Chris Brintle

NCAA Regional paper

SPM 4933

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I am glad I was fortunate enough to help out at the regional last week. The knowledge and experience I gained was priceless and something I will never forget. One important aspect I took away from the experience is just how vital public relations is to the event as a whole. In fact the experience helped me view PR in more positive way. It is definitely something I can see myself doing in the future. I enjoyed dealing with the media and the many tasks the job entailed. In short working the tournament was more exciting than I expected it to be.

From the respective schools PR standpoints they all did a fabulous job dispersing information regarding their teams. Keeping the media well informed is the essence of PR and the schools did not disappoint. Also, they did well on the large task of keeping their teams on schedule. I don’t recall one time where the media was waiting on the team or one of the teams being off schedule.

The event ran relatively smoothly Monday and Tuesday. I feel that is a testament to the NCAA crew who did a great job setting up the event and kept it running in an orderly fashion. When there was a problem everyone pulled together and quickly squashed it. Throughout the event the staff was on top of getting the media what they needed in a timely manner.

Speaking of information getting out to the media. It is amazing at how much there is from each team. From game notes to booklets it seems as if there were thousands of pages of information from each team. There were copious amounts of team and player information. There is every statistic ever accumulated by a player in the teams guide.

I noticed going through each team’s guide how the players were portrayed. All of them had sections where you could learn interesting facts about a particular player aside from basketball. All of the teams did a great job with their information but if I had to pick who I thought was the best, I would pick Tennessee. I loved their programs and game notes. Their game notes are easy to follow yet they were still informative. To be honest it is hard to separate the programs because they are all very similar.

There was not one aspect I didn’t enjoy about the tournament. There were no dull moments and there was always something interesting going on. Aside from the game I loved the press conferences. I was so close to asking Tennessee’s coach a question but I decided against it. Probably a wise decision.

What I liked least was having to leave a game that was getting more competitive with two minutes left. I am glad we got this opportunity. It was the coolest assignment I have ever done.

**Chris Brintle**

**NCAA Women’s Regional Paper**

**Apr. 8, 2013**