

Answering a conference call

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It won't take long for the University of Colorado's move to the Pac-12 to start paying off.

The Pac-12 recently signed a 12-year, \$3 billion network TV deal, the most lucrative in college sports history.

CU will receive \$20.8 million in 2012, the first year of the contract, which increases 5 percent annually.

Colorado also will get a full share in a new Pac-12 Network TV package. The Buffs earned less than \$9 million from television revenues in its final year in the Big 12.

"This is about opportunity, it's about transition and it's about transformation of our program," CU athletic director Mike Bohn said Tuesday morning during Chancellor Philip DiStefano's community visit to Pueblo. "You are looking at 23,000 (CU) alumni in the state of California alone. Those are alums who help us with recognition of student-athletes, potential donors, friends who send kids to the University of Colorado, so it is a win-win across the entire campus. All the different aspects of the Pac-12 are a huge tailwind push for us.

"There are just a plethora of opportunities for us (in the Pac-12) and we intend to take full advantage of all of those opportunities."

In 2010, Bohn first orchestrated a move from the Big 12 to the Pac-10 and now it's a reality. CU and Utah were accepted as members last June and the conference officially becomes the Pac-12 on July 1.

"All the positive opportunities that exist for us (in the Pac-12) are there because of our rich history at CU," Bohn said. "I think the Pac-12 recognized the Denver media market is huge. The equity Colorado has with 24 national championships of its own to bring to their 400-plus national championships are also a plus. Then, there is the Mountain time zone coupled with Utah joining the conference and those are big hits for the Pac-12."

While CU's football program has a new head coach in Jon Embree, the men's and women's basketball programs are on the rise. CU's men posted a 24-14 record last season and advanced to the NIT semifinals under first-year coach Tad Boyle. Linda Lappe, the CU women's basketball coach, guided the Buffs to an 18-16 record and they made it to the WNIT quarterfinals in her first season.

"In terms of basketball, we are extremely excited about joining the Pac-12," CU men's basketball assistant coach Jean Prioleau said. "We are going into the league of champions. We are going into