

MEDIA INFORMATION



GREETINGS FROM THE BIG TEN

With the 115th season of Big Ten college football hitting the fields in the fall, this prospectus is intended to assist the media's preparation for another great football season. For additional information, please feel free to contact the Big Ten Communications office. Thank you for your coverage of Big Ten football and we look forward to working with you this season.

Big Ten Media Days and Kickoff Luncheon

The 2010 Big Ten Football Media Days and 39th annual Kickoff Luncheon will be held on Monday and Tuesday, August 2-3, at the Hyatt Regency McCormick Place, featuring all 11 head coaches and some of the conference's top returning players. For credential application information, please contact Scott Chipman or LaTonya Sadler at the Big Ten office.

Internet - General

Go to www.bigten.org for all of your media needs, including updated press releases and statistics.

Big Ten Football Media Center

The Big Ten football media center on www.bigten.org provides a single site for media to access information on every Big Ten football program for the previous season, including downloadable PDFs of media guides, weekly releases and statistics for the conference and every school along with information and audio for the weekly coaches teleconference. The Big Ten football media center can be accessed by going to the primary football page on www.bigten.org and clicking on the "Media Center (Media Only)" link on the right-hand side of the page. This website is meant for media use only and is password-protected - please contact the Big Ten Communications office for the username and password.

Media Guide

Big Ten media can now find everything they need to prepare for the football season in one place, as the Big Ten Football Media Guide and every school's football media guide will be available as downloadable PDFs on the conference website. Beginning with the 2009-10 academic year, the Big Ten no longer produced printed versions of its media guides. Throughout the 2009 season, the Big Ten football media guide was updated on a weekly basis, thereby creating a living document that evolved with the season and always contained the most up-to-date information.

The Big Ten office also distributed all football media guide PDFs via flash drive at Big Ten Football Media Days. While the majority of schools also provided printed media guides for distribution during media days, this flash drive allowed media to have quick access to all information in PDF format.

The on-line media guide for the 2009 season can still be accessed by going to the football page of www.bigten.org and clicking on the "2009 Media Guides" link on the right-hand side of the page. The on-line media guide page also included links to the most-current rosters and coaches bios for each school, and links to the Big Ten football media center, which featured media guide PDFs for every team.

The on-line media guide for the 2010 season will be made available in late July, prior to the 2010 Big Ten Football Media Days.

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Follow the Big Ten

Now there are more ways than ever to follow Big Ten football. The Big Ten football blog can be accessed directly at www.bigten.org/blog/football/ and features daily notes, links to articles, previews, recaps and more during the season. You can also keep track of Big Ten football in real-time by following the conference on Twitter @BigTenConf and @BigTenScott or become a fan of the Big Ten on Facebook and receive exclusive updates.

Teleconference

Big Ten football coaches will participate in a weekly media teleconference on Tuesdays from 11 a.m. to 1 p.m. CT. Contact the Big Ten Communications office for the teleconference phone number and schedule.

Big Ten Players of the Week

Big Ten Football Players of the Week are selected in three categories: offensive, defensive and special teams. Weekly football award winners will be announced Sunday night on the Big Ten Network. Award winners are chosen by a vote of the Big Ten Communications staff from nominations supplied by the sports information offices.

Other Awards and Honors

Additional awards are selected for each conference sport. In football, coaches and a media panel each choose All-Conference teams (First, Second and Honorable Mention). Coaches and media pick Big Ten Offensive and Defensive Players and a Freshman of the Year. The coaches select the conference Offensive and Defensive Linemen of the Year, while the media vote on the Dave McClain Coach of the Year award. The Big Ten Chicago Tribune Most Valuable Player is chosen from each of the 11 institutions' MVPs.

The Big Ten also names one Sportsmanship Award honoree from each institution in the sport of football. These 11 student-athletes become candidates for the Big Ten Sportsmanship Award, as the confer-

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ence honors one male and one female student-athlete from each institution at the end of the school year.

Academic All-Big Ten teams are named for every sport. To be eligible for Academic All-Big Ten selection, student-athletes must be letter winners in at least their second academic year at their institution and carry a cumulative grade-point average (GPA) of 3.0 or higher.

The conference office will also present the Distinguished Scholar Award at the end of each academic year. Student-athletes eligible for the Distinguished Scholar Award must be letterwinners in at least their second year in residence at their institution. Qualifying student-athletes must have earned a GPA of 3.7 or higher for the current academic year, excluding summer school. The first recipients were honored prior to the fall of 2009, based on their GPAs from the 2008-09 academic year.