

NEBRASKA

2003 - 04 ANNUAL REPORT

Husker Sports - Hot Tickets

Nebraska fans have always provided their teams with some of the best support in the nation. Not only does Nebraska own an NCAA record 262 consecutive sellouts at historic Memorial Stadium for football, almost all of Nebraska's teams rank among the top teams nationally each year in attendance. Here are some of Nebraska's top ticket successes in 2003-04.

- The Nebraska football team stretched its NCAA record sellout streak to 262 consecutive games in 2003, averaging 77,754 fans per game at Memorial Stadium.

- The Nebraska volleyball team continued to rank among the nation's elite in attendance as well, drawing 4,239 fans per match to rank third in the country. The Huskers enter 2004 with a streak of 41 consecutive home sellouts at the NU Coliseum and a staggering 405-29 all-time record in the building.

- The Husker women's basketball team experienced a resurgence in home attendance with an increase of nearly 17 percent in 2003-04. NU averaged 3,074 fans per game, an average of 449 more fans per game than 2002-03. A season-high 5,809 fans witnessed NU's 2003-04 Big 12-opening win over Iowa State on Jan. 10, while 5,088 fans were in attendance for an 81-63 win over No. 9 Kansas State on Jan. 24.

- The Nebraska men's basketball team ended the season with five straight games with more than 10,000 fans in attendance and increased their attendance at Big 12 Conference games by more than 1,100 to 9,909-the most since 1997-98.

- Nebraska played host to NCAA Tournament action in volleyball and softball in 2003-04. The Huskers also hosted the Big 12 Indoor Track & Field Championships.

- Overall, ticket sales generated nearly \$23.8 million in revenue for the athletic department.

FY04 Actual Expenses



Corporate Partners

During 2003-04, the Husker athletic department benefited from an array of corporate sponsors who combined to contribute \$5.4 million to support the day-to-day operations of the department.

The corporate partners not only receive the gratification of helping to support one of the nation's finest athletic programs, they also receive the exposure at the local, regional and national levels of being associated with Nebraska athletics.

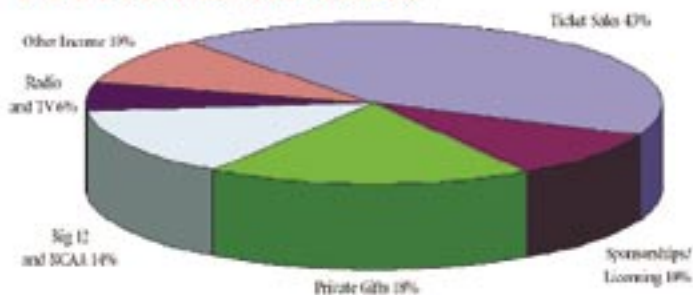
Nebraska's major sponsors include: Alltel, Pepsi, First National Bank, adidas, Gatorade, Ameritas, John Deere, Ford, Pinnacle Sports Network, Valentino's, GMC, and Wimmer's Meat.

Balanced Big Red Budget

For the second straight year under Athletic Director Steve Pederson, the athletic department's budget has been in the black. The Nebraska Athletic Department continues to take great pride in the fact that it is a self-supporting athletic program with a balanced budget, despite the fact that it does not receive state funding or student fees. During the 2003-04 fiscal year, the athletic department generated nearly \$55.86 million in revenue to surpass its \$55.79 million in expenses.

Ticket sales were the largest source of revenue (43 percent) at nearly \$23.8 million. The athletic department also received almost \$8.0 million from Big 12 Conference distributions. Other major revenue sources included \$10.2 million in contributions, \$5.4 million in sponsorships and licensing and \$3.1 million from radio and television contracts.

FY04 Actual Revenues



Husker fullback Judd Davies and NU women's cross country athlete Ann Gaffigan were named the Nebraska Student-Athletes of the Year at the annual Academic Recognition Banquet this spring.

Memorial Stadium Expansion Project

In November of 2003, the Nebraska athletic department launched a \$50 million Memorial Stadium Improvement Project. Nebraska began the Husker Nation Championship Drive to raise funds for the project that would add seats, a new athletic complex and a fieldhouse.

● The expansion project will add approximately 6,000 new seats in North Memorial Stadium, bringing the capacity to 80,000. The seats will be ready for fans to enjoy by fall of 2006.

● The new indoor fieldhouse will provide much-needed additional indoor workout space for the use of at least 10 of Nebraska's 23 sports. The fieldhouse will also feature a Championship Wing with a large dividable room for camps and clinics, a sand volleyball court, and offices and locker rooms for the women's soccer team. The fieldhouse will be ready for occupation by fall 2005.

● The new Athletic Complex will house the finest football facilities in the country and will include a new strength complex, athletic medicine headquarters and offices for athletic administration. The building was immediately named the Tom and Nancy Osborne Athletic Complex. The complex will open in fall of 2006.

The current South Stadium Office Building will be donated to UNL's computer science department upon completion of the Osborne Complex.

The grass-roots campaign, which reached out to every Husker fan, similar to the fund-raising project that generated funds to build Memorial Stadium in 1923, had raised approximately \$15 million at summer's end. Donations are still being accepted for the Husker Nation Championship Drive. For more information, see Huskers.com.



NEBRASKA
TRADITION | TEAMWORK | INTEGRITY

Under the direction of Athletic Director Steve Pederson, a \$50 million Memorial Stadium Expansion Project began in November 2003. The project will provide the football team with the most beautiful and innovative facilities in the country. The Tom and Nancy Osborne Athletic Complex will feature new locker rooms and a new strength complex, while the new fieldhouse will have ample room for clinics and camps. North Memorial Stadium will add approximately 6,000 seats, expanding the Stadium capacity to 80,000. The field house is slated for completion in the fall of 2005, while the additional seats and Osborne Complex will be ready before the 2006 season.

Office of the Athletic Director
University of Nebraska
103 South Stadium
P.O. Box 880120
Lincoln, NE 68588-0120

All-America Tradition

Nebraska's rich athletic traditions are personified each year by student-athletes who capture All-America honors in their sports and CoSIDA Academic All-America honors in the classroom.

2003-04 NU Athletic All-Americans (35)

*Becky Breisch, Track (1st)	Dmitrijs Milkevics, Track (1st)
Josh Bullocks, Football (1st)	Matt Murray, Wrestling (1st)
Misty Chanek, Rifle (2nd)	*Carl Myerscough, Track (1st)
Angela Dies, Track (1st)	Aaron Nasers, Track (1st)
Melissa Downs brough, Rifle (3rd)	*Jason Powell, Wrestling (1st)
Melissa Elmer, Volleyball (2nd)	Nate Probasco, Track (1st)
Eric Eshbach, Track (1st)	*Ineta Radevica, Track (1st)
Kristi Esposito, Women's Gym (1st)	Josh Rasile, Men's Gym (1st)
Kristina Fehlings, Rifle (1st)	Jamie Saas, Women's Gym (2nd)
Ann Gaffigan, Track (1st)	Ashley Selig, Track (1st)
Alex Gordon, Baseball (1st)	Travis Shufelt, Wrestling (1st)
Jenny Green, Track (1st)	Sheldon Simpson, Track (1st)
Peaches James, Softball (2nd)	Dusty Stamer, Track (1st)
Jacob Klein, Wrestling (1st)	Brad Teeple, Track (1st)
Libby Landgraf, Women's Gym (1st)	Na'Tassia Vice, Track (1st)
Kyle Larson, Football (1st)	Oliver Williams Jr. (1st)
Christi Lehman, Track (1st)	Michele Zabawa, Women's Gym (2nd)
*Priscilla Lopes, Track (1st)	* Individual NCAA Champion

Husker Outreach Program

Nebraska's Husker Outreach Program serves as a model for schools across the country. It has received annual awards honoring student-athletes for their consistent and extensive generosity. The programs reach more than 100,000 people each year and develop student-athlete leadership and interpersonal skills, while promoting education, compassion and responsible decision-making statewide. Major outreach initiatives coordinated by Assistant Athletic Director Keith Zimmer and the athletic department include:

National American Education Week - student-athlete and Golden Key members promote the importance of education and student involvement to local and area middle schools.

"School is Cool" Week - student-athletes collaborate with Golden Key members to discuss study skills, test preparation, character, peer pressure and involvement.

Team Spirit Hospital Visitations - a weekly program allowing student-athletes to make visits to hospital patients and families throughout the year.

Husker E-mail Literacy Program - student-athletes are matched with youth from the Lincoln Public Schools. Weekly e-mails are exchanged about academics and goals culminating with a personalized classroom visit by the student-athlete during the spring term.

Special Olympics Outreach - The Student-Athlete Advisory Committee volunteers with Special Olympics at various events such as bowling, basketball tournaments and the annual torch run.

Holiday Outreach - Student-Athlete Advisory Committee members organize the annual Halloween "Trick or Treat" Street along with a Christmas visit to the F Street Recreation Center. Each Husker team also made gift donations to the Angel Tree project.

Tour of Excellence - motivational assemblies conducted statewide allowing youth and families outside of Lincoln the opportunity to meet the Huskers and benefit from various life skills messages.

Academics and Athletes

Nebraska student-athletes have built one of the most storied traditions in all of college athletics both on and off the field. Tradition, Teamwork and Integrity, the three key values to the success of the athletic department, are all evident as Nebraska continues to lead the nation in prestigious national and conference academic honors.

Husker Academic Honors

● Nebraska led the nation with nine CoSIDA Academic All-America honorees in 2003-04, increasing its nation-leading total to 217 CoSIDA Academic All-Americans across all teams and all sports—61 more than No. 2 Notre Dame.

● Nebraska led the Big 12 Conference with 146 academic all-conference selections across all sports. NU's total was 31 more than second-place Iowa State. The Huskers also led the Big 12 with 115 first-team academic-league honorees, which was 23 more than second-place Missouri.

● Judd Davies (football) earned a prestigious NCAA Postgraduate Scholarship in 2003-04. The Nebraska football team leads the nation in NCAA Postgraduate Scholarship recipients with 31 honorees.

● Anna Schrad (volleyball) and Judd Davies (football) each earned valuable Big 12 Conference Postgraduate Scholarships in 2003-04.

● A total of 56 Nebraska student-athletes posted perfect 4.0 GPAs during the fall 2003 and/or the spring 2004 semesters.

● The men's cross country team won the Herman Award for NU men's athletic teams with the highest cumulative grade-point average with a 3.330 GPA during the 2003 calendar year. The women's gymnastics team won the Herman Award for female teams with a 3.579 GPA for the 2003 calendar year.

● The football program was one of 30 teams honored nationwide by the American Football Coaches Association with its 2004 Academic Achievement Award, graduating 77 percent of its student-athletes from the 1998-99 class.

● NU's Exhausted Eligibility Graduation Rate grew for the fifth consecutive year to 91 percent (1988 through 1997).

● Nebraska leads the nation with 14 NCAA Today's Top Eight Award winners and 20 National Football Foundation and Hall of Fame Postgraduate Scholars.

2003-04 NU Academic All-Americans (9)

Tia DeSoto, Track & Field (1st)	Matt Murray, Wrestling (2nd)
Libby Landgraf, Women's Gym (1st)	Pat Ricketts, Football (2nd)
Dana Carne, Cross Country (2nd)	Anna Schrad, Volleyball (2nd)
Judd Davies, Football (2nd)	Danny Hill, Track (3rd)
Ann Gaffigan, Track & Field (2nd)	



After two years of research, the graduation display in the academic Hall of Distinction was completed. The majestic pillars contain the names of more than 4,500 student-athletes, honoring every letterwinner who has earned their degree at Nebraska since 1890.

Huskers Post Five Big 12 Championships

Dear Husker Fans:

Thank you for following Husker athletics. Below you will find a short capsule of our sports, highlighting just a few of our many team and individual outstanding performers and performances.

The University of Nebraska takes great pride in its success across all 23 of its varsity sports. In 2003-04, the football team played in its 35th consecutive bowl game, the volleyball team advanced to the Sweet 16 for the 10th straight season and the soccer team swept into the NCAA Tournament for the eighth consecutive season. The softball team won the Big 12 Conference regular-season and tournament titles, while the men's track and field team swept both the indoor and outdoor conference crowns. The women raced to a Big 12 indoor league title and produced a pair of third-place national finishes at the NCAA indoor and outdoor meets. The women's bowling team claimed the first-ever NCAA title in the sport, while the wrestling team contributed a fifth-place national finish.

Overall, 13 of Nebraska's 23 varsity sports earned top-25 national finishes at the NCAA Championships or in the national polls. Individually, 35 NU student-athletes captured 50 All-America awards in their respective sports, including six Huskers who claimed seven individual national titles.

It's easy to see that - "There Is No Place Like Nebraska."

Women's Bowling

Coach Bill Straub guided his team to its sixth national title overall and the third team crown since bowling became a varsity sport at Nebraska during the 1997-98 academic year. Shannon Puhowsky earned MVP honors at the inaugural NCAA Championships and went on to an individual national title at the Intercollegiate Bowling Singles Championships. Academically, the Huskers posted a cumulative team grade-point average of 3.17. Nebraska expects to return its entire NCAA Championship lineup for the 2004-05 season.

Men's & Women's Track & Field

Coach Gary Pepin led Nebraska to strong finishes both indoors and outdoors in 2004. The NU men swept Big 12 indoor and outdoor titles, while the women contributed an indoor title to give Pepin 60 conference crowns in his 24 years at Nebraska. The women notched third-place finishes at the NCAA Championships both indoors and outdoors behind back-to-back national championship performances from Ineta Radevica in the triple jump. Priscilla Lopes added an NCAA indoor crown in the 60-meter hurdles, while Becky Breisch claimed a national title in the discuss outdoors. On the men's side, Carl Myerscough closed his career with his fourth NCAA title with a championship throw in the outdoor shot put, to help the men to a 13th-place finish outdoors and a 19th-place showing indoors. Overall, the men and women combined for 18 All-America athletes who claimed 29 All-America awards. The team also produced a cumulative GPA above 3.0 during the spring semester.

Wrestling

Coach Mark Manning guided the Nebraska wrestling team to one of the best seasons in school history by finishing fifth at the NCAA Championships. It was the fifth top-five finish by the Huskers at the NCAA Championships in school history, and the school's first top-five finish since the 1995-96 season. The Huskers added a final No. 2 dual ranking with a 19-3 overall dual record. Jason Powell became the eighth Husker to win an NCAA individual title (125 pounds), and three other Huskers earned All-America honors, including runner-up Matt Murray (141 pounds) who returns next season. Murray added second-team CoSIDA Academic All-America honors in the classroom.

Softball

The Nebraska softball team powered its way to Big 12 regular-season and tournament titles by finishing with a 47-15 overall record and a 14-3 league mark. Coach Rhonda Revelle's Huskers hosted an NCAA Regional Tournament for the second straight year, where NU advanced to post one of the most dominant seasons in NU history. Husker pitcher Peaches James earned second-team All-America honors, was the Big 12 Pitcher of the Year and fired the second perfect game in school history during a win over Oklahoma in the Big 12 Tournament semifinals.

Volleyball

Nebraska continued its historic women's volleyball tradition by advancing to the NCAA Sweet 16 for the 10th consecutive season. The Huskers finished with a 28-5 overall record and a 17-3 Big 12 mark under Coach John Cook. The Huskers finished in the American Volleyball Coaches Association final top 10 for the fourth consecutive year. Sophomore middle blocker Melissa Elmer earned second-team All-America honors, while Anna Schrad contributed second-team CoSIDA Academic accolades.

Women's Rifle

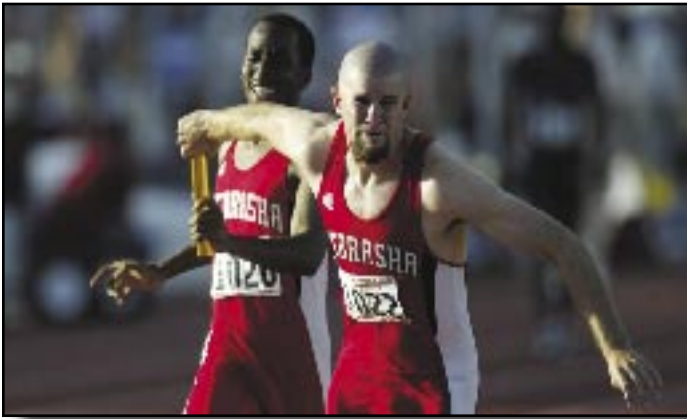
Launi Meili led the Huskers back into the national spotlight in her second year as NU's coach with a sixth-place team finish at the NCAA Championships. Three student-athletes earned All-America honors for the Huskers, including first-team All-American Kristina Fehlings in the air rifle. The freshman added third-team All-America honors in smallbore. Sophomore Misty Chanek added second-team All-America accolades in smallbore, while senior Melissa Downsbrough added third-team All-America awards in the air rifle and smallbore.

Soccer

Coach John Walker continued to keep the Huskers among the nation's elite programs, as Nebraska earned its eighth consecutive trip to the NCAA Tournament. NU advanced to the second round of the tournament before falling to defending national champion Portland. The Huskers finished the season with a 13-8-1 overall record and a No. 23 final national ranking. The team mourned the tragic loss of captain and honorable-mention All-American Jenna Cooper, who died just days after the completion of its spring season in April of 2004.



The Husker women's bowling team posted its sixth national title and the first as the sport became an official NCAA-sanctioned sport.



Nate Probasco takes the baton from Oliver Williams Jr., during the finals of the 4x100-meter relay at the 2004 NCAA Outdoor Championships in Austin, Texas. The Husker relay squad earned All-America honors with an eighth-place finish.

Women's Gymnastics

The Huskers advanced to their sixth consecutive NCAA Championships appearance despite competing without 2003 NCAA All-Around Champion Richelle Simpson for most of the season. Coach Dan Kendig guided NU to a 15-9-1 overall record and a No. 10 final national ranking. Freshman Kristi Esposito earned first-team All-America honors in the all-around and on the balance beam, while senior Libby Landgraf added first-team All-America accolades on uneven bars and second-team honors on vault. Landgraf also contributed first-team CoSIDA Academic All-America honors in the classroom. Junior Jamie Saas earned a second-team All-America award on balance beam, while freshman Michele Zabawa pitched in second-team honors on vault. In the classroom, the Huskers won the Herman Award with an astounding 3.579 cumulative GPA.

Football

Nebraska advanced to its continuing NCAA record 35th consecutive bowl game with a 17-3 win over Michigan State in the MasterCard Alamo Bowl. The Huskers finished 10-3 overall and returned to the final rankings after a one-year absence by closing the year ranked No. 19 by the Associated Press. Sophomore free safety Josh Bullocks led a resurgent Blackshirt defense by garnering first-team All-America honors. Bullocks grabbed a school-record 10 interceptions in 2003. Senior punter Kyle Larson joined Bullocks with first-team All-America honors, while Judd Davies added second-team CoSIDA Academic All-America accolades and prestigious NCAA and Big 12 postgraduate scholarships. The Huskers continued to build momentum in the spring with the hiring of former Oakland Raiders head coach Bill Callahan. Nebraska's shift to the West Coast Offense inspired the interest and intrigue of Husker fans at record levels, as 61,417 fans attended NU's annual Red-White Spring Game in April.

Men's & Women's Cross Country

The women's team celebrated its first trip to the NCAA Championships since 1999 with a strong 30th-place finish. The Huskers qualified for the NCAA meet after winning their first NCAA Midwest Regional title since 1992. The Huskers also tied a school record with four individuals winning all-regional honors. On the men's side, NU was overwhelmed by injuries on the course but excelled in the classroom, earning the athletic department's Herman Award with a 3.33 team GPA.

Men's Basketball

The Huskers continued to show improvement on the court and in the classroom, advancing to postseason play for the first time since 1999. Nebraska won two games in the National Invitation Tournament and finished with an 18-13 overall record, which was a seven-game improvement in the win column over the previous season.

Nebraska produced two of the most lopsided wins in school history over top-25 opponents with wins over No. 12 Kansas and No. 25 Texas Tech at the Devaney Center. The Huskers also produced a league-leading six first-team academic All-Big 12 selections.

Women's Basketball

Coach Connie Yori enjoyed a breakthrough year in her second season, as the women's basketball team produced one of the nation's top-10 turnarounds. The Huskers advanced to the postseason for the first time since 2000 and won a postseason game for the first time since 1997 with a victory over Drake in the first round of the Women's National Invitation Tournament. NU finished with an 18-12 overall mark, a 10-game improvement in the win column from the 2002-03 season. The Huskers finished with a 7-9 Big 12 mark, as the league sent seven teams to the NCAA Tournament and nine to postseason play. The women's basketball team also claimed the athletic department's first Life Skills Award of Excellence for outstanding community outreach.

Baseball

After overachieving during a rigorous non-conference schedule, Coach Mike Anderson's young Husker team struggled during the Big 12 season and did not qualify for the NCAA Tournament for the first time since 1999. Sophomore third baseman Alex Gordon captured Big 12 Player-of-the-Year honors by finishing in the top five in the Big 12 in batting average (.365), home runs (18) and RBIs (75). The Huskers excelled in the classroom with a school-record and conference-leading nine academic All-Big 12 picks.

Men's Gymnastics

Coach Francis Allen continues to rebuild the men's gymnastics team back to national prominence. The Huskers fell just short of qualifying for a spot in the final round of the NCAA Championships in 2004, but returned to a top-10 final national ranking. Senior Josh Rasile earned All-America honors on the still rings giving the Huskers at least one All-American for the second straight season.

Women's Swimming & Diving

Coach Pablo Morales earned co-Big 12 Coach-of-the-Year honors as he continued to lead the Huskers back to prominence. Freshman Lauren Bailey qualified for the NCAA Championships in three events to become the first Husker individual to qualify for nationals since 2001. The Huskers managed a solid fourth-place finish at the Big 12 meet and return a talented nucleus in 2004-05.

Men's & Women's Golf

Coach Robin Krapfl led her women's golf team through a strong fall season that included back-to-back tournament titles, but the Huskers struggled during the spring and finished 10th at the Big 12 Championships. NU continued to excel in the classroom with five academic All-Big 12 selections and a trio of NGCA Academic All-Americans (Stephanie Schaefer, Merynn Ito and Jackie Beste). Coach Bill Spangler's men's team experienced ups and downs as they continue to rebuild. The Huskers finished in the top-two at three straight tournaments late in the year, but settled for a 12th-place finish at the Big 12 Tournament.

Men's & Women's Tennis

Coach Scott Jacobson led the Husker women to a solid season, ranking among the top 70 squads in the nation throughout the season. The Huskers won a match at the Big 12 Tournament to finish with a 16-9 overall record and a 5-6 Big 12 mark. Gitte Ostermann qualified as an individual for the NCAA Championships. Coach Kerry McDermott's men finished with a 9-13 overall record, as the young Huskers experienced some growing pains.

Thank you for your interest in the Huskers.

Go Big Red!


Steve Pederson