

Message

**From:** Mark Emmert [/O=NCAA/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=MAE]  
**Sent:** 7/18/2012 6:27:10 PM  
**To:** Williams, Bob [bwilliams@ncaa.org]  
**CC:** Renfro, Wally I. [warenfro@ncaa.org]; Schlupe, Crissy [cschluep@ncaa.org]; Young, Diane [dyoung@ncaa.org]  
**Subject:** Media Plan

B.

I know you are already thinking about this, but we will need as well planned a media strategy as possible for PSU case. Please put together your ideas (loop in Wally and Crissy) and lets be ready to discuss tomorrow and or Friday. Diane make sure we get some quality time.

M.E.

Mark Emmert

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