

MEDIA INFORMATION

The Baylor Athletic Communications Office appreciates your interest in Baylor Basketball and looks forward to assisting you during the 2011-12 season. Our offices are located on the second floor of the Simpson Athletics and Academic Center on South University Parks Drive.

To 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 **Chris Yandle**, Associate Director of Athletic Communications, or any other member of the Baylor Athletic Communications staff. We appreciate your coverage of Baylor Basketball 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.

WEEKLY INTERVIEWS

Head coach Scott Drew and Baylor players will be made available for interviews in person or by telephone on a regular basis during the season, at times to be announced.

All interviews with Baylor student-athletes must be coordinated through the Athletic Communications Office and requested with 24 hours advance notice.

Telephone interviews will be fulfilled at a time that does not interfere with the student-athlete's academic or practice schedule.

Please direct all interview requests to Associate Director of Athletic Communications **Chris Yandle** at christopher_yandle@baylor.edu.

POSTGAME INTERVIEWS

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

The Baylor locker room is closed to the media. Coach Drew and player interviews will be conducted in the Ferrell Center's Media Center following the NCAA 10-minute cooling off period.

Media are asked to submit a list of player interview requests to **Chris Yandle** prior to the under-four media timeout in the second half.

The visiting SID will select the student-athletes to be interviewed in the postgame interview room.

BIG 12 TELECONFERENCE

In conjunction with the Big 12 Conference, Baylor head coach Scott Drew will participate in the league's weekly teleconference during the season. Dates and times will be announced at a later date.

Media representatives wishing to participate in the teleconference should consult contact the league communications staff for further details.

A live audio stream of the teleconference can be heard at www.Big12Sports.com. A replay of the teleconference will be available after 4 p.m. CT the day of the teleconference.

PRACTICE COVERAGE

All Baylor Bears basketball practices are closed to the media and the public.

MEDIA CREDENTIALS

All requests for working media, radio, television or photo credential requests must be made in writing by sports editors or sports directors of accredited media outlets on company letterhead. All requests should be made as early as possible and should be **limited to working media only. Requests made within 24 hours of the game may not be considered.** All credential requests should be sent via e-mail to **Chris Yandle**, Associate Director of Athletic Communications, at christopher_yandle@baylor.edu.

Credentials will be available for day-of-game pickup at the Ferrell Center's media will call table (media entrance on the west side of the Whetsel Practice Facility).

Media parking at the Ferrell Center is available on a limited basis. Credentials also serve as a parking permit; the parking attendants will direct media members to the media parking area.

Requests from individuals not employed by a media outlet will not be considered.

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.

PHOTOGRAPHY

Baylor follows NCAA and Big 12 Conference rules regarding media representatives photographing games.

Only properly credentialed photographers will be allowed in the designated photo areas of the Ferrell Center as specified by the NCAA and Big 12 Conference.

NO photographers will be permitted to shoot from the sidelines. All photographers must remain in the Ferrell Center's designated photo areas along the baselines.

Photo credentials are subject to revocation by the Baylor Athletic Communications Office at any time.

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.

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 basketball blog — *Full Court Press* — offers behind-the-scenes insight into the Bears' basketball program.

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