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To: donnalopiano@aol.com

Subject: SMR Sports Management Newsletter



Sports Management Newsletter

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FAQs

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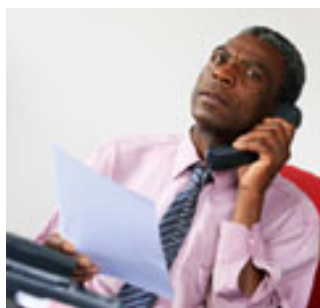
Dear Management Professional,



This issue focuses on three timely topics. First, SMR Associates address the good and the bad about media coverage - discussing the current debate about CBS.com using the names of college athletes in fantasy football games on one hand and the contributions of the media to the success of women's sports on the other.

On a more practical level, SMR Associates provide a sample policy and procedures document on the use of athletics facilities by non-athletics groups. Each free monthly SMR newsletter covers similar timely management topics plus a selection of frequently asked questions (FAQs). Feel free to submit an FAQ for the next issue. Click on the button to the left to subscribe.

Confused About the NCAA Stance on Fantasy FB?



Are you confused about the NCAA's various statements about CBS Sports.com's college football fantasy game? In case you haven't been following this issue, on July 28, CBS announced that it would be using the real names of players competing at NCAA institutions instead of generic names like USC QB or Texas

WR. NCAA legislation prohibits the use of an athlete's name or likeness for commercial purposes. Are these athletes' names and statistics in the public domain? What is the NCAA's position? Join the crowd of people who are trying to figure all this out! [Is there a legal or political remedy?](#)

Media Coverage of Women's Sports is Important!



The media shapes the public's perceptions of the accomplishments of women playing sports and whether women in general can be strong, confident and highly skilled. The media also shapes the dreams and aspirations of girls. Boys grow up watching television, bombarded by heroic and confident images of themselves playing sports and being revered for their accomplishments. They know they are expected to play sports and are encouraged to do so by everyone around them. Girls do not receive these messages. Television carriage is also a critical ingredient for the financial success of women's

Division I college programs and professional leagues and the 'keys to the kingdom' with regard to competitive professional sport salaries and purses. [What are the implications for sport managers?](#)

Sample Facility Use Policy - Protecting Your Institution!



Schools and colleges are frequently asked by internal and external groups for permission to use their physical activity facilities for special events or regularly scheduled programming. For instance, a school's badminton club may want to host a regional tournament in which individuals or teams from other schools or private clubs participate. Or, a local women's shelter wants to use the track for a walk-a-thon fundraiser to support its work. Or, the Women's Club in town wants to conduct fitness classes for mothers and their children. Public schools or colleges may view sharing their facilities as a public responsibility. Similarly,

private institutions may see such opportunities as important for community relations, good promotion for their institution and/or a revenue opportunity. No matter what the purpose, it is important for the education institution to ensure proper protection of its property and management of liability risk. The athletics director is often faced with negotiating these waters. [Here's a sample policy and procedure that covers all the bases.](#)

Check out the [SMR Library](#) for other information and resources or the SMR Blog for opinions on current scholastic and collegiate sports issues as well as general management topics. Suggestions for future newsletter topics are always welcome.

Sincerely,



Donna A. Lopiano, President
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