

ARKANSAS STATE UNIVERSITY

SPORTS INFORMATION OFFICE

P.O. Box 1000 • State University, Arkansas 72467 • 501-972-2077

Jerry Schaeffer, Director
Gina Bowman, Assistant

February 16, 1983

To Whom It May Concern:

In 1979 a representative of the state Labor Department visited the Sports Information Office at Arkansas State University to write official job descriptions for those employed in that office.

In 1980 her report was issued, and it resulted in the state legislature authorizing for ASU the position of Sports Information Specialist--a new position--for the work done by the person in the Clerk-Typist role in that office.

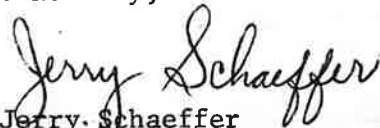
Because of this action, and because of an ever-increasing demand for improved media relations, please consider this a formal request that the second full-time position in the Sports Information Office at ASU be given the state-approved title of Sports Information Specialist. This would make the title of the job equal to the job's duties and responsibilities.

Dr. J.W. Mason, personnel director at ASU, has confirmed that this position exists on the state job classification chart for ASU, that it is being funded as such, and that no one currently occupies the position.

The person who has been filling that role for the past seven years, Gina Bowman, meets all the qualifications for that position. She has a bachelor's degree in journalism and has working newspaper experience. Therefore, it is appropriate that she be given that title.

Please give this request the fullest consideration. Thank you kindly.

Sincerely,



Jerry Schaeffer
Sports Information Director

POSITION DESCRIPTION

303

Position No./Item No. _____

OPM 045

Class Code _____

1. Mr. Last Name First Middle Initial
 Mrs. Bowman Regina G.
 Miss

4. Agency/Institution
 Arkansas State University

2. Official Title of Position
 Clerk-typist I

5. Division or College
 Athletics

Usual Working Title of Position
 Sports Information Specialist

6. Section or Other Unit of Division or College
 Sports Information

3. Regular Schedule of Hours of Work

7. Place of Work or Headquarters (Room No. & Bldg. Name)
 Indian Fieldhouse

	From	To
Mon.	_____	_____
Tues.	_____	_____
Wed.	_____	_____
Thur.	_____	_____
Fri.	_____	_____
Sat.	_____	_____
Sun.	_____	_____
Length of Lunch Period	_____	_____

Total Hrs. per Wk. 40-60
 Explain rotation of shifts, if any:

8. Is your work Full-Time? Part-Time? Temporary?
 If work is part-time or temporary, indicate part of year or proportion of full-time: _____

Hrs. of "On-Call" Time
 per Wk. 25

9. Do you receive any maintenance (room, meals, laundry, etc.) in addition to your cash salary? Yes No
 Explain: _____

10. Describe below in detail the work you do. Use your own words, and make your description so clear that persons unfamiliar with your work can understand what you do. Attach additional sheets if necessary.

% TIME	WORK PERFORMED	LEAVE BLANK
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NOTE: All of these duties are under supervision or assignment from sports information director, and therefore, through his teaching, I must be prepared to handle daily functions of sports information office when he is away from the office, on the telephone, in conference or out of town on business.

These services are required of me in all sports (both men and women): must provide professional services to media at all athletic events including accurate statistical information, background information, team rosters, records, etc.; provide play-by-play account and/or statistical work; occasional public address work at certain athletic functions; offer assistance to visiting media; be prepared to answer any and all questions concerning Arkansas State and its athletic programs; solve problems which could arise during operation of press box; interpret statistics; am required to attend ALL home athletic contests for men and women and make certain road trips when nature and prominence of event require additional background or coverage (such as ASU-Alabama football in 1982); aids Sports Information Director in screening and distributing press and parking passes to media; arrange interviews for media representatives by setting up interviews through personal contact or by telephone; must coordinate times and places for interviews and make necessary introductions of athletes/coaches to media; often offer suggestions to writer or radio/tv interviewer for feature material and questions for interview; offer background information and current statistics on coaches and athletics; occasionally entertain and provide extra services to visiting media--provide transportation; arranging and confirming motel accommodations; accompanying visiting media to interview site (stadium, coaches' offices and sometimes coaches' homes); assist media in interview situations (setting up or holding lights, carrying equipment, etc.)

11. Name and Title of Your Immediate Supervisor:
 Jerry Schaeffer, Sports Information Director

SEE ATTACHED SHEET
 (work performed con)

12. Give the name and payroll titles of employees you supervise, if five or fewer. If you supervise more than five employees, give the number under each title. If you supervise no employees, write "none."
 Anita Lindley, women's information director; Ron Smith, student worker, John Eckert, student worker

13. Machines or equipment used regularly in your work. Give per cent of time spent in operation of each:

Mimeograph machine	2 %	3M VRC Remote Telecopier	5 %
Spirit Duplicating Machine	1 %	Video Display Terminal	0.5 %
Typewriters (manual and IBM Selectric)	20 %	Folding Machine	1 %

14. What are the nature and extent of instructions you receive regarding your work?
 Sports Information Director instructs me to start and complete any job assigned to me or jobs taken upon my own initiative.

15. What are nature and extent of the check or review of your work?
 My work is reviewed by the Sports Information Director. He either gives an okay or suggests changes, corrections, edits, makes additions, etc.

16. Describe your contacts with departments other than your own, with outside organizations, and with the general public.
 Printing dept.--printing of brochures, pamphlets, ticket fliers, etc.
 Journalism dept.--regarding use of student labor, contacts with school newspaper, etc.
 Admissions--concerning recruiting of students; public relations--concerning all PR for University; Purchasing--paper work & purchases, administrative duties, program bids;

CERTIFICATION: I certify that the above answers are my own and are accurate and complete.
 Date February 15, 1983 Employee's Signature Regina G. Bowman

STATEMENT OF IMMEDIATE SUPERVISOR

17. Comment on statements of employee. Indicate any exceptions or additions.
 Above descriptions are accurate

18. What do you consider the most important duties of this position?
 It is imperative that this position be upgraded to the role of Sports Information Specialist, as authorized by the state classification system. In recent years it has become obvious, especially with the increased duties and responsibilities brought about by constantly upgraded demands of both the ASU administration and the news media we

19. Does this position involve typing?
 No
 Yes - Give % of time spent in typing %

20. Does this position involve shorthand?
 No
 Yes - Give % of time spent in taking shorthand. %

Date 2-16-83 Immediate Supervisor's Signature Jerry W. Schaeffer

STATEMENT OF AGENCY DIRECTOR/INSTITUTION HEAD OR DESIGNATED REPRESENTATIVE

21. Indicate the qualifications which you think should be required in filling a future vacancy in this position. Keep the position itself in mind rather than the qualifications of the individual who now occupies it.

	Minimum Qualifications	Desirable Qualifications
Education - Secondary:		
Education - Postsecondary:	Bachelor's Degree	
Experience, length in years and type:	Newspaper, Radio-TV or Public Relations (1-2 years)	
Licenses, certificates, or registration:	None	
Special knowledge, abilities and skills:	Sports	

22. Comment on the above statements of the employee and the supervisor. Indicate any inaccuracies or statement with which you disagree.

Date _____ Agency Director's/Institution Head's Signature _____

Personnel dept.--ofc labor (SEE ATTACHED SHEET) No. 16

SEE ATTACHED SHEET NO. 18

WORK PERFORMED CONTINUED

Writing: must demonstrate ability to write creatively (qualifications include bachelor's degree in journalism and writing experience of 7 years in SID office, stringing work for Little Rock and Pine Bluff newspapers); accept assignment from sports information director and follow through from conception of feature idea through interview, preparation and writing of story (story is then submitted for SID approval, typed, duplicated and prepared for mailing or the telecopier).

Publications: Plan and design some athletic programs, promotions and press publications. This requires compilation and editing of information to be used in publication. Publication is then created out, laid out (by arranging for artwork, graphics, type selection, arrangement of photographs, etc.); Must see project through from conception of idea to coordination with printer and okaying for final printing (through proofreading, editing, making necessary changes, etc.).

Miscellaneous: Must be responsible for updating cumulative statistics immediately following each athletic function; maintenance of up-to-date records and research (background) material on each athlete (both past and present) as well as on all coaches; must assist sports information director in planning and coordinating press conferences by collecting necessary background research, duplicating enough copies for attending media, briefing media, etc.); public relations and promotional work for the University; supervise and oversee (assign and monitor work) student labor (3 students); constantly work to maintain working knowledge of each sport, including basics, rules, rules interpretation, have ability to make judgement calls concerning statistical calls, etc.)

No. 16 (continued) -- Outside organizations: Media (Local, statewide, and some out-of-state); commercial businesses (to sell advertising and promote athletic functions, etc.)

To the general public: must show willingness to share and sell ASU's athletic programs to the public. My personal belief is that ASU's athletic teams belong to the general public and it is my responsibility to inform them--either through the media or as an "on-the-street" citizen of ASU's accomplishments, hopes, evaluation of play and strategy, how "we" did, how "we" might do, the future, the past--in short, whatever the general fan is interested in knowing or discussing. Therefore, both the sports information director and I are "on call" practically 24 hours a day.

No. 18 (continued) -- service, that a second position in the Sports Information Office be permitted. Because the SID is required to be out of the office frequently, it is necessary for the good of the university's public relations efforts, that there be a second person able to carry on the functions required. Case in point: while the SID was out of town attending an official function, it was necessary to announce and publicize the extension of a head coach's contract. Only because the person now in the clerk-typist role in the SID office has a degree in journalism and has performed the SID duties for several years was she able to handle this task to the fullest capability. To meet the ever-increasing demands of what has become a more sophisticated electronic media, it is necessary to reclassify the second position in the SID office. Doing so will eliminate the possibilities of the university missing out on some valuable, timely publicity.