

SPORTS INFORMATION

A. Purpose of the Sports Information Department

1. The Sports Information Department is the public relations arm of the ~~ASU~~ Athletic Department assigned to gain public understanding of and support for the University's inter-collegiate athletic program. The Sports Information Department has many "publics" to service, both internally and externally, and achieves this through a variety of means. The most basic of these means is through a close working relationship with the news media.

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2. The key to the success of the Sports Information Department's relationship (and thereby the Athletic Department's relationship) with the news is credibility. In maintaining a creditable image for the Athletic Department, it is extremely important that the SID be well-informed by both the Director of Athletics and the Coaching Staff. News media rely on the Sports Information Department for their information. A well-informed SID can keep Coaches from being bothered by daily requests for information from the news media and can also increase interest in an aspect of the Athletic Department which deserves attention it might not otherwise receive. It is the Sports Information Staff's job to know what is happening in each sport, and it is the responsibility of each Coach to do his or her utmost to keep the SID so informed.

B. Organization of the Sports Information Office

Communications

1. The ~~SID~~^{ASU} Sports Information Office is headed by the Assistant Athletic Director for ~~Sports Information~~. Assisting the SID are the ~~Assistant Sports Information Director~~, the Assistant Sports Information Director, ~~the SID Office Secretary~~ and the Student Assistants. The office is so set up that requests for information on any sport may be handled at any time by either the SID or one of his assistants.

2. Specific responsibilities for each sport are assigned, and Coaches should be aware which person they should work with in the Sports Information Office in coordinating the dissemination of information about their sport. Assignment of responsibilities is reassessed annually. ~~Currently sports are assigned as follows:~~

- a. ~~The Sports Information Director is responsible for Football, assists in Basketball and every other Sport.~~
- b. ~~The Associate Sports Information Director is responsible for Basketball, Swimming and Tennis.~~
- c. ~~The Assistant Sports Information Director is responsible for Track, Women's Sports, Soccer and assists in Football.~~

d Student Assistants help the SID and Assistant SID in all sports and in preparation of home town news releases.

C. News Releases

1. The basic tool of the Sports Information Department for informing the news media is the news release. Whenever there is information of news value to be announced (such as coaching or personnel appointments; announcement of schedules; signing of prospective student-athletes and ineligibilities) the Sports Information Office issues a news release which is distributed to all news media concerned with the announcement. In addition, the Sports Information Office maintains year-round regular Calendar of Events pertaining to the Athletic Department.

2. At no time is news to be released by a Coach or staff member. The Sports Information Office has the professional expertise to handle the release of important news and should always be responsible for the announcing of general news, special or unusual news. When a Coach or staff member has information to be released, he/she may contact the Sports Information Department and give them the facts. Please remember that the preparation of a news release requires a certain amount of time, and give the Sports Information Office ample warning of an upcoming release date. Should a Coach or administrator inadvertently leak a significant news item to a member of the news media, the Sports Information Director must be advised of this fact as soon as possible.

3. Remember, there are NCAA rules regarding what you can and cannot say about prospective athletes and grades of athletes. The Coach and the SID must coordinate news releases to avoid the serious problems that can arise without this coordination. All Coaches are encouraged to talk to the media, and interviews with Coaches and athletes do not have to be cleared by the SID. However, concerning events of an important nature, the Sports Information Office needs to be informed.

D. Interviews

1. A major factor in promoting credibility with the news media for an Athletic Department is to make the media feel that Athletic Department Personnel and Coaches are easily "available" for interviews. Normally a request for an interview will come through the Sports Information Office. The interview will be set up at a time mutually convenient for both the Coach and the newsperson. Coaches are always busy during their seasons, but time spent with the news persons can be valuable, and the Sports Information Director will always do his utmost to make sure the Coach's time will not be wasted.

2. Prior to the beginning of each season the Coach and the Sports Information Director should decide the best times for interviews (for example, from 10:00 a.m. until noon each day). The SID will, in turn, always attempt to have the news media contact the Coach during this time slot so that the rest of the Coach's day is free for coaching. Also, prior to the season Coaches should set policies for news media attendance at practice sessions. Once these policies are set, they should be adhered to all season long. Consistency is also a major factor in building credibility.

3. The ^{ASU} Sports Information Office believes that part of the education of a college athlete is learning how to deal with the media and encourages interviews with athletes. Prior to the beginning of the season Coaches should meet with the Sports Information Staff and set up policies and times about player interviews. The SID Staff will always attempt to set up interviews so they do not interfere with either an athlete's practice schedule or his schoolwork.

E. Brochures

1. The Sports Information Office is responsible for the preparation of media information ~~brochures~~ ^{brochures/packets about} ~~the following sports:~~

- ~~Football~~
- ~~Spring Football~~
- ~~Basketball~~
- ~~Soccer~~
- ~~Women's Sports~~
- ~~Track~~
- ~~Men's Tennis~~
- ~~Men's Swimming~~

and the Associate Athletic Director

The number of media guides and size of the guide will be determined by the Sports Information Director, the Coach of the sport involved, ~~the Associate Athletic Director for Business Affairs~~ and ~~the Associate Athletic Director for External Affairs~~. Each of these persons will give the SID the number of brochures necessary to fulfill their needs. ~~The Budget Office will~~

~~assure the quantity and printing costs coordinate with the budget. The media guide will be listed under the ~~ASU~~ budget of ~~the~~ ^{each of the} Information Department and it will be the SID's responsibility to control costs to fall within the budget set by the guide.~~

2. The content of the media guide will be decided upon by the Coach and the SID Office with direction from the Director of Athletics. The printing of a media information guide is a major project, and the proper amount of time should be set aside for preparation. ~~Coaches and SID Staff responsible for publication of that sports guide should meet before preparation of the material in order to set up the following:~~

each of the particular sports

- a. Completion of information biographical forms by athletes
- b. Photographs of individual athletes
- c. Team photographs
- d. Cover photographs
- e. Other information to be included in the guide

3. Following is a schedule for publications by the Sports Information Office for 1986-87:

1986-87 SMU Media Guide Schedule

<u>Publication</u>	<u>Start Editorial Work</u>	<u>Final Copy to Printer</u>	<u>Delivery</u>
<u>Football</u>	<u>February</u>	<u>1st week of July</u>	<u>August</u>
<u>Soccer</u>	<u>May</u>	<u>1st week of July</u>	<u>August</u>
<u>Track</u>	<u>July</u>	<u>October 1</u>	<u>Oct. 31</u>
<u>Men's Swimming</u>	<u>August</u>	<u>2nd week of Oct.</u>	<u>Nov. 1</u>
<u>Women's Sports</u>	<u>August</u>	<u>Last week of Sept.</u>	<u>Oct. 15</u>
<u>Men's Basketball</u>	<u>August</u>	<u>October 15</u>	<u>Nov. 1</u>
<u>Men's Tennis</u>	<u>October</u>	<u>December 1</u>	<u>Dec. 15</u>
<u>Spring Football</u>	<u>February</u>	<u>Week after Spring Game</u>	<u>May 15</u>

F. Photography

1. All still photography in which a cost is involved needs to be coordinated through the Sports Information Office. Prior to the beginning of each sport each season the Sports Information Department will contact the Coach and set up a day and time for taking pictures of the team.
2. Individual head shots in black and white will be taken of every athlete in that sport. Black and white action shots and any color photography are optional, and it is the responsibility of the Sports Information Office to assure that such photography is covered by the budget.
3. A color ^{posed} shot ~~and action shots~~ of each senior athlete will be made for use during the ~~Annual ASU Letterman's Club~~ ^{Annual ASU Letterman's Club} Banquet at the end of the school year.

G. Travel

1. The Sports Information Director and/or the Assistant Sports Information Director will travel to each road Football ~~and Basketball~~ game. Additionally, the Sports Information Director

and as many of the road basketball games as the budget will allow.

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3. The Pressbox is a working office and the sidelines are restricted to photographers reporting on newspaper, magazine, wire service or TV station. By Southwest Conference regulation, there are no freelance photographers allowed on the sidelines. When in the Pressbox at Texas Stadium or on the sidelines, ~~remember you are in a working office.~~ ^{In working press areas.} Conduct yourself in a professional manner.

I. Scouting Passes

1. When arranging scouting credentials, please go through the Sports Information Office. This allows the SID Office to coordinate with other schools so that a scout will never show up unannounced at a visiting stadium and find no seats available. ^{seats}

2. ^{ASU} needs also to be aware of any scouting requests, both college and professional. In no instance will the SID Office secure a pass for anyone who is not actually scouting a game, such as a friend. A person who is not actually scouting an ~~ASU~~ game will not be allowed in the ~~ASU~~ Pressbox area, regardless of whether they have a Credential. Friends who show up with scouts will be seated in the stands and the ticket will be charged to that sport.

J. Programs

1. For the ~~1985-87 school year~~, Host Commitments of Lexington, Kentucky, will handle ~~sub-commitments~~ and distribution of football and basketball game programs. The SID Office is responsible for editorial content of ~~host~~ programs, and production scheduled will be arranged with host commitments to insure proper preparation of materials for both programs. Generally standing material will be delivered to Host Commitments by July 16 for football programs and by October 1 for basketball programs. ~~Game by game material will be delivered to Host Commitments 10 days prior to the game dates.~~

2. If a Coach or staff member drives a courtesy car ^{and} his automobile dealer receives a free ad in the Program, ~~each summer~~ in ~~the Assistant Sports Information Director's~~ office, each car dealer about the ad and informs him as to the deadline for the ad copy to be turned in. ~~if you are in doubt as to whether or not your car dealer has been contacted, check with the Assistant SID.~~

It is the coach/staff member's responsibility to insure that ad contract and all copies are turned in to the SID by the required deadlines. Otherwise the ad space will be used for other materials.

- j. ~~First game day - Programs delivered to Texas Stadium.~~
- k. ~~Week following first game - Invoices for ad payment and copy of program mailed to advertisers.~~
- l. ~~Wednesday 10 days ahead of each game - Copy for next game's change pages turned in to printer.~~
- m. ~~September - Push for Basketball Program ads.~~
- n. ~~November 15 - Final deadline for Basketball Program ads. Begin turning copy over to printer.~~
- o. ~~One week before first game - Program printed.~~
- p. ~~Week after first game - Basketball Program invoices in mail to advertisers.~~

3. The Sports Information Office is responsible for coordinating with the printer for prompt delivery of ~~the programs~~ Programs on game day. ~~The SIO Office is responsible for final accounting of game day program sales and for turning this money and accounting over to the University Athletic Director for Business Affairs.~~ The SIO Office also is responsible for seeing that complimentary copies of the Programs are delivered to those staff members who requested same.

~~* Cooperation~~

~~Coaches and staff members will frequently be asked about specific subjects and asked to grant interviews. They should cooperate at all times and show all newsmen every courtesy. There will be instances when a Coach may not want to grant an interview with a reporter because of "personal differences." However, the Coach must remember that he/she represents the entire University community, and therefore, has a responsibility to the University to obtain as much favorable publicity as possible.~~

~~* Criticism and Fact~~

~~In the best interest of the University and the Athletic Department, a Coach or staff member should not at any time criticize his superiors, our conference, officials, an athlete or any other Coach or Team. Remember again, it is not always easy to withhold comments, but remember that unfavorable comments are not in the best interest of the University and ultimately cannot be beneficial to the Coach or the program.~~



K. Additional Responsibilities

The SID will arrange and coordinate all Athletic Department press conferences; entertain and accommodate media representatives during their visits on campus; maintain a file on each of the university's coaches and scholarship athletes; provide game coverage to wire services and other media who request it; maintain historical records and statistics on the athletes, coaches and various sports; provide video-taped highlights and taped interviews to requesting radio and television stations; and provide other standard public relations services.