

Division I
Student-Athlete Reinstatement
Hot Topics and Public & Media
Relations Issues

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Student-Athlete Reinstatement

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Public and Media Relations

Session Overview

- Student-Athlete Reinstatement (SAR) team:
By the Numbers.
- How Public and Media Relations can help.
- Case Study and Discussion.
- Key Takeaways.

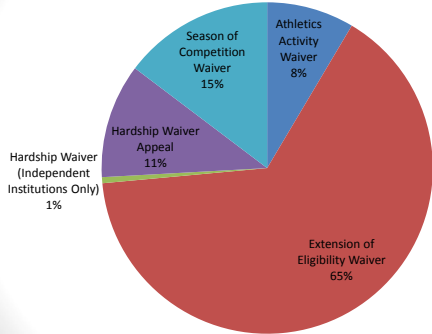
Cases Processed by SAR

- SA was involved in a violation that affects eligibility and requires reinstatement.
 - Student-athlete reinstatement request.
- SA was unable to compete in four seasons in a five-year period.
 - Extension of eligibility waiver.
 - Athletics activity waiver.
- SA was unable to complete a season due to extenuating circumstances or medical hardship.
 - Hardship waiver (independent institutions).
 - Hardship waiver appeal.
 - Season-of-competition waiver.

Division I SAR Cases 2013-14

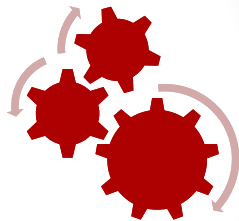
- Reinstatement requests: 774
 - Urgent: 313 (40%)
- SAR waivers: 322
 - Urgent: 24 (7%)
- Amateurism certification decisions: 28
- Total Division I cases: 1,137
- Total cases (all divisions): 1,787

SAR Waivers: 2013-14



SAR Analysis

- Facts.
- Mitigation.
- SA culpability.
- Institutional involvement.
- Committee guidelines.
- Case precedent.
- Totality of circumstances.



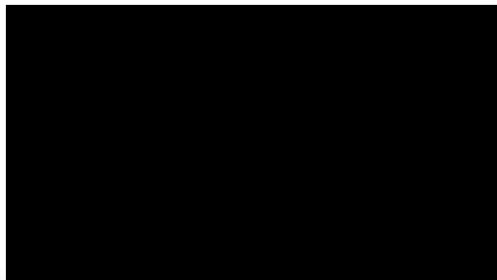
Intersection of PMR and Reinstatement

- NCAA public and media relations SAR team:
 - Stacey Osburn
 - Michelle Hosick
 - Emily James
 - Chris Radford
- What does NCAA public and media relations do?
 - Educate and inform about college sports issues.
 - Tell the benefits of athletics in higher education.
 - Collaborate with national office staff, the membership and others.
 - Use clear and concise language in all communications.

Intersection of PMR and Reinstatement (cont.)

- How does PMR collaborate with SAR?
 - Work with SAR and member schools before issues break, during the review and through the decision.
 - Monitor media stories and social media.
 - Correct inaccurate information.
 - Assist in the development of communication strategy surrounding decision.
 - Proactive
 - Reactive

Reaction Video



Before posting the video...

- What's the communication strategy?
- Are there any ramifications to posting?
Confidential information?
- Have you notified the student that it will post?
What about others at the school and the NCAA?
- Do the viewers understand the process/what's
going on?

Communications best practices

- Consult with university relations, athletics
communications and NCAA PMR.
- Have a clear media strategy, communication plan.
- Monitor issues via social media sites, local, national
outlets, etc.
- Beware of leaks.
- Include all relevant facts of the case (excluding
confidential information).

Case Study: Phil Dunphy



Media Inquiry to School

- ZMT Celebrity News contacts school about a video they plan to post their web site.
- ZMT is seeking to find out if the NCAA is investigating Dunphy for signing autographs.
- ZMT also claims it has a photo that was tweeted out by a Memorabilia Collector showing the Collector and Dunphy at a local restaurant.
- What do you do?

Facts

- Dunphy participated in four autograph sessions during his first two years at Basketball U.
- Dunphy received \$3,000 in exchange for his participation in autograph sessions.
- Gil Thorpe, a sports memorabilia collector, contacted Dunphy directly and offered to pay him \$500 per hour for signing items.

Guidelines and Case Precedent

- Bylaw 12 guideline.
 - Value of benefit greater than \$700 = withholding of 30 percent and repayment.
- Case precedent.
- Mitigation Discussion.

Community Service

- In lieu of repayment only.
- Three-tier approach.
- Calculation.
- Time frame to complete community service.
- Community service plans and institution's responsibility.
- Charitable organization.

Decision and Rationale

- Approved.
- Withholding?
- Repayment and/or community service?
- Rationale?

Communications Next Steps

- Contact your athletics communications or university relations teams to discuss media strategy.
- Contact NCAA PMR staff to discuss media strategy.
- Monitor social media and other statements made by involved individuals, including student-athletes, coaches, third parties, etc.

Key Takeaways

- Communicate with NCAA from onset of process, especially if URGENT competition is pending.
- Determine relevant facts and mitigation, don't rely on unreliable sources.
- Review Division I Committee on SAR Guidelines.
- Include appropriate institutional staff members in process.
- Media strategy, communication plan.

Questions