



TEXAS TECH UNIVERSITY  
Department of Intercollegiate Athletics  
*Operating Policy and Procedure*

**PREFACE**

The information on policies and procedures is intended for the use of Texas Tech University Department of Intercollegiate Athletics. The manual supplements the Texas Tech University Operating Policies and is intended to provide information that will assist athletic department employees with their duties. All employees should benefit from referring to this manual when policy questions arise. It is not intended to list every policy detail of the Department of Intercollegiate Athletics (often referred to as simply as Athletics).

**ADDITIONAL SOURCES OF INFORMATION ARE:**

- Texas Tech University Operating Policies and Procedures (www.depts.ttu.edu/opmanual)  
<http://www.depts.ttu.edu/opmanual>)
- Texas Tech Athletics Compliance Manual
- Texas Tech Student-Athlete Handbook
- Texas Tech Student Affairs Handbook/Code of Student Conduct
- Big 12 Conference Handbook
- NCAA Division I Manual <http://www.ncaa.org/wps/portal/>

## **Department of Intercollegiate Athletics Policy and Procedure**

Revised and posted 9/11/07

### **15.0 MEDIA RELATIONS**

The Assistant Athletic Director/Media Relations supervises the Media Relations Department. The Media Relations Department handles all media relations responsibilities for the Department of Intercollegiate Athletics. Any Athletics employee or student-athlete who receives interview requests or is asked to comment about an event, activity, or to provide public comment about matters of the department should notify the Media Relations Office of such a request.

### **15.1 MEDIA INTERVIEWS AND MATERIALS**

All media interviews by student-athletes, coaches and staff should be arranged through, or cleared through the Media Relations Office. The following activities are all coordinated through the Media Relations Office:

- Press releases for all sports
- Media guides are published annually for all sports
- Maintenance of individual and team statistics for all sports
- Photo files of past and present teams for all sports
- Historical files consisting of event results, newspaper clippings, team records, pictures and information pertaining to all Texas Tech Athletics
- Athletic department press releases
- Supervise press conferences
- The editorial content of each specific sport's Web site is updated with pertinent/appropriate information primarily through the Media Relations Office at the earliest possible time to an event's conclusion. Work on these Web sites is performed in cooperation with External Operations, CSTV and with each individual sport.
- The Media Relations Office assists each program with recommendations for student-athlete awards and honors and helps prepare statistical information about noteworthy performances for Big 12 Conference, NCAA or other honors on behalf of student-athletes and coaches.

### **15.2 REPORTING RESULTS**

The Media Relations Department is responsible for reporting all results and pertinent information concerning all athletic events. The head coach (or their designee) may be asked to assist the Media Relations Department on away games, if a media relations representative is not able to travel with a team.

### **15.3 PRESS BOX/CREDENTIALS**

The Asst. AD/Media Relations supervises the operations of the press area for home games in all sports. Credentials for these home contests are controlled and distributed by the Media Relations Office.