

## Operating Principle 4.4

---

### Sportsmanship and Ethical Conduct

It is a principle of the Association that student-athletes, coaches and all others associated with intercollegiate athletics adhere to such fundamental values as respect, fairness, civility, honesty and responsibility. Consistent with this principle, the institution shall:

- a. Demonstrate that in the area of intercollegiate athletics, it is committed to these fundamental values of sporting and ethical conduct.
- b. Have established a set of written policies and procedures for this area.
- c. Demonstrate that educational activities related to sporting and ethical conduct exist for individuals and groups associated with the intercollegiate athletics experience.
- d. Provide evidence that the effectiveness of activities in this area are monitored, evaluated and addressed on a continuing basis.

[Note: The NCAA Committee on Sportsmanship and Ethical Conduct has developed and adopted the following definitions for sporting and ethical conduct:

- "Sporting Conduct" is a set of behaviors to be exhibited by student-athletes, coaches, game officials, administrators and fans in athletics competition. These behaviors are based upon values, including respect, civility, fairness, honesty and responsibility.
- "Ethical conduct" is a set of guiding principles with which each person follows the letter and spirit of the rules. Such conduct reflects a higher standard than law because it includes, among other principles, fundamental values that define sporting conduct.]

---

### Self-Study Items

1. List all "corrective actions," "conditions for certification" or "strategies for improvement" imposed by the NCAA Division I Committee on Athletics Certification in its first-cycle certification decision (if any) as they relate to Operating Principle 4.4 (Sporting and Ethical Conduct). In each case, provide: (a) the original "corrective action," "condition" or "strategy" imposed; (b) the action(s) taken by the institution; (c) the date(s) of the action(s); and (d) an explanation for any partial or noncompletion of such required actions. Please note, the institution is not required to respond to recommendations for required actions developed by the peer-review team unless those same recommendations were adopted by the Committee on Athletics Certification.

### Not Applicable.

2. List all actions the institution has completed or progress it has made regarding all plans for improvement/recommendations developed by the institution during its first-cycle certification process as they relate to Operating Principle 4.4 (Sporting and Ethical Conduct). Specifically include: (a) the original plan; (b) the action(s) taken by the institution; (c) the date(s) of the action(s); (d) actions not taken or not completed; and (e) explanations for partial completion. Please note, the institution will not be required to fulfill an element of a first-cycle plan if the element does not affect conformity with an operating principle.

### Not Applicable.

3. Describe any additional plans for improvement/recommendations in the area of Operating Principle 4.4 (Sporting and Ethical Conduct) developed by the institution since the first-cycle certification decision was rendered by the Committee on Athletics Certification.

**Not Applicable.**

4. List all actions the institution has completed or progress it has made regarding required actions identified by the NCAA Committee on Athletics Certification during the institution's interim-report process (if applicable) as they relate to Operating Principle 4.4 (Sporting and Ethical Conduct). Specifically, include for each: (a) the required action, (b) the action(s) taken by the institution, (c) the date(s) of these action(s), (d) action(s) not taken or completed, and (e) explanation(s) for partial completion.

**Not Applicable.**

5. Explain how the institution is organized to further its efforts related to sporting and ethical conduct and provide evidence that matters concerning sporting and ethical conduct are monitored, evaluated and addressed on a continuing basis.

**The University of Colorado has embraced sportsmanship in all aspects of the department. From adoption of the Arizona Accord to CU's "Competing with Class" campaign, the Buffaloes are committed to exemplifying the highest level of conduct through operations and competition.**

**CU's Sportsmanship plan includes adoption of the Arizona Accord, Communication of Competing with Class, adhering to the Big XII Conference Principles and Standards of Sportsmanship, and steps for future enhanced promotion of sportsmanship.**

**The Arizona Accord is sent out annually to the department and staff by the Athletics Director emphasizing CU's commitment to the highest standards of sportsmanship.**

6. Provide the institution's written policies and procedures on sporting and ethical conduct.

**"Competing with Class" is CU's initiative that communicates expectations to students, fans, alumni and season ticket holders who attend CU sporting events. The guiding principles for Competing with Class are:**

**The University of Colorado believes that sportsmanship is an essential quality to be embraced within intercollegiate athletics in all aspects of events. The concept of sportsmanship includes the following characteristics for which we aspire to utilize: integrity, honor, honesty, respectfulness, courtesy, civility, class, responsibility, duty, accountability, fair play, empathy, compassion, kindness, teamwork and playing by the rules. We encourage the community, alumni, supporters, students and fans to join the Colorado Buffaloes in displaying similar values. The University of Colorado will enforce these principles both internally and externally.**

The University of Colorado adheres to the Big XII Conference Principles and Standards of Sportsmanship. Those principles include:

#### **1. Preface**

The Member Institutions of the Big XII Conference place great importance on the principles of sportsmanship and the ideal of pursuing victory with honor in intercollegiate athletics. With confidence in the institutional and Conference leadership, and with the belief that all concerned earnestly desire athletics to be conducted in a way that leaves self-respect untarnished and which reflects positively on the institutions, the following principles and standards of sportsmanship are adopted. These standards are written to emphasize the basic expectations of the Conference related to sportsmanship and provide the Commissioner with broad authority to ensure that Conference activities are consistent with these principles.

#### **2. Principles of Sportsmanship**

The essential elements of character-building and ethics in sports are embodied in the concept of sportsmanship and six core principles: trustworthiness, respect, responsibility, fairness, caring, and good citizenship. The highest potential of sports is achieved when competition reflects these “six pillars of character.”

#### **3. Leadership**

It is important for officials, coaches, administrators, faculty and those who support athletic programs to recognize and discharge their responsibility to the student-athlete and their institutions. The duty of this leadership is to promote sportsmanship and foster good character by teaching, enforcing, advocating and modeling these ethical principles.

#### **4. Earning the Privilege to Participate**

Participation in athletics programs is a privilege, not a right. To earn that privilege, administrators, coaches and student-athletes must conduct themselves as positive role models who exemplify good character and in a manner consistent with prescribed standards.

#### **5. Standards for Conduct — Administrators, Coaches and Student-Athletes**

Coaches and administrators shall conduct themselves in a professionally dignified manner. Student-athletes shall similarly conduct themselves as positive role models and represent their institutions in a manner that exhibits the principles of sportsmanship.

The standards for the conduct of administrators, coaches and student-athletes immediately proceeding, during, and following athletics events are:

- a) Exhibiting respect and courtesy towards all participants including the coaches, student-athletes, and officials;
- b) Exercising restraint in their actions, both physical and verbal, towards other participants;
- c) Commenting about other institutions, coaches and student-athletes only in a positive manner;
- d) Refraining from making public comments critical of officials or the quality of their work.

#### **6. Recruiting**

Each institutional staff member shall maintain the highest standards of integrity in their recruitment of prospective student-athletes. The staff shall comply with all NCAA rules and those related to the

National Letter of Intent and fully disclose to prospective student-athletes all relevant information regarding the institution, its programs and the nature of any financial aid being offered.

#### **7. Public Comments Regarding Officiating**

Coaches, student-athletes and administrators shall not make public comments critical of officiating. Concerns related to officiating shall be forwarded to the Conference for review and response and no contact, direct or indirect, should be made with an official prior to or following an athletic event. The Commissioner shall review all public comments regarding officiating and shall assess appropriate penalties.

#### **8. Institutional Responsibility**

It shall be the responsibility of each Member Institution to effectively communicate to all coaches and student-athletes the basic principles of sportsmanship and standards for conduct. As a Member Institution becomes aware of an incident in which the standards have been violated, it has an obligation to take appropriate disciplinary action against the administrator, coach or student-athlete.

The institution shall also be responsible for the competitive environment at athletic events hosted on their campuses. It shall take the necessary steps to ensure that the competition is fair and safe for all spectators and participants and that all ancillary activities (e.g., mascots, spirit squads) conform to Conference guidelines.

Each institution has an obligation to act with integrity and honesty in their dealings with other Big XII members. Further, institutional staff members shall only comment about other institutions, coaches, and student-athletes in a positive manner and shall, as a courtesy, communicate with the Director of Athletics at another Big XII institution prior to initiating an employment discussion with an employee of that institution.

#### **9. Conference Responsibility**

It shall be the responsibility of the Commissioner of the Big XII Conference to promote and enforce these principles and standards of conduct in connection with all athletic events involving a member institution, including competition against non- conference member institutions.

The Commissioner shall have broad authority to interpret the standards, review disciplinary action taken by member institutions; and further penalize those deemed to have violated the standards.

#### **10. Procedure**

A. Incidents that may involve violations of these standards shall be immediately reported to the Commissioner and the Director of Athletics of the involved member institutions(s). The Director of Athletics shall be responsible for reporting each incident to the Commissioner as soon as possible after learning of the incident.

B. The Director of Athletics shall immediately review the conduct of the institutional administrators, coaches or student-athletes to determine whether these standards have been violated.

C. As soon as possible but no later than forty-eight hours following the report of the incident, the Director of Athletics shall advise the Commissioner in writing as to whether a violation of the standards occurred and the specific disciplinary action, if any, imposed by the institution. The Director of Athletics shall provide a copy of this notification to the institution's Faculty Athletics Representative.

D. The Commissioner shall promptly review the incident and any institutional action taken and make a determination regarding whether additional penalties should be

imposed. The Commissioner may, in the Commissioner's discretion, conduct investigations and hearings prior to assessing additional penalties. The Commissioner shall notify the Director(s) of Athletics at the involved member institution of any conference action within forty-eight hours following receipt of the institutional report. The Director(s) of Athletics shall be responsible for notifying those involved and ensuring that any penalties are assessed in strict accordance with the Commissioner's action.

E. The Commissioner of Director of Athletics may designate another member of their staff to act on their behalf and the Commissioner shall have the authority to waive the timing requirements set forth above.

## 11. Penalties

The penalties which may be imposed by the Commissioner for violation of these standards may include, but are not limited to, reprimand, institutional fines, and suspension from practice and competition. For incidents that involve flagrant misconduct, the penalty shall be at minimum, a suspension from competition for one or more games. Flagrant misconduct shall include, but not be limited to, striking (e.g., kicking, hitting, throwing objects at) an official, coach, player, or spectator.

## 12. Appeals

A member institution or individual shall have the right to appeal the decision of the Commissioner to the Conference, giving notice to the Commissioner within forty- eight hours after receiving notice of the penalty. The appeal shall expeditiously be reviewed by an Appeal Board consisting of the past three chairs of the Council of Faculty Athletics Representatives and the two future chairs of the Board of Athletics Directors. The Appeal Board shall not include an individual associated with the involved institution. The member institution or student-athlete making the appeal must submit a written statement outlining the reasons for the appeal to the Appeal Board at least forty-eight (48) hours prior to the hearing. The decision of the Appeal Board shall be final.

CU communicates these principles and practices to all teams before competition, and regularly follows up with coaches to promote the rules related to them. Staff and student-athletes are also directed to the Arizona Accord as a model for sporting behavior: <http://www.charactercounts.org/sports/accord.htm>

The Athletics Department is beginning a mid-term review of its strategic plan, Athletics 2010, and anticipates adding the "Competing with Class" program as a more in-depth section of the vision and objectives for operation of the athletics program. This review is scheduled to occur in the spring of 2005.

7. Describe any sanctions that may be levied for inappropriate behavior by all individuals associated with the intercollegiate athletics program.

Staff and student-athletes are subject to Big XII Conference or NCAA sanctions for certain inappropriate sporting behavior. Staff and student-athletes may also be subject to institutional reprimand, suspension or termination/dismissal, depending on the nature of the behavior. Fans are subject to expulsion from events and/or loss of ticket privileges for unsporting conduct. Campus Judicial Affairs arbitrates certain complaints, treating student-athletes like all other students:  
<http://www.colorado.edu/studentaffairs/judicialaffairs/code.html>

8. Describe the institution's method(s) for communicating the institution's sporting and ethical conduct policies and procedures to all individuals associated with the intercollegiate athletics program.

**“Competing with Class” is CU’s initiative that communicates expectations to students, fans, alumni and season ticket holders who attend CU sporting events. The guiding principles for Competing with Class are:**

**The University of Colorado believes that sportsmanship is an essential quality to be embraced within intercollegiate athletics in all aspects of events. The concept of sportsmanship includes the following characteristics for which we aspire to utilize: integrity, honor, honesty, respectfulness, courtesy, civility, class, responsibility, duty, accountability, fair play, empathy, compassion, kindness, teamwork and playing by the rules. We encourage the community, alumni, supporters, students and fans to join the Colorado Buffaloes in displaying similar values. The University of Colorado will enforce these principles both internally and externally.**

**CU communicates these principles and practices to all teams before competition, and regularly follows up with coaches to promote the rules related to them.**

## **COLORADO BUFFALOES...COMPETING WITH CLASS Sportsmanship Campaign**

### **THEME**

COLORADO BUFFALOES...COMPETING WITH CLASS

### **GUIDING PRINCIPLES**

The University of Colorado believes that sportsmanship is an essential quality to be embraced within intercollegiate athletics in all aspects of events. The concept of sportsmanship includes the following characteristics for which we aspire to utilize: integrity, honor, honesty, respectfulness, courtesy, civility, class, responsibility, duty, accountability, fair play, empathy, compassion, kindness, teamwork and playing by the rules. We encourage the community, alumni, supporters, students and fans to join the Colorado Buffaloes in displaying similar values. The University of Colorado will enforce these principles both internally and externally.

### **TEAMS/COACHES/ADMINISTRATORS**

Things currently being enforced at intercollegiate events:

- **Zero tolerance for negative comments on officiating.**
- **Zero tolerance for interfering with others ability to enjoy the game.**

Fans can be removed from the stadium and subject to arrest if they interfere with others ability to enjoy the game which can include but is not limited to: passing of persons through the crowd, throwing of any objects, smoking, using abusive language, obstructing the view of others, and attempts to tear down the goal posts.

- **Enforcement of bench decorum.**

FOOTBALL: Institutions must be accountable for enforcing the football rule of only allowing FULL uniform players and 60 others who have a working purpose at the game (coaches, trainers, managers, etc.) in the bench area. Everyone not in uniform, including coaches, must visibly wear a credential labeled 1 through 60 to be allowed in the bench area. Athletic Director will be required to sign off on a conference form that lists each personnel assigned a numbered credential and who is authorized in the bench area. Conference observers will report violations of this rule, which may result in a penalty at the game and/or subsequent penalty by the Conference.

BASKETBALL: Follow the NCAA Tournament rule for number of bench personnel and set maximum of 20 chairs at team benches. Conference observers will report violations to the office, which may result in Conference sanctions.

- **Ingress and egress of opponents before and after contest in relation to post-game celebrations.**

Game management officials meet with security personnel (ushers, police, ticket takers, etc.) prior to the game to discuss issues related to the game.

#### **ON FIELD/ON COURT & IN-GAME**

- **PA in stadium:** A PA is run prior to the beginning of the game asking fans to obey Big 12 and University of Colorado rules related to sportsmanship. CU will not put or say anything distasteful against the visitors during the game either through a PA, Matrix Board or BuffVision to incite the crowd.
- **PSA in Stadium:** During the first timeout of the first quarter we will run a BuffVision feature, which has Coach Barnett addressing the crowd and asking fans to behave courteously.
- **Removable Goal Posts:** Immediately following the game facilities personnel remove the goal post no matter if CU wins or loses.
- **No Questionable Replays:** After each play we show a replay twice. Once at full speed and the other in slow motion. If the play is considered questionable CU will do a replay at full speed but will not do a slow motion of the play.
- **Eliminated Video Board Fan Prompts vs. Opponents:** We have adopted a policy with our videoboard to not run anything disrespectful or distasteful against the visitors.
- **Spirit Squad Meeting:** CU Spirit Squad Coach meets with their counterpart to go over things related to the game.

#### **BIG 12 SPECTATOR CODE OF SPORTSMANSHIP**

- Recognize intercollegiate athletics as an important part of the student and alumni experience.
- Credit student athletes for their commitment to academic and athletic excellence and their efforts to compete within the rules of each sport.
- Promote the Big 12 Conference by upholding high standards of scholarship, competitive performance and spectator behavior.

- Develop an appreciation for fairness, openness and support of coaches and players
- Avoid negative comments and gestures that dishonor the teams, their schools and the Big 12.
- Support conference partners competing against non-conference opponents.
- Support and encourage university spirit teams, marching bands and mascots.
- Respect the athletic history and traditions of each opponent.
- Treat spectators, players, coaches and officials courteously, win or lose.
- Apply these standards of sportsmanship and spectator behavior to individual campuses, stadiums and arenas, communities and encourage alumni to do likewise.

## COMMUNICATION PLAN

### **General Fans:**

- 1) **Season Ticket Mailing:** Insert Big 12 Spectator Code of Sportsmanship fliers in Season ticket mailings.
- 2) **Radio Tags:** During our games enforce the message that fans practice good sportsmanship.
- 3) **Coaches Show:** Have a 30 second spot that we can run during the coaches' show. If no time is available then we will make sure to mention it during the broadcast.
- 4) **Alumni Association:** Team up with the alumni association and utilize their different advertising vehicles (newsletter, e-mail, mailings, etc...) to get the message out to alumni.
- 5) **Buffalo Sports News:** Have an ad in the newspaper.
- 6) **Website:** Have information on the [cubuffs.com](http://cubuffs.com) website.
- 7) **Game program:** Have ad in gameday program.
- 8) **Fliers to fans at selected games:** At selected games hand out Big 12 Spectator Code of Sportsmanship fliers to fans as they enter the stadium/arena.
- 9) **Buff Club and Buffalo Belles Luncheons:** Distribute Big 12 Spectator Code of Sportsmanship fliers at luncheons held by these support groups.
- 10) **Area hotels:** Have Big 12 Spectator Code of Sportsmanship fliers sent to hotels. A lot of fans come from out of town and stay at hotels so this would be a great way to get the word to them.
- 11) **Bookstore/CU Merchandise:** Work with our retailers to help get the message out.
- 12) **Boulder Chamber of Commerce:** Send a letter along with a Big 12 Spectator Code of Sportsmanship flier to all chamber members.
- 13) **Alumni "C" Club:** Mail information to all Alumni "C" Club members.
- 14) **GBSF Mailing:** Send a Big 12 Spectator Code of Sportsmanship flier to all GBSF donors.
- 15) **Family Weekend:** Team up with Family Weekend and utilize their different advertising vehicles (newsletter, e-mail, mailing, etc.) to get the message out to families of CU students.

### **Student Communication:**

- 1) **Email from Captains week of home game:** Game week send an e-mail to all student season ticket holders, not only reminding them of the game, but also reminding them of good sportsmanship.
- 2) **General student Buff Bulletin:** Send a buff bulletin to all students at CU promoting good sportsmanship.
- 3) **Student entrance flyers:** Hand out fliers for big games to students as they enter the stadium/arena.
- 4) **Colorado Daily feature:** Ask if *The Colorado Daily* will do a feature on sportsmanship in the student newspaper.

- 5) **SAAC:** Work with Brian Winkelbauer, Assistant AD/Student Services, and Student Advisory Athletic Committee to help get the message out about sportsmanship to the following groups: Tri-Execs, IFC, Panhel, Residence Hall Association.
- 6) **The Herd:** Work with John Sanders and The Herd to inform them about sportsmanship through e-mails.
- 7) **KVCU:** On-air promotion
- 8) **J-School Sports Programming:** on-going

**Timelines:**

- **6 month plan - April**
- **Big 12 Conference Tie in – spring 04**
- **Budget for 04-05 – June 04**

The student-marketing plan, advertising plan, copies of advertisements as well as press releases are also available.

A Sportsmanship and Fan Behavior Task force meets quarterly on campus to discuss the principles of “Competing with Class” as well as address current issues of how best to manage fan behavior issues. The task force works collaboratively with the Vice Chancellor of Student Affairs and Associate Athletics Director in an effort to best promote the ideals of intercollegiate competition.

Additionally, the Athletics Director regularly communicates with staff and supporters about CU’s commitment to the principles of the Arizona Accord. Student-athletes receive training on sportsmanship issues in orientation and team rule distribution. The “What it Means to be a Colorado Buffalo” document will include sportsmanship topics for our student-athletes. The Student-athlete Advisory Committee also developed its own Code of Conduct that is distributed to every student-athlete.

9. Describe the institution’s educational activities/programs in the area of violence, abuse and harassment committed by student-athletes.

Educational efforts consist of various independent presentations from outside speakers (through life skills programming and the life skills class), freshman orientation (through the campus) and the code of conduct in the student-athlete handbook. There is currently a campus initiative to develop a training program for these issues through Judicial Affairs.

The process for all student-athletes is the same as that for all students (through Judicial Affairs). Each case is handled independently so there are frequently consequences meted out by a team that become part of the requirements for those student-athletes who violate the code of conduct. The Athletics Department and the Office of Judicial Affairs work together on communication between administration and coaches, which allows these cases to be handled immediately.

The “What it Means to Be a Buff” initiative may eventually have an impact on the response to this question, The campus code of conduct for all students remains the foundation for all department rules for student-athletes.

10. Describe educational activities related to sporting and ethical conduct for student-athletes, coaches, institutional staff members, boosters, support groups (e.g., alumni, cheerleaders) and all others associated with the intercollegiate athletics program.

The University of Colorado has embraced sportsmanship in all aspects of the department. From adoption of the Arizona Accord to CU's "Competing with Class" campaign, the Buffaloes are committed to exemplifying the highest level of conduct through operations and competition.

CU's Sportsmanship plan includes adoption of the Arizona Accord, Communication of Competing with Class, adhering to the Big XII Conference Principles and Standards of Sportsmanship, and steps for future enhanced promotion of sportsmanship.

The "Competing with Class" campaign is annually communicated to football game attendees. Included are the student-marketing plan, advertising plan, copies of advertisements as well as press releases. Additionally, a Sportsmanship and Fan Behavior Task force meets quarterly on campus to discuss the principles of "Competing with Class" as well as address current issues of how best to manage fan behavior issues. The task force works collaboratively with the Vice Chancellor of Student Affairs and Associate Athletic Director in an effort to best promote the ideals of intercollegiate competition.

The Arizona Accord is sent out annually to the department and staff by the Athletic Director emphasizing CU's commitment to the highest standards of sportsmanship.

The "competing with Class" marketing campaign consisted of the following for the fall of 2004:

Category	Item	Size	Unit	Qty./	\$	Impressions	\$	Comments
			\$ Cost (e)	Freq.	Total	/Circ.(e)*	CPM	
<b>Print Advertising</b>								
Co Daily	All 3 cncpts	1/2 pg	\$500.00	5	\$2,500	115	\$21.74	23 Circ., 1 ad/home game except NTSU
The Onion	Worst fan only	1/2 pg	\$495.00	3	\$1,485	53	\$28.29	17.5K Circ., 1 ad for CSU, OSU, KSU
Dirt	Worst & Player ads	1/2 pg	\$295.00	1	\$295	17	\$17.35	17K Circ., 1 ad for CSU; ISU, KSU ads swtchd to Camera
Daily Camera	Player ads only	1/6 pg	\$530.00	2	\$1,060	67	\$15.82	33.3K Circ., CSU, UT games
	Shldr/Shldr	6-Jan	\$429.40	2	\$859	67	\$12.82	*ADDED 9/24/04, from Dirtc cut
	<b>Sub-total</b>			<b>13</b>	<b>\$6,099</b>	<b>319</b>	<b>\$19.15</b>	
<b>POS</b>								
	Posters, b/w	11x17	\$0.50	300	\$150	60,000	\$2.50	b/w, 100 of each concept
	<b>Sub-total</b>				<b>\$150</b>	<b>60,000</b>	<b>\$2.50</b>	
<b>Broadcast</b>								
	Buff Bulletins	na	\$20.00	3	\$60	87,000	\$0.69	29K students, 3x, CSU, UT, KSU

	Web Portal	na	\$0.00	6	\$0	174,000	\$0.00	29K students, 6x
<b>Sub-total</b>					<b>\$60</b>	<b>261,000</b>	<b>\$0.23</b>	
<b>Public Relations</b>								
	Press Releases	na	\$0.00	3	\$0	na	na	3 different releases if info warrants it
<b>Design/Production</b>	ads, POS, outdr	na	\$60/hr.	15	\$900	na	na	Internal Pubs dept.; illust. Costs
<b>Sub-total</b>					<b>\$900</b>	<b>na</b>	<b>na</b>	

<b>Total</b>					<b>\$7,209</b>	<b>606,500</b>	<b>\$11.61</b>	<b>21 impressions/student</b>
--------------	--	--	--	--	----------------	----------------	----------------	-------------------------------

\*Circulation is print run qty. where available, unaudited; other impressions are estimated

**Compete with Class**  
**Print Media Insertion Plan**

<u>Publication</u>	<u>Ad Name</u>	<u>Date</u>	<u>Size</u>	<u>Comments</u>
--------------------	----------------	-------------	-------------	-----------------

**CO Daily**

Purify/Klatt	Fri, 9/3	1/2 page CSU Game		
Worst Fan	Thurs, 10/7	1/2 page OSU Game		
Klpfnstn/Vckrs	Thurs, 10/4	1/2 page ISU Game		
Worst Fan	Fri, 10/29	1/2 page UT Game		
Purify/Klatt	Wed, 11/10	1/2 page KSU Game		Change to new layout, 10/6

**Onion**

Worst Fan	Thurs, 9/2	1/2 page CSU Game		
Worst Fan	Thurs, 10/7	1/2 page OSU Game		
Worst Fan	Thurs, 11/11	1/2 page KSU Game		

**Dirt**

Klpfnstn/Vckrs	Thurs, 9/2	1/2 page CSU Game		
Worst Fan	Thurs, 10/14	1/2 page ISU Game		Change to Camera, Klop/Vckrs, 10/16
Klpfnstn/Vckrs	Thurs, 11/11	1/2 page KSU Game		Change to Camera, Purify/Klatt 10/9

**Daily Camera**  
**(Sports Section)**

Purify/Klatt	Sat, 9/4	1/6 page CSU Game		
Klpfnstn/Vckrs	Sat, 10/30	1/6 page UT Game		

Note: A social norms ad, "Folsom Holds 53,750" will also run 3x in the Daily and 2x in the Onion.

11. Describe mechanisms the institution has in place to review and monitor the effectiveness of its sporting and ethical conduct policies and procedures. Also, provide a brief description of incidents that have been reviewed through these mechanisms in the last three years.

**CU has been subject to four sportsmanship violations in the past four years under Big XII Conference policy. All four have involved coaches. In each circumstance the violation was self-reported to the Big XII conference or the University administration learned of the incident at the same time as the conference office. The sport’s administrator and/or the Athletics Director review such incidents. Involved parties are interviewed and written reports provided to the conference office with copies to appropriate campus administrators (e.g., the Faculty Athletics Representative and the Vice Chancellor for Student Affairs). In each instance the University/Conference disciplined the coach involved with a private letter of reprimand.**

#### 4.4 Sportsmanship and Ethical Conduct - Evaluation

Question	Currently Yes	Currently No
Does the institution demonstrate that in the area of intercollegiate athletics, it is committed to these fundamental values of sporting and ethical conduct?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Does the institution have established a set of written policies and procedures for this area?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Does the institution demonstrate that educational activities related to sporting and ethical conduct exist for individuals and groups associated with the intercollegiate athletics experience?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Does the institution provide evidence that the effectiveness of activities in this area are monitored, evaluated and addressed on a continuing basis?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**On the basis of the yes/no answers above and the plans for correcting deficiencies below, is the institution in substantial conformity with Operating Principle 4.4 (Sportsmanship and Ethical Conduct)?**

Yes     No