

Dear Fellow Non-BCS member and/or supporter of fair collegiate athletics:

Declaration of The Unified College Football Championship:

A great injustice has been tolerated for too long. This injustice, as I am sure you are aware, is the current Bowl Championship Series (BCS) for Division 1-A college football. The BCS is nothing more than a conspiracy by six major conferences - PAC-10, ACC, Big East, Big Ten, and Big Twelve to control and monopolize the national championship and the lucrative benefits that surround it. The other 1-A conferences are excluded from contention for the National Title game and other major bowls. This philosophy undermines the integrity associated with collegiate athletics. The BCS also is a contradiction of the ideals on which our great country was founded. The current arrangement amounts to little more than an aristocracy of the six BCS conferences.

Currently, Division 1-A football is the only collegiate sport that does not allow fair representative participation in competing for a national title. The BCS is exclusive and discriminatory. Our nation has come a long way in fighting such civil atrocities. The people hurt by this system are of all races, religions and social classes. The current system injures not only the players, coaches, and institutions, but also the fans, alumni and communities that are home to these individuals and universities. The negative repercussions are distributed throughout society both economically and psychologically.

The current system rewards the BCS schools with increased revenue, and national exposure. As a result, the non-BCS schools suffer from these inequalities through recruiting and facilities. The negative impacts of the BCS arrangement is dispersed and magnified throughout the non-BCS institutions and the entire community. With the current system, the rich get richer, and the poor are struggling to survive. With an equitable system, as we are proposing, any institution will be able to assure a student athlete that they have a fair opportunity to compete for a national title. The NCAA should not deny a person the right to have an equitable opportunity for competing for a national title.

This letter is an attempt to reform the current system, and to take a just stand for democracy. As with many of the challenging reforms to discriminatory practices in history, key strategies and tactics were necessary for positive change. The three keys identified for a victory over the discrimination practices of the BCS are to: 1) organize, 2) boycott, and 3) persevere.

1) Organize. We have a large population of people that are associated with non-bcs schools. Additionally, there are a number of people that believe in our cause that are not associated with our conferences---people who believe in a fair and impartial system. We can achieve our goals of organization and unification by sending this letter to all friends and organizations willing to support this just cause. Examples of interested parties to forward this letter to may include: student government departments/coalitions, athletic directors, university presidents, university law departments, conference commissioners and associated

departments, local newspapers and television stations, other media sources, sponsors, corporations, elected officials, etc

2) Boycott. We need to boycott the sponsors of the BCS. Economics plays a vital role in any reform assembly. To enact change of the current BCS arrangement, we must illustrate our dissatisfaction to the BCS sponsors by making an economic statement. With the number of competitors for almost any item, and the multitude of generic brands available, this will be an easy effort. We urge all supporters to refrain from purchasing goods and services from the BCS sponsors and to let them know it. We can contact these sponsors by phone or email to express our discontent. I have attached a list of some of the current sponsors.

Below is a partial list of BCS sponsors to boycott:

FedEx
Tostitos- (Frito-Lay)
Nokia
PlayStation2
Budweiser
Cingular Wireless
Wilson

3) Persevere. We need to constantly remind the NCAA and other associated groups, the media, our elected officials, and the sponsors of the BCS with our disappointment and disapproval of the current prejudiced system.

If the BCS system was used throughout college football history, we would lament not seeing BYU win the title in 1984, Southern Methodists claims in the early 1980s, Army win titles in 1914, 1916, 1944, 1945, & 1946, and TCU s claims in 1935 and 1938. If the BCS were created in the earliest years of college football then only Ivy League schools would be eligible to compete. The first 30 years of college football was dominated by the Ivy League. Imagine if there was a prejudiced committee that never allowed other teams outside the Ivy League from competing for a national title. Have we learned nothing from history? How can a committee decide which conference the best team will come from--a true champion can only be decided on the playing field? College football is evolving, and there is so much more parity today. A team like Northern Illinois can beat 14th ranked Maryland, and win at ranked and legendary Alabama. This is only one example of the wins by non-bcs schools over bcs schools this year.

If the NCAA basketball had the same selective system as the BCS, all of us would have been robbed of the great Cinderella stories over the years. The NCAA tournament has produced the David vs. Goliath battles that have given the fans, the players, and the institutions inspiration and hope and an exciting atmosphere that cannot be predicted or staged by biased pollsters, media, or suspect computer rankings. While it is not perfect, it does allow any team regardless of name or conference an opportunity to compete for a national title.

A possible alternative to the current BCS system is a playoff. The playoff would be very conducive and complimentary to the bowl system. The playoff

would be for 7 seeds. The 7 seeds would be established by a fair ranking system that uses computer rankings and other polls, but does not discriminate against conference. The top team in the final ranking would get a first round bye as a reward. The playoff would be over a three to four-week period. The playoff would have a clause that any team to go undefeated, and not ranked in the top 7, would be eligible for competing for the lower seeds, similar to the NCAA basketball play-in game to the tournament. Below is a sample of two hypothetical scenarios that could be qualified under this proposed playoff system.

Scenario 1:

Final rankings:

- 1) Oklahoma
- 2) Miami
- 3) Virginia Tech
- 4) USC
- 5) Georgia
- 6) Washington State
- 7) Florida State

Schedule:

- December 24: 2 vs. 7, 3 vs. 6, and 4 vs. 5
- January 1: 1 vs. winner of 4/5 in Rose Bowl, winner of 7/2 vs. winner of 3/6 in Fiesta Bowl.
- January 8: Championship game in Sugar Bowl.

Scenario 2:

With four teams going undefeated and not ranked in the top 7 of the final rankings (Northern Illinois #8, TCU - #9, Boise State - #10, Louisville - #11)

Final rankings of top 5:

- 1) Oklahoma
- 2) Miami
- 3) Virginia Tech
- 4) USC
- 5) Georgia

With this situation, the four undefeated teams would play each other for the sixth and seventh seeds.

Schedule:

- December 17: Northern Illinois - #8 vs. Louisville - #11 for the sixth seed; TCU - #9 vs. Boise State - #10 for the seventh seed.
- December 24: 2 vs. 7, 3 vs. 6, and 4 vs. 5
- January 1: 1 vs. winner of 4/5 in Rose Bowl, winner of 7/2 vs. winner of 3/6 in Fiesta Bowl.
- January 8: Championship game - Sugar Bowl.

This system would put to rest all the current arguments and controversy that surround the national championship. The system would also allow any team to have a fair opportunity to compete for a title. The bowls would still function as before, except that there would be greater interest in the other bowls that are part of the playoff system than ever before. The interest in the games will be so high because of the bearing on the championship. The potential is huge. This system will combine the best of the bowl system and the concepts developed by the NCAA basketball tournament.

The system also allows smaller schools the opportunity to compete. As seen in the NCAA basketball tourney, the David vs. Goliath match-ups will generate huge national audiences and Cinderella stories will be possible and highly popular for the viewing public. I assure you that there will be a viewership unlike any bowl in history. Each of these playoff bowls will count towards the championship.

We the people make this just proclamation, Any team, regardless of name or conference, will have the opportunity to compete for a national title! As with the 60s civil right movement, We will prevail!

Our committee, the Unified College Football Championship is pursuing competitors of the BCS sponsors for their support. Our committee, its officers, and its members are growing every day, and we hope to add you as a supporter to our cause.

Thank you for your support!