, East Carolina in the basketball and non-revenue Colonial Athletic Association and also allows for the expansion of the basketball, football and non-revenue Metro Conference.

## In General

- By expanding the Metro Conference, the membership will have the services of an already existing conference staff and also gain the protection of retaining automatic qualification to NCAA Championships.
- Due to the geographic orientation of the Super Conference, the alignment will have a true national scope and appeal as opposed to a more traditionally oriented regional league.
- The potential for the effective marketing and merchandising of the Super Conference is tremendous.

# Scheduling Formulae

Initially, five different methods were employed in projecting future football schedules for the 16-member Super Conference. Two of the five were based on eight-team divisions, one was based on four, four-team divisions and the two remaining projected rotation among the 16 teams with some constants.

In the course of examining the different formulae, a sixth scheduling scenario was created. This scenario met with consensus approval from the 16 athletic representatives at the recent meetings in Charlotte, NC and is presented herein.

As with the other five scenarios, a scheduling breakdown of seven conference and four non-conference games was employed. Future amplifications may use any other division of the allowable 11-game schedule. In each instance, the scheduling scenarios were presented with consideration given to formula utilized, geography, maintenance of existing and creation of new rivalries, the balance of power, the potential for a post-season playoff game, and the effect on existing schedules and contracts. The term "scheduling cycle" also is referred to throughout. For purposes of definition, a cycle is comprised of at least two years allowing for home and home rotation. Cycles can be extended in any multiple of two years, once again, to preserve home and home equity.

## Changing Groups Within Divisions

### Formula

The teams were arranged in two eight-team divisions that would play round robin schedules within each division (seven games). The chief component of this model is that the divisional alignment changes after each cycle, allowing for a full rotation among the teams. A total of three scheduling cycles (six-year minimum) are needed to guarantee a full rotation of opponents. For example, in Cycle 1 Division A consists of Groups 1 & 2 and Division B consists of Groups 3 & 4. In Cycle 2, Division A is comprised of Groups 1 & 3 and Division B 2 & 4. Cycle 3 would show Division A made up of 1 & 4 and Division B 2 & 3.

### Alignment

<i>Group 1</i>	<i>Group 2</i>	<i>Group 3</i>	<i>Group 4</i>
Boston Coll.	Miami	Memphis St.	W. Virginia
Rutgers	S. Carolina	Florida St.	Pitt
Temple	Va. Tech	Tulane	Cincinnati
Syracuse	E. Carolina	S. Mississippi	Louisville

### Geography

Since the structure of this alignment is constantly changing, geographic balance is attained over the course of the scheduling cycles.

### Rivalries

One of the most attractive features of this scenario is the grouping of rivals so that they meet each year. Though the divisional alignment changes over the years, the groups of four teams remain constant so as to preserve and enhance rivalries.

## **C**hanging Groups Within Divisions (continued)

### **Balance**

Balanced divisions are inherent to this formula. In addition to designating groups of constant rivals, the divisions were grouped according to strength. Each group is comprised of two strong and two weaker teams so that a division will be comprised of four strong and four less strong teams.

### **Existing Schedules**

Some existing schedules are preserved through the groupings, but as a whole, were not considered in the formation of this scenario.

### **Playoff Potential**

Presently, NCAA Bylaw 17.7.5.2 (c) states that a conference comprised of at least 12 members must be divided into two divisions that conduct round-robin, in-season play. This scenario meets all of these requirements, plus gives the added flexibility of changing the composition of divisions after a scheduling cycle.

# Week-by-Week Hypothetical Schedules

## Changing Divisions in Groups

### Cycle I - Year I

Weeks 1 - 3 and 11 reserved for non-conference games.

	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
<i>Division A</i>							
- Boston Coll.	at Rutgers	Miami	at E. Carolina	Temple	at S. Carolina	Va Tech	at Syracuse
- E. Carolina	Va Tech	at Syracuse	Boston Coll.	at S. Carolina	Miami	at Temple	Rutgers
- Miami	Syracuse	at Boston Coll.	Va. Tech	at Rutgers	at E. Carolina	S. Carolina	Temple
- Rutgers	Boston Coll.	at S. Carolina	at Temple	Miami	at Va. Tech	Syracuse	at E. Carolina
- S. Carolina	at Temple	Rutgers	at Syracuse	E. Carolina	Boston Coll.	at Miami	at Va. Tech
- Syracuse	at Miami	E. Carolina	S. Carolina	at Va. Tech	Temple	at Rutgers	Boston Coll.
- Temple	S. Carolina	at Va. Tech	Rutgers	at Boston Coll.	at Syracuse	E. Carolina	at Miami
- Va. Tech	at E. Carolina	Temple	at Miami	Syracuse	Rutgers	at Boston Coll.	S. Carolina

### Division B

- Cincinnati	Louisville	at S. Miss.	Memphis St.	at Pitt	W. Virginia	at Tulane	Florida St.
- Florida St.	Memphis St.	at Pitt	at Tulane	W. Virginia	at Louisville	S. Miss.	at Cincinnati
- Louisville	at Cincinnati	Tulane	at W. Virginia	S. Miss.	Florida St.	at Memphis St.	Pitt
- Memphis St.	at Florida St.	W. Virginia	at Cincinnati	Tulane	at Pitt	Louisville	at S. Miss.
- Pitt	at Tulane	Florida St.	at S. Miss.	Cincinnati	Memphis St.	at W. Virginia	at Louisville
- S. Miss.	at W. Virginia	Cincinnati	Pitt	at Louisville	Tulane	at Florida St.	Memphis St.
- Tulane	Pitt	at Louisville	Florida St.	at Memphis St.	at S. Miss.	Cincinnati	at W. Virginia
- W. Virginia	S. Miss.	at Memphis St.	Louisville	at Florida St.	at Cincinnati	Pitt	Tulane

### Cycle I - Year II

Week-to-week schedules are preserved in the same order as above with sites exchanging to preserve home-and-home equity. For example, Boston College would play at Miami, at Temple and at Va. Tech in Year II.

## Cycle II - Year 1

Weeks 1 - 3 and 11 reserved for non-conference games.

	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
<i>Division A</i>							
<b>Boston Coll.</b>	at Tulane	Temple	Rutgers	at Florida St.	S. Miss.	at Syracuse	at Memphis St.
<b>Florida St.</b>	Syracuse	at Rutgers	at Tulane	Boston Coll.	at Memphis St.	Temple	at S. Miss.
<b>Memphis St.</b>	Rutgers	at Syracuse	at Temple	Tulane	Florida St.	at S. Miss.	Boston Coll.
<b>Rutgers</b>	at Memphis St.	Florida St.	at Boston Coll.	S. Miss.	at Temple	Tulane	at Syracuse
<b>S. Miss.</b>	at Temple	Tulane	at Syracuse	at Rutgers	at Boston Coll.	Memphis St.	Florida St.
<b>Syracuse</b>	at Florida St.	Memphis St.	at S. Miss.	Temple	at Tulane	Boston Coll.	Rutgers
<b>Temple</b>	S. Miss.	at Boston Coll.	Memphis St.	at Syracuse	Rutgers	at Florida St.	Tulane
<b>Tulane</b>	Boston Coll.	at S. Miss.	Florida St.	at Memphis St.	Syracuse	at Rutgers	at Temple

### Division B

<b>Cincinnati</b>	at S. Carolina	E. Carolina	Louisville	at Va. Tech	at W. Virginia	Miami	Pitt
<b>E. Carolina</b>	Louisville	at Cincinnati	at S. Carolina	W. Virginia	Pitt	at Va. Tech	Miami
<b>Louisville</b>	at E. Carolina	W. Virginia	at Cincinnati	Pitt	at Miami	S. Carolina	Va. Tech
<b>Miami</b>	at W. Virginia	Va. Tech	at Pitt	S. Carolina	Louisville	at Cincinnati	at E. Carolina
<b>Pitt</b>	at Va. Tech	S. Carolina	Miami	at Louisville	at E. Carolina	W. Virginia	at Cincinnati
<b>S. Carolina</b>	Cincinnati	at Pitt	E. Carolina	at Miami	Va. Tech	at Louisville	W. Virginia
<b>Va. Tech</b>	Pitt	at Miami	at W. Virginia	Cincinnati	at S. Carolina	E. Carolina	at Louisville
<b>W. Virginia</b>	Miami	at Louisville	Va. Tech	at E. Carolina	Cincinnati	at Pitt	at S. Carolina

## Cycle II - Year II

Week-to-week schedules are preserved in the same order as above with sites exchanging to preserve home-and-home equity. For example, Boston College plays at Temple, at Rutgers, and at S. Miss in Year 2.

## Cycle III - Year I

Weeks 1 - 3 and 11 reserved for non-conference games.

	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
<i>Division A</i>							
<b>Boston Coll.</b>	Louisville	at Temple	at W. Virginia	Rutgers	Cincinnati	at Syracuse	Pitt
<b>Cincinnati</b>	at Rutgers	W. Virginia	at Temple	Pitt	at Boston Coll.	Louisville	Syracuse
<b>Louisville</b>	at Boston Coll.	Rutgers	at Pitt	Temple	Syracuse	at Cincinnati	W. Virginia
<b>Pitt</b>	at W. Virginia	Syracuse	Louisville	at Cincinnati	Rutgers	at Temple	at Boston Coll.
<b>Rutgers</b>	Cincinnati	at Louisville	Syracuse	at Boston Coll.	at Pitt	W. Virginia	Temple
<b>Syracuse</b>	Temple	at Pitt	at Rutgers	W. Virginia	at Louisville	Boston Coll.	at Cincinnati
<b>Temple</b>	at Syracuse	Boston Coll.	Cincinnati	at Louisville	at W. Virginia	Pitt	at Rutgers
<b>W. Virginia</b>	Pitt	at Cincinnati	Boston Coll.	at Syracuse	Temple	at Rutgers	at Louisville

## Division B

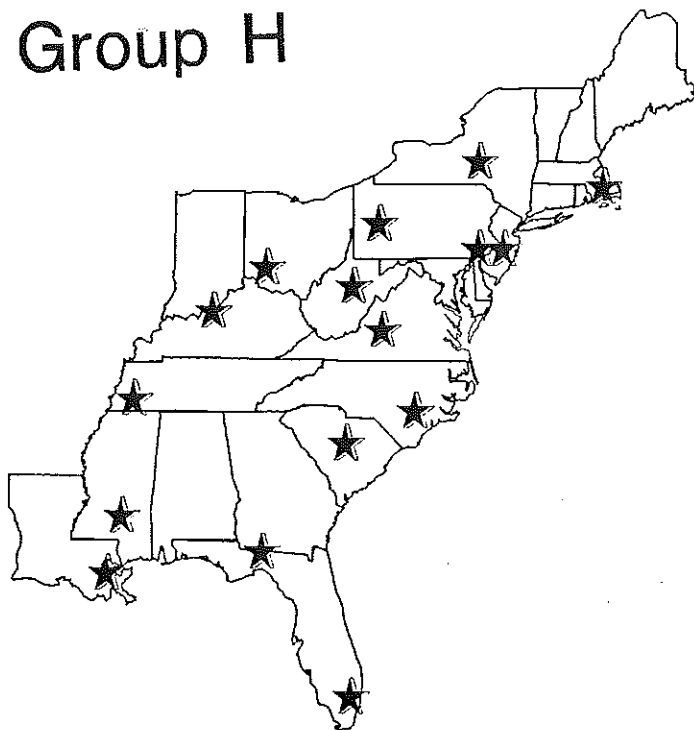
<b>E. Carolina</b>	Miami	at Florida St.	at Memphis St.	S. Carolina	Va. Tech	at S. Miss.	Tulane
<b>Florida St.</b>	at S. Carolina	E. Carolina	at S. Miss.	Memphis St.	at Tulane	Miami	at Va. Tech
<b>Memphis St.</b>	Va. Tech	at Tulane	E. Carolina	at Florida St.	at Miami	S. Carolina	S. Miss.
<b>Miami</b>	at E. Carolina	S. Miss.	Va. Tech	at Tulane	Memphis St.	at Florida St.	S. Carolina
<b>S. Carolina</b>	Florida St.	at Va. Tech	Tulane	at E. Carolina	S. Miss.	at Memphis St.	at Miami
<b>S. Miss.</b>	Tulane	at Miami	Florida St.	at Va. Tech	at S. Carolina	E. Carolina	at Memphis St.
<b>Tulane</b>	at S. Miss.	Memphis St.	at S. Carolina	Miami	Florida St.	at Va. Tech	at E. Carolina
<b>Va. Tech</b>	at Memphis St.	S. Carolina	at Miami	S. Miss.	at E. Carolina	Tulane	Florida St.

## Cycle III - Year II

Week-to-week schedules are preserved in the same order as above with sites exchanging to preserve home-and-home equity. For example, Boston College plays at Louisville, at Rutgers, at Cincinnati and at Pitt in Year 2.

# Television Market Data Projections

## Group H



★ *Member schools in the group*

### Member Institutions

Cincinnati  
Florida State  
Louisville  
Memphis State  
South Carolina  
Southern Mississippi  
Tulane  
Virginia Tech

Boston College  
East Carolina  
Miami  
Pittsburgh  
Rutgers  
Syracuse  
Temple  
West Virginia

**Football TV Universe<sup>1</sup>:** 32,388,000

**Basketball TV Universe<sup>1</sup>:** 23,300,000

<sup>1</sup>Raycom projections based on Nielsen September 1989 households

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## Notes



## **EXPANDED THOUGHTS**

While this study has focused primarily on the Metro Conference and expansion scenarios, we feel that a rational does exist for a national restructuring of major conferences.

We foresee a time when the super conference concept that we have introduced in these reports could be applied to all major college athletic conferences in the nation.

The Southwest Conference could merge with the Big Eight Conference, the Atlantic Coast Conference could merge with the Southeastern Conference, the PAC 10 could move farther east and south and include the WAC and the Big Ten could expand east and include the Big East. Metro schools could become part of the Big Ten and ACC/SEC.

In effect there could be four super conferences with each having two divisions. Each division could consist of as many as 12 teams. Each division winner would play each other and the super conference winner from the East would play the super conference winner from the West. The North and South super conferences would do the same. The two winners would play for the national championship.

The super conferences could include as many as 96 major college football teams with a chance to be national champions.

Our study indicates that this process of forming super conferences should be orderly, and take into account - geography, maintaining traditional rivalries, institutional compatibility and television households. Each super conference could have a television network and each would have at least 25% of the U.S. households within its base territory.

While such realignment would require some serious restructuring, additional studies need to be done to research what we believe could be additional revenue for each institution and conference.