

# The Wright State University Sports Information Office 2003 - 2004 Handbook

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## **Mission Statement**

The Wright State University sports information office acts as the information branch of intercollegiate athletics. The primary function is to keep the public informed through various outlets at our disposal.

At many times during this process, the sports information office must deal with a wide variety of constituents, ranging from print and electronic media, coaches, fans and administrators while keeping an objective view. Because these factions often overlap, it is important to remember the purpose of intercollegiate athletics: student-athletes.

Our goal is to provide quick and accurate information in a professional manner. This information can be disseminated by various means such as releases, media guides, interviews, the Wright Copy/Raider Hotline and through the mail, fax, internet, email, phone or in person.

Although most of the sports information staff are students, the office strives to operate in a professional manner. Staff members should be informative and friendly at all times—on the phone, at events or in the office.

## **General Guidelines**

1. All envelopes leaving the office should be typed. If possible, all information leaving the office should be typed. Sometimes speed is more important than appearance. However, handwritten results often produce mistakes. All information leaving the office should be clearly labeled with Wright State University. Preferably, it should be on letterhead.
2. The student mailboxes are the primary center of communication in the office. They are not to be used as general storage. They should be checked every time you return to the office. Even if you are not working on a particular day, it is advisable to check your box if you are on campus.
3. Files and other one-of-a-kind material are not to leave the office under any circumstance.
4. Students are to post the hours of class, including appropriate room numbers. Students should also indicate roughly when they will be in the office. However, the office functions on flexibility, so changes in the weekly schedule are expected.

5. Students are to record each hour they work in the sports information office. This information should be submitted with a completed time card. Time cards are generally due on Wednesdays by noon (that means completed AND signed). This schedule varies occasionally due to holidays. It is up to each worker to get this done every other week. You will get a schedule at the beginning of the year but you will not be reminded during the year.

6. Student assistants are students first and assistants second. If a part of the job is creating too much of a burden on schoolwork, please contact the sports information director as soon as possible. Hopefully, the problem can then be resolved. However, this is not an excuse for poor planning.

7. Students are free to deal with respective coaches on a one-on-one basis. However, any problems dealing with the coach should be addressed with the sports information director. In turn, any problems the coach has with the sports information worker should be forwarded to the sports information director.

8. Students have a limited amount of hours to spend in the office each week. Each student is expected to complete his or her work in that number of hours. Students have a variety of tasks to do during that time. If the student cannot complete the hours or does not have sufficient work to do, he or she should discuss that with the sports information director. Students are free to use in the office between classes or while waiting for events to take place but should NOT consider that time in their weekly work total.

9. All incoming and outgoing photos should be clearly labeled, preferably typed, immediately by the student covering that sport. Headshots should be labeled with the athlete's name, the year and sport, and Wright State University. Action photos should have a typed cutline taped to the back.

10. All sports information releases are to be written in Associated Press style. All information leaving the office should be proofed by the director or associate director.

11. Students should be able to answer most incoming questions about all sports by looking in the appropriate files.

12. Appropriate attire is expected in the office and at events.

## **Sport Files**

Students are responsible for keeping the individual sport files for their assigned sports up-to-date. The following information should be in the file as soon as it becomes available. This information should not leave the file. Instead, a copy should be made and the original returned.

Complete schedule

Prospectus

Three copies of the media guide (if appropriate)

Season cumulative results and/or stats sheet

Contest-by-contest results

Results of any event

## **Stats Wall**

At all times, students are to keep copies of their up-to-date stats, roster and schedule in the files on the stats wall as well as the board outside the office. They are to update their stats as soon as possible following an event and place them in the specific sport file. This will enable anyone in the office to answer questions about any sport. Also, updated stats and results are to be posted on the board outside the SID office. This limits the traffic of athletes and coaches in the back office, though coaches should get results and stats as soon as possible.

## **Calling In Event Results**

1. Make sure you have made arrangements to get the results of away events.
2. Do the Wright Copy/Raider Hotline as soon as possible after getting results.
3. Call the Dayton Daily News after calling the hotline (after 4 p.m.). A fax should not take the place of a phone call.
4. Call the TV's after 3 p.m. and before 11 p.m. They usually take scores from all events except cross country, golf, swimming and tennis.
5. E-mail results to Mike Reynolds at reynoldsmc@pipeline.com for home page update.
6. Write a short description of the event and email to appropriate media and the listserve. See the director or the associate director for this information.
7. Fax or email results to Horizon League at 317-237-5620 or stats@horizonleague.org.

## **Away Contest Policies**

### **TRAVELING TO AWAY EVENTS**

For some sports, a sports information representative may make road trips. This does not have to be the person covering the sport. Those sports may include men's soccer, women's soccer, volleyball, women's basketball, men's basketball, baseball and softball. Accurate record-keeping is the primary function on the road. The sports information representative is to keep the official book and only the information which is required by the office. Additional statistics desired by the coach should be kept by a team manager.

The sports information person will be required to make several phone calls or arrange to fax results after the competition ends. The Raider Hotline, Dayton Daily News and TV stations need to be contacted in a timely manner. The coach must allow these calls to be made. The sports information representative needs to set a time for those calls in a timely fashion.

The sports information person is an official member of the team traveling party. The coach will ensure that the representative receives meal money, and the person should remember that he or she represents the department but is not required to follow team rules. The SID representative, however, is expected to be in constant contact with the coach.

### **GETTING RESULTS FROM AWAY EVENTS WHEN NOT IN ATTENDANCE**

If you are not in attendance at an away event, you are still responsible for getting the results in a timely manner. The suggested method is to get the information from the opposing sports information office via fax or email. This can only work if the information is faxed/emailed the day of the event. You could then make your calls from the office. Please make arrangements before the day of the event.

An alternate plan could be having the coach contact you immediately following the competition by phone. The coach should be able to give you an accurate estimate on when the competition will end. The key to this plan is communication between the coach and you.

## The Guardian & WWSU

The campus newspaper and radio station serve an important function in the disseminating of information. The information printed in The Guardian is read by the athletes, their friends and the university community while WWSU provides electronic media coverage of events normally not covered by the mainstream media. When at home events, be sure the Guardian reporter and the WWSU is fully informed. Provide as much information as possible. Read the Guardian articles to be sure they are accurate.

Deadline for The Guardian is Tuesday afternoons.  
Fax Number — x5535

## Home Event Programs

Purpose:

We provide our fans with a program at each of our home sporting events. The program is designed to help the fans understand what is happening on the field.

Target Audience:

Fans in attendance at home events.

Content:

The program should contain up-to-date rosters from all teams involved. The writer should check the accuracy of the roster with the visiting sports information office the week of the event. Information on our roster should be confirmed with the coach and should reflect changes that come about during the season.

The program should also include a listing of upcoming events for that sport, emphasizing home events.

The program should also include top stat leaders and current record of all teams involved.

## Telephone Usage

### USING A PHONE IN THE SPORTS INFORMATION OFFICE

There are three phones located in the office. Each phone serves a different purpose, but any can be used for making calls by student assistants.

Phone #1 - (2816) Sports Information Director

Phone #2 - (2831) Associate Sports Information Director

Phone #3 - (4687) Sports Information Students

Phone #4 - (2818) FAX

### RETURNING CALLS TO THE SPORTS INFORMATION OFFICE

You may also give a direct sports information number (937/775-4687). This may result in a more direct return, but there is not always someone in the sports information office. This line has voicemail. See the director or associate for the proper codes to retrieve the voicemail.

### ANSWERING SPORTS INFORMATION PHONES

The majority of the calls will come through phones #1, #2, and #3. When answering the phone, please say "Sports Information". You may use your name when answering if you so choose.

### MAKING PHONE CALLS

Campus numbers - dial the four digit extension

Local numbers - dial 9, wait a couple of seconds, then dial desired number

Long distance numbers - dial 9 and 1, wait a couple of seconds, then dial the area code and phone number. Use area code even when it is 937.

### TRANSFERRING CALLS

Regular phones - Tap the switchhook once and listen for the special dial tone. Dial the desired number. When the number is answered, announce the transfer and hang up. On all calls transferred, there is a three-second delay prior to the connection of the outside party.

SID's phone - press the "transfer" button once and listen for the special dial tone. Dial the desired number. When the number is answered, announce the transfer then press the "recall" button and hang up.

### TERMINATING A CALL

After completing a call, the switchhook must remain depressed for at least three seconds before dialing again. This will ensure a disconnect and prevent your phone from ringing back.

## Wright Copy/Raider Hotline

### PURPOSE:

The Raider Hotline provides our fans with up-to-date scores and statistics about Wright State sporting events. It should be as accurate and as current as possible.

### HOTLINE FORMAT

1. Always open with Thank You For Calling The Wright Copy/Raider Hotline. For all your print and copy needs, come to Wright Copy in the WSU Student Union or call 775-5784. Mention this hotline and get 20% off.
2. **Give the scores/results from all of the day's contests first** and then give details if time allows. This will allow a caller to find out all the results at once without listening to the complete message.
3. Give a brief summary of your results, including any outstanding performances by particular athletes. This may mean listening to the hotline first before recording.
4. Give an even shorter summary of previous teams' results (i.e. players who scored and assisted goals in soccer, places runners took in cross country, etc.)
5. If any other teams have yet to compete that day, give the basics regarding that particular contest (such as who has yet to play whom) and say that Details On That Contest Will Be Available At A Later Time.
6. Repeat the scores/results from all contests.
7. Close with Once Again, Thank You For Calling The Wright Copy/Raider Hotline.

### TIPS

- Keep track of whether or not another team is competing the same day as yours. Have a pencil and paper ready to write down other results.
- Some people find it easier to write out the complete hotline before recording. The advantage to this is that you're a lot less likely to make a mistake. The disadvantage is that it is very time-consuming, especially if you're on the road and don't have much time in which to make your calls.
- Be as creative as you like (and definitely informative), but not too wordy. Don't make people wade through your recording to find the real message.

## **Fax Machine Usage**

### WHEN TO USE THE FAX MACHINE

This sends information from one fax machine to another over the phone line. It is particularly handy to send and receive information on short notice.

### HOW TO RECEIVE INFORMATION

Our fax machine automatically receives information sent via the 775-2818 phone number. You can use the main office machine at 775-2368 as a backup.

### HOW TO SEND INFORMATION

1. All information sent must be on normal, white (or light-colored) 8 1/2" x 11" or 8 1/2" x 14" paper.
2. Fill out a cover sheet. (Note—page count on cover sheet includes the cover). Stack all sheets together in the order you want them sent. Place cover sheet on top.
3. Place all sheets face down in the machine, between the brackets. Make sure the first (cover) sheet feeds into the machine.
4. Dial the fax number as you would any normal number (i.e. 9-1-area code-number for long distance, 9-number for local, four number extension on-campus). There is also the one-touch and speed dial options available, where numbers are already programmed into the machine. Check the list beside the machine for the numbers programmed and their individual speed dial buttons. To use one-touch, simply press the one-touch button, followed by Start. For speed dial, simply press the Speed Dial button on the keypad on the right followed by the two-digit code number, followed by Start.
5. The machine will dial the number. When the other machine answers, our machine will begin to send the pages. Make sure each one feeds through properly. If the other machine is busy, our machine will stop itself and dial again.
6. If at any point in the faxing process a page does not go through properly or is not received by the other machine, our machine will give off a loud beep. Try sending again the page that was just sent.
7. When all pages have been successfully received by the other machine, our machine will give off a single beep at the end of the transmission.
8. Remove all originals from the machine.

Make sure that the paper tray is always full

## **Sports Information References**

Editor & Publisher Yearbook - a listing by state of daily and weekly newspapers in the United States and Canada. Handy for finding hometown newspaper addresses and phone numbers.

National Collegiate Championships - a listing by sport with information on the NCAA championships in the previous year. Also includes all-time results in the NCAA championship play. Handy for seeing how opponents did at nationals.

The Blue Book of College Athletics - a listing by school of complete coaching staffs with the main athletic number. Handy for contacting athletic departments.

College Sports Information Directors Directory - a listing by school of the sports information directors. Handy for calling and/or faxing SID offices directly.

The Associated Press Stylebook - contains the style used by the newspaper field and the style accepted by our office.

The Merriam-Webster Thesaurus - handy for finding another word for one used 12 times already.

Dictionary - handy for proving you know how to spell.

## **Printing/Duplicating Form**

When to use this form:

This form is used for large duplication jobs (such as programs and releases) and for printing orders. As a general rule, we are able to get releases completed within three hours of delivery to the duplicating center in the Campus Services Building. Orders for programs should be turned in at least 24 hours prior to desired delivery date/time.

After completing this form:

The form needs to be signed by either the sports information director or the assistant for approval and then given to the business office for their approval. When completed, the form and the originals need to be taken to the Campus Services Building and given to Ed Szymczak or Barb Weinert.

Special instructions:

Always put originals in the order in which they need to be copied and number each page in pencil on the back. If you have an exceptionally difficult print job, it is wise to supply a dummy copy with the originals.

## Media Services Form

When to use this form:

This form is used to order photographers or to order prints from proof sheets. When ordering photographers, be sure the information includes the date, time, location and subject of the photo. It should also indicate whether you want the picture in black & white, color print, or color slide.

When ordering prints, be sure to indicate the quantity, the size, the proof sheet number (i.e. 9108/26/9) and the frame number (#9). Always use the frame number closest to the center of the frame. The common sizes are 3x4 for headshots, 5x7 for action pictures and 8x10 for team photos. The normal turnaround time is five working days, although we can get the photos faster if necessary. It is best to allow at least one week from the time you drop the form off in the Media Services office.

Translating the proof sheet number: Proof sheets are always numbered according to the dates they were shot. In the example above, “91” is the year, “08” is the month (August), “26” is the day, “9” means it’s the ninth sheet for that order. When ordering prints, always do so in chronological order.

After completing this form:

After completing the form, have the sports information director or the assistant sign it to authorize the order, with the pink sheet given to the business office.

Normally, you can drop the form in a campus mail envelope, addressed to Media Services at the Television Center. A rush order will have to be delivered personally.