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## UNIVERSITY GUIDEBOOK

### Subject: Awarding Intercollegiate Athletic Broadcast Rights

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**Policy:** To gain the greatest possible external exposure for the University's Intercollegiate Athletic program and to realize income when feasible, the President, or designee, grants electronic media rights.

RESOLUTION NUMBER: YR 1999 - 26

#### Procedures:

1. In consultation with the Department of Materials Management, a Request for Proposal (RFP) will be prepared by the Department of Intercollegiate Athletics
2. The RFP may include, but is not limited to, the following information: monetary compensation, promotion on other broadcast media, on-air and other promotional support, game-day broadcast, broadcast talent team, and promotional support of other non-athletic-related University programs and/or services.
3. The RFP will be distributed by the Department of Materials Management to all commercial broadcasting organizations licensed by the Federal Government within the five-county area of Mahoning, Trumbull, Columbiana, Lawrence, and Mercer counties.
4. In addition, the RFP may be distributed by the Department of Materials Management to all commercial broadcasting organizations licensed by the Federal Government in geographic areas selected for solicitation by the Department of Intercollegiate Athletics outside the five-county area. Such RFP's will be prepared in consultation with the Department of Materials Management by the Department of Intercollegiate Athletics and need not be identical to the RFP distributed within the five-county area.

Agenda Item E.4.d.  
Exhibit J

5. Timely submitted proposals will be reviewed by members of an Advisory Committee comprised of representatives from the Departments of Intercollegiate Athletics, Materials Management, and members of the University community with applicable expertise. Committee members will be appointed by the Vice President for Development and Community Affairs or designee.
6. The Committee will review the proposals for compliance with the RFP. Proposals not in compliance will not be further considered. Proposals that are in compliance will be further evaluated by the committee utilizing the following criteria: signal strength (quality) and coverage area, ratings and audience demographics, monetary compensation, ability to promote the University, and other factors that serve the best interest of the University.
7. Based upon the evaluation the Committee will prepare a written statement that advances recommended broadcast proposals and sets forth the rationale for the recommendations.
8. The Committee's recommendation will be forwarded to the Executive Director of Intercollegiate Athletics. The Executive Director of Intercollegiate Athletics will forward the recommendation to the Vice President for Development and Community Affairs for final selection. In the event the Executive Director is also the head coach of the sport that is the subject of the proposal, or the Executive Director has an interest—contractual or otherwise—in any of the recommended broadcasting organizations, the selection will be made by the Vice President for Development and Community Affairs.
9. Radio broadcast rights will be awarded for a term specific in the RFP not to exceed four years. In the event that radio broadcast rights are awarded for a terms of less than four years, the successful broadcasting organization may be awarded additional one-year contracts, not to exceed a total term of four years, upon mutually agreeable terms, without the need for a rebid in accordance with the following:
  - The successful broadcasting organization and the Committee will meet to discuss whether the broadcast rights should be reawarded.
  - The committee will recommend whether the broadcast rights should be reawarded or rebid to the Executive Director of Intercollegiate Athletics. The Executive Director of Intercollegiate Athletics will forward the recommendation to the Vice President for Development and Community Affairs for final selection based upon the best interests of the University. In the event that the Executive Director is also the head coach of the sport that is the subject of the proposal, or the Executive Director has any interest—contractual or otherwise—in the successful broadcasting organization under consideration for the reawarding of broadcast rights, the decision will be made by the Vice President for Development and Community Affairs.

10. National Collegiate Athletics Association (NCAA) and affiliated conference rules and regulations govern all post-season play-off games.
  
11. Individual game rights, when regular or post-season rights have not been awarded, may be granted to the University rights holder on a first-right-of-refusal basis. If the rights holder does not accept the rights, they may be granted without the need for an RFP on a game-by-game basis by the Department of Intercollegiate Athletics through the Executive Director of Intercollegiate Athletics or designee. The Department of Intercollegiate Athletics through the Executive Director of Intercollegiate Athletics, will make a recommendation to the Vice President for Development and Community Affairs. The final decision will be made by the Vice President for Development and Community Affairs. Such broadcast rights are generally reserved for sports which are not regularly broadcast and which are not specifically under contract.