



VIA E-MAIL

MEMORANDUM

December 17, 2010

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TO: Sports Information Directors of NCAA Divisions I, II and III Member Institutions.

FROM: Kristen Jacob Smith
Assistant Director of Online Properties and Media Coordination for Championships.

SUBJECT: NCAA.com Updates.

The NCAA will begin a new era starting Monday, December 20, with the re-launch of NCAA.com. This date signifies a newly designed layout as well as a new structure and expanded allocation of resources in content integration.

Areas of focus will be seen in expanded editorial content; higher quality and increased distribution of broadband video; more integrated corporate activations; and a depth of championships coverage that will generate exposure for approximately 49,000 student-athletes, who compete in NCAA championships. Turner Sports is dedicating significant resources, which will work toward making NCAA.com a year-round destination and covering all 430,000 student-athletes competing in NCAA sports.

Turner Sports is requesting that all NCAA sports information directors add the following e-mail address to their distribution lists: ncaa-content@turner.com in order to integrate content from all of our member institutions for NCAA.com. Feature stories, weekly releases, information from regular season and post-season are all bits of information Turner will use on the site.

Please update your contacts accordingly. In addition, please delete the old CBS email address (updates@ncaa.com), as it will no longer work after December 20.

Please let me know if you have any questions at all.

Thanks!

KJS:als

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