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FWAA AND COSIDA SET RECOMMENDED FOOTBALL MEDIA GUIDE CONTENT GUIDELINES

THURSDAY, FEBRUARY 14, 2008

Through a collaborative effort of the College Sports Information Directors of America (CoSIDA) and the Football Writers Association of America (FWAA), the two organizations co-sponsored a media forum at the BCS National Championship Game in New Orleans.

Outlined below is a result of one area that was discussed - media guide content. It contains 25 elements that the FWAA considers important to include in media guides.

RECOMMENDED MEDIA GUIDE ELEMENTS

From FWAA, February 2008

FWAA encourages SIDs to include the following content in each school media guide

Preseason (8)

- Outlook (Including lists of returning starters/lettermen, breakdown of classes)
- Rosters (Alphabetical/Numerical)
- Depth chart (after spring practice)
- 2008 Opponents (with contact info)
- Series (Complete list and game-by-game list)
- Review (season/game recaps from previous season)
- Statistics (from previous season)
- 2008 Schedule (preferably front inside cover or back cover)

Personnel Bios (4)

- Head coach (including birth date)
- Coaching staff (including birth dates)
- Returning Players (including birth dates)
- Newcomers (including birth dates)

History (8)

- Records (including opponent records in the series)
- All-time scores (dates of games/ AP ratings on the day of the game for both teams when applicable)
- Awards, honors (All-Americas, All-Conference, Major Award Winners such as Heisman, Outland Trophy)
- Bowl games (with game summaries)
- Lettermen (complete listing, first and last names and years lettered)
- NFL (draft history, year by year, including players drafted, team, round and overall number selection in the draft)
- Players in the NFL (Includes past and present players, dates, teams)
- List of conference/national football championships

General (5)

- Quick facts about stadium, game day, directions to stadium, media will call
- Media info (complete media list with contact information/ procedures for credentials)
- Broadcast info (contacts for radio, TV, Internet; radio affiliates, etc.)
- Athletic directory (with contact phone numbers for all staff, including cell phone numbers for SID football contacts)
- Weekly Press Availability for Players/Coaches (Conference Call times/interview times for players and coaches; practice times and times of coverage allowed.