



SPORTS INFORMATION

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Game Notes

About us: Washburn University is located in Topeka, Kan., the third largest city in Kansas behind Wichita and Overland Park (a suburb of Kansas City). There are approximately 125,000 residents in Topeka and 165,000 residents in Shawnee County. We are the largest media market in the MIAA of the 10 schools.

My personal thinking on game notes: My thoughts on game notes is the easier they are to read for the media outlets, the better. Additionally I think the more information that is in the notes for the media, the better coverage you are going to get. Sitting between Kansas and K-State and in a city with seven high schools, we try to make the information as accessible to the media as possible. PDF files have been a great advancement for sending notes to the media via email as well as posting them to our Web site.

Additionally - we do not have as big of sports information staffs as KU and K-State each have, but we still try to put in as much information as possible because the media outlets around here who cover both Big 12 schools and us have come to expect it - so we have to strive to keep our notes as full as possible.

About our game notes: The WU Sports Information Office compiles game notes for volleyball, men's and women's basketball, football, baseball and softball. For our other sports (men's and women's tennis and golf - and starting this fall) we have weekly notes we send to media outlets.

What we have in them: Every set of game notes we compile has basic information such as schedules, stats, coaching information, opponent information, series history, past game recaps, weekly award winners, starting lineups, flip cards, but we also like to add less common stats such as trends, extended superlatives, upcoming information, player notes. They also can play a huge role in getting feature stories about your student athletes in the media.

Posting to Web: Following the completion of our notes, they are both emailed to media outlets and posted to our Web site. The PDF files have saved us time and money not having to fax the notes to the media and opposing SID's in our league and conference office.

Tree Killers: Our office has been accused of killing trees with the number of pages in our game notes. In addition to the information we place in there, we also use the StatCrew software systems and put many of the superlative stats the program generates in our notes.

How much does our media want in notes: At Washburn, as far as our newspaper beat writer goes, he likes information. Even though he covers us as his main beat he has an ear to what is going on. Our conference has a regional beat writer with the *Kansas City Star* and the more information he receives the better because he is not around as much as our local beat writer. Our television stations are limited with the amount of coverage we get because of the newscast, so in our notes we use bullet points to highlight quick pieces of information that can easily be put into a broadcast - these bullets also work well for pullout boxes in newsprint.

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How soon do we get our game notes out: We try to get our notes out for football the Monday of each week. This really isn't that hard, because on weeks of home games our change page deadline for our game program is 10:30 a.m. on Monday morning and a lot of our notes appear in the game program as well. For basketball, we post our notes on Monday for a Wednesday game and Thursday for a Saturday game. The spring sports of baseball and softball are hit and miss just depending on rainouts and the rescheduling of games that sometimes does not make it back to the sports information office.

Where we get ideas for different things in our notes: I like going to other school's Web sites and looking at different formats of notes - something different, something new. It's possible to find all kinds of ideas on how other SID's put notes together. This is another advantage of PDF files, because before they really became popular, there would be no way to see what other schools are doing in their notes unless they were faxed to you. And really - how many SID's have time to fax notes to every SID that calls looking for examples of their notes?

In closing: Game notes are really the first line of offense the SID has for getting information out to the media, opponent SID's, the conference office and now fans via PDF files on the home page. There has to be information in the notes to make it interesting enough for everyone to go through to find information about your teams.