

MEDIA INFORMATION

The Baylor Athletic Communications Office appreciates your interest in Baylor Football and looks forward to assisting you during the 2011 season. Our offices are located on the second floor of the Simpson Athletics and Academic Center on South University Parks Drive.

To better assist in your coverage, please take time to read the information found on the ensuing pages in this almanac. These policies have been established in consideration of the media's needs, as well as those of Baylor's student-athletes and coaches to create a positive work environment for all concerned.

If additional information or assistance is required, please contact **Heath Nielsen**, Assistant AD for Communications, or any other member of the Baylor Athletic Communications staff. We appreciate your coverage of Baylor Football and look forward to working with you this season.

BAYLOR MEDIA SITE

An all-encompassing media page can be found on Baylor's website at: <http://www.baylorbears.com/ot/bay-media.html>. Among the information available at this site are links and pdfs of statistics, game notes, quick facts and directions as well as photo/logo downloads and video FTP information.

For access information, please contact a member of the Baylor Athletic Communications staff.

DAVE CAMPBELL MEDIA CENTER

The Dave Campbell Media Center, located on the fifth level of the Floyd Casey Stadium skybox complex, opens three hours prior to game time. The working press box and TV booth are located in the center of the fifth floor, while the radio and coaches booths are at the far ends.

Meals will be served two hours before kickoff. Media credentials are required for admittance to the press box and for meals.

Game notes and programs are provided prior to the game. Play-by-play, stats and quotes are provided during and after the game.

Complimentary wireless Internet is available in the working media area. On game day, Baylor telecommunications representatives will be on hand to assist media members.

SIDELINES

Baylor follows guidelines set forth by the NCAA Public Relations Committee, the NCAA Football Rules Committee, the American Football Coaches Association and the National Press Photographers Association. Photographers are not permitted to shoot between the 25-yard lines and must wear photo vests and have credentials visible at all times.

In an effort to insure the best possible working conditions for media photographers, uniformed security personnel will be patrolling the sidelines. Anyone holding a media pass who is not actively involved in coverage of the game will be escorted from the sideline. Similar procedures will be in effect in the press box.

WEEKLY PRESS LUNCHEON

Head coach Art Briles and requested football student-athletes meet with the media each Monday preceding a game in the Simpson Center Media (XTO) Room. Lunch is served at 12:30 p.m., followed by interviews.

Requests for specific interviews with student-athletes or assistant coaches should be made to **Brad Sheffield** at bradley_sheffield@baylor.edu by **4 p.m. Sunday** preceding the media luncheon.

ADDITIONAL INTERVIEWS

In addition to Monday's media luncheon, Baylor student-athletes (Tue., Wed.) and Coach Briles (Tue., Wed., Thu.) will be available for in-person or phone interviews before practice. Coach Briles requests should be directed to **Heath Nielsen** at heath_nielsen@baylor.edu. Player requests should be directed to **Brad Sheffield** at bradley_sheffield@baylor.edu.

All interview requests must be coordinated through the Athletic Communications Office with at least one day advance notice. Student-athlete's phone numbers will not be given out. Coaches and student-athletes are not available for interviews the day before a game or on game day.

DIRECTIONS TO FLOYD CASEY STADIUM

Floyd Casey Stadium is located just off Valley Mills Drive, between Dutton and Clay avenues, in Waco. The facility easily is accessed from various locations:

- **From the north**, drive south on I-35, take Valley Mills Drive exit to west. Stadium is approximately one mile on right. Follow directions into stadium lots.
- **From the south**, drive north on I-35, take Valley Mills Drive exit to west. Stadium is approximately one mile on right. Follow directions into stadium lots.
- **From the west**, drive east on Hwy. 84 to Franklin/Waco Dr. split. Take Franklin to the right, go to 32nd street, turn right and go past Hart-Patterson Track & Field complex into stadium lots.
- **From the east**, take Hwy. 84 to I-35. Turn south on I-35 (left) and follow directions listed above.
- **From northwest**, take Hwy. 6 to Hwy 84, follow directions listed above.
- **From southeast**, take Hwy. 6 to Bus. 77. Turn left and take Bus. 77 to University Parks Dr. Turn right on University Parks to I-35. Go under and take I-35 to south.

DIRECTIONS TO HIGHERS ATHLETIC COMPLEX

The Highers Athletic Complex, which includes the Simpson Athletics and Academic Center and the Allison Indoor Practice Facility, is located on the south bank of the Brazos River at 1500 South University Parks Drive in Waco. Those traveling to the Highers Complex via Interstate 35 should take the University Parks Drive exit (#335B); the facility is located one-half mile east of Interstate 35 (left side of road), just past the Mayborn Museum.

SUNDAY AVAILABILITY

Baylor head coach Art Briles will hold a media briefing in his office each Sunday at 1 p.m. CT during the season.

Media members wishing to participate via phone may do so by contacting a member of the Baylor Athletic Communications staff. Excerpts will be available on Baylor's official website, www.BaylorBears.com, by 6 p.m. CT each week.

POSTGAME INTERVIEWS

The Baylor locker room is located below the north end zone at Floyd Casey Stadium. The visiting locker room is located beneath the east stands.

Baylor coach Art Briles and requested players will be available in the team meeting room approximately 10 minutes following the game. Baylor's locker room will remain closed following games.

Baylor University is committed to a policy of equal access for both male and female reporters and photographers.

The visiting SID will establish visiting locker room admittance policies.

BIG 12 TELECONFERENCE

Baylor head coach Art Briles will participate in the Big 12 Conference's weekly teleconference. The teleconferences will be conducted each Monday from Aug. 29 until Nov. 28 from 9:50 a.m. until 11:20 a.m. CT. Briles' scheduled time is 11 a.m. to 11:10 a.m. CT each Monday.

Media representatives wishing to participate in the teleconference should contact the league communications staff for further details. A replay of the briefing will be available after 4 p.m. CT.

PRACTICE COVERAGE

Tuesdays and Wednesdays, head coach **Art Briles** and/or student-athletes can be interviewed prior to practice at the practice fields. A member of the Baylor Athletic Communications staff will be on hand at every practice to assist the media.

Check with the Baylor Athletic Communications office for status of media attendance at Baylor football practices. When practice is open, video and still photographers may shoot the pre-practice (stretching period) and the first 20 minutes of actual practice time. At no time should photographers shoot from the end zone.

MEDIA INFORMATION

MEDIA CREDENTIALS

Requests for working media and photo credentials for Baylor's 2011 home games should be made in writing by sports editors or sports directors of accredited media outlets on company letterhead. Requests should be made as early as possible and should be limited to working media only. Requests made within seven days of the game may not be considered.

Send credential requests to Nick Joos, Executive Associate AD for External Affairs: nicholas_joos@baylor.edu or fax 254-710-1369.

Credentials will be mailed to the requesting individual or organization if time permits or sent to the visiting school's media relations director for distribution. Credentials can also be picked up in the Media Relations Office located at the Simpson Center or on game day at media will call in the elevator lobby of the Floyd Casey Stadium press box.

Media parking at Floyd Casey Stadium is available on a limited basis on the west side of the stadium. Requests for parking passes should be made well in advance to the Media Relations Office.

UNAUTHORIZED CREDENTIAL USE

Credentials will be issued to working media only. Media credentials are not transferable and use by anyone other than members of the working media is unauthorized. Media credentials used in an unauthorized manner will be revoked immediately. News organizations allowing unauthorized individuals to use credentials will have their credentials revoked for the remainder of the year.

WEB-BASED MEDIA

Web-based media from sites affiliated with established, nationally recognized news-gathering organizations are eligible for media credentials. Online media with an emphasis on the recruitment of potential student-athletes (that meet the above qualification) can request one (1) credential for the purpose of writing a game/event recap.

Credentials will not be granted to any online agency operating sites that are in any way affiliated with gambling. Nor will credentials be granted to "fan-submitted" or un-edited sites that are not affiliated with an established news-gathering organization and/or sites whose sole entity is fan-generated message boards that allow the posting of anonymous comments.

COLLEGEPRESSBOX.COM

CollegePressBox.com, the official media website for Big 12 football, includes game notes, stats and media guides from the conference and member schools throughout the season. Login information is distributed by the conference office to accredited media or you can apply for a password by sending an e-mail to password@collegepressbox.com.

BAYLOR VIDEO HIGHLIGHTS FTP SITE

Baylor provides broadcast-quality video of home game postgame highlights via FTP download. Contact Baylor Athletic Communications for more information.

SOCIAL MEDIA

In addition to following the most up-to-date information on Baylor's Official Athletics Site, www.BaylorBears.com, Baylor's official football blog — *This is Bear Country* — offers behind-the-scenes insight into the Bears' football program.

Additionally, the Baylor Athletic Communication office runs the Official Twitter feeds for Baylor Athletics (@BaylorAthletics) and Baylor Football (@BUFootball).

OPPONENTS' ATHLETIC COMMUNICATIONS DIRECTORY



Fri. **GAME 1 — TCU**
 Sept. 2 *Waco, Texas (Floyd Casey Stadium)*
 7 p.m. SID: Mark Cohen (m.cohen@tcu.edu)
 ESPN Phone: 817-257-5394
www.GoFrogs.com



Sat. **GAME 2 — STEPHEN F. AUSTIN**
 Sept. 17 *Waco, Texas (Floyd Casey Stadium)*
 6 p.m. SID: James Dixon (jdixon@sfasu.edu)
 Phone: 936-468-2606
www.SFAJacks.com



Sat. **GAME 3 — RICE**
 Sept. 24 *Waco, Texas (Floyd Casey Stadium)*
 6 p.m. SID: Chuck Pool (cpool@rice.edu)
 FSSW Phone: 713-348-5775
www.RiceOwls.com



Sat. **GAME 4 — KANSAS STATE**
 Oct. 1 *Manhattan, Kan. (Snyder Family Stadium)*
 TBA SID: Kenny Lannou (klannou@k-state.edu)
 Phone: 785-532-7977
www.K-StateSports.com



Sat. **GAME 5 — IOWA STATE**
 Oct. 8 *Waco, Texas (Floyd Casey Stadium)*
 TBA SID: Tom Kroeschell (tkroesch@iastate.edu)
 Phone: 515-294-3372
www.Cyclones.com



Sat. **GAME 6 — TEXAS A&M**
 Oct. 15 *College Station, Texas (Kyle Field)*
 TBA SID: Alan Cannon (acannon@athletics.tamu.edu)
 Phone: 979-862-5447
www.AggieAthletics.com



Sat. **GAME 7 — OKLAHOMA STATE**
 Oct. 29 *Stillwater, Okla. (Boone Pickens Stadium)*
 TBA SID: Kevin Klintworth (kevin.klintworth@okstate.edu)
 Phone: 405-744-6832
www.OKState.com



Sat. **GAME 8 — MISSOURI**
 Nov. 5 *Waco, Texas (Floyd Casey Stadium)*
 TBA SID: Chad Moller (moller@missouri.edu)
 Phone: 573-882-0712
www.MUTigers.com



Sat. **GAME 9 — KANSAS**
 Nov. 12 *Lawrence, Kan. (Memorial Stadium)*
 TBA SID: Katy Lonergan (katyl@ku.edu)
 Phone: 785-864-7314
www.KUAthletics.com



Sat. **GAME 10 — OKLAHOMA**
 Nov. 19 *Waco, Texas (Floyd Casey Stadium)*
 TBA SID: Kenny Mossman (kmossman@ou.edu)
 Phone: 405-325-8231
www.SoonerSports.com



Sat. **GAME 11 — TEXAS TECH**
 Nov. 26 *Arlington, Texas (Cowboys Stadium)*
 TBA SID: Blayne Beal (blayne.beal@ttu.edu)
 Phone: 806-742-2770
www.TexasTech.com



Sat. **GAME 12 — TEXAS**
 Dec. 3 *Waco, Texas (Floyd Casey Stadium)*
 TBA SID: John Bianco (john.bianco@athletics.utexas.edu)
 Phone: 512-471-1346
www.TexasSports.com

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