

SPORTS INFORMATION POLICIES AND PROCEDURES

613 22nd St., NW, Washington, D.C., 20052, www.GWsports.com

Sports Information Director: Brad Bower (202) 994-6654 bbower@gwu.edu

Assistant Sports Information Director: Jesse Hooker (202) 994-8604 jhooker@gwu.edu

Director of Sports Media and Campus/Community Relations: Ed McKee (202) 994-5778 edmckee@gwu.edu

Athletics Communications Graduate Assistants: Steven Kramer (202) 994-9003 skramer@gwu.edu and Ryan Hudson (202) 994-0339 rvhudson@gwu.edu

DEPARTMENT POLICIES

The function of the Sports Information Department (Athletics Communications) is to provide the media and the public with current information regarding men's and women's varsity athletics in order to generate understanding and support for the intercollegiate athletics program.

PUBLICATIONS

The SI office is responsible for producing all sport-specific publications representing GW's athletic teams (i.e., recruiting/media brochures, schedule cards, posters, etc.).

STATISTICS

The SI office is responsible for maintaining and disseminating each team's cumulative statistics. A statistics staff will be provided by SI for all home men's and women's basketball, volleyball, men's and women's soccer, baseball, softball, lacrosse and gymnastics events. For the remaining sports, coaches will be asked to assist the SI staff by maintaining their own team's game or meet results and providing updated copies to the SI office via email and/or hard copy.

INTERVIEWS

The SI office coordinates all media interviews for coaches and student-athletes. All interview requests must be arranged by a member of the sports information staff. **IF AN ATHLETE IS CONTACTED DIRECTLY BY A MEDIA REPRESENTATIVE, THE ATHLETE SHOULD DEFER COMMENT UNTIL THE SID HAS BEEN CONSULTED.** These measures are strictly enforced in order to protect the privacy of each student-athlete.

PHOTO SESSIONS

All coaches and athletes (freshman and newcomers- mandatory) are required to attend their respective team photo sessions scheduled by the SID each season. The SID also needs to gather further information on team members (i.e., collection of Athlete Information Questionnaires, etc.) and answer any questions regarding the SI role as publicist of that sport.

OFFICIAL ATHLETICS WEBSITE

The SI office is responsible for maintaining the official site for GW Athletics (www.GWsports.com). This site is the sole Internet presence for all 22 varsity programs as it is vital that the department "speaks with one voice." Coaches and staff are encouraged to visit the site regularly and bring to the attention of the SI staff any errors or omissions on the site.

DEPARTMENT PROCEDURES

The procedures listed below should clarify to the athlete his or her role in assisting the Sports Information Director in the promotion of each sport.

PRESEASON

- **Athlete Information Questionnaires** - All athletes are required to fill out SI information questionnaires prior to the start of their respective seasons and submit to the SI office by the specified deadline. This information is used in compiling rosters, athlete biographical sketches, hometown releases, and human interest stories.
- **Review of Interview Procedures** - A SI representative will brief all student-athletes on interview policies and procedures prior to the start of each season.
- **Award Candidates** - Coaches should give the SI staff information concerning any athletes whose statistics warrant consideration for post-season honors, such as All-Conference, All-Region or All-America, so that the proper promotional campaign can be developed and complete nomination forms can be submitted.

IN-SEASON

- **Game Programs** - The SI staff will supply game programs prior to all home events.
- **Game Results** - Coaches of selected sports are responsible for recording game results accurately and submitting them to the SID immediately following each event.
- **Calling in Results to Media** - Coaches of selected sports are responsible for reporting game results to either a SI representative and/or the designated media outlets immediately following the game conclusion, as determined by the SID prior to the season.
- **Cumulative Statistics** - Season statistics will be maintained by the SI department and results will be posted on the athletics website and made

available to coaches and student-athletes upon request.

- **Hometown Releases** - The SI staff will send sports information releases to student-athlete's hometown newspapers as warranted throughout the season. To assist in this endeavor, coaches and athletes are encouraged to keep the SI staff up to date with any activities or human interest angles which may provide feature ideas.

POST-SEASON

- **Post-Season Honors** - Coaches should keep the SI staff up-to-date on any post-season awards given to athletes so that hometown and local newspapers may be notified.
- **Out-of-Season Competition** - Coaches and athletes should update the SI department regarding any out-of-season competitions or special events. Newspapers and television are always on the lookout for interesting stories.