

THE
SOUTH ATLANTIC CONFERENCE

June 27, 2005

Mike Racy
Vice President, Division II
NCAA
PO Box 6222
Indianapolis, Indiana 46206-6222

Dear Mike:

As you are aware, a number of conferences in Division II are beginning to put together packages in association with television and their regular season football games. Attached you will find results of a poll which I took of all conferences in DII. This poll indicates whether or not they have some type of football television package or conference sponsored games on television.

For these conferences, the beginning stages of television production in relationship to regular season contests is difficult at best to hold together from a production, advertising, and coordinating standpoint. Nevertheless, the initiatives undertaken by our football-playing conferences are beginning to take steps forward in relationship to greater exposure opportunities for NCAA DII football-playing institutions, student-athletes, as well as the Association.

These television productions are in keeping with the NCAA objectives in association with greater exposure for DII. In that regard, it is important that we be able to sustain what we have begun in relationship to television exposure. It would be extremely helpful if particular NCAA advertising/promotional pieces were included in the television productions associated with the conferences which have football television opportunities.

I am aware, as are others, that there were surplus funds remaining from the 04-05 distribution of enhancement dollars. It is my understanding that the total remaining surplus is close to \$245,000.

On behalf of the six conferences which have football television games, I am requesting that consideration be given by the DII Budget and Finance Committee to provide NCAA DII public service announcements (advertising for the NCAA) to each football-playing conference. Obviously, there would need to be discussion relative to the actual amount of exposure in regards to the coverage of each of the conferences.

The specific request is for \$30,000 for each of the six conferences and would total \$180,000. In my view, this places the NCAA at the forefront in exposure opportunities in association with these television productions. Again, I believe this to be in keeping with



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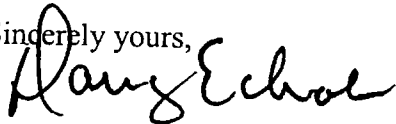
Garson-Newman
Catawba
Lenoir-Rhyne
Mars Hill
Newberry
Presbyterian
Tusculum
Wingate

the goals and objectives of the NCAA nationally and would be a productive use of funds. This would help provide exposure for the NCAA but most particularly the quality of DII intercollegiate athletics.

On behalf of each of the six conferences and our collective member institutions, we would like to thank you and the Budget and Finance Committee for your consideration of this request. We all stand ready to answer any questions you might have in regards to specifics associated with this matter.

With kind personal regards, I am

Sincerely yours,



Doug Echols
Commissioner

Cc: Leon Kerry, CIAA
Nate Salant, Gulf South
Butch Raymond, Northern Sun
Bill Lide, SIAC
J.R. Smith, RMAC

NCAA DII Football-Playing Conferences (14)

<u>Conference</u>	<u>Football Television</u>
1. Central Intercollegiate Athletic Association	yes
Great Lakes Intercollegiate Athletic Conference	no
Great Northwest Athletic Conference	no
2. Gulf South Conference	yes
Lone Star Conference	no
Mid-America Intercollegiate Athletic Assoc.	no
North Central Intercollegiate Athletic Conference	no
Northeast 10 Conference	no
3. Northern Sun Intercollegiate Conference	yes
Pennsylvania State Athletic Conference	no
4. Rocky Mountain Athletic Conference	yes
5. South Atlantic Conference	yes
6. Southern Intercollegiate Athletic Conference	yes
West Virginia Intercollegiate Athletic Conference	no