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Message

**From:** Hosick, Michelle [/O=NCAA/OU=NCAA/CN=RECIPIENTS/CN=MHOSICK]  
**Sent:** 7/22/2012 2:25:10 AM  
**To:** Osburn, Stacey [sosburn@ncaa.org]; Williams, Bob [bwilliams@ncaa.org]  
**CC:** Dunham, Amy [adunham@ncaa.org]; Potter, Emily [epotter@ncaa.org]  
**Subject:** RE: Checking in

I hadn't planned to remove that from the Q&A, but if that's the decision, let me know.

**From:** Osburn, Stacey  
**Sent:** Saturday, July 21, 2012 10:24 PM  
**To:** Hosick, Michelle; Williams, Bob  
**Cc:** Dunham, Amy; Potter, Emily  
**Subject:** RE: Checking in

Just to clarify, are we now removing this from the portion discussion the death penalty?

- What we outlined today, taken in sum, far outweighs the severity of shutting down a program for a year. Our sanctions address the cultural change necessary at Penn State. What some refer to as the death penalty was not severe enough.

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**From:** Hosick, Michelle  
**Sent:** Saturday, July 21, 2012 10:23 PM  
**To:** Williams, Bob  
**Cc:** Osburn, Stacey; Dunham, Amy; Potter, Emily  
**Subject:** RE: Checking in  
Okay. Will leave it out.

**From:** Williams, Bob  
**Sent:** Saturday, July 21, 2012 10:23 PM  
**To:** Hosick, Michelle  
**Cc:** Osburn, Stacey; Dunham, Amy; Potter, Emily  
**Subject:** Re: Checking in

We don't want to people to get the impression this was a negotiated settlement...PSU didn't have a say in the penalties.

Bob  
Bob Williams  
Vice President of Communications  
NCAA  
[www.NCAA.org](http://www.NCAA.org)  
317-917-6117

Sent from my iPad



On Jul 21, 2012, at 10:20 PM, "Hosick, Michelle" <[mhosick@ncaa.org](mailto:mhosick@ncaa.org)> wrote:  
I do like this last part about Penn State's cooperation.

Am tempted to add a Q&A question like "Did you work with Penn State in determining these penalties?"

Thoughts?

**From:** Williams, Bob  
**Sent:** Saturday, July 21, 2012 10:14 PM  
**To:** Hosick, Michelle  
**Cc:** Osburn, Stacey; Dunham, Amy; Potter, Emily  
**Subject:** Re: Checking In

OK thanks...but I'll need one email with all of the docs attached from Amy's email earlier (press release, talking points, Q&A, glossary and scholarship background). sorry, but I'm having a tough time manipulating files with this iPad. Bob  
Bob Williams  
Vice President of Communications  
NCAA  
[www.NCAA.org](http://www.NCAA.org)  
317-917-6117

Sent from my iPad

On Jul 21, 2012, at 10:10 PM, "Hosick, Michelle" <[mhosick@ncaa.org](mailto:mhosick@ncaa.org)> wrote:  
Okay. We'll keep it that way. I'll go through the Q&A and other collateral if Stacey will do the talking points.

**From:** Williams, Bob  
**Sent:** Saturday, July 21, 2012 10:09 PM  
**To:** Osburn, Stacey  
**Cc:** Hosick, Michelle; Dunham, Amy; Potter, Emily  
**Subject:** Re: Checking In

Correct...it is only in the talking points and other collateral material. Bob  
Bob Williams  
Vice President of Communications  
NCAA  
[www.NCAA.org](http://www.NCAA.org)  
317-917-6117

Sent from my iPad

On Jul 21, 2012, at 10:07 PM, "Osburn, Stacey" <[sosburn@ncaa.org](mailto:sosburn@ncaa.org)> wrote:  
Michelle's right. To date, we have kept the death penalty mentions out of the release.

Stacey Osburn  
Associate Director of Public and Media Relations

NCAA

On Jul 21, 2012, at 10:06 PM, "Hosick, Michelle" <mhosick@ncaa.org> wrote:

I don't see anything like this in the press release that's in the "Approved by Amy" folder. Is this simply an add?

**From:** Osburn, Stacey  
**Sent:** Saturday, July 21, 2012 10:06 PM  
**To:** Hosick, Michelle  
**Cc:** Williams, Bob; Dunham, Amy; Potter, Emily  
**Subject:** Re: Checking In

Michelle, do you need help? I know this impacts the presser script.

Bob, do we want Mark's presser script to be identical to the release or differentiated?

Stacey Osburn  
Associate Director of Public and Media Relations  
NCAA

On Jul 21, 2012, at 10:04 PM, "Hosick, Michelle" <mhosick@ncaa.org> wrote:

I will go through the "Approved by Amy" folder and make all the changes. I will email the press release with these changes around to this group when I'm finished.

**From:** Williams, Bob  
**Sent:** Saturday, July 21, 2012 10:03 PM  
**To:** Hosick, Michelle  
**Cc:** Osburn, Stacey; Dunham, Amy; Potter, Emily  
**Subject:** Re: Checking In

Thanks Michelle, here is the section I'd like edited:

Many have asked for the so-called "death penalty." While I understand this emotional response and we certainly discussed the possibility at length, ultimately, we need to focus on doing everything possible to ensure a tragedy like this doesn't happen again.

■

Imposing the death penalty does not address the cultural, systemic and leadership failures at Penn State. Instead, our approach demands that they become an exemplary NCAA member by eradicating the mindset that led to this tragedy.

If imposed, the death penalty is a blunt instrument that would impact far more student-athletes than those at the Penn State program. Indeed, hundreds of student-athletes who are not even Penn State students would be negatively impacted.

■

Penn State has done a remarkable job of being open and cooperative with us since the charges were made public. The leaders have been cooperative with us. They commissioned the Freeh Report and accepted its factual findings for NCAA purposes. They removed the leadership that failed to take action when made aware of the first incident.

I think we use this in the other docs as well....we'll need to correct those docs accordingly too. Thanks much. Bob

Bob Williams  
Vice President of Communications  
NCAA  
[www.NCAA.org](http://www.NCAA.org)  
317-917-6117

Sent from my iPad

On Jul 21, 2012, at 9:35 PM, "Hosick, Michelle" <[mhosick@ncaa.org](mailto:mhosick@ncaa.org)> wrote:  
I can take it.

**From:** Williams, Bob  
**Sent:** Saturday, July 21, 2012 9:35 PM  
**To:** Osburn, Stacey  
**Cc:** Hosick, Michelle; Dunham, Amy; Potter, Emily  
**Subject:** Re: Checking In

I'm having connection issues again...have to rely on the iPad which makes it tough to edit Word docs. I'm working on an edit to the section on the death penalty....can I email it to you guys and have someone send me back a new set of docs? Bob

Bob Williams  
Vice President of Communications  
NCAA  
[www.NCAA.org](http://www.NCAA.org)  
317-917-6117

Sent from my iPad

On Jul 21, 2012, at 9:22 PM, "Osburn, Stacey" <[sosburn@ncaa.org](mailto:sosburn@ncaa.org)> wrote:  
It should be final and in the "Amy approved" folder. I suspect if Bob receives any other edits, we'll know. So far, we're final.

Stacey Osburn  
Associate Director of Public and Media Relations  
NCAA

On Jul 21, 2012, at 9:09 PM, "Hosick, Michelle" <[mhosick@ncaa.org](mailto:mhosick@ncaa.org)> wrote:  
Is the version 2 of the press release final?

Sent from my iPhone

On Jul 21, 2012, at 7:00 PM, "Dunham, Amy" <[adunham@ncaa.org](mailto:adunham@ncaa.org)> wrote:  
I've approved everything in the "For Approval" folder, and you were copied on my note to Bob of all the documents that still need to go around for review. Fantastic work, truly. Talk to you tomorrow!

Amy Kudwa Dunham  
Managing Director of Communications  
NCAA  
317.917.6839 office  
317.287.4631 cell