

Paperless Game Notes?

How to service the media and public in an online age

2012 CoSIDA Convention

June 24, 2012

Chris Yandle, Baylor University
Ted Gangi, CollegePressBox.com
Chris Freet, University of Miami

The Purpose

- “Game notes are that event’s media guide.”
 - Blair Kerkhoff, *Kansas City Star*
- Making the job of media covering event easier
- Usability, Be Functional
- Easy to Navigate
- “One-stop shopping”
 - Can a member find all the pertinent information specific to a game (time/date/location/starters/series/coaches/notables) in an easy-to-find location? i.e. front page or inside front page



2011-2012 BAYLOR BASKETBALL GAME NOTES

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GAME INFORMATION

Date / Time: Thu., March 8 / 11:33 a.m. CST
 Site: Kansas City, Mo. / Sprint Center (18,972)
 TV: ESPN2
 Talent: Brent Musburger (play-by-play), Bob Knight (analyst), Holly Rowe (sideline reporter)
 Radio: Baylor-IMG College / ESPN Central Texas
 Talent: John Morris (play-by-play), Pat Nunnley (analyst)
 Satellite Radio: Sirius 93 / XM 191 (BU broadcast)
 Live Stats: BaylorBears.com
 Live Video: WatchESPN.com (ESPN3)
 Twitter Updates: twitter.com/BaylorMBB
 Series: Kansas State leads, 14-11
 Waco: Baylor leads, 5-4
 Manhattan: K State leads, 9-5
 Neutral Site: K State leads, 2-1
 First Meeting: March 20, 1948 – BU, 60-52
 Last Meeting: Jan. 18, 2012 – KS, 57-56
 Drew vs. K-State: 4-7

SCHEDULE / RESULTS

DATE	BU	OPP	OPPONENT	TV	RESULT
N11	1212	–	TEXAS SOUTHERN	W	77-57
N13	1212	–	JACKSON STATE	W	92-59
N15	1112	rvl	SAN DIEGO STATE	ESPN	W 77-67
N22	910	–	SOUTH CAROLINA ST.	W	70-50
N23	910	–	UT ARLINGTON	FSSW	W 75-65
N29	718	–	PRAIRIE VIEW ASM	FSSW	W 90-54
DATE	BU	OPP	OPPONENT	TV	RESULT
D4	718	–	at Northwestern	BTN	W 69-41
D14	617	–	BETHUNE-COOKMAN	FSSW	W 69-42
D17	617	–	at BRU	BYOV	W 66-63
D18	617	–	PAUL QUINN	W	95-43
<i>Continental Tire Las Vegas Classic (Orleans Arena – Las Vegas, Nev.)</i>					
D22	617	–	vs. Saint Mary's	ESPN3	W 72-59
D23	617	–	vs. West Virginia	ESPN	Wet 63-61
<i>The Showcase (American Airlines Center – Dallas, Texas)</i>					
D28	617	1514	vs. Mississippi State	ESPN2	W 54-52
DATE	BU	OPP	OPPONENT	TV	RESULT
J2	415	rvl	* TEXAS ASM	ESPNU	W 61-52
J7	415	–	* at Texas Tech	BIG 12	W 73-60
J10	414	1818	* at Kansas State	FSSW	W 75-73
J14	414	–	* OKLAHOMA STATE	ESPN2	W 109-95
J16	313	717	* at Kansas	ESPN	L 74-92
J21	313	515	* MISSOURI	ESPN	L 88-89
J24	617	–	* at Oklahoma	BIG 12	W 77-65
J28	617	–	* TEXAS	CBS	W 76-71
DATE	BU	OPP	OPPONENT	TV	RESULT
F1	618	–	* at Texas ASM	ESPN2	W 63-60
F4	618	–	* at Oklahoma State	BIG 12	W 64-60
F8	618	7110	* KANSAS	ESPN2	L 54-68
F11	618	414	* at Missouri	BIG 12	L 57-72
F13	910	rvl	* IOWA STATE	ESPNU	W 79-64
F18	910	–	* KANSAS STATE	BIG 12	L 58-57
F20	1314	–	* at Texas	ESPN	W 77-72
F25	1314	–	* OKLAHOMA	BIG 12	W 70-60
F27	910	–	* TEXAS TECH	ESPNU	W 77-48
DATE	BU	OPP	OPPONENT	TV	TIME
M3	910	rvl	* at Iowa State	FSSW	L 72-80
M8	1211	rvl	vs. Kansas State	ESPN2	11:33 a.m.
M9	1211	–	Big 12 Semifinals	ESPNU	6:30 p.m.

Rankings: AP/USA TODAY

GAME 32

KANSAS CITY, MO. (SPRINT CENTER)



12/11 **BAYLOR BEARS** (25-6, 12-6)

Head Coach: Scott Drew (Butler, 1993)
 Career Record: 172-133 (10th season), Record at BU: 152-122 (9th season)

RV/RV **KANSAS STATE WILDCATS** (21-9, 10-8)

Head Coach: Frank Martin (Florida International, 1993)
 Career Record: 116-52 (5th season), Record at KS: Same

STORY LINES

- No. 4 seed Baylor (25-6) opens postseason play against No. 5 seed Kansas State (21-9) in the quarterfinals of the 2012 Phillips 66 Big 12 Championship in Kansas City, Mo. Thursday's matchup will tip at 11:33 a.m. CST on ESPN2.
- Baylor's 25 wins are tied for the second-most victories in program history. Baylor is three shy of the program record set by the 2010 NCAA Elite Eight team (28 wins).
- Baylor is the No. 4 seed for the first time in Big 12 Championship history – its second-highest tournament seed in the Big 12 era. In 2010, Baylor was the No. 3 seed after finishing the regular season tied for second.
- Baylor is 9-14 all-time in the Big 12 Championship and 5-7 under head coach Scott Drew.
- Baylor is one of three men's basketball programs that will wear the new adidas basketball uniform by adidas during conference and NCAA tournament play. Baylor will debut its new uniform against Kansas State.
- Baylor's 12 conference wins are the most (Southwest Conference or Big 12) in program history.
- Baylor is 44-38 in Big 12 games in the last five seasons and has tallied the four highest Big 12 win totals in program history during that span – 12 in 2011-12, 11 in 2009-10, 9 in 2007-08 and 7 in 2010-11.
- In the last five seasons, Baylor has won 20+ games four times and has won more overall (131) and Big 12 games (48) than in Baylor's first 11 seasons in the Big 12 combined.
- Baylor is 8-2 in games decided by 5 points or fewer this season – 7 of the 8 wins have been away from home.
- Baylor has made at least one 3-point field goal in 650 consecutive games – the second-longest active streak in the Big 12.
- F Quincy Miller was named Big 12 Co-Freshman of the Year, becoming the first Baylor player to earn conference freshman of the year honors since Brian Skinner in 1995 (Southwest Conference).
- Bob Cousy Award finalist Pierre Jackson has a knack for making big play after big play. In his first season at Baylor, Jackson has been a part of eight go-ahead, game-tying or game-winning plays.
- Senior F Quincy Acy ranks 12th in school history with 1,279 points. He also ranks 2nd in career FG percentage (60.6), 2nd in career blocks (168) and 6th in career rebounding (769).
- In his last 62 games, Acy has swatted 106 shots. By comparison, Acy blocked 62 shots in his first 70 games.



UP NEXT

- The Baylor/Kansas State winner will advance to the semifinals at the 2012 Phillips 66 Big 12 Men's Basketball Championship. Friday's first semifinal game will tip at 6:30 p.m. CST on either ESPNU or the Big 12 Network.

BAYLOR PROJECTED STARTING LINEUP

G • 55 • JR	G • 5 • SO	F • 30 • FR	F • 4 • SR	F • 1 • SO
Pierre Jackson	Brady Heslip	Quincy Miller	Quincy Acy	Perry Jones III
PTS	13.5 PTS	9.3 PTS	11.5 PTS	12.1 PTS
REB	3.0 REB	1.3 REB	5.0 REB	7.2 REB
AST	5.6 FG%	43.1 FG%	48.2 BLK	1.9 FG%
STL	1.6 3FG%	43.0 FT%	79.8 FG%	58.3 FT%



Click to read the official Baylor Basketball Blog, Full Court Press



Baylor Athletics



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The Issues

- Efficiency
 - Are you putting something in your notes in 20 different places?
- Judgment
 - Are you putting your best notes in there?
 - Are fluffing up your notes packet with useless information – items that can't be easily deciphered / used during TV/Radio broadcasts?
- Conciseness
 - Are 100 pages for a non-conference, non-televised game *really necessary*?
 - Are you crashing email servers with a 6MB file or going easy with a 300KB file?
- Aesthetics
 - Are your notes easy on the eyes?
 - Formatting
 - Your notes don't need to be in color
- Current Events
- Think about your audience

The Approach

- KISS principle
 - Less is more
- “One-stop Shopping”
- Be Nice...
 - ...to other people’s email inboxes
 - Cut down file size (in Adobe Acrobat Pro > Document > Reduce File Size > Make compatible with 4.0 or later)
- Color = bad
 - Yes, color may look pretty on your screen, but your notes don’t need to be in color. Black-and-white works just fine.
- Easy to Read
 - Paragraph vs. bullets



2011-12
25-6
BIG 12
12-6
AP
12
COACHES
11
RPI
9

BAYLOR VS. KANSAS STATE | GAME 32
March 8, 2012 (Kansas City, Mo., Sprint Center)

Baylor Broadcast Notes

Click/scan codes to view each player’s complete bio at BaylorBears.com

0		Gary Franklin G • 6-2 • 195 • So. • Santa Ana, Calif.	<table border="1"> <thead> <tr> <th>MIN</th> <th>PTS</th> <th>REB</th> <th>AST</th> <th>FG%</th> <th>3FG%</th> <th>FT%</th> </tr> </thead> <tbody> <tr> <td>SEA</td> <td>11.1</td> <td>2.4</td> <td>0.7</td> <td>0.9</td> <td>32.8</td> <td>34.6</td> </tr> <tr> <td>B12</td> <td>10.4</td> <td>2.0</td> <td>0.6</td> <td>0.8</td> <td>30.0</td> <td>32.4</td> </tr> <tr> <td>CAR</td> <td>16.4</td> <td>4.5</td> <td>0.8</td> <td>1.3</td> <td>30.7</td> <td>31.3</td> </tr> </tbody> </table> <ul style="list-style-type: none"> 19 of 19 FGs this season are from 3-point range Scored season-high 8 points in Dec. 23 win vs. West Virginia Transferred in January 2011 after playing 13 games as freshman at Cal Sat out spring 2011 semester and will sit out fall 2011 semester Averaged 8.2 points in 25.7 minutes per game as freshman at Cal 	MIN	PTS	REB	AST	FG%	3FG%	FT%	SEA	11.1	2.4	0.7	0.9	32.8	34.6	B12	10.4	2.0	0.6	0.8	30.0	32.4	CAR	16.4	4.5	0.8	1.3	30.7	31.3
MIN	PTS	REB	AST	FG%	3FG%	FT%																									
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CAR	16.4	4.5	0.8	1.3	30.7	31.3																									
1		Perry Jones III F • 6-11 • 235 • So. • Duncanville, Texas	<table border="1"> <thead> <tr> <th>MIN</th> <th>PTS</th> <th>REB</th> <th>BLK</th> <th>FG%</th> <th>3FG%</th> <th>FT%</th> </tr> </thead> <tbody> <tr> <td>SEA</td> <td>30.7</td> <td>13.1</td> <td>7.5</td> <td>0.6</td> <td>49.3</td> <td>23.1</td> </tr> <tr> <td>B12</td> <td>30.2</td> <td>12.9</td> <td>7.8</td> <td>0.5</td> <td>47.5</td> <td>11.8</td> </tr> <tr> <td>CAR</td> <td>32.4</td> <td>13.5</td> <td>7.3</td> <td>0.8</td> <td>52.2</td> <td>22.2</td> </tr> </tbody> </table> <ul style="list-style-type: none"> ALL-BIG 12 THIRD TEAM WOODENBERGERS/MIDWINTER MIDSEASON LISTS 15 of 11 of last 16 games / 7 double-doubles this season Missed first 5 games (conclusion of 8-game NCAA suspension) First conference preseason Player of the Year in program history 	MIN	PTS	REB	BLK	FG%	3FG%	FT%	SEA	30.7	13.1	7.5	0.6	49.3	23.1	B12	30.2	12.9	7.8	0.5	47.5	11.8	CAR	32.4	13.5	7.3	0.8	52.2	22.2
MIN	PTS	REB	BLK	FG%	3FG%	FT%																									
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3		Fred Ellis F • 6-5 • 200 • Sr. • Sacramento, Calif.	<table border="1"> <thead> <tr> <th>MIN</th> <th>PTS</th> <th>REB</th> <th>STL</th> <th>FG%</th> <th>3FG%</th> <th>FT%</th> </tr> </thead> <tbody> <tr> <td>SEA</td> <td>9.4</td> <td>1.9</td> <td>1.8</td> <td>0.3</td> <td>21.1</td> <td>33.3</td> </tr> <tr> <td>B12</td> <td>6.3</td> <td>0.7</td> <td>2.0</td> <td>—</td> <td>—</td> <td>100.0</td> </tr> <tr> <td>CAR</td> <td>9.9</td> <td>2.2</td> <td>1.8</td> <td>0.3</td> <td>35.4</td> <td>27.9</td> </tr> </tbody> </table> <ul style="list-style-type: none"> ACADEMIC ALL-BIG 12 FIRST TEAM Had 2 pts., 1 reb in 13 min Feb. 27 vs. Texas Tech Scored season-high 7 points, grabbed 5 reb Nov. 13 vs. Jackson State Graduated from Baylor in December 2010, in graduate school First member of family to graduate from college 	MIN	PTS	REB	STL	FG%	3FG%	FT%	SEA	9.4	1.9	1.8	0.3	21.1	33.3	B12	6.3	0.7	2.0	—	—	100.0	CAR	9.9	2.2	1.8	0.3	35.4	27.9
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4		Quincy Acy F • 6-7 • 235 • Sr. • Mesquite, Texas	<table border="1"> <thead> <tr> <th>MIN</th> <th>PTS</th> <th>REB</th> <th>BLK</th> <th>STL</th> <th>FG%</th> <th>FT%</th> </tr> </thead> <tbody> <tr> <td>SEA</td> <td>29.6</td> <td>12.1</td> <td>7.2</td> <td>1.9</td> <td>1.0</td> <td>58.3</td> </tr> <tr> <td>B12</td> <td>30.2</td> <td>11.8</td> <td>7.0</td> <td>1.6</td> <td>1.0</td> <td>58.0</td> </tr> <tr> <td>CAR</td> <td>24.8</td> <td>9.7</td> <td>5.8</td> <td>1.3</td> <td>0.7</td> <td>60.6</td> </tr> </tbody> </table> <ul style="list-style-type: none"> ALL-BIG 12 SECOND TEAM, BIG 12 ALL-DEFENSIVE TEAM 12th in B12 history in scoring (1,278), 6th in rebounding (769) 49% of career FGs are dunks / 144 career games with 2+ blocks Ranked 2nd in school history in career FG pct (60.6) 2nd in school history in career blocks (168) 	MIN	PTS	REB	BLK	STL	FG%	FT%	SEA	29.6	12.1	7.2	1.9	1.0	58.3	B12	30.2	11.8	7.0	1.6	1.0	58.0	CAR	24.8	9.7	5.8	1.3	0.7	60.6
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CAR	24.8	9.7	5.8	1.3	0.7	60.6																									
5		Brady Heslip G • 6-2 • 180 • So. • Burlington, Ontario	<table border="1"> <thead> <tr> <th>MIN</th> <th>PTS</th> <th>REB</th> <th>AST</th> <th>FG%</th> <th>3FG%</th> <th>FT%</th> </tr> </thead> <tbody> <tr> <td>SEA</td> <td>25.9</td> <td>9.3</td> <td>1.3</td> <td>1.0</td> <td>43.1</td> <td>43.0</td> </tr> <tr> <td>B12</td> <td>25.9</td> <td>8.1</td> <td>1.2</td> <td>1.1</td> <td>39.2</td> <td>37.4</td> </tr> <tr> <td>CAR</td> <td>25.9</td> <td>9.3</td> <td>1.3</td> <td>1.0</td> <td>43.1</td> <td>43.0</td> </tr> </tbody> </table> <ul style="list-style-type: none"> ACADEMIC ALL-BIG 12 SECOND TEAM Ranked 4th in 3FG%, 14th in Big 12 in 3FG made Has made at least 1 3FG in 28 of 30 games 74 of his 90 FGMs have been 3-point range Sat out 2010-11 after transferring from Boston College 	MIN	PTS	REB	AST	FG%	3FG%	FT%	SEA	25.9	9.3	1.3	1.0	43.1	43.0	B12	25.9	8.1	1.2	1.1	39.2	37.4	CAR	25.9	9.3	1.3	1.0	43.1	43.0
MIN	PTS	REB	AST	FG%	3FG%	FT%																									
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CAR	25.9	9.3	1.3	1.0	43.1	43.0																									
11		J'mison Morgan F/C • 6-11 • 250 • Sr. • Dallas, Texas	<table border="1"> <thead> <tr> <th>MIN</th> <th>PTS</th> <th>REB</th> <th>BLK</th> <th>STL</th> <th>FG%</th> <th>FT%</th> </tr> </thead> <tbody> <tr> <td>SEA</td> <td>—</td> <td>—</td> <td>—</td> <td>—</td> <td>—</td> <td>—</td> </tr> <tr> <td>B12</td> <td>—</td> <td>—</td> <td>—</td> <td>—</td> <td>—</td> <td>—</td> </tr> <tr> <td>CAR</td> <td>9.4</td> <td>2.5</td> <td>1.7</td> <td>0.8</td> <td>0.3</td> <td>49.7</td> </tr> </tbody> </table> <ul style="list-style-type: none"> Projected to redshirt for 2011-12 season Played in all 31 games, making 14 starts, in first season at Baylor Finished 2010-11 with 14 consecutive starts Posted 2+ blocks in 11 games in 2010-11 (Baylor 8-3 in those games) Had more blocks (34) in 2010-11 than in two-year UCLA career (26) 	MIN	PTS	REB	BLK	STL	FG%	FT%	SEA	—	—	—	—	—	—	B12	—	—	—	—	—	—	CAR	9.4	2.5	1.7	0.8	0.3	49.7
MIN	PTS	REB	BLK	STL	FG%	FT%																									
SEA	—	—	—	—	—	—																									
B12	—	—	—	—	—	—																									
CAR	9.4	2.5	1.7	0.8	0.3	49.7																									
14		Deuce Bello G • 6-4 • 185 • Fr. • Greensboro, N.C.	<table border="1"> <thead> <tr> <th>MIN</th> <th>PTS</th> <th>REB</th> <th>AST</th> <th>FG%</th> <th>3FG%</th> <th>FT%</th> </tr> </thead> <tbody> <tr> <td>SEA</td> <td>9.1</td> <td>3.1</td> <td>1.9</td> <td>0.4</td> <td>51.0</td> <td>25.0</td> </tr> <tr> <td>B12</td> <td>6.0</td> <td>1.5</td> <td>1.1</td> <td>0.4</td> <td>75.0</td> <td>50.0</td> </tr> <tr> <td>CAR</td> <td>9.1</td> <td>3.1</td> <td>1.9</td> <td>0.4</td> <td>51.0</td> <td>25.0</td> </tr> </tbody> </table> <ul style="list-style-type: none"> 1.5 points, 1.0 rebound in 3.0 minutes in 2 games vs. K-State 13 of 26 FGMs have been dunks Career-high 10 points — 4 dunks — in Nov. 29 win vs. Prairie View A&M Has had two dunks on SportsCenter Top 10 Plays (both No. 2) Rated one of the best dunkers in the world — at any level 	MIN	PTS	REB	AST	FG%	3FG%	FT%	SEA	9.1	3.1	1.9	0.4	51.0	25.0	B12	6.0	1.5	1.1	0.4	75.0	50.0	CAR	9.1	3.1	1.9	0.4	51.0	25.0
MIN	PTS	REB	AST	FG%	3FG%	FT%																									
SEA	9.1	3.1	1.9	0.4	51.0	25.0																									
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CAR	9.1	3.1	1.9	0.4	51.0	25.0																									
22		A.J. Walton G • 6-1 • 185 • Jr. • Little Rock, Ark.	<table border="1"> <thead> <tr> <th>MIN</th> <th>PTS</th> <th>REB</th> <th>AST</th> <th>STL</th> <th>FG%</th> <th>FT%</th> </tr> </thead> <tbody> <tr> <td>SEA</td> <td>18.9</td> <td>3.4</td> <td>2.9</td> <td>1.3</td> <td>32.4</td> <td>20.0</td> </tr> <tr> <td>B12</td> <td>17.7</td> <td>2.9</td> <td>2.1</td> <td>0.9</td> <td>29.5</td> <td>18.8</td> </tr> <tr> <td>CAR</td> <td>22.8</td> <td>4.8</td> <td>3.2</td> <td>1.5</td> <td>40.4</td> <td>36.6</td> </tr> </tbody> </table> <ul style="list-style-type: none"> Ranked 6th in school history with 150 career steals Ranked 10th in school history with 302 career assists 29 career 5+ assists games (Baylor 24-5) 23 career games with 3+ steals Played for Athletics in Action last two summers 	MIN	PTS	REB	AST	STL	FG%	FT%	SEA	18.9	3.4	2.9	1.3	32.4	20.0	B12	17.7	2.9	2.1	0.9	29.5	18.8	CAR	22.8	4.8	3.2	1.5	40.4	36.6
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CAR	22.8	4.8	3.2	1.5	40.4	36.6																									
30		Quincy Miller F • 6-9 • 210 • Fr. • Chicago, Ill.	<table border="1"> <thead> <tr> <th>MIN</th> <th>PTS</th> <th>REB</th> <th>AST</th> <th>FG%</th> <th>3FG%</th> <th>FT%</th> </tr> </thead> <tbody> <tr> <td>SEA</td> <td>25.0</td> <td>11.5</td> <td>5.0</td> <td>1.6</td> <td>46.2</td> <td>37.3</td> </tr> <tr> <td>B12</td> <td>25.0</td> <td>11.9</td> <td>4.9</td> <td>1.1</td> <td>45.7</td> <td>36.8</td> </tr> <tr> <td>CAR</td> <td>25.0</td> <td>11.5</td> <td>5.0</td> <td>1.6</td> <td>46.2</td> <td>37.3</td> </tr> </tbody> </table> <ul style="list-style-type: none"> BIG 12 CO-FRESHMAN OF THE YEAR / BIG 12 ALL-ROOKIE TEAM ALL-BIG 12 HONORABLE MENTION Ch tying 11 rebounds in 3 games Ch tying 6 assists in 3 games 5 25-point games this season — CH 29 pts Jan. 21 vs. Missouri 	MIN	PTS	REB	AST	FG%	3FG%	FT%	SEA	25.0	11.5	5.0	1.6	46.2	37.3	B12	25.0	11.9	4.9	1.1	45.7	36.8	CAR	25.0	11.5	5.0	1.6	46.2	37.3
MIN	PTS	REB	AST	FG%	3FG%	FT%																									
SEA	25.0	11.5	5.0	1.6	46.2	37.3																									
B12	25.0	11.9	4.9	1.1	45.7	36.8																									
CAR	25.0	11.5	5.0	1.6	46.2	37.3																									
34		Cory Jefferson F • 6-9 • 210 • RSo. • Killeen, Texas	<table border="1"> <thead> <tr> <th>MIN</th> <th>PTS</th> <th>REB</th> <th>BLK</th> <th>FG%</th> <th>3FG%</th> <th>FT%</th> </tr> </thead> <tbody> <tr> <td>SEA</td> <td>11.5</td> <td>3.9</td> <td>2.9</td> <td>1.3</td> <td>52.8</td> <td>—</td> </tr> <tr> <td>B12</td> <td>8.9</td> <td>2.7</td> <td>1.9</td> <td>0.8</td> <td>50.0</td> <td>—</td> </tr> <tr> <td>CAR</td> <td>8.7</td> <td>2.8</td> <td>2.2</td> <td>0.9</td> <td>50.0</td> <td>—</td> </tr> </tbody> </table> <ul style="list-style-type: none"> Currently 11th on Baylor single-season list with 41 blocks Has 2+ blocks in 11 games (at least 1 block in 18 games) Career-high 7 blocks vs. UT-Austin Nov. 20 Career-high 13 points with 9 rebounds, 3 blocks Nov. 13 vs. JSU Career-first double-double (10 pts, 10 reb) Nov. 11 vs. TSU 	MIN	PTS	REB	BLK	FG%	3FG%	FT%	SEA	11.5	3.9	2.9	1.3	52.8	—	B12	8.9	2.7	1.9	0.8	50.0	—	CAR	8.7	2.8	2.2	0.9	50.0	—
MIN	PTS	REB	BLK	FG%	3FG%	FT%																									
SEA	11.5	3.9	2.9	1.3	52.8	—																									
B12	8.9	2.7	1.9	0.8	50.0	—																									
CAR	8.7	2.8	2.2	0.9	50.0	—																									
41		Anthony Jones F • 6-10 • 195 • Sr. • Houston, Texas	<table border="1"> <thead> <tr> <th>MIN</th> <th>PTS</th> <th>REB</th> <th>STL</th> <th>FG%</th> <th>3FG%</th> <th>FT%</th> </tr> </thead> <tbody> <tr> <td>SEA</td> <td>16.0</td> <td>5.4</td> <td>3.2</td> <td>0.8</td> <td>48.2</td> <td>33.9</td> </tr> <tr> <td>B12</td> <td>12.8</td> <td>4.4</td> <td>2.5</td> <td>0.5</td> <td>52.5</td> <td>38.5</td> </tr> <tr> <td>CAR</td> <td>21.2</td> <td>5.8</td> <td>3.8</td> <td>0.5</td> <td>45.3</td> <td>34.0</td> </tr> </tbody> </table> <ul style="list-style-type: none"> Streak of 13 consecutive starts snapped Dec. 4 at Northwestern Career-high 21 points, career-high 5 steals Nov. 22 vs. SCRU 3rd career double-double Nov. 11 vs. TSU (11 pts, career-high 12 reb) 27 career double-figure scoring games (BU 22-5 in such contests) Only Baylor player to start all 31 games in 2010-11 	MIN	PTS	REB	STL	FG%	3FG%	FT%	SEA	16.0	5.4	3.2	0.8	48.2	33.9	B12	12.8	4.4	2.5	0.5	52.5	38.5	CAR	21.2	5.8	3.8	0.5	45.3	34.0
MIN	PTS	REB	STL	FG%	3FG%	FT%																									
SEA	16.0	5.4	3.2	0.8	48.2	33.9																									
B12	12.8	4.4	2.5	0.5	52.5	38.5																									
CAR	21.2	5.8	3.8	0.5	45.3	34.0																									
55		Pierre Jackson G • 5-10 • 180 • Jr. • Las Vegas, Nev.	<table border="1"> <thead> <tr> <th>MIN</th> <th>PTS</th> <th>REB</th> <th>AST</th> <th>FG%</th> <th>3FG%</th> <th>FT%</th> </tr> </thead> <tbody> <tr> <td>SEA</td> <td>30.1</td> <td>13.5</td> <td>3.0</td> <td>5.6</td> <td>47.9</td> <td>45.3</td> </tr> <tr> <td>B12</td> <td>33.7</td> <td>14.4</td> <td>3.1</td> <td>6.6</td> <td>45.1</td> <td>43.5</td> </tr> <tr> <td>CAR</td> <td>30.1</td> <td>13.5</td> <td>3.0</td> <td>5.6</td> <td>47.9</td> <td>45.3</td> </tr> </tbody> </table> <ul style="list-style-type: none"> ALL-BIG 12 SECOND TEAM, BIG 12 ALL-ROOKIE TEAM BOB COUSY AWARD FINALIST Career-high 21 points, career-high 5 steals Nov. 22 vs. SCRU 3rd career double-double Nov. 11 vs. TSU (11 pts, career-high 12 reb) Career-high 35 points in March 3 loss at Iowa State Part of 8 go-ahead, game-tying or game-winning plays this season 	MIN	PTS	REB	AST	FG%	3FG%	FT%	SEA	30.1	13.5	3.0	5.6	47.9	45.3	B12	33.7	14.4	3.1	6.6	45.1	43.5	CAR	30.1	13.5	3.0	5.6	47.9	45.3
MIN	PTS	REB	AST	FG%	3FG%	FT%																									
SEA	30.1	13.5	3.0	5.6	47.9	45.3																									
B12	33.7	14.4	3.1	6.6	45.1	43.5																									
CAR	30.1	13.5	3.0	5.6	47.9	45.3																									

Head Coach: Scott Drew, Assistant Coaches: Jerome Tang, Grant McCasland, Paul Mills; Director of Operations: Tim Maloney
BAYLORBears.com | @BAYLORMBB

The Approach


- Timeliness
 - It's March – do you need a note from October?
- White space...
 - ...is your friend.
- Every day should be “Earth Day”
- Think ahead / Think about your audience
 - Think about who the notes are intended for
 - If it's a national TV game, chances are the talent for your game are doing numerous games in a certain time span
- Re-purposing for the web
 - Can your notes be translated into 140 characters?

The Approach

- Know your audience (pretend TV/radio talent have never covered your school before)

2012 NCAA DIVISION I MEN'S BASKETBALL CHAMPIONSHIP
SOUTH REGIONAL FINAL VS. KENTUCKY

PLAYERS



4 – QUINCY ACY
F • 6-7 • 235 • SR • 3L
MISOURI, TEXAS (HORN HS)

Scan to view Quincy Acy's complete bio at [BaylorBeats.com](#)

ACY NOTEBOOK
USDBA ALL-DISTRICT VII
ALL-BIG 12, SECOND TEAM COACHES, DALLAS MORNING NEWS, FORT WORTH STAR TELEGRAM.
SAN ANTONIO EXPRESS NEWS, WACO TRADING HERALD
ALL-BIG 12, HONORABLE MENTION
BIG 12 ALL-DEFENSIVE TEAM COACHES

LAST TIME OUT – MARCH 23 KAVIR, NCAA SOUTH REGIONAL SEMIFINAL
* 20 points, 15 rebounds and 3 assists in 34 minutes

TRENDS

- NCAA rankings (game three March 18): 55th in blocked shots, 162nd in rebounds, 236th in FTA
- Career Baylor rankings: Top in games played (138), 2nd in blocked shots (175), 3rd in 3FG% (60.2), 5th in rebounding (820), 1st in Big 12 games played (86), 11th in scoring (1,338)

OTHER NOTES

- Part of youngest senior class in program history (100 career victories)
- #6 Big 12 blocks rank 6th in Baylor's single season list
- #4 in Big 12 career FGAs per game (24 of 40)

2011-2012 GAME-BY-GAME

OPPONENT	DATE	GS	MIN	FG	3FG	FT	ORB	TR	PF	A	T	B	S	PTS
TEXAS SOUTHERN	11/11	-	26	3/4	0/0	5/7	3/4	7	3	1	1	2	1	11
JACKSON STATE	11/13	-	25	4/6	0/0	6/8	1/1	2	0	0	2	2	1	14
WAC WASH STATE	11/15	-	44	9/5	0/0	7/9	9/9	1	1	1	1	1	1	19
S.C. STATE	11/22	-	37	0/0	0/0	3/4	2/6	3	0	2	3	1	0	0
UTA	11/23	-	29	4/7	0/0	2/4	3/8	11	2	1	3	6	0	10
PHOENIX VIEW AAM	11/29	-	28	3/6	0/0	7/8	1/8	11	3	1	2	1	2	13
at Northwestern	12/4	-	29	8/10	0/0	0/2	1/5	6	2	0	1	6	0	18
BETHUNE COOKMAN	12/14	-	22	4/8	0/0	2/6	3/4	7	4	0	3	4	0	10
at BYU	12/17	-	27	3/7	0/0	2/4	6/4	2	0	1	0	1	0	8
PAUL QUINN	12/19	-	22	10/12	0/0	4/4	3/3	6	1	0	3	1	0	24
vs. Saint Mary's	12/22	-	26	2/4	1/1	7/8	3/7	10	4	1	2	0	2	12
vs. West Virginia	12/23	-	41	5/10	0/1	5/5	4/4	8	3	0	2	0	1	15
at Mississippi State	12/28	-	33	2/7	0/0	3/5	4/4	8	0	0	2	3	1	7
TEXAS A&M	1/2	-	32	3/7	1/1	8/8	2/4	6	3	1	2	3	0	13
at Texas Tech	1/7	-	36	2/6	0/0	2/4	3/2	5	5	1	0	2	1	6
at Kansas State	1/10	-	24	8/6	0/0	1/2	2/1	3	4	0	3	1	2	13
OKLAHOMA STATE	1/14	-	22	5/8	1/1	8/8	2/4	6	1	2	0	2	0	15
at Kansas	1/16	-	27	7/10	0/1	9/9	2/3	5	4	1	1	3	2	14
MISSOURI	1/21	-	31	8/15	0/0	2/2	3/6	4	2	1	2	2	0	18
at Oklahoma	1/24	-	32	4/6	0/0	5/8	2/2	4	2	0	3	1	3	13
TEXAS	1/28	-	31	3/6	0/0	4/4	3/7	10	4	1	2	0	0	10
at Texas A&M	2/1	-	33	4/6	0/0	3/4	1/3	4	2	3	2	1	1	11
at Oklahoma State	2/4	-	36	5/8	0/0	1/2	6/6	12	4	0	4	1	2	11
KANSAS	2/6	-	30	3/7	0/0	5/8	5/5	10	3	0	3	1	2	11
at Missouri	2/11	-	34	2/3	0/0	3/4	2/6	8	3	1	4	0	1	7
OKLAHOMA STATE	2/13	-	29	5/8	0/0	2/4	0/5	5	1	1	2	0	11	
KANSAS STATE	2/18	-	33	5/11	0/0	4/4	9/3	4	1	4	1	2	1/4	
at Baylor	2/20	-	39	7/10	0/1	8/11	8/8	16	4	0	1	0	22	
OKLAHOMA	2/25	-	31	2/5	0/0	2/2	2/4	8	4	2	0	0	0	6
TEXAS TECH	2/27	-	24	5/7	0/0	2/2	3/4	7	3	0	0	2	2	12
at Texas State	3/3	-	25	3/5	0/0	1/1	3/2	5	3	0	1	1	0	9
at Kansas State	3/8	-	34	4/7	0/0	2/3	1/6	7	3	3	3	2	2	10
vs. Kansas	3/9	-	32	4/11	0/0	2/4	4/2	6	2	1	2	0	11	
vs. Missouri	3/10	-	31	1/4	0/0	3/8	3/7	10	4	2	3	0	0	7
at South Dakota State	3/15	-	18	2/2	0/0	9/9	2	4	1	4	1	0	4	
vs. Colorado	3/17	-	29	3/5	0/0	3/4	4/5	10	3	2	1	1	0	7
vs. Xavier	3/23	-	34	8/11	0/0	4/4	2/13	15	3	3	1	1	0	20

CAREER STATISTICS

YEAR	GP	PTS	MIN	AVG	FG	PCT	3FG	PCT	FTA	PCT	OFF DEF TOT	AVG	PF	A	T	B	S	PP	AVG				
2008-09	34	131	526	16.4	72	110	65%	49	75	54%	40	75	34	21	185	8	4	3	11	8.4			
2009-10	36	840	233	138	185	497	0	0	0	0	83	88	5	1	45	28	17	37	335	8.3			
2010-11	31	311	863	13.0	137	264	43%	72	80%	113	142	8%	81	60	22	6	45	28	12.4				
2011-12	33	327	1386	26.6	151	283	37%	34	55	60%	128	171	86	178	74	114	37	68	34	43.7			
CAREER	134	651	3454	26.9	498	824	36%	117	47%	343	448	763	293	623	820	5.8	352	85	211	175	101	1328	8.1

CAREER STATISTICS


YEAR	GP	PTS	MIN	AVG	FG	PCT	3FG	PCT	FTA	PCT	OFF DEF TOT	AVG	PF	A	T	B	S	PP	AVG	
2009-10	44	107	268	15.2	252	402	0	0	0	0	88	89	9	14	2	6	1	4	26	8.5
2011-12	33	81	272	12.2	87	128	67%	23	30	75%	8	19	6	3	1	21	3	1	23	7.4
CAREER	77	188	540	17.6	339	579	0	0	0	88	107	107	15	17	4	8	4	49	8.9	

NCAA POSTSEASON

YEAR	GP	PTS	MIN	AVG	FG	PCT	3FG	PCT	FTA	PCT	OFF DEF TOT	AVG	PF	A	T	B	S	PP	AVG		
2011-12	9	85	217	11.2	200	330	0	0	0	0	14	250	14	250	6	1	0	3	1	23	7.7
CAREER	33	85	217	11.2	200	330	0	0	0	0	14	250	14	250	6	1	0	3	1	23	7.7

2012 NCAA DIVISION I MEN'S BASKETBALL CHAMPIONSHIP
SOUTH REGIONAL FINAL VS. KENTUCKY

PLAYERS



1 – PERRY JONES III
F • 6-11 • 235 • SO • 1L
DUNCANVILLE, TEXAS (DUNCANVILLE HS)

Scan to view Perry Jones III's complete bio at [BaylorBeats.com](#)

JONES III NOTEBOOK
BIG 12 ALL-TOURNAMENT TEAM
USDBA ALL-DISTRICT VII (NABC ALL-DISTRICT 8, SECOND TEAM)
ALL-BIG 12, SECOND TEAM AP, ESPN.COM, KANSAS CITY STAR
ALL-BIG 12, THIRD TEAM COACHES
BIG 12 CO-PLAYER OF THE WEEK (DEC. 16, JAN. 16)

LAST TIME OUT – MARCH 23 KAVIR, NCAA SOUTH REGIONAL SEMIFINAL
* 14 points (7.4 FG), 5 rebounds, 1 block and 1 steal in 28 minutes

TRENDS

- NCAA rankings (game three March 18): 75th in FG, 112th in rebounds

OTHER NOTES

- Scored then career high 28 points on career-best 11 FG in Dec. 17 road win at BYU
- Scored 27 points on 10-of-14 shooting in season debut Nov. 29 vs. Prairie View A&M
- Set last first four games of 2011-12 season to arrive on game suspension banlist down in March 2011 by NCAA
- Named 2011-12 Preseason Big 12 Player of the Year by the league's coaches, becoming first player in program history to earn conference preseason POY honors
- Named Freshman All-American by USWA, Basketball Times and Collegiate.com
- Unanimous Big 12 All-Rookie selection as freshman in 2010-11

2011-2012 GAME-BY-GAME

OPPONENT	DATE	GS	MIN	FG	3FG	FT	ORB	TR	PF	A	T	B	S	PTS
PHOENIX VIEW AAM	11/29	-	31	10/14	0/0	7/8	2/4	6	1	0	0	0	0	27
at Northwestern	12/4	-	29	5/8	0/1	2/2	0/6	6	3	2	0	0	1	12
BETHUNE COOKMAN	12/14	-	25	4/7	0/0	0/0	4/0	4	1	4	1	4	1	8
at BYU	12/17	-	33	11/16	2/2	4/7	3/5	8	3	4	1	0	3	28
PAUL QUINN	12/19	-	21	3/5	0/0	0/0	3/2	5	1	1	2	1	0	6
vs. Saint Mary's	12/22	-	36	5/12	2/3	2/5	3/6	9	3	0	1	4	0	14
vs. West Virginia	12/23	-	41	3/8	0/2	0/0	3/7	10	3	0	1	0	2	4
at Mississippi State	12/28	-	36	4/13	0/1	0/0	2/4	6	1	1	2	1	0	8
TEXAS A&M	1/2	-	32	8/12	0/2	2/2	1/1	12	2	1	3	1	0	14
at Texas Tech	1/7	-	29	4/8	0/0	1/6	1/5	4	1	3	3	1	0	9
at Kansas	1/10	-	32	8/12	0/0	1/2	4/4	4	6	0	5	0	1	17
OKLAHOMA STATE	1/14	-	27	8/12	1/2	2/4	6/8	12	0	2	0	2	0	18
at Kansas	1/16	-	31	8/17	1/4	1/2	2/3	5	2	1	3	2	2	18
MISSOURI	1/21	-	29	4/7	0/0	0/0	9/4	4	1	1	3	0	0	8
at Oklahoma	1/24	-	32	9/15	0/2	3/4	2/10	12	1	0	2	1	2	21
TEXAS	1/28	-	35	7/12	0/1	8/11	3/11	14	3	3	0	0	0	22
at Texas A&M	2/1	-	27	7/13	0/1	1/1	2/3	5	0	2	0	0	0	15
at Oklahoma State	2/4	-	34	7/13	0/1	2/2	7/4	11	2	0	1	0	1	16
OKLAHOMA STATE	2/6	-	25	1/8	0/0	0/0	2/4	2	1	4	1	2	0	4
at Missouri	2/11	-	31	2/12	0/0	0/0	5/2	7	1	2	2	0	1	4
OKLAHOMA STATE	2/13	-	30	8/13	0/1	2/2	2/6	7	2	2	2	0	1	18
KANSAS STATE	2/18	-	22	2/6	0/0	0/0	2/2	4	4	0	0	0	0	4
at Texas	2/20	-	29	3/14	0/0	4/8	2/1	3	4	1	2	0	0	10
OKLAHOMA	2/25	-	22	3/11	0/3	2/2	1/5	6	3	1	2	1	0	8
TEXAS TECH	2/27	-	27	5/8	0/0	5/5	4/6	10	3	1	1	1	1	15
at Iowa State	3/3	-	36	5/11	0/0	0/0	4/6	12	2	0	0	0	1	10
at Kansas State	3/8	-	31	11/14	2/2	7/8	5/8	11	3	1	4	2	0	31
at Kansas	3/8	-	34	7/16	1/2	3/3	1/6	7	3	2	0	0	1	18
at Kansas State	3/9	-	29	8/12	0/1	4/5	4/4	11	4	1	0	0	1	16
at South Dakota State	3/15	-	33	1/6	0/0	0/3	3/8	11	1	1	2	0	2	2
vs. Colorado	3/17	-	27	3/8	0/1	1/1	1/2	4	2	1	0	0	0	7
at Xavier	3/23	-	26	7/8	0/0	0/0	2/3	5	3	1	1	1	1	14

CAREER STATISTICS

YEAR	GP	PTS	MIN	AVG	FG	PCT	3FG	PCT	FTA	PCT	OFF DEF TOT	AVG	PF	A	T	B	S	PP	AVG	
2010-11	30	30	107	3.9	107	165	64%	23	30	75%	8	19	6	3	1	21	3	1	23	7.4
2011-12	33	327	1386	26.6	151	283	37%	34	55	60%	128	171	86	178	74	114	37	68	34	43.7
CAREER	<																			

Return on Investment

- How do you know your notes are being used and not a waste of your time?
- The more “media friendly” you make your notes, the more likely they make it on TV/radio broadcast
- Chance to showcase “best of the best” for your team/school so choose information wisely
- Make it easy for people to translate it to the web (i.e. blog, tweet, footnote in story)
- QR codes / tracking

Return on Investment

“One-stop Shopping”

2012 BAYLOR BASEBALL GAME NOTES

Baylor Athletic Communications • 1500 S. University Parks Dr. • Waco, TX 76798 • 254.710.2743 • @BaylorBaseball
 Baseball Contact: David Kyle • e-mail: David.Kayebaylor.com • office: 254.710.4398 • cell: 254.709.5147



COLLEGE WORLD SERIES 1978, 1979, 2005 • SUPER REGIONALS 1994, 2003, 2005 • REGIONALS 1946, 1977, 1978, 1981, 1993, 1998, 1998, 2000, 2001, 2002, 2003, 2005, 2006, 2007, 2008, 2010, 2011
 SOUTHWEST CONFERENCE CHAMPIONS 1923, 1968 • SOUTHWEST CONFERENCE TOURNAMENT CHAMPIONS 1977, 1978, 1993 • BIG 12 CONFERENCE CHAMPIONS 2006, 2005, 2012

SCHEDULE AT A GLANCE

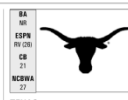
Feb. 17-19	Oral Roberts	W 3.2, W 3.2, W 8.1
Feb. 21	TCU	W 5.1
Feb. 22	at Texas State	W 5.1
Feb. 24-26	at UCLA	W 15.3, L 9.3, L 9.6
Feb. 28	San Houston State	W 6.2
March 2	UC Irvine	W 6.2
March 3	Lamar & UC Irvine	L 6.0, W 6.1
March 4	Lamar	L 8.7
March 5	at TCU	L 9.4
March 7	Nichigan State	L 4.0
March 11	Memphis	W 2.1, W 7.3
March 13	at UT Arlington	W 5.4
March 14-18	Texas Tech	W 9.4, W 4.3, W 8.1
March 21	at San Houston State	W 10.3
March 23-25	Kansas	W 10.2, W 6.0, W 9.6
March 27	at Houston	W 14.5
Mar 30-Apr 1	Oklahoma State	W 7.4, W 3.2, W 5.4
April 5-7	at Missouri	W 3.1, W 5.5, L 2.7
Apr 10-11	Louisiana Monroe	W 7.5, W 9.7
April 13-15	at Kansas State	W 5.2, W 14.12, W 12.11
April 17-19	TAMU Corpus Christi	W 15.2, W 11.1
Apr 20	at Texas A&M	W 5.3
April 21-22	Texas A&M	W 14.0, W 7.5
Apr 24	at UTSA	L 4.1
Apr 25	UT Arlington	W 6.4
Apr 27-28	New Mexico State	W 5.0, W 15.5
May 9	at Texas State	W 3.0
May 11-13	at Oklahoma	L 1.0, L 2.1, L 12.6
May 15	UTSA	W 14.3
May 17	Texas	Waco, Texas
May 18-19	at Texas	Austin, Texas
May 23-27	Big 12 Championship	Oklahoma City



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DATE	OPPONENT	SCORE	PITCHER OF RECORD	SAVE	ATTENDED	TIME T
Feb. 17	ORAL ROBERTS 1B NH	W 3.2	Blair M. 1-0	None (1)	281	2:43
Feb. 19	ORAL ROBERTS 2B NH	W 3.2	Hawthorne M. 1-0	—	274	2:50
Feb. 19	ORAL ROBERTS 2B NH	W 6.1	Karrs M. 1-0	—	269	2:51
Feb. 21	TCU 15B	W 5.1	Blair M. 2-0	Hawthorne (1)	276	3:08
Feb. 22	1 vs. Texas State 35 NH	W 1.1	Bauer M. 1-0	—	117	2:50
Feb. 24	at UCLA 35-27	W 5.3	Blair M. 3-0	—	332	3:55
Feb. 25	at UCLA 35-27	2B L	Andy K. 0-1	—	709	3:39
Feb. 26	at UCLA 35-27	6B L	None (0-0-0)	—	778	3:23
Feb. 28	SAM HOUSTON STATE 21AH	W 6.2	Blair M. 4-0	—	232	2:42
March 2	UC IRVINE 25AH	W 6.2	Turley M. 1-0	None (0-0)	263	2:46
March 3	LAMAR 21AH	W 6.1	Karrs M. 1-0	—	244	2:34
March 3	UC IRVINE 25AH	W 6.1	None (0-0)	—	342	3:37
March 4	LAMAR 21AH	W 6.0	Karrs M. 1-0	—	244	2:34
March 6	at TCU 16B	W 4.9	L. Dwyer (0-1)	—	432	3:53
March 7	MICHIGAN STATE 6B NH	0-1	Karrs M. 1-1	—	224	2:33
March 11	MEMPHIS 13 NH	W 21.0B	Karrs M. 1-1	—	219	—
March 11	MEMPHIS 13 NH	W 7.3	Blair M. 5-0	—	232	2:56
March 12	at UT Arlington 16B NH	W 4.8	Garrett M. 1-0	—	147	2:58
March 16	TEXAS TECH 16B	W 4.0	Taylor M. 2-0	Dwyer (1)	290	3:00
March 17	TEXAS TECH 16B	W 4.3	Karrs M. 2-0	—	269	2:46
March 18	TEXAS TECH 16B	W 6.1	Blair M. 2-0	—	246	2:52
March 21	at Sam Houston State 26B NH	W 6.3	Hawthorne M. 2-0	—	277	2:55
March 22	TEXAS TECH 16B	W 6.2	Turley M. 2-0	—	229	2:57
March 24	KANSAS 16B	W 6.0	Blair M. 6-0	Smith (1)	310	2:44
March 25	KANSAS 16B	W 6.0	Blair M. 7-0	—	241	3:11
March 27	at Houston 21AH	W 44.6	Bauer M. 2-0	—	130	3:32
March 30	OKLAHOMA STATE 21AH	W 7.4	Karrs M. 3-0	—	246	3:19
March 31	OKLAHOMA STATE 21AH	W 5.2	Blair M. 7-0	Bauer (1)	241	2:59
April 1	OKLAHOMA STATE 21AH	W 4(11.0)	Blair M. 8-0	—	268	3:17
April 5	at Missouri 14AH	W 5.1	Turley M. 4-0	Garner (1)	448	3:19
April 6	at Missouri 14AH	W 5.0	Blair M. 9-0	Garner (2)	403	2:51
April 7	at Missouri 14AH	W 13.7	None (0-0-1)	—	477	3:20
April 10	LOUISIANA MONROE 6B NH	W 7.0	Smith M. 1-0	Karrs (1)	282	2:50
April 11	LOUISIANA MONROE 6B NH	W 8.7	None (0-2-1)	None (0-2-1)	281	2:48
April 13	at Kansas State 9AH	W 5.2	Turley M. 5-0	—	170	2:29
April 14	at Kansas State 9AH	W 4.2	Blair M. 10-0	Garner (3)	139	2:49
April 15	at Kansas State 9AH	W(11.0)	None (0-1-1)	Garner (3)	139	4:12
April 17	TAMU CORPUS CHRISTI 16B NH	W 15(12.0)	Blair M. 2-0	—	272	2:25
April 18	TAMU CORPUS CHRISTI 16B NH	W 11(11.0)	Blair M. 4-0	—	259	2:32
April 20	at Texas A&M 6.2	W 5.3	Turley M. 6-0	Garner (4)	562	3:19
April 21	TEXAS A&M 6.2	W 1.0	Blair M. 3-0	Garner (5)	561	2:23
April 22	TEXAS A&M 6.2	W 7.0	Smith M. 2-0	Garner (6)	448	3:17
April 24	at UTSA 3AH	W 1.4	Blair M. 2-1	—	113	2:54
April 25	at ARKANSAS STATE 3AH	W 6.4	Bauer M. 4-0	Garner (7)	268	2:48
April 27	NEW MEXICO STATE 3.2S	W 5.0	Blair M. 7-0	—	318	2:46
April 28	NEW MEXICO STATE 3.2S	W 5.0	Smith M. 3-0	—	326	2:46
May 9	at Texas State 2AH	W 2.0	Bauer M. 5-0	Garner (10)	147	2:31
May 12	at Oklahoma 2.3AH	0(11.0)	None (0-3-2)	—	361	2:30
May 12	at Oklahoma 2.3AH	W 1.0	Blair M. 8-1	—	143	2:12
May 13	at Oklahoma 2.3AH	W 6.2	Blair M. 9-1	—	167	2:33
May 15	UTSA 15B	W 1.3	Dwyer (1-1)	—	203	3:23
May 16	TEXAS 17	W 6.5 p.m.	—	—	7:00 p.m.	—

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March 6	at TCU 16B	W 4.9	L. Dwyer (0-1)	—	432	3:53
March 7	MICHIGAN STATE 6B NH	0-1	Karrs M. 1-1	—	224	2:33
March 11	MEMPHIS 13 NH	W 21.0B	Karrs M. 1-1	—	2	

Re-purposing Your "Purpose"



@Giants vs.
@49ers



#LookingAhead

- With a Win vs. New York Giants...**
- The **#49ers** overall postseason record would improve to 28-18 and 21-9 at home. It would also mark their first NFC Championship title since 1/15/95 vs. Dal. #Tradition
 - The **#Niners** would improve to 5-1 at home in postseason games vs. the Giants. #WestCoastBestCoast
 - The **#49ers** would advance to the Super Bowl for the sixth time in franchise history and first since the 1994 season. #Winning
 - The **#Niners** would win their fourth straight postseason home game. It would also mark the ninth win in their last 11 postseason contests in San Francisco. #TheStick
 - Head coach **Jim Harbaugh** would become the sixth rookie head coach in NFL history to lead a team to the Super Bowl and first rookie head coach to lead his team to the Super Bowl after inheriting a team with a below .500 record. #CenterStage
 - Harbaugh** would also become just the second 49ers rookie head coach to bring his team to the Super Bowl and third head coach to win two playoff games in his first postseason trip in 49ers history.

#RockTheStick

- Candlestick Park will host its 26th playoff game on Sunday (1/22), marking the most playoff games hosted by a stadium in the NFC since 1970. #Fortress

NFC PLAYOFF GAMES HOSTED SINCE 1970			NFL HOME POSTSEASON RECORDS SINCE 1970		
Stadium	Games	Team	Record	Team	Record
1. Candlestick Park, SF	26	1. Pittsburgh	20-8	2. San Francisco	19-6
2. Texas Stadium, Dal.	22	3. Dallas	18-6	3. Soldier Field, Chi.	14
3. Soldier Field, Chi.	14	4. Denver	13-3	4. Lambeau Field, GB	13
4. Lambeau Field, GB	13	5. New England	12-3	5. RFK Stadium, Was.	12

- The **#49ers** have compiled a 19-6 (.760) postseason record at Candlestick since 1970. It marks the second most wins of any NFL team during that span. #OurHouse
- Sunday's NFC Championship game will mark just the second time in NFL playoff history two quarterbacks selected No. 1 overall, QB Alex Smith (2008) and #Giants Eli Manning (2004), will start against each other in a conference championship game and fourth overall matchup in the postseason. #MakingHistory

@49ersPR - Dir. of Public Relations • @Mike_Chasanoff - Public Relations Manager • @DanBeckler - Public Relations Coordinator

#TeamDestiny

- The **#49ers** became the first team in NFL history to score two lead-changing TDs in the final three minutes of the 4th qtr. in a postseason game (1/14 vs. NO). #BigTime
- QB **Alex Smith** connected with @VernonDavis85 for 61 yds. on their final drive vs. NO (1/14), including one from 14 yds. with nine seconds remaining for the winning score. #MightyMen
- @VernonDavis85 has accounted for 26 of QB Alex Smith's 69 career TD passes (38.2%), which is the highest percentage among all active teammates. The two have connected on a TD pass in 11 of the last 24 games Smith has started. #11-85Connection

HIGHEST TD PERCENTAGE AMONG ACTIVE TEAMMATES

Quarterback	Receiver	TDs	Total TDs	Pct.
1. Alex Smith	Vernon Davis	25	68	36.2%
2. Matt Ryan	Roddy White	34	95	35.8%
3. Philip Rivers	Antonio Gates	54	163	33.1%
4. Matt Schaub	Andre Johnson	26	98	26.5%
5. Aaron Rodgers	Greg Jennings	34	131	25.9%
6. Ben Roethlisberger	Hines Ward	41	165	24.8%

#Defender

- The **#49ers** defense recorded 3 takeaways (1 FR, 2 INTs) vs. NO (1/14), while special teams tallied 2 takeaways (one on a kickoff coverage and one on punt coverage). #TonyMontanaSquad
- San Francisco's** 2 INTs vs. New Orleans would them into second place in NFL postseason history with 65 INTs (since 1960). #FeelingPickly

MOST INTERCEPTIONS IN NFL POSTSEASON HISTORY

Team	Games	INTS
1. Dallas Cowboys	59	94
2. San Francisco 49ers	43	65
3. Pittsburgh Steelers	53	64
St. Louis Rams	41	64
St. Cleveland Browns	31	57
Indianapolis Colts	39	57
Oakland Raiders	43	57

- The **#49ers** played six of the top 10 passing offenses in the NFL this year and finished 5-1. In those five wins, **San Francisco** forced 14 turnovers.



2011-2012 BAYLOR BASKETBALL #TWEETNOTES

Chris Yandle, Associate Director of Athletic Communications • Office: (254) 710-3638 • Cell: (254) 652-9068
Email: christopher_yandle@baylor.edu • Twitter: @BaylorMBB • Facebook.com/BaylorAthletics • www.BaylorBears.com

GAME 9 - BYU

Date | Time: Sat., Dec. 17 | 1 p.m. CST
Site: Provo, Utah | Marriott Center (22,700)
TV: BYUtv
Talent: Dave McCann (gpx), Blaine Fowler (analyst)
Radio: Baylor-IMG College | ESPN Central Texas
Talent: John Morris (gpx), Pat Nalley (analyst)
Satellite Radio: SiriusXM 85 (Baylor broadcast)
Live Stats: BaylorBears.com
Live Video: BYUtv.org/watch (Free)
Live In-Game Blog: None
Twitter Updates: twitter.com/BaylorMBB
Series: BYU leads, 5-2
Wace: BYU leads, 1-0
Prove: BYU leads, 4-1
Neutral: Baylor leads, 1-0
First Meeting: March 23, 1950 - BU, 56-55
Last Meeting: Dec. 1, 1979 - BYU, 100-58

SCHEDULE / RESULTS

DATE	BYU	OPPONENT	TV	RESULT
N11 12/12	-	TEXAS SOUTHERN	W	77-57
N13 12/12	-	JACKSON STATE	W	92-59
N15 12/12	-	SAN DIEGO STATE	ESPN	W 77-67
N22 8/10	-	SOUTH CAROLINA ST.	W	79-50
N23 8/10	-	UT ARLINGTON	FSW	W 75-65
N29 7/8	-	PHOENIX VIEW AGM	FSW	W 90-54

DATE BYU OPPONENT TV TIME

04 7/8	-	at Northwestern	87R	W 69-41
014 6/7	-	at BETHUNE-COOKMAN	FSW	W 69-42
017 6/7	-	at BYU	BYUtv	1 p.m.
019	-	PAUL QUINN	FSW	7 p.m.

Continental Tire Las Vegas Classic (Orlando Arena - Las Vegas, Nev.)

022 - vs. Saint Mary's 8 p.m.

023 - vs. West Virginia 8 p.m.

The Shavano (American Airlines Center - Dallas, Texas)

028 - vs. Mississippi State ESPN2 8 p.m.

DATE BYU OPPONENT TV TIME

J2 - vs. TEXAS A&M ESPN2 8 p.m.

J7 - at Texas Tech 86 12 12-45 p.m.

J10 - at Kansas State FSOW 7 p.m.

J14 - at OKLAHOMA STATE ESPN2 2 p.m.

J16 - at Kansas ESPN2 8:30 p.m.

J21 - at MISSOURI ESPN2 1 p.m.

J24 - at Oklahoma 86 12 7 p.m.

J28 - at TEXAS CBS 12 p.m.

DATE BYU OPPONENT TV TIME

F1 - at Texas A&M ESPN2 8 p.m.

F4 - at Oklahoma State 86 12 12-45 p.m.

F8 - at KANSAS ESPN2 8 p.m.

F13 - at Missouri 86 12 12-45 p.m.

F19 - at IOWA STATE ESPN2 8 p.m.

F18 - at KANSAS STATE 86 12 12-45 p.m.

F20 - at Texas ESPN2 8 p.m.

F25 - at OKLAHOMA 86 12 12-45 p.m.

F27 - at TEXAS TECH ESPN2 8 p.m.

DATE BYU OPPONENT TV TIME

M3 - at Iowa State CBS 7 p.m.

All times Central and Subject to change
Rankings: AP/USA TODAY
Big 12 Conference game



Click to read the official Baylor Basketball Blog.
Full Court Press

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Baylor Basketball @BaylorMBB
Baylor Athletics @BaylorAthletics
Head Coach Scott Drew @SCDREW

#STARTINGFIVE

Baylor is the only school with both MBB and WBB teams still undefeated and ranked in the @AP_Top25. #AthleticExcellence
No. 9 @BaylorMBB is one of only 9 undefeated teams remaining in Division I and leads the nation in FG percentage defense. #BaylorBears

Duce Balla has been featured on @SportsCenter #CFTop10 plays twice this season - a pair of No. 2 dunks. #InstantHighlight

Sophomores transfer Gary Franklin is scheduled to make his @BaylorMBB debut Dec. 17 at @BYUbasketball. #LongWaitOver

#DEFENSE

Could nation's best defense reside in Waco? Baylor leads nation in FG percentage defense (32.9 percent). #WacoBullsZone

Baylor's 28 point road win at @UMassBball was highlighted by hitting Willard in @BUOREW era-low 24 percent shooting. #LowPercentageDefense

#THATSDEEP

No @BaylorMBB player is averaging more than 23.3 minutes through eight games. 7 of Baylor's 10-man rotation are averaging 20+ minutes.

#ONTHEROADAGAIN

Baylor has won six straight non-conference road games and is 7-4 in such games in the @BUOREW era. #RoadWarriors

#DUNKPARTY

Duce Balla: 10 of 17 FGM have been dunks (59 percent). Quincy Acy: 50.9 percent of career FGs are dunks (192 of 377). #LetsDunk

#THE7OS

Baylor was won 43 of its last 45 non-conference games when hitting opponents below the 70-point mark and 92-25 in @BUOREW era. #MagicNumber

#RANDOM

Saturday at @BYUbasketball is @BaylorMBB's first game in Mountain Time Zone since Dec. 3, 2009. at @SpartyArizonaST. #TheZilla

#Baylor radio color analyst Pat Bentley was a junior guard for the Bears: the last time @BaylorMBB played @BYUbasketball - Dec. 1, 1979.

If you pre-rated scoring based on 40-minute game, 8 @Baylor players would be averaging at least 14.4 points. #ScoringProRateBatches

#Baylor has trailed in total points in all but one game this season. Largest deficit faced? 9 against @PVAthletics.



Baylor Athletics

#COOKIEMONSTER

51 percent of Quincy Acy's career FGs have been dunks (192 of 377). #CookieMonster

By season's end, Acy could be only second player in school history to rank in career top 10 for FG%, rebounds, blocks. #FeedTheCookieMonster

Quincy Acy ranks second in school history - behind former teammate Josh Lomax - with career 61.5 FG percentage. #HighPercentageShooter

With 10 points against @CCUathletics, Acy became the 25th 1,000-point scorer in @BaylorMBB history and 7th of @BUOREW era.

#HISTORYANDSUCH

#Baylor is in search of only its third 9-0 start in program history.

#Baylor is 58-3 all-time when scoring 100+ points, including 9-0 mark in @BUOREW era. No 100-point game since Nov. 2009. #CenterMainDrought

Since start of 2007-08, Baylor is 99-4 under @BUOREW. Prior to 2007-08, Baylor won only 135 games in the first 11 Big 12 seasons. #Winning

Baylor has made at least one 3-point field goal in 827 consecutive games - second-longest active streak in @Big12Conference. #Neverending

#WONDERFULDECEMBER

Baylor is 22-3 in its last 25 games in the month of December, including a 6-3 mark away from home. #WonderfulDecember

#FRONTCOURT

Quincy Acy and Cary Jefferson are only set of teammates ranked in the @ceastats Top 20 in blocked shots. #TexasTowers

Baylor's frontline of Ant Jones, Quincy Acy, #PJ3, Quincy Miller and Cary Jefferson have combined wingspan of 35 ft, 11 in. #LetsGoLength

Combined height of @BaylorMBB frontcourt - 40 feet, 10 inches (PJ3 6-11, Jones 6-10, Cory 6-10, Cory 6-9, OJ 6-7, OJ 6-6) #WowTheyreTall

#BACKCOURT

Combined height of @BaylorMBB backcourt - 40 feet, 10 inches (PJ3 6-11, Jones 6-10, Cory 6-10, Cory 6-9, OJ 6-7, OJ 6-6) #WowTheyreTall

Brady Healy has made 3/0 in all 8 games, and 20 of 22 total FGs in from 3-range @DownTownCanadian

Quick Hands: Pierre Jackson and A.J. Walton have combined for 28 steals in 7 games. #ShootingUp!

#LOOKINGAHEAD

#Baylor is 16-10 all-time vs. current NCAA members. Prior to its first series meeting with Paul Quinn in 2008, Baylor hadn't played NAIA school since 1984.

After @BYUbasketball, another @WCCSsports for awaits @BaylorMBB - a rematch of 2010 NCAA South Region games in Vegas vs. @SMCducks



@BaylorMBB | @BaylorAthletics

Helping the Media

Delivery

- Post your game notes to your website, then simply provide a link to them in your e-mail and Twitter? This would eliminate attachments altogether -- and drive some web traffic.
- Make your notes easy to find on your website. Media members who are not on your list may want them but many won't spend six clicks to find them. Have one common link where updated notes always appear and make it prominent.

Who are you?

- Don't be a stranger. Your job is PR! So, your contact information should be clearly posted on your notes, including your e-mail address and phone numbers. Should you post your cell phone number? That's a personal preference. If not, you should consider making sure your cell number is on your office voicemail message.
- Approach it like a résumé – put your name and contact info in “lights”

Build the graphics for them

- As much as announcers may have several games per week, so do many producers and other production personnel. Getting up to speed on your team can be almost impossible. For TV games, you should provide some lists that can be easily converted into graphics and lower-third "hero" notes.
- Is it doing them work for them? Yes, in many cases. But it also serves your promotional purposes.

Helping the Media

Timeliness

- Most football SIDs try to have their notes ready in time for the weekly presser, which is almost always Monday or Tuesday. Should you reward those who come to the news conference with notes in hand then, before e-mailing them out? And, are you best served getting your notes out once they can really be thoroughly proofed and you have some time to expand on them?
- *In other words, is faster better? Do member members really need those game notes first thing Monday morning? That's likely personal preference.*

Bullets & Lists

- The easier to read your notes the better. Also, single-season and career record list updates are always handy. If a player is on the verge of passing a former player on the list, make sure you have the years played of that former player. In many cases, the media may have no idea who some of the other players on those lists are.

Helping the Media

File Size

- And this pertains to media guides as well. Yes, you want your file to print out nicely, but master the art of creating the PDF in a reasonable size. Simply shrinking the file after creating the PDF can work, but it often lowers the resolution of the file. And, don't just take the file the created for the printer and post it.
- **As a rule of thumb, there is no reason that your PDF file size should exceed 750 KB.**

Promote all of your media services

- You may have a photo archive or a video FTP site or use collegepressbox.com. Let people know. Save them the trouble of e-mailing you for little things every week.
- Self-service can be a good thing. Many media members have to create multimedia content now. Or, some just want to pop headshots into their blog items. Give them access to all of your resources.

Mixing notes

- Why not mix in some notes from other sports in your football or basketball notes? If it gets you one notebook item written on your women's volleyball or soccer program, it's re-purposing time well spent.
- A box in one column on one page won't overwhelm anyone, but it will make that Olympic sport coach happy. Use the power of the major sports to promote your entire program.

Questions/Comments

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