

Sports Information

The mission of the Sports Information Office is to serve as the liaison between the media and the athletic department as well as to promote a positive image of all phases of CU Athletics. Thus, we promote our student-athletes through print, electronic, broadcast and internet media on a daily basis.

We do so with daily press releases, media guides, athletic and academic award nominations, special awards campaigns, interviews and press conferences. We also promote CU through our web site, **CUBuffs.com**.

The University of Colorado is covered on a daily basis by many media outlets, most notable locally being the Boulder Daily Camera and the Denver Post , radio stations KOA, KKFN, Mile High Sports and ESPN 102.3 (radio) and television stations KCNC (Ch. 4), KMGH (Ch. 7), KUSA (Ch. 9) and KDVR (Ch. 31). There are several Internet publications, including the CU Independent, the school's on-line newspaper. There are alliances among the newspapers along the Front Range, and what appears in the Camera and Post will also be printed in the Longmont Times-Call, Colorado Springs Gazette, Pueblo Chieftain and the Colorado Daily. Overall, on Colorado's Front Range, there are 10 television stations and 41 radio stations.

Then there is the national media such as ESPN (to include all its platforms, from television, radio to ESPN.com), ABC, FOX, the Associated Press, Sports Illustrated, CBSSports.com and the Sporting News. The Pac-12 also debuted seven of its own television networks in 2012, and the Buffaloes appear on the national Pac-12 Network and Pac-12 Mountain.

Remember that the media is an important outlet by which your personality is judged--not only by the fans, but by your peers, opponents, the University community, and even potential employers. The media is also the main liaison between the team and the public. There are hundreds of thousands of our fans who rely on the media to keep up-to-date on our athletic programs. However, the media will also publicize your missteps, ranging from any illegal conduct to controversial "tweets" or compromising photos on your Facebook page. There are privileges and penalties of being an elite athlete: your "on-the-field/court" accomplishments make the news, but also will any behavior or circumstance that likely never would for the average college student.

At Colorado, you have a responsibility to the school, coaches, your teammates and yourself to cooperate with the media. You are a public role model and a public figure by virtue of your participation in the CU athletic program. The interviews you do with the media during your time at CU will also help you once you graduate and enter the post-collegiate world in almost every endeavor you can think of.

In the interest of protecting your privacy, we require that all interviews and media contacts be arranged through the Sports Information Office. We also encourage you to come see us if you have questions or concerns about meeting with the media.

Quick Tips for Succeeding with the Media

- Acknowledge a reporter when he or she approaches. Make eye contact and/or offer your hand. Learn first names of those often around the team.
- Maintain eye contact during interviews. Say thank you at the end and, if pleased with the story, tell the reporter the next time you see him or her.
- Speak clearly and in an audible tone.
- Avoid the blunt “yes” or “no” answers. Rather, answer in detail while avoiding clichés. Also, you should be confident but never cocky.
- Be honest and sincere. Compliment teammates and opponents or refrain from making comments about others. Don’t be led into hypothetical situations (what if’s). Also, if you don’t know something, just say so.
- Don’t stereotype all media because you had a bad experience with one reporter.
- If asked to comment on a sensitive subject you don’t want to discuss, be honest and say, “I’d rather not talk about that right now.”
- Think carefully before responding to questions. There is no such thing as “off the record”. Discuss only what you won’t mind seeing in print or hearing on TV or radio.
- Be careful of leading questions. If it’s not a question, ask, “What’s the question?”
- Our staff offers counseling and practice sessions for those who feel uncomfortable in the interview setting. If you feel a member of the media has been unfair or you have concerns about a particular reporter, inform us.