

# MEDIA INFORMATION

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MEDIA INFORMATION  
MEDIA RELATIONS DIRECTORY  
STAFF DIRECTORY

# BAYLOR





**BAYLOR ATHLETIC  
MEDIA RELATIONS**



**NICK JOOS**  
Associate AD/  
Communications



**HEATH NIELSEN**  
Assistant AD/  
Media Relations



**JULIE BENNETT**  
Associate Director



**LARRY LITTLE**  
Associate Director/  
Publications Coordinator



**MICHAEL COLLINS**  
Assistant Director



**JONATHAN BROWN**  
Assistant Director



**DONNA PERRY**  
Administrative Assistant

**STUDENT ASSISTANTS:**

- Luke Blount
- David Kaye
- Alex Knight
- Daniel Patino
- Hayley Perkins
- Tiffany Troyer

<b>Nick Joos</b> 254.709.9659	Football <i>Nicholas_Joos@baylor.edu</i>
<b>Heath Nielsen</b> 254.709.4237	Men's Basketball <i>Heath_Nielsen@baylor.edu</i>
<b>Julie Bennett</b> 254.709.9657	Women's Basketball, Tennis <i>Julie_Bennett@baylor.edu</i>
<b>Larry Little</b> 254.709.5147	Football, Baseball <i>Larry_Little@baylor.edu</i>
<b>Michael Collins</b> 254.709.4657	Soccer, Softball <i>Michael_Collins@baylor.edu</i>
<b>Jonathan Brown</b> 254.644.3458	Volleyball, Track-CC, Golf <i>Jonathan_Brown@baylor.edu</i>
<b>Donna Perry</b> 254.710.2743	Administrative Assistant <i>Donna_Perry@baylor.edu</i>

**2007 TRAVEL PLANS**

**TCU (Aug. 31-Sept. 1)**

- DEPARTURE — CHARTER BUS  
Friday, Aug. 31
- HEADQUARTERS  
DFW Airport Marriott South  
817.358.1700
- RETURN — CHARTER BUS

**BUFFALO (Sept. 21-22)**

- DEPARTURE — CHARTER PLANE  
Friday, Sept. 21; Waco Regional Airport
- HEADQUARTERS  
Millennium Airport Hotel  
716.681.2400
- RETURN — CHARTER PLANE

**TEXAS A&M (Sept. 28-29)**

- DEPARTURE — CHARTER BUS  
Friday, Sept. 28
- HEADQUARTERS  
College Station Ramada Inn  
979.693.9891
- RETURN — CHARTER BUS

**KANSAS (Oct. 12-13)**

- DEPARTURE — CHARTER PLANE  
Friday, Oct. 12; Waco Regional Airport
- HEADQUARTERS  
Overland Park (Kan.) Marriott  
913.451.8000
- RETURN — CHARTER PLANE

**KANSAS STATE (Oct. 26-27)**

- DEPARTURE — CHARTER PLANE  
Friday, Oct. 26; Waco Regional Airport
- HEADQUARTERS  
Junction City (Kan.) Courtyard Marriott  
785.210.1500
- RETURN — CHARTER PLANE

**OKLAHOMA (Nov. 9-10)**

- DEPARTURE — CHARTER BUS  
Friday, Nov. 9
- HEADQUARTERS  
Oklahoma City Embassy Suites  
405.682.6000
- RETURN — CHARTER BUS

**FINDING FLOYD CASEY STADIUM**

» Floyd Casey Stadium is located just off Valley Mills Drive, between Dutton and Clay avenues.

» 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.

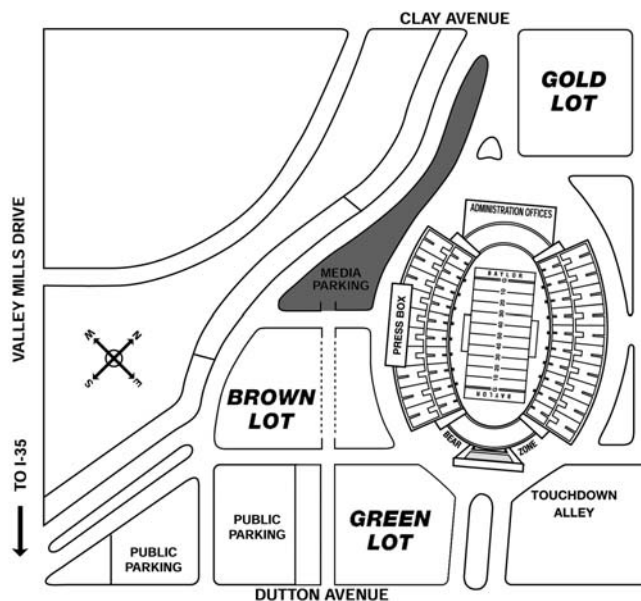
» From the south, drive north on I-35, take Valley Mills Drive exit to west (going around the traffic circle 270 degrees). Stadium is approximately one mile on right. Follow directions into stadium lots.

» From the west, drive east on Hwy. 84 to Franklin/Waco Drive 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 Drive. Turn right on University Parks to I-35. Go under and take I-35 to south.



**BAYLOR MISSION STATEMENT**

The mission of Baylor University is to educate men and women for worldwide leadership and service by integrating academic excellence and Christian commitment within a caring community.

**BAYLOR ATHLETICS MISSION STATEMENT**

To support the overall mission of the University by providing a nationally competitive intercollegiate athletics program that attracts, nurtures and graduates student-athletes who, under the guidance of a high-quality staff, pursue excellence in their respective sports, while representing Baylor with character and integrity. Consistent with the Christian values of the University, the department will carry out this mission in a way that reflects fair and equitable opportunities for all student-athletes and staff.

*Baylor University is an equal opportunity institution whose programs, services, activities and operations are without discrimination as to sex, color, or national origin, and are not opposed to qualified handicapped persons.*



The Baylor Athletic Media Relations Office appreciates your interest in Baylor football and looks forward to assisting you during the 2007 season. Our offices are located on the east side of Floyd Casey Stadium.

To assist in your coverage, please take time to read the information found on this page. 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.

For further information, contact the Media Relations Office at 254.710.2743.

## DAVE CAMPBELL MEDIA CENTER

The Dave Campbell Media Center, located on the fifth level of the Floyd Casey Stadium skybox, 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 from two hours before game time until kickoff. Media credentials are required for admittance to the press box and for meals.

Game notes, programs and media guides are provided to all media members prior to the game. Play-by-play and quick statistics (at the end of each quarter), final team and individual statistics, defensive statistics, drive charts and coaches' quotes also are provided. Complete sets of all information is available approximately 20 minutes after the game.

Several "0-plus" telephone lines are available on a first-come, first-served basis in the working media area and complimentary wireless Internet is also available. On game day, Baylor telecommunications representatives will be on hand to handle any last-minute problems.

## 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 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 Guy Morriss, offensive coordinator Lee Hays, defensive coordinator Larry Hofer and requested football student-athletes meet with the media each Tuesday preceding a game in Floyd Casey Stadium's Galloway Suite (third floor of the North end zone building). Lunch is served at 11:30 a.m., followed by interviews.

Requests for specific interviews with student-athletes or assistant coaches should be made to the Media Relations Office by **4 p.m., Sunday** preceding the media luncheon. Players who appear at Tuesday's press conference will **NOT** be available following practice that day.

## MEDIA CREDENTIALS

Working media and photographer credentials for Baylor's 2007 home games against Rice, Texas State, Colorado, Texas, Texas Tech and Oklahoma State will be handled by Associate AD for Communications Nick Joos.

**All requests should 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 seven days of the game may not be considered.**

All credential requests should be sent to: **Nick Joos**, Associate AD/Communications, Baylor Athletic Department, 150 Bear Run, Waco, TX 76711 ... **FAX** (254) 710-1369.

Credentials will be mailed to the requesting individual or organization if time permits or sent to the visiting school's sports information director for distribution. Credentials can also be picked up in the Media Relations Office located at Floyd Casey Stadium 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 USE OF MEDIA CREDENTIALS

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.



## ADDITIONAL INTERVIEWS

In addition to the Tuesday media luncheon, Baylor student-athletes and coaches will be available for in-person or phone interviews following practice Tuesday through Thursday. Requests should be directed to **Nick Joos**.

**All interview requests must be coordinated through the Athletic Media Relations 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 on the Friday prior to a game or before the game on game day.

## SUNDAY AVAILABILITY

Baylor head coach Guy Morriss will hold a media briefing each Sunday at 2 p.m. CT during the season to offer analysis of the preceding game and preview the upcoming opponent. Morriss' Sunday briefings are held in his Floyd Casey Stadium office.

Media members wishing to participate via phone may do so by contacting a member of the Baylor Athletic Media Relations staff. Excerpts and Sunday notes will be available on Baylor's official website, [www.BaylorBears.com](http://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 Guy Morriss 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 SID of the visiting school will establish admittance policies to the visiting locker room.

## BIG 12 TELECONFERENCE

In conjunction with the Big 12 Conference, Baylor head coach Guy Morriss will participate in the league's weekly teleconference. The teleconferences will be conducted each Monday from Aug. 27 until Dec. 3 from 10 a.m. until noon CT. Morriss' scheduled time is 11 a.m. to 11:10 a.m. CT each Monday.

Media representatives wishing to participate in the teleconference should consult the Big 12's weekly release or contact the league communications staff for further details.

A replay of the briefing will be available after 4 p.m. CT.

## PRACTICE COVERAGE

All Baylor football practices are open to the media and public. As a general rule, video and still photographers may shoot the entire pre-practice (stretching period) and the first 15 minutes of actual practice time. At no time should photographers shoot from the end zone.

Following each session, head coach Guy Morriss will conduct a group interview with the media. A member of the AMR staff will be on hand at every practice to assist the media.

## BAYLOR ON THE WEB

Statistics and news releases on Baylor football and all 18 Baylor athletic programs are available 24 hours a day, seven days a week at [www.BaylorBears.com](http://www.BaylorBears.com), the official website of Baylor Athletics and a member of CSTV Online, Inc.

## WEBSITES & NEW MEDIA

Web-based media sponsoring "message boards" or "chat rooms" that allow posting of anonymous information or rumors are **ineligible** for credentials or access to media functions. If a news-gathering medium has an online site that sponsors anonymous forums, they may continue to request credentials under their traditional medium (newspaper, magazine, radio or television), but will not be granted additional passes or access for online staff.

Any online service that places emphasis on the recruitment of potential student-athletes will not qualify for credentials.

Credentials will not be granted to any online agency operating sites that are in any way affiliated with gambling, or to "freelance" or "fan-based" sites that are not affiliated with a legitimate news gathering organization.

Live, real-time updates of Baylor home games are the property of Baylor University and unauthorized transmission of such is not permitted.

[CollegePressBox.com](http://CollegePressBox.com) is the official media website for Big 12 football. Access and download weekly game notes, statistics, media guides and more from the conference and each of its 12 member schools throughout the season. Login information will be distributed by the conference office to accredited media or you can apply for a password by sending an e-mail to [password@collegepressbox.com](mailto:password@collegepressbox.com).

**collegepressbox.com**  
STARTING THE BEST OF THE PRE-GAME MEAL



## BAYLOR/ISP SPORTS NETWORK

Baylor University and ISP Sports are in the third year of a seven-year agreement that provides the company with exclusive multi-media rights for the school's highly successful 18-sport intercollegiate athletics program. In the first two years of the agreement, the ISP-Baylor partnership has generated record sales revenues.

With the partnership, the university is guaranteed an annual rights fee and shares in additional revenues, too. In consideration, ISP Sports receives the rights to all sales and marketing opportunities associated with Baylor sports, including a radio network for all sports, print advertising in various athletic department publications and all signage in university athletic facilities.

The industry leader in collegiate sports marketing partnerships, ISP Sports currently owns the multi-media rights for more than 40 university, conference and bowl game partnerships around the nation, including Washington, BYU, Georgia and Florida State, to name a few. In addition, ISP Sports also represents the Emerald Bowl in San Francisco, the Big East Conference and recently has partnered with the Atlantic Coast Conference to create a national radio network for the league.

Jeff Miller (Wake Forest, 1989) is in his second year as General Manager of the Baylor-ISP Network and as an ISP Assistant Vice President. Miller previously worked for ISP as the Sales Manager of the Marconi Pennsylvania Classic in Pittsburgh. Prior to his return to ISP, he was the Vice President/Tournament Director at the Constellation Energy Classic golf tournament in Baltimore. Miller and his wife, Laura, have two children, Dominic and Meda.

Doug McNamee (Baylor, 2003) is in his third year with the Baylor-ISP Sports Network, and his second as the Assistant General Manager for the property. He joined the staff from the Baylor baseball program, where he served as a graduate administrative assistant for coach Steve Smith.

Katy Ludington (Michigan State, 2006) is in her first year with the Baylor/ISP Sports Network. She joined the Baylor team after completing her Master of Sport Administration at Belmont in Nashville, Tenn., and serving as an intern with the Vanderbilt/ISP Sports Network.

The "Voice of the Bears," John Morris (Baylor, 1980), also is a member of the Baylor-ISP team. Morris enters his 21st year broadcasting Baylor football and men's basketball in 2007-08. The Kentucky native also produces the daily "State Farm Baylor SportsBeat," daily Big 12 reports and co-hosts the award-winning "Inside Baylor Sports" television show. Morris also serves as moderator for "Guy Talk," with head football coach Guy Morris, during the season, and the "State Farm Baylor Hour" January through May. This is Morris' 13th year as the signature voice of Baylor athletics since succeeding the legendary Frank Fallon. In November 2002, Morris was presented the Frank Fallon Sportsmanship Award by the Greater Waco Chamber of Commerce.

Three-time Academic All-American J.J. Joe returns for his fourth season as color analyst. The Bears' leading passer for four consecutive seasons from 1990-1993, Joe graduated as Baylor's career passing and total offense leader and is one of the school's most decorated student-athletes as a three-time Academic All-American. He currently works as a Vice President-Commercial Banking for Bank of Texas in Dallas and resides in Hurst, Texas.

Ricky Thompson returns for his eighth season providing sideline color and analysis. Thompson is a former SWC long jump champion and was the Bears' leading receiver in 1975 before embarking on a seven-year NFL career. Thompson is a member of the Baylor Athletic Hall of Fame and is President of Waco's First National Bank of Central Texas.

Baylor's radio team also includes the multi-talented Craig Harper, who, in his 21st year as a member of the crew, serves as Executive Producer of the football broadcasts. Harper is the award-winning Director of Engineering for the Belo Corporation in Dallas and lives in Frisco, Texas.

Every play of Baylor Football 2007 plus "Guy Talk" and the "State Farm Baylor SportsBeat" are available worldwide on the Internet at the official web site of Baylor athletics, [www.BaylorBears.com](http://www.BaylorBears.com).

For additional information on the multi-media rights held by the Baylor-ISP Network or for corporate partnership/advertising opportunities, call 254.710.3076 or visit us on the web at [www.BaylorBears.com](http://www.BaylorBears.com).

## 2007 BAYLOR FOOTBALL RADIO NETWORK

AS OF JULY 1, 2007

TOWN	AFFILIATE	FREQUENCY
Abilene	KYYW-AM	1470
Amarillo	KIXZ-AM	940
Big Spring	KBST-AM	1490
Houston	KKHT-FM	100.7
Dallas/Fort Worth	WBAP-AM	820
Jacksonville	KXAL-FM	100.3
Lubbock	KJAK-FM	92.7
Lufkin	KYBI-FM	101.9
Waco (Flagship)	KRZX-AM	1660 <i>ESPN</i>



J.J. JOE, RICKY THOMPSON, JOHN MORRIS

## INSIDE BAYLOR SPORTS

"Inside Baylor Sports," the award winning weekly TV show that covers all aspects of Baylor athletics, returns for its ninth season during the 2007-2008 academic year.

Senior Producer Robert Shiekh and Producer Josh Rosenberg provide viewers an inside look at Baylor athletics with thorough highlights, in-depth interviews and imaginative features on all 18 sports presented in a fast-paced, entertaining style. Co-hosts John Morris and Lori Scott Fogleman guide viewers through the best coverage of Baylor athletics on television.



"Inside Baylor Sports" airs Sundays, Aug. 26, 2007 through June 9, 2008, at 10:30 p.m. CT on KCEN-TV in Central Texas. The program also airs weekly throughout the region on FSN Southwest at 1 p.m. each Wednesday beginning Aug. 29 and is archived on the web at [www.BaylorTV.com](http://www.BaylorTV.com). "Inside Baylor Sports" also may be seen nationally on College Sports Television.



ROBERT SHIEKH  
Senior Producer



JOSH ROSENBERG  
Producer

## TENTATIVE FUTURE SCHEDULES

2008		2010	
Aug. 30	Wake Forest	Sept. 4	at TCU
Sept. 6	Northwestern State	Sept. 11	Buffalo
Sept. 13	Washington State	Sept. 25	at Rice
Sept. 20	at Connecticut	Oct. 9	Kansas
Oct. 4	Oklahoma	Oct. 16	at Colorado
Oct. 11	Iowa State	Oct. 23	Kansas State
Oct. 18	at Oklahoma State	Oct. 30	at Texas
Oct. 25	at Nebraska	Nov. 6	at Oklahoma State
Nov. 1	Missouri	Nov. 13	Texas A&M
Nov. 8	at Texas	Nov. 20	Oklahoma
Nov. 15	Texas A&M	Nov. 27	at Texas Tech
Nov. 22	at Texas Tech		
2009		2011	
Sept. 5	at Wake Forest	Sept. 3	TCU
Sept. 12	SMU	Sept. 10	at SMU
Sept. 19	Connecticut	Sept. 24	Rice
Sept. 26	Northwestern State	Oct. 1	at Kansas
Oct. 10	at Oklahoma	Oct. 15	Colorado
Oct. 17	at Iowa State	Oct. 22	at Kansas State
Oct. 24	Oklahoma State	Oct. 29	Texas
Oct. 31	Nebraska	Nov. 5	Oklahoma State
Nov. 7	at Missouri	Nov. 12	at Texas A&M
Nov. 14	Texas	Nov. 19	at Oklahoma
Nov. 21	at Texas A&M	Nov. 26	Texas Tech
Nov. 28	Texas Tech		

as of July 1, 2007