

Message

**From:** Ramos, Ronnie [/O=NCAA/OU=NCAA/CN=RECIPIENTS/CN=RRAMOS]  
**Sent:** 7/23/2012 9:27:23 PM  
**To:** Williams, Bob [bwilliams@ncaa.org]  
**Subject:** RE: URGENT: NCAA.com Issue

Just talked to Mark Johnson; he finally agreed to take it down. He basically said me wanting it down wasn't good enough.

There were other issues with .com today. Most notably, they disregarded our agreement from Sunday (take the main NCAA story and then tease to the deep content on NCAA.org) and copied all of our .org content and posted it on .com. Also, Turner staff had said they would contact me before posting any Penn St.-related content to .com and that did not happen today. They have posted AP stories on reaction from several places and packaged it all together. Nothing egregious, but you should be aware in case they post something objectionable. I have no idea what they will post tonight. The Paterno family just issued a statement blasting the NCAA sanctions, for example.

It is clear from my conversation just now with Mark that he does not feel required to listen to Communications when it comes to content on NCAA.com. His exact words: "The poll is not really content, it goes to the business of the site." He also said: "We need to figure out how to handle content issues between the two organizations."

Just wanted you to be aware.

RR

Ronnie Ramos  
NCAA  
Managing Director, Digital Communications  
NCAA.org  
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317-917-6659  
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**From:** Williams, Bob  
**Sent:** Monday, July 23, 2012 4:46 PM  
**To:** Ramos, Ronnie  
**Subject:** Re: URGENT: NCAA.com Issue

Just talked with Mark...take it down. If I have to call Matt I will. Just let me know. Bob

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

Sent from my iPad



NCAAJC00011981

On Jul 23, 2012, at 4:43 PM, "Ramos, Ronnie" <[rros@ncaa.org](mailto:rros@ncaa.org)> wrote:

Bob,

Tried to call you. [NCAA.com](http://NCAA.com) has decided to place a poll – as part of the main NCAA release – asking people to vote on whether our penalties were appropriate. Amy, Michelle, Dana and I all felt this was inappropriate. I have asked .com to take the poll down and they are refusing. I am happy to pursue, but wanted you to be aware and make sure you agree the poll should not be on our site.

Thanks,

RR

<image003.jpg>

Ronnie Ramos

**NCAA**

Managing Director, Digital Communications

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