



FWAA will pick Super 11 sports info departments

Beginning with the 2009 season the FWAA will name 11 schools to a "Super 11" Sports Information Department Team.

Schools' SID Departments in the NCAA Bowl Subdivision conferences will be evaluated by a 12-person committee. There will be an FWAA member representing each conference. Tim Griffin of ESPN.com, the FWAA's first vice-president, is chairman of the committee.

The committee's decision will be announced in the winter after each football season and be based on observations of the committee and its observers during the course of the football season. The evaluation process starts with the 2009 pre-season Football Media Days in July.

At the urging of CoSIDA Executive Director John Humenik, an FWAA member, the FWAA has instituted the awards system. It is similar to the Press Box Citations the FWAA has awarded to schools in the past. The new program, however, will rate schools on SID functions outside of the press box as well. A list of the main criteria will be available at fwaa.com

But as an overview, there will be 10 main categories, mainly dealing with minimum accessibility to players and coaches, press box decorum and helpfulness by SID staff in a number of areas. CoSIDA leadership has reviewed the categories, which were developed by veteran FWAA members who have cov-

ered college football a number of years.

The FWAA will strive to have diversity among winners in different conferences, but multiple winners in the same conference in the same season are possible. The Top 11 finishers will each receive one commemorative football from the FWAA to display in their SID offices or press boxes. The names of the main football contacts will be placed on the footballs.

FWAA SUPER 11 COMMITTEE

ACC: Alan Schmadtke, *Orlando Sentinel*

Big East: Lenn Robbins, *New York Post*

Big Ten: Herb Gould, *Chicago Sun-Times*

Big 12: Tim Griffin, *ESPN.com*

Conference USA: Ted Lewis, *New Orleans Times-Picayune*

Independents: Dennis Dodd, *CBSSports.com*

MAC: Matt Markey, *Toledo Blade*

Mountain West: Mark Anderson, *Las Vegas Review-Journal*

Pac-10: Ted Miller, *ESPN.com*

SEC: Mike Griffith, *Knoxville News Sentinel*

Sun Belt: Adam Sparks, *Daily News Journal*

WAC: Chadd Cripe, *Idaho Statesman*



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Inside this issue:

<i>President's column</i>	2
<i>Ted Gangi guest column on media guides</i>	3
<i>All-America Watch List</i>	4-5
<i>FWAA establishes ethics committee</i>	6
<i>FWAA 2009 Awards Calendar</i>	6
<i>Conference media days fall victim to economy</i>	7
<i>Media Days Calendar</i>	7

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- Lenn Robbins**
New York Post
- Phil Steele**
Phil Steele Magazine
- Paul Strelow**
The State (S.C.)
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- Phil Stukenborg**
Memphis Commercial Appeal
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Southeastern Conference
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Central Florida

President's column



GEORGE SCHROEDER

You've lived the scene: In the press box above a darkened stadium, clock ticking toward deadline, looking for one elusive factoid to complete the story. You turn and ask the guy sitting next to you, but he's got the same deadline and no answers. And then you start flipping through a well-worn media guide.

In the happy ending, you find the fact, file the story and head home, lugging the media guide along.

But maybe you've heard: Those days might be ending. The media guide – in those situations and others, a sports-writer's best friend – is fast becoming an endangered species.

More than two dozen schools, including big names like Michigan, Ohio State and Wisconsin, will not print media guides for the 2009-10 school year. The Pac-10 has proposed NCAA legislation to eliminate printed media guides as a way to cut costs. The Big 12 has endorsed the idea. The Big Ten's big boys have done it, and that league is leaning the same way.

It's going to be on the Internet, they tell us. Everything's going online anyway, right?

But if the thought of dealing with erratic wireless on deadline doesn't concern anyone, there's also the added task of finding the information on those convoluted, complicated school web sites. Does anyone think these things are going to be uniform in setup?

We could debate whether getting rid of media guides actually saves significant cash, or whether it's a shortsighted move that might cost the schools publicity. Doesn't matter which, because it's happening, and the movement seems to

be growing.

The good news, and there is some, is a proposal from the Southeastern Conference to the NCAA. Schools would be allowed to print media guides, but could not send them to recruits.

"The intent is it would be a *media guide*," said SEC associate commissioner Charles Bloom.

You know, like they once were. Like pro sports teams still produce. Bios of players and coaches, historical records, etc. No need to show the waterfall in the weight room, the air-conditioned lockers, or the fantastic beauty of the co-eds.

When media guides became part of the recruiting arms race, they got thicker than a metropolitan phonebook. The NCAA limited the number of pages to 208 several years back, but that didn't solve the problem. Some guides are almost exclusively dedicated to recruiting.

Meanwhile, the rushing records can't be found.

So removing the recruiting sections would be nice. Media guides for Olympic sports might still be a casualty of the economy, but football and basketball guides would remain. Schools could continue sending them to boosters and selling them to fans for keepsakes. But they wouldn't need to be nearly as elaborate, and the costs would go down.

Also, the all-time rushing stats might find their way back into the books.

This is a good, well-reasoned proposal, and something we should get behind. Aside: Why is it that college football's most-covered league seems to get the need for media coverage?

"There was a feeling amongst the group," Bloom said, "that historically speaking, the media coverage we've been able to obtain, there's a positive relationship there. We didn't want to cut off the communication and relationship we've had with the media. Our group felt media guides are good media relations."

See? The SEC gets it.

Others don't. Or don't care. Or don't think they can afford to care in these economic times.

(Continued on page 8)

There's more than meets the eye in the future of the media guide

By **TED GANGI**

There it sat, in the corner of my office. That file cabinet stuffed with college football media guides. Four drawers packed full with everything I needed at my fingertips to cover the sport. That was 20 years ago and 10 years ago and even five years ago.

While I don't rely on that behemoth any more, there are still some members of the media who draw comfort from their personal research libraries. To them, it sure beats having to fire up the laptop every time they need to look something up.

Yet, with present technology, that not-so-little library has become strictly optional. Many writers have been able to survive and thrive with electronic versions of team media guides. After all, once the season is under way, the media guide is little more than a reference book.

At many schools, weekly game notes packages, now distributed as quickly and efficiently as ever, have become weekly media guides. With e-mail and school Web sites and other online resources such as collegepressbox.com, there is more updated information available now than ever before.

As the discussion moves to discontinuing the printing and distribution of media guides as we know them, there is one part of the discussion that perhaps was being overlooked.

At last month's CoSIDA convention, an overflow crowd discussed the future of the printed media guide. In reality, there are many aspects that have to be considered when talking about the production of so-called media materials. Many schools promise copies of their media guides to boosters; others market and sell them, and, of course, coaches use them as recruiting tools.

Now, there are talking media guides complete with interactive functionality that many schools are experimenting with mainly in non-revenue sports. Yet, it's hard to call those media guides. No writer wants to listen through a recruiting pitch from a coach when just looking for one item in the record book.

The key element, at least in the major sports like football and men's basketball, is that the information is made available in a format that can be accessed off line. And, with current .pdf technology, it is already there.

As I said to those gathered in San Antonio, it's fine

for any school to want to add bells and whistles and create something that will be attractive to its fans, alumni and potential student-athletes. Yet, you cannot forget there is media to serve.

Many of the media admit to only moderate use of a media guide. But, when you need to look something up, you need to have it at your fingertips. And, at the very least, whether printing of traditional media guides continues or not, there has to remain a format by which information can be accessed off line.

And, this is where there is good news. Each of those on the panel stressed that they understood that there has to remain a format that is downloadable and accessible without the benefit of an Internet connection. In turn, the media also needs to better educate itself about how to access, download, print and search electronic documents.

Make no mistake, sports information professionals still understand the basic tenets of the job. What is hard on them is the additional pressure to generate revenue, assist in recruiting and update a Web site on a daily basis. And, for them, this expanded role rarely includes additional budget and manpower allotments.

In many cases, the elimination of the printed media guide will create more work for the SID. While still producing a media guide/fact book for electronic distribution and self-service printing, now the SID has to create an interactive version for fans and recruits and, in some cases, a completely separate Web presence.

While there is cost-savings associated with ending the era of the printed media guide, the question is whether some of that will be reinvested to give the SID the resources to meet the growing demands unrelated to the media? Without that, it will be hard for any SID to focus on the roots of the job, which is media relations.

These are all part of the on-going evolution in the SID field, an evolution that seems to speed up and gain momentum every day. It is a concern for SIDs and media members, but one that will have to play itself out as the schools and conferences make important choices in the coming weeks.

Ted Gangi is the webmaster for the Football Writers Association of America and runs collegepressbox.com, a media service for 68 Division I schools in six conferences. He can be reached at webmaster@collegepressbox.com or 214-909-9314.

ALL-AMERICA

(Outland Trophy and Bronko Nagurski Watch Lists will be announced in August.)

Quarterbacks

Sam Bradford, Oklahoma
Max Hall, BYU
Ricky Dobbs, Navy
Kellen Moore, Boise St.
Greg Alexander, Hawaii
Colin Kaepernick, Nevada
Tony Pike, Cincinnati
Matt Grothe, South Florida
Case Keenum, Houston
Robert Griffin, Baylor
Russell Wilson, No. Carolina St.
Riley Skinner, Wake Forest
Daryll Clark, Penn St.
Terrelle Pryor, Ohio St.
Juice Williams, Illinois
Tim Tebow, Florida
Jimmy Clausen, Notre Dame
Jevan Snead, Mississippi
Jeremiah Masoli, Oregon
Jake Locker, Washington
Dan LeFevour, Central Michigan
Tim Hiller, Western Michigan
Rusty Smith, Florida Atlantic
Corey Leonard, Arkansas St.
Colt McCoy, Texas
Todd Reesing, Kansas
Zac Robinson, Oklahoma St.
Aaron Corp, USC
Jarrett Brown, West Virginia
Kevin Riley, California

Running Backs

Damion Fletcher, Southern Miss
Curtis Steele, Memphis
Kendall Hunter, Oklahoma St.
Chris Brown, Oklahoma
Harvey Unga, BYU
Reggie Arnold, Arkansas St.
DuJuan Harris, Troy
Jahvid Best, California
Charles Scott, LSU
Michael Smith, Arkansas
Ben Tate, Auburn
Jacquizz Rodgers, Oregon St.
Joe McKnight, USC
DeMarco Murray, Oklahoma
Bryce Beall, Houston
James Starks, Buffalo
Eugene Jarvis, Kent St.
Evan Royster, Penn St.
John Clay, Wisconsin
Noel Devine, West Virginia
Victor Anderson, Louisville
Jonathan Dwyer, Georgia Tech
C.J. Spiller, Clemson
Darren Evans, Virginia Tech
Daniel Porter, Louisiana Tech
Vai Taua, Nevada
Deonte Jackson, Idaho
Jeremy Avery, Boise St.
Derrick Washington, Missouri
LeGarrette Blount, Oregon
Da'Rel Scott, Maryland
MiQuale Lewis, Ball St



Bradford
Oklahoma



Brown
So. Miss



Rodgers
Oregon St.

Toby Gerhart, Stanford

Wide Receivers

Naaman Roosevelt, Buffalo
Dez Bryant, Oklahoma St.
Dezmon Briscoe, Kansas
DeAndre Brown, Southern Miss
Damaris Johnson, Tulsa
Julio Jones, Alabama
AJ Green, Georgia
Brandon LaFell, LSU
Deonte Thompson, Florida
Tyron Carrier, Houston
Jerrel Jernigan, Troy
Damian Williams, USC
D'Andre Goodwin, Washington
Eric Decker, Minnesota
Emmanuel Sanders, SMU
Dexter McCluster, Mississippi
Alicr Arnett, West Virginia
Doug Beaumont, Louisville
Mike Williams, Syracuse
Mardy Gilyard, Cincinnati
Arrelious Benn, Illinois
Jacoby Ford, Clemson
Bryan Anderson, Cent. Michigan
Jacory Stone, Eastern Michigan
Andre Jones, Akron
Kerry Meier, Kansas
Jordan Shipley, Texas
Golden Tate, Notre Dame
Phillip Livas, Louisiana Tech
Michael Floyd, Notre Dame
Ryan Wolfe, UNLV
Rashaun Greer, Colorado St
Aldrick Robinson, SMU
Kris Adams, UTEP
Austin Pettis, Boise St
Ty Hilton, FIU
Ryan Broyles, Oklahoma
Detron Lewis, Texas Tech

Tight Ends

Richard Dickson, LSU
Jermaine Gresham, Oklahoma
Rob Gronkowski, Arizona
Garrett Graham, Wisconsin
Nate Byham, Pittsburgh
Shamar Graves, Rutgers
DJ Williams, Arkansas
Aaron Hernandez, Florida
Dennis Pitta, BYU

Ed Dickson, Oregon
Cody Slate, Marshall
Greg Boone, Virginia Tech
Blaine Irby, Texas

Centers

John Estes, Hawaii
Chris Hall, Texas
Kristofer O'Dowd, USC
Mike Brewster, Ohio St.
Josh McNeil, Tennessee
Daverin Gerald, Mississippi
Ryan Blaszczyk, Rutgers
Sean Allen, East Carolina
Chris Fisher, Louisiana Lafayette
Ryan McMahon, Florida St.
Stefen Hiewniewski, Penn St.
Jacob Hickman, Nebraska

Offensive Linemen

Sam Young, Notre Dame
Trent Williams, Oklahoma
Brad Bustle, Louisiana Lafayette
Adam Ulatoski, Texas
Russell Okung, Oklahoma St.
Maurkice Pouncey, Florida
Mike Pouncey, Florida
Mike Johnson, Alabama
John Jerry, Mississippi
Ciron Black, LSU
Zane Beadles, Utah
Matt Reynolds, BYU
Charles Brown, USC
Jeff Byers, USC
Anthony Davis, Rutgers
Jeff Linkenbach, Cincinnati
Jason Pinkston, Pitt
Phillip Swanson, West. Michigan
Bryan Bulaga, Iowa
Gabe Carimi, Wisconsin
Byron Bell, New Mexico
Alonzo Durham, Nevada
Andrew Jackson, Fresno St.
Mike Iupati, Idaho
Rob McGill, Louisiana Tech
Chuck Taylor, New Mexico St.
Anthony Castonzo, Boston College
Jason Fox, Miami, Fla.
Thomas Austin, Clemson
Sergio Render, Virginia Tech
Rodney Hudson, Florida St.

Andrew Datko, Florida St.
Brandon Carter, Texas Tech
Justin Boren, Ohio St
Kurtis Gregory, Missouri

Defensive Linemen

Nate Frazier, Navy
Gerald McCoy, Oklahoma
D'Anthony Smith, Louisiana Tech
Ndamukong Suh, Nebraska
Victor Ugenyi, Army
Dexter Davis, Arizona St.
Greg Hardy, Mississippi
C.J. Wilson, East Carolina
Daniel Te'o-Nesheim, Washington
Will Tukuafu, Oregon
Cameron Heywood, Ohio St.
Thaddeus Gibson, Ohio St.
Jaryd Odrick, Penn St.
Brandon Graham, Michigan
Ryan Kerrigan, Purdue
Mike Neal, Purdue
Corey Wootton, Northwestern
Brian Price, UCLA
Lawrence Guy, Arizona St.
Stephen Paea, Oregon St.
George Selvie, South Florida
Greg Romeus, Pittsburgh
Arthur Jones, Syracuse
Scooter Berry, West Virginia
Chris Neild, West Virginia
George Johnson, Rutgers
Albert McClellan, Marshall
Bruce Miller, Central Florida
Kris Luchsinger, Ohio
Andre Neblett, Central
Frank Zombo, Central Michigan
Alex Carrington, Arkansas St.
Jeremy Beal, Oklahoma
Auston English, Oklahoma
Jerry Hughes, TCU
Brandon Lang, Troy
Terrence Cody, Alabama
Torrell Troup, Central Florida
Jan Jorgensen, BYU
Anthony Gray, Southern Miss
Ryan Winterswyk, Boise St.
Antonio Coleman, Auburn
Geno Atkins, Georgia
John Fonoti, Hawaii
Kevin Basped, Nevada
Carl Ihenacho, San Jose St.
Chris Carter, Fresno St.
Boo Robinson, Wake Forest
Ricky Sapp, Clemson
Derrick Morgan, Georgia Tech
Jason Worlds, Virginia Tech
Markus White, Florida St.
Carlos Dunlap, Florida
Jermaine Cunningham, Florida
Willie Young, North Carolina St.
Vince Oghobaase, Duke
Ekem Udofia, Stanford
Jeffrey Fitzgerald, Kansas St
Phil Taylor, Baylor

Linebackers

Sean Weatherspoon, Missouri

CHECKLIST

Joe Pawelek, Baylor
 Cardia Jackson, ULM
 Boris Lee, Troy
 Stephen Anderson, Army
 Ross Pospisil, Navy
 Mike Bryan, Tulsa
 Brian Smith, Notre Dame
 Danny Carmichael, Middle Tennessee
 Reggie Carter, UCLA
 Keaton Kristick, Oregon St.
 Mason Foster, Washington
 Nick Paden, New Mexico St.
 Nate Irving, North Carolina St.
 Sean Spence, Miami, Fla.
 Quan Sturdivant, North Carolina
 Dakoda Watson, Florida St.
 Ryan D'Imperio, Rutgers
 Reed Williams, West Virginia
 J.T. Thomas, West Virginia
 Jon Dempsey, Louisville
 Scott Lutrus, Connecticut
 Paul Igboeli, Utah St.
 Justin Cole, San Jose St.
 Ben Jacobs, Fresno St.
 Greg Jones, Michigan St.
 Brandon Spikes, Florida
 Eric Norwood, South Carolina
 Rolando McClain, Alabama
 Rennie Curran, Georgia
 Pat Angerer, Iowa
 Patrick Benoist, Vanderbilt
 Sean Lee, Penn St.
 Travis Lewis, Oklahoma
 Sergio Kindle, Texas
 Stevenson Sylvester, Utah
 Mychal Sisson, Colorado St.
 Matt Bauman, BYU
 Ricky Brewer, Colorado St.
 Andre Hatchett, Eastern Michigan
 Rick Bellore, Central Michigan
 Micah Johnson, Kentucky
 Obi Ezeh, Michigan
 Ryan Reynolds, Oklahoma
 Navorro Bowman, Penn St
 Rico McCoy, Tennessee
 Andre Sexton, Oklahoma St
 Orié Lemon, Oklahoma St
 Mark Herzlich, Boston College

Defensive Backs

Darrell Stuckey, Kansas
 Jordan Lake, Baylor
 Earl Thomas, Texas
 Wyatt Middleton, Navy
 Trevard Lindley, Kentucky
 Joe Haden, Florida
 Ahmad Black, Florida
 Eric Berry, Tennessee
 Jamar Wall, Texas Tech
 Ian Clark, New Mexico
 Chris Thomas, Air Force
 Kyle McCarthy, Notre Dame
 Rafael Priest, TCU
 Jeremy Kellem, Middle Tennessee
 Antonio Baker, Louisiana Tech
 Brandon Hogan, West Virginia
 Aaron Berry, Pittsburgh



Hughes
TCU



Berry
Tennessee



Selvie
So. Florida

Nate Allen, South Florida
 Robert Vaughn, Connecticut
 Barry Church, Toledo
 Davonte Shannon, Buffalo
 Jaquawn Jarrett, Temple
 Sean Baker, Ball St.
 Taylor Mays, USC
 Van Eskridge, East Carolina
 James Lockett, Tulsa
 Eddie Hicks, Southern Miss
 Brandon Brinkley, Houston
 Josh Pinkard, USC
 Justin Wilson, Southern Miss
 Walter Thurmond III, Oregon
 Alterraun Verner, UCLA
 Syd'Quan Thompson, Cal
 James Brindley, Utah St.
 Kurt Coleman, Ohio St.
 David Pender, Purdue
 Torri Williams, Purdue
 Sherrick McManis, Northwestern
 Brad Phillips, Northwestern
 Amari Spivey, Iowa
 Chris Chancellor, Clemson
 Morgan Burnett, Georgia Tech
 Stephan Virgil, Virginia Tech
 Kam Chancellor, Virginia Tech
 Moses Harris, Fresno St.
 Kyle Wilson, Boise St.
 Ras-I Dowling, Virginia
 Myron Lewis, Vanderbilt
 Deunta Williams, North Carolina
 Bo McNally, Stanford
 Reshad Jones, Georgia
 Larry Asante, Nebraska

Kickers

Leigh Tiffin, Alabama
 Daniel Lincoln, Tennessee
 Alex Henery, Nebraska
 Josh Arauco, Arkansas St.
 Hunter Lawrence, Texas
 Brett Swenson, Michigan St.
 Ben Hartman, East Carolina
 Philip Welch, Wisconsin
 San San Te, Rutgers
 James Aho, New Mexico
 Kai Forbath, UCLA
 Matt Boshier, Miami, Fla.
 Alex Steigerwald, Toledo
 Peter Caldwell, Utah St.
 Thomas Weber, Arizona St

Joshua Shene, Mississippi
 Aaron Pettrey, Ohio St

Punters

Peter Caldwell, Utah St.
 Aaron Bates, Michigan St.
 Clinton Durst, Auburn
 Ryan Donahue, Iowa
 Zoltan Mesko, Michigan
 Matt Boshier, Miami, Fla.
 Bryan Anger, California

Ben Armer, Western Michigan
 Ross Thevenot, Tulane
 Rob Long, Syracuse
 Keenyn Crier, Arizona
 Travis Baltz, Maryland
 Jeremy Boone, Penn St

Returners

Jeremy Kerley, TCU
 Phillip Livas, Louisiana Tech
 Javier Arenas, Alabama
 Brandon James, Florida
 Travis Benjamin, Miami, Fla.
 Torrey Smith, Maryland
 Mardy Gilyard, Cincinnati
 Trent Guy, Louisville
 T.Y. Hilton, FIU
 Damaris Johnson, Tulsa
 James Rodgers, Oregon St.
 Antonio Brown, Central Michigan
 Kyle Wilson, Boise St.
 Ray Small, Ohio St
 Dez Bryant, Oklahoma St
 Perrish Cox, Oklahoma St
 Leonard Johnson, Iowa St
 Cyrus Gray, Texas A&M
 Terrance Austin, UCLA

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FWAA establishes ethics panel

The Football Writers Association of America takes very seriously the conduct of its members involved in the process of news gathering and how they interact with news sources that include coaches, athletes, administrators and other athletic officials involved in allied fields. To that end, the FWAA has an Ethics and Press Relations Committee, which will review all complaints about the actions or conduct of FWAA members brought before it by news sources.

The FWAA Ethics and Press Relations Committee can make recommendations for membership exclusion of those who do not abide by the standards below or take steps to remediate members who have violated the policy. Ron Higgins, 2008 FWAA President, is the chairman of the committee. Alleged violations of the FWAA Ethics Policy should be sent by e-mail to Ron at rhiggins@commercialappeal.com.

FWAA ETHICS POLICY

As adopted from portions of the Society of Professional Journalists Code of Ethics. The FWAA Ethics and Press Relations Committee believes FWAA members who are part of the news media should strive to do the following:

SEEK TRUTH AND REPORT IT

Test the accuracy of information from all sources and exercise care to avoid inadvertent error. Deliberate distortion is never permissible.

Diligently seek out subjects of news stories to give them the opportunity to respond to allegations of wrongdoing.

Identify sources whenever feasible and always question sources' motives before granting anonymity.

Avoid undercover or other surreptitious methods of news gathering, except when traditional open methods will not yield information vital to the public.

Never plagiarize.

Avoid stereotyping by race, gender, age, religion, ethnicity, geography, sexual orientation, disability, physical appearance or social status.

Analysis and commentary should be labeled and not misrepresent fact or context.

Distinguish news from advertising and shun hybrids that blur the lines between the two.

MINIMIZE HARM

Show compassion for those who may be affected adversely by news coverage. Use special sensitivity with children or inexperienced sources or subjects.

Be sensitive when seeking or using photographs of those affected by tragedy or grief.

Recognize that gathering and reporting information may cause harm or discomfort. Pursuit of the news is not a license for arrogance.

Be cautious about identifying juvenile suspects or victims of sex crimes.

Be judicious about naming criminal suspects before the formal filing of charges.

Balance a criminal suspect's fair trial rights with the public's right to be informed.

ACT INDEPENDENTLY

Avoid conflicts of interest, real or perceived.

Refuse large gifts, favors, free travel and special treatment from news sources and shun involvements that might compromise journalistic integrity.

Be wary of sources offering information for favors of money; avoid bidding for the news.

BE ACCOUNTABLE

Clarify and explain news coverage and invite dialogue with the public over journalist conduct.

Admit mistakes and correct them promptly.

Abide by the high standards in which they hold others.

FWAA Awards Calendar

- Mon., Nov. 9: All-America defense ballots sent to membership
- Sun., Nov. 15: All-America defense selection committee call
- Mon., Nov. 16: All-America offense/special teams ballots sent to membership
- Wed., Nov. 18: Announcement of five Bronko Nagurski Trophy finalists
- Sun., Nov. 22: All-America offense/special teams selection committee call
- Mon., Nov. 23: Announcement of three Outland Trophy finalists
- Mon., Dec. 7: Bronko Nagurski Trophy presentation (Charlotte, N.C.)
- Wed., Dec. 9: Announcement of Eddie Robinson Coach of the Year finalists; ballot sent to membership
- Thurs., Dec. 10: Announcement of Outland Trophy winner (Home Depot ESPNU College Football Awards Show)
- Sat., Dec. 12: Announcement of 25-man FWAA All-America Team (ABC-TV)
- Tue., Jan. 5: Eddie Robinson Coach of the Year presentation/reception (Los Angeles, Calif.)
- Tue., Jan. 5: FedEx Orange Bowl Courage Award on-field presentation (Fort Lauderdale, Fla.)
- Fri., Jan. 8: Grantland Rice Trophy announcement/presentation (Tentative, Los Angeles, Calif.)
- Thurs., Jan. 14: Outland Trophy presentation (Omaha, Neb.)

Media days hit by economic woes

Associated Press

BRENTWOOD, Tenn. -- It's an early rite of college football season. Conferences bring in coaches and top players to answer questions from reporters, meet, greet and munch on a buffet. The media take home lots of stories to write. The leagues, schools and teams enjoy loads of publicity.

Nothing is free and now that schools are slashing budgets the Media Day tradition is going away -- at least this year -- for some mid-major conferences trying to save money.

"Our main job is to distribute revenue back to the schools," Kyle Schwartz, the Ohio Valley Conference's assistant commissioner for media relations, said Thursday. "Anything we save by not having an in-person media day, we can give back to the schools. Maybe that'll help them with some of the tough economic decisions they're having to make."

The OVC is not alone in scrapping its media day.

The Big Sky Conference had Montana playing for the Football Championship Series title last December but canceled its session planned for Park City, Utah. The Southern Conference -- home to three-time national champ Appalachian State -- cut its media day in a batch of cost-saving measures.

But even some Football Bowl Subdivision leagues are cutting back to save money. The Sun Belt Conference, with 11 schools, announced June 10 that the annual trip to New Orleans will be replaced by a video conference with coaches and players.

"We'd been on quite a string on doing it here in New Orleans and people liked coming down," Sun Belt assistant commissioner John McElwain said. "It kind of gave people a chance to mix business with pleasure as New Orleans is certainly known for many things."

Media days help fill the thirst in late July for football stories before college teams start practicing in August.

Leagues are going high tech to replicate media days.

The Sun Belt will use video streaming, allowing reporters to watch online. The Southern Conference is considering a similar approach for July 28. The OVC is working on a teleconference call for coaches and players still to be scheduled in either late July or early August.

Conference USA will use a video teleconference to make coaches and selected players available on July 30. But media also will be present in Memphis for a traditional Media Day.

"We certainly understand the economic issues that face media members and all of us right now, so we want to take advantage of new media and still be able to provide great access," assistant commissioner Russ Ander-

FOOTBALL MEDIA DAYS

Conference	Date(s)	Location
ACC	July 26-27	Grandover Resort, Greensboro, N.C.
Big East	Aug. 3-4	Hotel Viking, Newport, R.I.
Big Ten	July 27-28	Hyatt Regency, Chicago
Big 12	July 27-29	Westin DFW North, Irving, Texas
Conference USA	July 27, 30	Memphis, Tenn./Video Streaming
Mid-American	July 30-31	Marriott Renaissance Center, Detroit
Mountain West	July 21-22	Green Valley Ranch Resort, Las Vegas
Pacific-10	July 30	Sheraton Gateway, LAX, Los Angeles
Southeastern	July 22-24	Wynfrey Hotel, Hoover, Ala.
Sun Belt	July 20-21	Video Streaming
Western Athletic	July 28-30	Hilton Airport, Salt Lake City

son wrote in an e-mail.

But not everyone has been forced to turn the page just yet.

The Southeastern Conference's annual three-day event remains on schedule for Birmingham for July 22-24. The Atlantic Coast Conference gathers July 26 and 27. The Western Athletic Conference scratched its basketball media day in a budget move but will gather in Salt Lake City between July 28 and 30 to talk football.

Conferences started studying the costs and benefits last year. Budget numbers late in 2008 accelerated decisions.

The Big Sky estimates at least \$30,000. The Sun Belt more than \$30,000. The OVC has three members less than an hour away, helping keep its costs to approximately \$14,000 for a meeting site, food and hotel rooms.

The travel parties at these conferences are not big. But even a bare-bones group includes the head coach, a player, the athletic director and a sports information director, and costs quickly top a couple thousand dollars.

League officials hope the economy rebounds, allowing them to go back to the traditional media day.

"It's kind of a wait and see deal," Big Sky assistant commissioner Jon Kasper said. "To me, once these things get cut they're really, really hard to bring back."

President's column (continued)

(Continued from page 2)

John Humenik, the executive director of CoSIDA, says the consensus among sports information directors he's spoken with is to favor the SEC's proposal. Humenik recently participated in a discussion at a meeting of the NCAA's recruiting cabinet, which is considering the various options. He believes the SEC proposal has a chance to gain traction.

But even if the SEC proposal passes, it wouldn't take effect until the 2010-11 school year. Also, it's not a mandate to produce media guides; some schools and conferences almost certainly would not.

We should applaud the SEC for its stance. I hope its proposal succeeds, and that schools see the need to continue printing media guides — true media guides. If you agree, you can send your endorsement along to UCLA senior associate AD Petrina Long, chair of the NCAA's recruiting cabinet.

But it feels like too little, too late. The ship has sailed. We might slow it, but it's not turning around.

"No question, these things are going to disappear as we know them," Humenik said. "It's not a question of if it's going to happen. It's when."

So here's something that might help: The AT&T Cot-

ton Bowl is partnering with Collegepressbox.com to produce a DVD with 131 media guides — all 120 Football Bowl Subdivision (I-A) teams, plus the 11 conference guides — as well as the NCAA record book, rule book and statistical manuals, provided to all FWAA members. Each conference would receive a number of DVDs to distribute to media, as well.

You could download all of the information to your laptop, or carry the DVD in your bag. It wouldn't be on paper, and for many of us, it wouldn't be nearly as easy as flipping through the media guide — at least, not on deadline.

But it's a good option, and considering what seems like the inevitable demise of printed media guides, it might be the best available idea.

Otherwise, as those ever-earlier deadlines approach, we'll have to hope the wireless is working, and the Web site is up, and the information is presented online in an easily accessible, coherent fashion.

If not, we can ask the guy next to us.



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