

## CHAMPIONSHIP MEDIA CHECKLIST

- **Pre-tournament publicity**
  - Ticket information
  - Releases
  - Include information on teams, tournament events, Personnel, and Features ideas.
- **Media Credentials**
  - Distribution
  - Seating Assignments
  - Print media
  - Radio/TV/Internet
  - Others
  - Media Parking
- **Lodging recommendations (acquire team rate and contact information)**
- **Facility communications**
  - Telephones. Arrange for communication with official scoring area if not in your working area
  - Data Lines/Wireless access
  - Radio/TV Broadcast lines
  - Electrical outlets/Power access
  - Copy Machine(s)
  - Fax Machine (s)
  - Laptop computer(s)
  - Printers
  - Two-way radios, cell phone contact list
- **Media accommodations at the facility**
  - Seating
- Seating arrangements
- Electrical outlets, if they work from their seat
- Telephone(s)
- Data Line access
  - Working Media room if necessary
- Equipment
- General office supplies
  - Statistics/Results compilation area
- Equipment
- Paper
- Backup services
  - Interview Room
- Microphones
- Podium
- Chairs
- Table
- Name Cards
  - Hospitality room (same as VIPs maybe)
- Room/Hours
- Refreshments/Snacks
- Pregame meal, if necessary
- Staffing

- **Personnel**
  - Statistics crew
  - Runners
  - Credential will call pickup
  - Copy machine operators
  - Fax machine operators
  - Records Keeper
  - Media workroom staff, if necessary
  - Answer phones
  - Photo marshals
  - Radio and TV setup coordinator
  - Interview room moderator
  - Coach and players escorts (interview room)
  - Quote takers and write postgame story
  - Internet and web person
  - All-tournament team (distribute & collect)
  - p.TV Timeout coordinator, if necessary
- **Printed material(s)**
  - Credentials (production, if necessary)
  - bagtagsinc.com for NCAA lanyards, etc.
  - Programs (production, if necessary)
  - Roster flip cards
  - Seat assignment cards
  - Interview name cards
  - media packets
  - bracket/schedule of events
  - tournament notes
  - national statistics
  - guides, notes on teams, coaches, players, program history
  - Game scripts (timing and timeout sheet)
  - All-tournament team ballots
- **Meetings**
  - Prechampionship
  - Team SID's, if necessary
- **Interviews**
  - News conferences
  - Prechampionship
  - Postgame
- **Miscellaneous**
  - Championship photographer
  - Media and staff gifts, if applicable
  - Post tournament thank you notes, cards



2007 ECAC-SIDA  
Ann King, TCNJ  
Jon King, Alvernia  
BJ Spigelmyer, De Sales  
Table Topics  
June 7, 2007  
Baltimore, MD

The College of New Jersey

## HOSTING POST-SEASON EVENTS

Serving as an NCAA Championship or conference championship host can be a rewarding experience, but only if the necessary preparation and teamwork is in place. The opportunity to host a championship- conference, regional or national – is a tremendous honor and a huge amount of work filled with minute details and the potential for long hours.

There is no other aspect of our profession that provides us the opportunity to meet with so many key people from the media (local, regional and national) and the athletic world at one time. A good relationship with these individuals can be a powerful networking tool both personally and professionally.

A key to the success of your event is your well you organize yourself, your staff and your ability to work ahead and hopefully being able to leave yourself available to troubleshoot should it become necessary.

In the real world, we are usually afforded a week's notice that you could be hosting an event. If you are fortunate enough to have be a predetermined site you are one of the lucky ones! No matter the timetable, try to anticipate that you may indeed be a host and get your house in order.

Make a list of what needs to be done and when and by whom.

- Compile a checklist of tasks, responsibilities and job descriptions that need to be accomplished before the event, during the event, and after the event and prioritize them in order of importance before the event commences.
- Find out what assistance or resources you can expect. What support and materials will be provided by the NCAA or conference office. Is there a tournament manual available? The NCAA's Tournament Operations Manual can be the best resource and friend for a host SID. Also is there a championship handbook for the sport or event as this can guide you and complement your tournament operations manual. An additional resource is the Promotion Guideline Manual as with the NCAA championships? A must have would be a conference and or NCAA manual!
- Accumulate as much information as you can in advance of the event (history, tournament facts and figures, policies and procedures) and the participating teams if known. This will dramatically cut down on preparation time.
- Talk with the SID's/and or administrators who have hosted the previous championship(s). If you know well in advance that you are hosting, you can volunteer to work the previous year's event and gain a valuable insight into how the event runs and how you can fit it into your campus setting. This will also provide you a great opportunity to pick up new and fresh ideas about hosting an event.
- Build a staff from your institution (faculty, staff, and students), community members and friends but more importantly ask for assistance from your fellow SID's! These folks, combined with your current game management staff can make the event flow smoothly come tournament time.

- Try to accomplish as much as possible prior to the arrival of teams and the tournament officials, so you can be available to assist and or troubleshoot should special requests or situations present themselves!
- In addition to the above items, the SID should always be prepared to assist in the planning and implementation of game management, marketing activities and entertainment and hospitality events associated with the event.

**Additional Items to think about:**

- What is your press box –press row set up? Do you have one? Can you set up a tent or covered area for outdoor venues if you don't have a press box? Do you have a room near the facility that could serve as an interview room?
- Game management staff and who will be on site during the events if there is a problem?
- Clock Operator. Is this your responsibility or has someone else made arrangements? Has the person ever done a game before?
- Public Address Announcer. Again, is this your responsibility or has someone else made arrangements? Has the person ever done a game before? Prepare scripts and remember to keep the script neutral and unbiased! Be sure to include crowd control statement as well as inclement weather statement for outdoor venues should this be needed.
- Credentials. Who is printing them? Be sure to include, staff, participants, officials, VIP's, Media, and Photo. Who is distributing them and where? Let people know in advance. Be sure to include up to date numerical rosters in photo pass envelopes with field/facility limitations or restrictions.
- Quotes and quote takers. Line up someone to get some quotes for the AP style story and include in post game wrap up.
- Web site person who can update information as it happens.
- Stat crew person. Line up a crew of stat keepers for the official stats, while making sure there is a backup stat keeper just in case technology fails!
- Post-game stories-stats. Remember you are the tournament host and it is your job to distribute this non-biased accurate information in a timely fashion. Make a list of who needs what information and how they want it sent and stick to it!
- Photography. Do you have a person who could be made available for the event to visiting schools?
- Game and event programs. The NCAA has host for their events, but for the conference events, make a program that is informative, neutral and helpful.
- Media assistance. It is extremely helpful to provide the media with a note packet on the entire tournament field. Just the basics, but the same information can go a long way in saving you some work looking for information. Make a list of needed items and let the tournament field know of your needs and requested items as soon as possible.
- Media-SID Working area. Sometimes the space needed to work after an event is not courtside or at the field. Be sure to alert the visiting media and SID's about this and how and when to go to the appropriate location, while also alerting them to the time table for post event happenings. Make sure that the outlets, phone jacks, etc. are all working in this area, prior to the event.
- Bring extra office supplies to the event. Ink cartridges or toners, paper for the copier, pens, tape, etc. Have an office in a box!
- Enjoy!