A TURNAROUND FIT FOR TEXAS

MOORE, TIGERS BACK ON FAMILIAR TURF IN BOWL
At the start of the game on Sept. 2 against Missouri State, Missouri wide receiver J’Mon Moore runs onto Faurot Field holding up the Texas flag in support of those affected by Hurricane Harvey. Moore is from Missouri City, Texas. Photo by Jessi Dodge/Missourian

Missouri running back Henry Josey carries the ball during a Nov. 12, 2011, game against Texas on Faurot Field. The Tigers won the teams’ last Big 12 Conference meeting. Read more on Page 4. Photo by Matthew Busch/Missourian

Missouri defensive back Anthony Sherrils hugs his mentor, Tyrone Flowers, as fireworks erupt during MU’s senior night festivities on Nov. 11. See more of this year’s best photos on Page 16. Photo by Claire Rounkles/Missourian
Texas Bowl
When: 8 p.m. Wednesday
Who: Missouri vs. Texas
TV: ESPN

SEC Bowl Schedule
Belk Bowl
When: Noon Friday (ESPN)
Who: Texas A&M vs. Wake Forest
Music City Bowl
When: 3:30 p.m. Friday (ESPN)
Who: Kentucky vs. Northwestern
TaxSlayer Bowl
When: 11 a.m. Saturday (ESPN)
Who: Missouri vs. Texas
Outback Bowl
When: 11 a.m. Monday (ESPN2)
Who: South Carolina vs. Michigan
Peach Bowl
When: 11:30 a.m. Monday (ESPN)
Who: Auburn vs. UCF
Citrus Bowl
When: Noon Monday (ABC)
Who: LSU vs. Notre Dame
CFP semifinal
When: 4 p.m. Monday (ESPN)
Who: Georgia vs. Oklahoma
CFP semifinal
When: 7:45 p.m. Monday (ESPN)
Who: Alabama vs. Clemson

Staff
Sports Editor
Pete Bland
Assistant Sports Editor
Brooks Holton
Director of Photography
Brian Kratzer
Creative Director
Morgan Seibel
Photo Editors
Emil Lippe and Claire Rounkles
Reporters
Peter Baugh, Tyler Kraft and Anne Rogers

Missouri quarterback Drew Lock tosses the ball to running back Larry Rountree III during the second half against Vanderbilt on Nov. 18 at Vanderbilt Stadium. Lock had 235 passing yards in the game. Photo by Jessi Dodge/Missourian

Central Missouri’s
LAKE OF THE OZARKS
GOLF TRAIL

It’s close to home... And, it’s an unforgettable golfing experience. You’ll spend less time traveling and more time doing what you love to do... Playing tons of golf. Come PLAY and STAY with us. Book your Golf Trail Getaway today.
Visit FunLakeGolf.org.

“Best Recreational Lake”
IN THE NATION AS CHOSEN BY
Readers of USA TODAY & 10Best
Former Big 12 rivals clash to secure first bowl win since 2014

Texas will be missing two members of its starting secondary, a weakness Brian Davis of the Austin American-Statesman said Missouri quarterback Drew Lock could exploit when the teams square off for the first time since 2011

BY ANNE ROGERS
sports@columbiamissourian.com

“Our bad years aren’t that bad. Take a school like Missouri. Our bad years are better than their good years.”

Remember that one? The 2013 statement from former Texas athletic director DeLoss Dodds may have been one of the many Big 12 memories brought up for Missouri fans when it was announced the Tigers and Longhorns would face off in Wednesday’s Texas Bowl.

Barry Odom, at the Dec. 3 bowl announcement news conference, said his players know Big 12 history. If they don’t, he’ll be sure to inform them. He didn’t mention the Dodds comment explicitly, but it was clear he remembered it.

“We’ve got respect for everyone that we play, but there will be plenty of information that our team receives,” Odom said when asked if he’ll do any history lessons before the bowl game. “I’m a firm believer in making sure our guys are prepared in every situation and that they know who our opponent is and what they’re about, just like the other side is doing, as well.”

But the other side are the Longhorns, who have to focus internally rather than on a former rivalry that those around the team said doesn’t mean that much to it anyway.

“You have to understand, Texas is a program that they don’t really care who they’re playing,” said Brian Davis, Texas beat writer for the Austin American-Statesman. “It doesn’t matter if Mizzou rolls out there or Clemson or Alabama. They’re going to be fired up to play, because it’s something they haven’t done in a while.”

First-year head coach Tom Herman has made strides and is expected to be around for a while, but his team is 6-6 and trying to avoid its fourth straight losing season. The Longhorns are just happy they’re going to their first bowl since 2014 — which, for more coincidence, is the same year Missouri last went bowling.

Regardless of the history, the teams have a game to play Wednesday, their first matchup since a 17-5 Missouri victory on Nov. 12, 2011. Here’s what to expect in Houston:

Departures all around

Two Longhorns — All-American safety DeShon Elliott and 2016 All-American left tackle Connor Williams — announced they won’t play in the bowl game to prepare for the NFL Draft. Williams has been sidelined with a knee injury and has only played five games this year, but losing Elliott in the secondary could hurt the Longhorns against Drew Lock’s arm.

Another Longhorn expected to leave for the draft soon, too, is injured linebacker Malik Jefferson, Texas’ leading tackler and “the inspirational heart and soul of the defense,” Davis said.

Good news for Missouri, who will have defensive lineman Terry Beckner Jr. for the bowl game and another year and Lock for at least the bowl game.

Aside from the NFL departures, Texas will be without tight end Chris Warren, a running back convert who said he’s transferring. Holton Hill, Texas’ second-best cornerback, was suspended for violating team policies and will not be eligible, either.

On Friday, Texas announced that three more players had been suspended and will miss the game: running back Toneil Carter, receiver LilJordan Humphrey and tight end Garrett Gray. The Longhorns also revealed that tight end Chris Nelson will miss the Texas Bowl with an elbow injury.

“I definitely think they’re undermanned right now, and if you take away some of those players, it’ll be even worse,” Davis said. “So they’re going to be pretty short-handed when they face ol’ Mizzou.”
Texas might be without some players, but Missouri will be without some coaches. Former Tigers offensive coordinator Josh Heupel departed for the head-coaching position at UCF earlier this month, and he took offensive line coach Glen Elarbee with him. At media availability, players were clearly hurt when their coaches left, but many have said they’ll use it as motivation for the bowl game.

Odom said the offensive coaching staff will share play-calling duties during the bowl game. Offensive analyst Jon Cooper has been coaching the offensive line at practice.

**Lock’s aerial attack vs. Texas QBS’ inconsistency**

With two talented Texas secondary players out in Elliott and Hill, Lock can use his arm against an inexperienced secondary. The junior quarterback broke the Missouri and SEC single-season passing touchdown records against Arkansas. His 43 TDs currently lead the nation, two ahead of Oklahoma quarterback and Heisman Trophy winner Baker Mayfield.

“You put somebody on the field who has thrown for more touchdowns than Baker Mayfield, you’ve done something,” Davis said. “Texas is going to be in a real bind.”

While Missouri’s quarterback play has been solid behind Lock, Texas’ has been inconsistent. Sophomore Shane Buechele took over and did well, but he suffered a concussion against Oklahoma State in Week 7. The Longhorns turned to a healed Buechele, and the two have shared playing time since.

In addition to Texas’ shaky quarterback play, Davis said three injuries on the offensive line have made the unit even thinner than it already was.

“The offensive problems really crippled them,” Davis said. “And Ehlinger (has) made some big mistakes down the stretch, mistakes that cost them victories.”

**Longhorns’ D carries the day**

Texas’ offense needs help, but its defense doesn’t. Thanks to first-year defensive coordinator Todd Orlando, the Longhorns’ defense has seen a resurgence that it desperately needed.

After two of the worst defensive seasons in school history, Texas ranks second in the Big 12 in rush defense and sixth in the nation this year. Elliott leads the Big 12 in interceptions, but he won’t be playing.

The run defense poses problems for Missouri’s ground game, which complemented its passing game well as the Tigers went on their six-game winning streak to close the regular season. Damarea Crockett was out with a shoulder injury, but Odom said he expects the sophomore running back to play some during the bowl game.

After Crockett’s injury, senior Ish Witter and freshman Larry Rountree III took over the position and flourished, but the Texas defensive line could shut them down.

“If I’m Missouri, I would just attack their inexperienced secondary at this point,” Davis said. “With the players that are going to be out, I would just go at them, try to make them make a play, defensively.”

© 2017 McDonald’s Corporation
THE IMPOSSIBLE QUIZ
10 things you didn’t know about Texas

1. BEFORE THE ADOPTION OF THE LONGHORNS NICKNAME IN 1916, WHAT ANIMAL WAS TEXAS’ FIRST MASCOT?
   A. Pit bull
   B. Red-tailed hawk
   C. Rattlesnake
   D. Coyote

2. MISSOURI AND TEXAS LAST FACED EACH OTHER ON NOV. 12, 2011. WHO SCORED THE FIRST TOUCHDOWN IN THE TIGERS’ 17-5 WIN OVER THE LONGHORNS?
   A. Michael Egnew
   B. Marcus Lucas
   C. James Franklin
   D. Kendial Lawrence

3. ADJUSTED FOR TICKET PRICE INFLATION, WHAT IS THE TOP-GROSSING MOVIE DIRECTED BY OSCAR-WINNING UT ALUM WES ANDERSON?
   A. “The Royal Tenebaums”
   B. “The Grand Budapest Hotel”
   C. “The Life Aquatic with Steve Zissou”
   D. “Moonrise Kingdom”

4. HOW MANY RUSHING TOUCHDOWNS DID HEISMAN TROPHY WINNER RICKY WILLIAMS AMASS THROUGH FOUR YEARS (49 GAMES) AT TEXAS?
   A. 68
   B. 75
   C. 82
   D. 79

5. MEMBERS OF WHAT BAND PLAYED ROLES IN RICHARD LINKLATER’S 1991 AUSTIN-BASED FILM “SLACKER”? (Select all that apply)
   A. Poi Dog Pondering
   B. Spoon
   C. Explosions in the Sky
   D. Bad Livers

6. HOW MANY LIBRARIES ARE ON THE TEXAS CAMPUS?
   A. 10
   B. 8
   C. 13
   D. 17

7. AUSTIN, TEXAS, IS HOME TO THE LARGEST URBAN COLONY IN THE UNITED STATES.
   A. Bat
   B. Snake
   C. Duck
   D. Turtle

8. WHICH OF THE FOLLOWING MOVIES WASN’T FILMED IN AUSTIN?
   A. “What’s Eating Gilbert Grape”
   B. “Office Space”
   C. “Kill Bill: Vol. 1”
   D. “RoboCop”

9. WHAT INSTRUMENT WAS UT ALUM MATTHEW McCONAUGHEY PLAYING NAKED WHEN POLICE ARRESTED HIM AT HIS AUSTIN HOME IN 1999?
   A. Piano
   B. Bongo drum
   C. Guitar
   D. Harmonica

10. WHAT AUSTIN BAR IS FAMOUS FOR “CHICKEN SHIT BINGO,” A GAME IN WHICH CONTESTANTS BET ON WHERE CHICKENS POOP, FROM 4-8 P.M. EVERY SUNDAY?
    A. Barfly’s
    B. The Jackalope
    C. Little Longhorn Saloon
    D. Hole in the Wall

Answer key: 1 (A); 2 (C); 3 (A); 4 (B); 5 (A); 6 (D); 7 (A); 8 (D); 9 (B); 10 (C)
however you reach greatness we’ll keep you there.

OFFICIAL HEALTH CARE PARTNER OF MIZZOU ATHLETICS

www.muhealth.org
Season superlatives

BY BROOKS HOLTON, PETER BAUGH, ANNE ROGERS AND TYLER KRAFT

The 2017 Missouri football season looked bleak when the Tigers started the campaign 1-5, but a six-game winning streak that included wins over SEC foes such as Florida, Tennessee and Arkansas to end the regular season earned the team its first bowl berth since 2014 — a Wednesday Texas Bowl matchup against former Big 12 rival Texas at NRG Stadium in Houston. Barry Odom and company supplied fans with plenty of great moments over the course of the second-half turnaround, but which players and moments reigned supreme?

The Missourian’s football writers — Peter Baugh, Brooks Holton, Tyler Kraft and Anne Rogers — reflected on the Tigers’ 7-5 regular season and created their own superlatives. Check out the winners below:

BEST TO MEDIA
WINNER: PAUL ADAMS
Adams is as friendly as he is ginormous. The 315-pound junior offensive lineman, who was one of the four team captains, always greets reporters with a smile and never hesitates to share a good anecdote.

RUNNERS-UP:
TERRY BECKNER JR.
ISH WITTER

MOST ENTERTAINING INTERVIEWEE
WINNER: TEREZ HALL
Hall talked about “Mortal Kombat” and his Mike Tyson haircut this season. You never knew the next thing out of his mouth.

RUNNERS-UP:
PAUL ADAMS
KEVIN PENDLETON

MOST VALUABLE SENIOR
WINNER: ISH WITTER
Witter transformed himself from a decent second-string tailback into one of the SEC’s best. He should eclipse the 1,000-yard mark in the bowl game and is also a skilled blocker.

RUNNER-UP:
J’MON MOORE

BEST TOUCHDOWN
WINNER: ALBERT OKWUEGBUNAM’S FOURTH-QUARTER TOUCHDOWN GRAB IN THE TIGERS’ NOV. 24 WIN OVER ARKANSAS
It was a close game, a beautiful throw from Lock and an incredible full-extension diving catch. The freshman was a bright spot all year for Missouri and led all Division I tight ends in regular-season TD receptions with 11. This was his shining moment.

RUNNER-UP:
FINIS STRIBLING IV
SAMSON BAILEY

BEST NICKNAME
WINNER: ‘ISH WITTER THE BALL CARRIER’
Those words will forever echo through the bleachers of Memorial Stadium.

RUNNER-UP:
DAWSON ‘THE VANILLA GORILLA’ DOWNING

GAME OF THE YEAR
WINNER: ARKANSAS

RUNNER-UP:
THE TIGERS’ 45-16 WIN OVER FLORIDA ON NOV. 4 IN COLUMBIA.

OFFENSIVE MVP
WINNER: DREW LOCK
When you set an SEC record for touchdown passes, you’ll likely get a shoutout from the Missourian.

BEST HAIR
WINNER: ERIC BEISEL
The bright red hair was nice, but the beard pushed Beisel over the top. He claims to have been a gladiator in a past life, and he looked like one on Saturdays.

RUNNERS-UP:
ADAM PLOUDRE
YASIR DURANT
TYLER HOWELL

DEFENSIVE MVP
WINNER: TERRY BECKNER JR.
Beckner emerged as a dangerous pass rusher late in the season, and he’ll have a chance to win this superlative next year. The junior decided not to enter the NFL Draft and will be back for his senior season.

RUNNER-UP:
CALE GARRETT

MOST LIKELY TO BENCH PRESS YOU
WINNER: NICK BARTOLOTTA
Bartolotta, a Kansas transfer who arrived in Columbia after the 2015 season, made his first start for Missouri when he filled in for Tucker McCann in the Tigers’ 68-21 Homecoming win over Idaho. In the game, he made both of his field-goal attempts, eight of his nine extra-point attempts and recorded his first career tackle on a kickoff during the second quarter. At 5-foot-6, he’s the shortest player in the SEC, but Bartolotta’s got some guns. According to previous Missourian reporting, the kicker can bench press 385 pounds — more than twice his body weight. His toned physique even earned him a shoutout from the SEC Network during the game.

RUNNERS-UP:
ADAM PLOUDRE
YASIR DURANT
TYLER HOWELL

BEST DANCE MOVES
WINNER: JAMAL BROOKS
If football reporters were up for this award, Peter Baugh would easily get the nod (with special thanks to sensei Tyler Kraft and a disapproving look from Anne Rogers). But because we are sticking to football players, we have to go with Jamal Brooks’ fancy dances. He was breaking out the Michael Jackson moonwalk at a Sunday bowl practice this month, which really put him over the top for this award.

RUNNERS-UP:
DREW LOCK
JASON REESE

BEST TOUCHDOWN
WINNER: ALBERT OKWUEGBUNAM’S FOURTH-QUARTER TOUCHDOWN GRAB IN THE TIGERS’ NOV. 24 WIN OVER ARKANSAS
It was a close game, a beautiful throw from Lock and an incredible full-extension diving catch. The freshman was a bright spot all year for Missouri and led all Division I tight ends in regular-season TD receptions with 11. This was his shining moment.

RUNNER-UP:
FINIS STRIBLING IV
SAMSON BAILEY

BEST HAIR
WINNER: ERIC BEISEL
The bright red hair was nice, but the beard pushed Beisel over the top. He claims to have been a gladiator in a past life, and he looked like one on Saturdays.

RUNNERS-UP:
ADAM PLOUDRE
YASIR DURANT
TYLER HOWELL

DEFENSIVE MVP
WINNER: TERRY BECKNER JR.
Beckner emerged as a dangerous pass rusher late in the season, and he’ll have a chance to win this superlative next year. The junior decided not to enter the NFL Draft and will be back for his senior season.

RUNNER-UP:
CALE GARRETT

MOST LIKELY TO BENCH PRESS YOU
WINNER: NICK BARTOLOTTA
Bartolotta, a Kansas transfer who arrived in Columbia after the 2015 season, made his first start for Missouri when he filled in for Tucker McCann in the Tigers’ 68-21 Homecoming win over Idaho. In the game, he made both of his field-goal attempts, eight of his nine extra-point attempts and recorded his first career tackle on a kickoff during the second quarter. At 5-foot-6, he’s the shortest player in the SEC, but Bartolotta’s got some guns. According to previous Missourian reporting, the kicker can bench press 385 pounds — more than twice his body weight. His toned physique even earned him a shoutout from the SEC Network during the game.

RUNNERS-UP:
ADAM PLOUDRE
YASIR DURANT
TYLER HOWELL

BEST DANCE MOVES
WINNER: JAMAL BROOKS
If football reporters were up for this award, Peter Baugh would easily get the nod (with special thanks to sensei Tyler Kraft and a disapproving look from Anne Rogers). But because we are sticking to football players, we have to go with Jamal Brooks’ fancy dances. He was breaking out the Michael Jackson moonwalk at a Sunday bowl practice this month, which really put him over the top for this award.

RUNNERS-UP:
DREW LOCK
JASON REESE

GAME OF THE YEAR
WINNER: ARKANSAS

RUNNER-UP:
THE TIGERS’ 45-16 WIN OVER FLORIDA ON NOV. 4 IN COLUMBIA.
Macadoodles
does spirits like nobody else!

If you prefer exclusive, high-end liquors, Macadoodles is the place to be. With unmatched local selection—and the ability to find just about anything—nobody can offer more to luxury drinkers.

455 E Green Meadows Rd
columbia.macadoodles.com
(573) 443-1825 | 

Convenient drive-thru window | Delivery available | Unbeatable prices
THE LONG ROAD HOME
MOORE'S GROWTH LEADS HIM BACK TO WHERE HE STARTED
BY TYLER KRAFT AND PETER BAUGH
sports@columbiamissourian.com

The Missouri football team crowded in the south end zone tunnel and twitched with excitement as players prepared to take the field for the first time in 2017. Linebacker Jacob Trump hoisted the Missouri state flag above his shoulder and sprinted forward.

He wasn't the only flag-bearer. The first flag out of the tunnel featured a red-and-white stripe with a lone white star on a blue background. Texas. J'Mon Moore grasped the flagpole with his left hand. Just a week earlier, Moore's hometown was ravaged by Hurricane Harvey. Parts of Missouri City, Texas, were still underwater.

It was a heartfelt statement from a unique player. Once again, Moore was speaking up in his own way.

THE HORRORS OF THE STORM

No matter where Betty Jones Moore went, the shelves were bare. The smaller grocery stores were hopeless. Most had been picked dry days ago.

Citizens of Missouri City and the Houston area had better luck trying to make their way through the herd at Kroger to find any last scraps of fruit. The stores were replenishing as fast as they could before the storm hit.

Hurricane Harvey was a day out from Houston, and the city had finally started to realize what was coming. The storm had intensified from a tropical storm to a Category 4 hurricane within 48 hours and was expected to bring upward of 40 inches of rain to the area.

While her son prepared to play the first game of his senior season against Missouri State in Columbia, Jones Moore chose to stay home, in a city just 17 miles outside Houston, instead of evacuate. Her first concern was that her daughter's Mercedes would be covered with water. Moore called constantly from Missouri to make sure his family was okay.

Soon, the storm was upon them. "It looked like the scene of a horror movie," Jones Moore said.

Harvey made landfall over Corpus Christi, Texas, and continued north, barreling straight toward Houston. It brought 44.91 inches of rain to the Missouri City area while adding even more water with a storm surge that reached up to 4 feet.

What the water didn't touch, the winds did. The hurricane inflicted massive amounts of destruction with its initial gusts as well as sprouted multiple tornadoes that damaged the Houston area. One tornado spun right into Missouri City.

As Jones Moore watched the storm batter her home, she noticed bubbles of water forming in the drywall. Water came through the back door of the house, but it never rose above the base-
boads. Her home was one of the lucky ones.

Jones Moore’s home on Declaration Drive is up the road from the pond. The overflow didn’t reach her house, but it spilled into the homes sitting on the corner of the street.

The neighborhood may as well have been an alien planet when she was finally able to venture outside. It was impossible to tell what damage was caused by the hurricane or by a tornado. A block away from Jones Moore’s house, the roads were barricaded and the floodwater reached the roofs of cars parked along the street. The electrical lines were damaged, and the neighborhood’s electricity flickered in and out.

Dennis Brantley, Moore’s coach at Elkins High School, used social media to make sure players were safe. Like Jones Moore, the coach chose to wait in his home for the storm to pass.

Elkins is just 26½ miles southwest of downtown Houston and sits in an area full of lakes and rivers. By the time the hurricane had swept over the city, two of Moore’s old practice fields were under 4 feet of water.

COMING INTO HIS OWN

When Moore first walked onto the Elkins High School field as a freshman, Brantley immediately noticed his potential. He also saw a kid that needed to be whipped into shape.

Sometimes, the receiver would pout if a pass wasn’t thrown his way. His punishment? A tongue-lashing in front of the entire team.

“A lot of times, good athletes are selfish,” Brantley said. “You’ve got to beat it out of them one way or another.”

Moore had matured by the time he came to Missouri, but his fundamentals were still inconsistent. He struggled with focus and was as eager as he was impatient.

“He was a pain in the butt,” said Andy Hill, the wide receivers coach. “He’s had to question the receiver’s athleticism, and quarterback Drew Lock said Moore’s work ethic is one of the best on the team. The receiver has always been outspoken; he helped organize the 2015 football team boycott.

Moore had developed into an explosive player for the Tigers by 2016, and an early-season game against Georgia seemed to symbolize the early portion of his college career. He torched the Bulldogs’ secondary throughout the night, darting past defenders for two touchdowns.

But the receiver’s explosive plays were overshadowed by a fourth-quarter miscue. Georgia led 28-27 with a minute left when Moore caught a pass around the 45-yard line. He had open field ahead. But, as Moore sprinted past midfield, a Georgia defender poked the ball out of his hands. The Bulldogs recovered the fumble, and the game was over.

Moore hung his head as he walked to the sidelines. Instead of the hero, he was the goat.

Though he could have passed up postgame interviews that night, Moore spoke to reporters minutes after the heartbreaking defeat. He admitted he lost focus on the final play. He said it was the toughest loss of his career.

He took responsibility. He showed maturity, growth.

DEVELOPING A PRESENCE

Video cameras, voice recorders and cellphones danced in front of DeMontie Cross’ face after the first fall practice of 2017. Pens scribbled on notepads, and the August sun beat down like a hammer on a stubborn nail.

But the biggest distraction to Cross, Missouri’s former defensive coordinator, was not the heat or the phones or the scratch of pens on paper. The biggest distraction came from a 6-foot-3 wide receiver fidgeting and waving behind the throng of reporters.

Moore was not going to leave the crowd until Cross gave him a shoutout. The coach finally worked Moore’s name into an answer about leadership, and the wide receiver gave an appreciative nod. He wandered away, chuckles following him into the locker room.

It was a classic Moore moment. The redshirt senior was the center of attention, his goofiness on display for the world to see.

Moore has always exuded confidence in his actions, no matter if they’re serious or silly. It’s helped him become one of the faces of Missouri football.

When former Tigers standout Justin Britt hosted a free summer football camp in Lebanon, Missouri, he wanted three current players to join him. The center, now playing in the NFL with the Seattle Seahawks, asked Drew Lock, Paul Adams and Moore for help.

It was a sign of how the receiver’s role has developed. He is more of a leader, someone Britt wanted at the camp.

The receiver is still not perfect — Hill said he can be a bit abrasive toward teammates — but maturity has always been a process for Moore.

“Every year, he’s moved the needle,” Hill said.

Adams said Moore will challenge him while he bench-presses. If the receiver thinks Adams can lift more, he’s not afraid to yell over to him. The 315-pound lineman listens; if J’Mon says he can do it, it’s worth a shot.

Way to go TIGERS!!
YOU MAKE US PROUD!!

CONGRATULATIONS
Drew Lock #3
FOR AN EXCEPTIONAL YEAR!

Carol Miller, CEO
Missouri wide receiver J’Mon Moore adjusts his helmet before the Tigers’ Nov. 4 game against Florida on Faurot Field. Photo by Emily Nevils/Missourian

Moore has always been a ball of energy. His mother said he’d get in trouble for doing flips off walls in middle school. Missouri has managed to harness Moore’s electricity, and it’s paying dividends on the field.

“I think he’s still goofy, but he knows that the time is dwindling down with college football,” Adams said. “He’s taking it a lot more serious.”

Moore’s 2017 season has been the most successful of his career. He earned All-SEC honors, was second in the conference in receiving yards and led the Tigers’ wide receivers with 10 touchdown receptions. When his Missouri career is over, he will go on to play in a senior all-star game. If all goes well, he will be selected in April’s NFL Draft.

But first up is the Texas Bowl on Wednesday in Houston. It will be Moore’s first trip home since the hurricane hit.

**Homeward Bound**

Brantley had to wait for the alligators to leave the Elkins football fields. There were two. In the flooding, they were able to swim over the gates that protect Elkins’ practice fields. Moore’s former stomping ground looked like a lake.

As the water drained away, the alligators followed suit. When Brantley and the players were able to walk on the fields without sinking into mud, they took sticks to sweep the ground for snakes that had taken up residence.

The rebuilding of Houston is nowhere near complete. Parts of the city remain destitute. The city is still working to clear debris and trash.

As they worked toward rebuilding their hometown, they saw a video of Moore sprinting onto Faurot Field, raising the Texas state flag above his head before the season opener.

“He’s using his voice and the spot that he’s in to help others and fight for what’s right,” Brantley said. “I’m very proud of him.”

As he returns to Texas, Moore will see how far his city has come. His city will see how far he’s come, too.

“Everyone’s working together to get it back up and running to how it was,” Moore said. “It’s just a blessing to come from a place like that that is able to take adversity.”

The Missouri State game was an emotional start to his final season with the Tigers, and Wednesday will be an emotional finish. He’ll get to play in the Houston Texans’ stadium in front of family, friends and coaches.

“That’s a crazy finale,” Moore said. “It don’t get no better than that.”

Once again, he will carry the Texas flag onto the field.

“He knows that the time is dwindling down with college football. He’s taking it a lot more serious.”

- Paul Adams
DARKOW Poster
“Winner, Winner, Chicken Dinner!”

2 Sizes to choose from

11”x 17”  14”x 20”

$20*  $25*

Cardstock Print Signed By Artist
Suitable for framing

*Shipping & Handling may apply  Limited Quantity Available
A season in photos

From the depths of a 1-5 start, the Missouri football team rallied to a 7-5 finish in the regular season and a berth in the Texas Bowl, making for some indelible images along the way.

RIGHT: Missouri safety Anthony Sherrils and wide receiver J’Mon Moore pray before the Oct. 21 Homecoming game against Idaho on Faurot Field. Photo by Emil Lippe/Missourian

BOTTOM LEFT: Missouri wide receiver Emanuel Hall runs upfield after a catch in a game against Florida on Nov. 4 at Memorial Stadium. Photo by Jessi Dodge/Missourian

BOTTOM RIGHT: Missouri quarterback Drew Lock throws a pass during a game against Auburn on Sept. 23 at Memorial Stadium. On Dec. 4, Lock was named first-team All-SEC by The Associated Press. Lock leads the nation with 43 touchdown passes — 17 more than the next-closest SEC passer. Photo by Marta Payne/Missourian
Missouri defensive back Anthony Sherrills hugs his mentor, Tyrone Flowers, as fireworks erupt in the background during Missouri’s senior night festivities before the Tigers’ Nov. 11 game against Tennessee on Faurot Field.

Photo by Claire Rounkles/Missourian

Missouri tight end Kendall Blanton catches a 5-yard touchdown pass while Florida defensive back Jeawon Taylor defends during a Nov. 4 game.

Photo by Emily Nevils/Missourian

Missouri running back Ish Witter and tight end Albert Okwuegbunam celebrate Witter’s 15-yard touchdown reception against Florida on Nov. 4 on Faurot Field. Witter had 83 rushing yards in the win.

Photo by Emily Nevils/Missourian
Missouri Athletics creative video intern
Davis tells the Tigers’ stories; this is his

BY ANNE ROGERS
sports@columbiamissourian.com

"Columbia, Missouri."
Orange and red leaves on trees around campus flash across the screen. The street lights lining Ninth Street. The statue at Tiger Plaza and Memorial Student Union. Ellis Library and Jesse Hall and the historic Columns and the wooden walls of Shakespeare's Pizza. Eric Church's song "Give Me Back My Hometown" fades in.
"Show me a place like this," a voice continues as more pictures flash onto the screen. "A place that brings back memories like these."
The rest of the 2-minute, 41-second video continues with Church's song and voice-overs by former football players. And as the camera pans over fans at Memorial Stadium, the words "WELCOME HOME" appear on the screen.
"We've missed you."
The video — created for Missouri's 2016 Homecoming game — is an Eichel Davis masterpiece. Davis is a digital storytelling senior at MU. He's also a Missouri Athletics creative video intern.

He's otherwise known as the "Mizzou hype man."

You might recognize some of his videos from various MU Athletics social media accounts.

"(Eichel Davis) showed me a week earlier the hype video for (the Nov. 10 men's basketball game against Iowa State)," Missouri assistant director of strategic communications Shawn Davis said. "And I was like, 'Oh, my god. The roof is going to blow off that building.' When it does come on, I'm looking around, and the place is going bananas. And he was kind of the hype man."

For all the hype he creates, Eichel Davis is a calm guy who has a passion for video and sports. He uses video as a creative outlet to tell people's stories, but there's more to him than the videos he creates. The people who know Davis call him one of the coolest guys they know. He's goofy, and he's kind. He's a right-hand man. He's the kind of guy you call when you're in trouble.

Davis likes to tell other people's stories. This is his.

From weather to video

Davis grew up in St. Louis. He went to Westminster Christian Academy, also home of Missouri baseball player Brett Bond. Davis and Bond have been friends since sophomore year of high school. Bond played, and Davis was a manager.

"I wanted to play for like five seconds," Davis said. "I'm not very athletic, if you can believe that."
Instead of playing, Davis turned to managing and videos. But, when he came to MU, he came as a meteorology major. He switched after his first semester — a conversation with a friend sticks out as one of the reasons why.

"We were talking about what we did in high school, and I told her everything I did, and she was like, 'Why the hell are you doing meteorology?'" Davis said. "And I was like, 'I don't know; I like weather.'"

Davis thought about it, and he realized he needed to use his video skillset in a future job. So he switched his area of study to journalism and then digital storytelling.

He also began working as a manager for the Missouri baseball team when he arrived on campus and created videos for social media. But it wasn't until two years later that he expanded his talents across the athletic department.

Shawn Davis, Eichel Davis' boss while he worked on baseball content, called the student manager into his office one day in the summer of 2016. The sports information director saw potential in the soon-to-be junior, but Shawn Davis needed more proof. So, instead of strictly managing the baseball team at Taylor Stadium, he proposed that Eichel Davis come over and work with him at the Hearnes Center.

The simple meeting had turned Eichel Davis' life around.

"I didn't think it would impact my life for the next two years," he said.
"I guess you never know that those moments will impact your life."

Ever since Davis joined forces with Caroline Hall — another creative video intern who works primarily with the football team — the two have been unstoppable. Davis calls Hall one of the best in the business.

Hall and Eichel Davis have changed the landscape of what Mizzou Athletics does with video on social media, Shawn Davis said.

"Wherever they go, they're going to take that school or organization to the next level," Shawn Davis said. "It's like, 'Holy cow, I hope they're here.' It's like a five-star recruit, but a video kid."

More than just a hype man

Davis has three goals:
1. Be a Division I athletic director.
2. Be an author.
3. Have a show on Netflix — preferably one of his book series coming to life.

In short: A novel-writing athletic director who just happens to have a show on Netflix.

"It sounds cool, doesn't it?" he said.

Davis likes people — it's why he likes to tell their stories through video. He calls himself "people-centric," and he notices that Missouri football coach Barry Odom and athletic director Jim Sterk are people-centric, too. It's how Davis hopes he'll run his athletic department one day.

"People first," Davis said. "People, stories, relationships — that's how it should be run. The best businesses, the institutions that last, are the ones that are built on people."

He does have one more overarching, people-centric, goal: Make the world a better place.

He wants to accomplish Goals 1 through 3, but he wants it done the right way. He calls himself a social warrior.

"Always being a nice person, treating every person with empathy, because every person deserves empathy," Davis said. "It's the thing that every person
Missouri senior Eichel Davis works on a Missouri athletics hype video on his computer Dec. 5 in Columbia. Davis is one member of a team that works to create the hype videos for various MU squads, but he got his start with the baseball team. Photo by Jessi Dodge/Missourian

“I DIDN’T THINK IT WOULD IMPACT MY LIFE FOR THE NEXT TWO YEARS. I GUESS YOU NEVER KNOW THAT THOSE MOMENTS WILL IMPACT YOUR LIFE.”

- EICHEL DAVIS, DIGITAL STORYTELLER

Missouri senior Eichel Davis works on a Missouri athletics hype video on his computer Dec. 5 in Columbia.

He's trying to be all professional, but he can't keep it in.

Berler's favorite video Davis has created — besides the ones of Berler himself, of course — is the Missouri basketball hype video ahead of the season opener against Iowa State. It was the proudest Berler had ever been of his friend, as a sold-out Mizzou Arena — 15,061 people — watched Davis' creation on the video board just before the game started.

That video threw Davis into the spotlight.

“I didn’t think much of it, but little did I know I was about to step into a new world of notoriety at Mizzou,” Davis said. “It’s fun having people know who you are in a place you love so much.”

So, how does it all come together? It seems like magic watching it, but it's countless hours of staring at a computer screen for Davis.

He has a big Mac computer at the Hearnes Center, where he does most of his work. He uses Final Cut Pro — he’s not an Adobe Premiere guy, yet. Sometimes, he’ll work in a conference room at Taylor Stadium with his laptop. Around pictures of Max Scherzer, Ian Kinsler and Rob Zastryzny, Missouri baseball coach Steve Bieser does some recruiting at the same table.

Where the “culture of excellence happens,” Davis said.

Every video has to have an idea, story or concept behind it before Davis can start. Music is next, to set the tone of the video. Davis lets the music dictate how everything flows together. Once the song or songs are chosen, he films what he can — or he goes to the Missouri athletic video archives to find what he needs.

Each season of each sport has its own style, something that he tries to keep consistent throughout all the hype videos he's made. This baseball season, look for the “M.”

“If you’re just like everyone else, then why does it matter?” Davis said.

His general rule: Every 30 seconds of the video is about 45 minutes to an hour of work. The basketball video was an exception, because he had to search through video archives. It took about 10 hours.

Davis lets his passion and love for athletics and video guide him as he does his thing. If it gets him excited, it'll get other people excited.

Excitement is what it’s all about, but the creative video interns must also bridge the gap between Missouri athletes and the fan community.

Perhaps you’ve heard of Missouri football’s new catchphrase — “Keep It Rollin’” — that it adopted after its win over Idaho and kept through its six-game win streak.

Offensive lineman Kevin Pendleton coined it. Odom used it and Davis and Hall brought it to the community. Davis said the duo prides itself on being able to take Odom’s messages to the team to heart like the players do. Everything the head coach says resonates with Davis.

“It’s a simple message, but it’s one that we needed,” Pendleton said. “And it’s cool that (Davis) recognized that.

That’s just his mind working alongside ours, to promote that message to our fan base and those that support us.”

Davis spends a good amount of time in the locker room with the football team. He sees himself as its voice, and he wants fans to buy into the message Odom is preaching.

Berler has high praise for Davis’ ability to reach the fans. Davis is able to communicate to the community exactly who the baseball players are.

“His reach to the fans is the reason why Mizzou baseball is starting to become what it used to be,” Berler said.

“When the fans understand who we are, it’s easier for them to come out and watch us.”

Davis loves the University of Missouri. It’s evident in his work. St. Louis and Columbia are his two homes that have shaped who he is. He admits it: Home is a place he likes way too much.

But he’s able to use that passion in his videos to make other people who love home so much feel something great.

So Missouri fans, students and alumni can feel a flood of memories rush through them when they hear, “Columbia, Missouri.”

Supervising editors are Brooks Holton and Pete Bland.
YOU CHEER
WE DELIVER.
schnucksdelivers.com

GOOD LUCK TIGERS!