## Athletics Communications

The athletics communications department's primary efforts in 2025-26 center on providing an elevated level of service to member communicators, coaches, and administrators, as well as fully telling the story of the season in an appealing way.

This has occurred through an enhanced Player of the Week program, which includes more weekly awards per sport compared to 2024-25 and a redesigned presentation. Each award receives its own press release that is plug-and-play for member campuses, providing a more detailed story and saving time for SIDs. In this new process, campuses can select the photos that will be used on NAIA.org and for nationally branded social media.

Polls and ratings also feature stronger written content, as well as a stronger visual presentation with more information than in previous years.

The AC department now produces weekly notebook content that identifies featured broadcasts on the Urban Edge Network (UEN) and regular-season storylines that are appealing to readers and a resource for media. These efforts have resulted in press releases that are opened at a rate of 30 percent, compared to the industry standard of 20 percent, with a click rate of 8 percent, compared to the 2-3 percent industry standard.

When comparing 2024-25 to 2025-26, the AC team has significantly increased its NAIA.org content. In 2024-25, there were 410 stories posted across 18 sports. This year, that number increased to 777 stories across the same sports. The team is managing 432 player-of-the-week awards in 2025-26, up from 357 last year, and the number of selection shows has increased to 17 from 10 in 2024-25.

The AC team also manages broadcast operations for the association, leading to 7,762,084 viewers in calendar year 2025. In 2025-26, 22 of 23 postseason sites will be brought to fans through NAIA Network, UEN, and other third-party platforms, up from 18 sites in 2024-25.