Sports Information Department

The Sports Information Department is in charge of all aspects of publicity for the IUPUI Athletics Department. Among their other responsibilities are overseeing the athletics department’s publications, maintaining the department’s website and helping coordinate staffing of game day workers for home athletics contests.

The department is made up of the full-time Sports Information Director and the Sports Information Specialist.

Sports Information Director
The Sports Information Director (SID) is in responsible for the day-to-day operations of the sports information office. The SID is in charge of the publicity for all of IUPUI’s intercollegiate sports and maintains direct responsibility for part of IUPUI’s intercollegiate sports. It is up to the SID to decided which sports they cover and which sports the Asst. SID covers. However, in the fall one person will cover men’s and women’s soccer, while the other will cover volleyball. In the winter, one will cover men’s basketball and the other will cover women’s basketball. The SID will decide either on their own or in consultation with the Asst. SID how the other sports will be divided. The SID is also in charge of following the departmental budget as set forth by the athletics department.

Sports Information Specialist
The Sports Information Specialist (SIS) maintains direct responsibility for the sports the SID doesn’t cover. They will also assist the SID with responsibility for other departmental functions.

The SID and SIS are in directly responsible for the publicity, statistics, writing of press releases and coordination of interviews for their particular sports. They may also assist each other if the need arises.

Departmental Publications
The SID and SIS are in charge of the creation, layout, writing and editing of all departmental publications. The Communications and Marketing Department on campus also assists with this aspect of the department. The publications include, but are not limited to, media guides, recruiting brochures and programs, season ticket brochures, team newsletters (if applicable) and schedule cards.

Departmental Website
The SID and Asst. SID are in charge of maintaining and updating the Athletics Department website. They mainly act independently, but often consult the campus webmasters for help with fixing errors on the site. All departmental press releases and complete statistics will be posted on the site.
Writing of Press Releases
The SID and Asst. SID will write press releases highlighting both the athletic and academic accomplishments of the department, its athletes and its coaches. The releases are sent out to the local and national media, the rest of the university and the general public. Copies of the releases of also sent out to the newspaper and other media outlets in each athlete’s hometown. In addition, a post-game story about each athletic contest will be written. All press releases and post-game stories are sent out via email to a departmental distribution list.

Maintain Athletes Files
The department will keep a file on all current and former athletes. The individual's completed sports information questionnaires, pictures as well as copies of all news releases and newspaper clippings about the athlete will be kept in the file.

Maintain Historical Facts
The department will maintain a history of each sport every year. The folder will include everything related to the sport during the year. A complete roster, schedule and quick facts will be kept in addition to a complete set of final team and individual statistics. Copies of all news releases and newspaper clipping about the team will also be kept in the file.

Departmental Interns
The department will occasionally have an intern who will work in the department for a period of time and provide assistance. The intern’s specific responsibilities will be decided by the SID, who will also be the direct supervisor.

Game Day Management
The SID and Asst. SID are in charge of setting up the scoring and media tables/area of all home soccer, volleyball, basketball and softball games. They are also in charge of scheduling workers to cover areas of responsibility during those athletic contests. For volleyball - Official scorer, pa announcer/scoreboard operator and computer statisticians (one inputter and two callers). For soccer - scoreboard operator, pa announcer, computer statistician and sideline coordinator. For basketball - official scorer, official timer, shot clock operator, pa announcer, phone call monitor and computer statistician (one inputter and one caller). For softball - scoreboard operator, official scorer and computer statistician. The SID and Asst. SID can also cover many of these functions, if necessary.

Policies --
1. All requests for interviews **MUST** be coordinated through the sports information office. The head coach of each sport can decide the policy that is best for their staff and student-athletes regarding interviews. The sports information office will then set up the interviews based on each coach’s policies.
2. The privacy of the coaches and student-athletes will be maintained at all times. Office and home phone numbers of staff members or athletes will never be disclosed without their prior consent. Academic information about student-athletes will also not be disclosed without their prior approval.

3. All news releases and stories will be released through the sports information office. If neither member of the sports information office is available, the Director of Media Relations for the IUPUI campus will handle the release.

4. The administration and coaches should inform the SID of any schedule changes, injuries, roster changes and personnel changes ASAP so that they may properly inform the media and opposing schools.

5. The sports information department will not release the signing of any student-athlete until officially informed by the Compliance Coordinator that the signed NLI is in hand.
Media Guidelines

The Sports Information Office will coordinate ALL interviews by student-athletes and coaches by the media. The Sports Information Director is the primary media contact.

The student-athletes and coaches are asked to cooperate when they are asked for an interview, even if they are in a bad mood due to losing or not playing well. The media has a reason for wanting to speak with them. If the interview is refused, a negative signal is sent out about the coach or student-athlete and university. If the media does not follow the coach’s or department’s interview policies, please refer them to the sports information department before conducting the interview.

If the coach or student-athlete has an interview scheduled for a specific time, they should try to show up a few minutes early. They always need to be courteous to reporters and treat them with respect. They are representing IUPUI as well as themselves. If they are unable to make a scheduled interview, they are obligated to notify the Sports Information Office at early as possible.

The coaches and student-athletes should always be friendly with reporters and try to expand on their answers. A simple “yes” or “no” answer to a question is not a proper response unless that is what is asked for. It is helpful to include interesting information about themselves that a reporter may not know.

The coaches and student-athletes should always think before they speak. There is no such thing as “off the record.” They should only discuss things that they are comfortable with. If they are asked about something that they should not or would rather not discuss or know nothing about, they should simply respond by saying, “I’m sorry, but there’s really nothing I can tell you about that.” They should then change the subject with a smooth transition into another topic. THE COACHES AND STUDENT-ATHLETES ARE ALWAYS IN CONTROL OF AN INTERVIEW AND WHERE IT GOES!

Student-athletes should handle an interview as a team-player. They should never second-guess their teammates or coaches. They should always be positive, give due credit when answering questions about coaches, opponents, teammates and themselves. They shouldn’t make excuses, but relax and be themselves.

Student-athletes should always respect the privacy of their teammates and coaches. They should never disclose another individual’s personal information without their approval (phone number, address, grades, reason they’re not in school or competing, etc.). They should always direct questions of this nature to the Sports Information Director.
Student-athletes should always project a positive image by having neat appearance when doing television interviews. They should make the most of opportunities to showcase themselves and IUPUI. If possible, they should wear IUPUI apparel. They should look at the reporter, not the camera. They should handle the interview like a conversation with a friend. They should always use good English and try to stay away from nervous habits like saying “uh” and “you know.”
When The Media Contacts You
From: The Ottawa Business Journal

The 7 golden rules -- Remember these, if nothing else ...

1. **Know what the interview is about.**
   Don't go into an interview cold. Find out why a reporter is calling, give yourself time to prepare, then call back.

2. **Have a message.**
   Once you know the subject of the interview, prepare three to five key points you want to make.

3. **An interview is not a conversation.**
   The media is your conduit to the public. Speak to the public, not the reporter. Be friendly, but remember that interviews are how reporters conduct business.

4. **There’s no such thing as off the record.**
   An “off the record” comment may not be attributed to you, but that doesn’t mean it won’t appear in the paper or be used to confirm information.

5. **Keep it simple.**
   Nothing ruins an interview faster than long, complex explanations. If you want your message conveyed, be sure to say it simply.

6. **Be brief.**
   Practice answering questions in 20 seconds or less. Chances are, the reporter will use the first decent 20-second comment and skip much of the rest.

7. **Tell the truth.**
   Don’t lie and don’t guess.