

RECORD OF THE MEETING

of the

BOARD OF REGENTS
OF THE UNIVERSITY OF WISCONSIN SYSTEM
EXECUTIVE COMMITTEE

Friday, August 23, 2013
4:00 p.m.

Held by telephone conference
1920 Van Hise Hall
1220 Linden Drive
Madison, Wisconsin

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PRESENT: Regents Michael Falbo (Chair), Tim Higgins, Tracy Hribar, Ed Manydeeds, Regina Millner, and Gerald Whitburn

UNABLE TO ATTEND: Regents Mark Bradley, Charles Pruitt, and Gary Roberts

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After the roll was called, the committee discussed a contract covering media rights for a UW-Madison football game with Louisiana State University, to be hosted at Reliant Stadium in Houston, Texas on August 30, 2014.

Regent Whitburn observed that the contract referred to a second game, to be hosted at Lambeau Field on September 3, 2016, even though the contract did not cover that game. UW-Madison Vice Chancellor Darrell Bazzell explained that the university needed to show that there was a commitment to having two games.

Regent Manydeeds asked why Lambeau Field was selected to host the second game, rather than a UW stadium. Vice Chancellor Bazzell explained the value in the exposure this would provide, noting that it would extend the UW brand to other venues and that the venues where NFL teams played were attractive.

After brief additional discussion, Resolution 10246 was adopted on a voice vote, having been moved by Regent Whitburn and seconded by Vice President Millner.

UW-Madison Division of Intercollegiate Athletics Contractual Agreement with ESPN Regional Television, Inc.

Resolution 10246 That, upon the recommendation of the Chancellor of the University of Wisconsin-Madison and the President of the University of Wisconsin System, the Board of Regents approves the contractual agreement between the University of Wisconsin-Madison Division of Intercollegiate and ESPN Regional Television, Inc.

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The meeting was adjourned at approximately 4:15 p.m.

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/s/ Jane S. Radue
Jane S. Radue, Executive Director and Corporate Secretary
Office of the Board of Regents
University of Wisconsin System