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Message

From: Potter, Emily [/O=NCAA/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=EPOTTER]
Sent: 7/22/2012 8:27:17 PM
To: Williams, Bob [bwilliams@ncaa.org]
Subject: For review: Plan and Timeline

Bob - Here's the timeline for your review. Let me know if you have any updates.



NCAAJC00012047

Objective:

Establish the NCAA's responsibility to act and authority to do so on issues of Integrity and ethics

Strategies:

- Emphasize how the serious systemic failure at Penn State runs counter to the NCAA's core values and purpose.
- Make clear that Penn State and all NCAA members must eliminate the "sports are king" mindset – we simply will not tolerate it.
- Clearly communicate that we considered the impact of our decisions on Penn State student-athletes.
- Demonstrate the focus on the victims throughout all communications and decisions.

Key Messages:

- We cannot look to NCAA history to determine how to handle circumstances so disturbing, so shocking, so disappointing. As the individuals charged with governing college sports, the NCAA Executive Committee, Division I Board of Directors and I have the responsibility to act.
- A complete systemic failure took place at Penn State. The goals of our actions are to:
 - Hold Penn State accountable
 - Help restore a mindset in which educating, supporting and protecting young people drives decision-making
- This should serve as notice to every single school and athletics department to take an honest look at its campus environment and eradicate the "sports are king" mindset that can so dramatically cloud the judgment of educators.

Timeline – Sunday, July 22

- 8:55 a.m.:
 - NCAA Fast Break: notify NCAA staff of the press conference; point staff to website; expectation for large media contingency; refrain from social media disclosure; reiterate media policy
 - Send separate notification to NCAA Customer Service Center containing detailed instructions
- 9 a.m.:
 - Send alert to national media list
 - Tweet press conference notification
- Ongoing: Credentialing

Timeline – Monday, July 23

- 5:45 a.m.: Security briefing
- 6:45 a.m.: Set up and staff press conference registration table in Dempsey lobby
- 7 a.m.:

- NCAA Customer Service Center detailed instructions
- Media work room opens (Auditorium)
- Media access to press conference room begins for camera set up only (Palmer Pierce)
- 8 a.m.:
 - Full media access to press conference room begins
 - NCAA Daily email: Rerun of Fast Break text
- 8:45 a.m.: Live streaming link goes live; sound muted
- 8:50 a.m.: Mark Emmert, Ed Ray arrive in Judy Sweet room
- 8:55 a.m.:
 - Bob Williams gives five minute notification/run down
- 8:58 a.m.: Two minute warning (Amy)
- 8:59 a.m.:
 - Live streaming begins; sound turned on
 - Fast Scripts begins
 - Mark Emmert, Ed Ray walk to Palmer Pierce
- 9 a.m.:
 - Opening remarks by Ed Ray
 - Live tweeting begins
 - Distribute release to national media list
 - Release and support materials post to website and NCAA Connect
 - Seated in front row: Donald Remy, Kevin Lennon, Dave Berst
- 9:05 a.m.: President Emmert begins comments; Ed Ray remain on stage
- 9:10 a.m.: Send email from Mark Emmert to NCAA staff detailing Penn State action
- 9:15 a.m.:
 - Comments conclude; Mark Emmert and Ed Ray stay on stage
 - Bob Williams begins Q&A session
- 9:45 a.m.: Q&A concludes
 - Press release set on table for attendees in media room
 - Room remains available for media to file stories
- 1 p.m.: Media room closes