

NCAA Division I Student-Athlete Reinstatement

Hot Topics and Public & Media Relations Issues

Session Overview

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

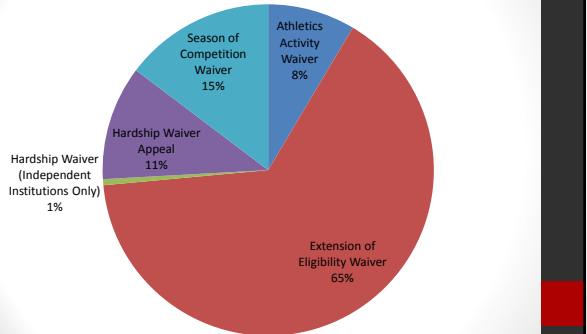
Cases Processed by SAR

- SA involved in a violation that affects eligibility and requires reinstatement.
 - Student-athlete reinstatement request.
- SA unable to compete in 4 seasons in a 5-year period.
 - Extension of eligibility waiver.
 - Athletics activity waiver.
- SA 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

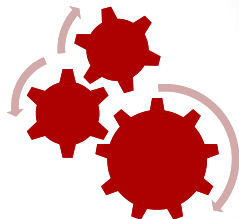
- Reinstatement requests: 774
 - Urgent: 313 (40%)
- SAR waivers: 322
 - Urgent: 24 (7%)
- Amateurism certification decisions: 28
- Total Division I cases: 1,137
- Total cases (all divisions): 1,787

SAR Waivers: 2013-14



SAR Analysis

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



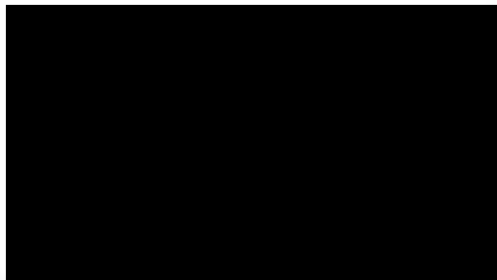
Intersection of PMR and SAR

- NCAA public and media relations SAR team.
 - Michelle Hosick
 - Emily James
 - Stacey Osburn
 - 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 SAR

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

Case Study: Phil Dunphy



Facts

- Dunphy participated in 4 autograph sessions during his first 2 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.

Communication Points

- From the media:
 - ZMT Celebrity News contacts you to find out if the NCAA is investigating Dunphy for signing autographs and states it plans to post a video of a signing in 1 hour.
 - ZMT also claims it has a photo Thorpe tweeted of himself and Dunphy at a local restaurant.
- What do you do?

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.
- Timeframe 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 matter and 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, including media relations staff where appropriate.
- Media strategy, communication plan.

Questions