



IT JUST MEANS MORE.

Scholars. Champions. Leaders. These are the pillars of the Southeastern Conference, and together they represent the vision for an 86-year-old intercollegiate athletic conference that continues to experience unparalleled success. Ranging from record-breaking accomplishments by student-athletes and administrators to significant growth in media, sponsorship, and branding, the SEC continues to prove on every front why it is SECond to None.

The Conference continues to deliver record financial distributions to its member universities, which makes it possible for the Conference to support scholars through and beyond graduation, win championships in every sponsored varsity sport, and ultimately prepare young people to change the world.

The SEC's leadership believes strongly that intercollegiate athletic conferences have an obligation to aid in **Student-Athlete Development and Achievement**, both academically and athletically. As such, the SEC was the first conference to establish a Student-Athlete Career Tour designed to prepare students for professions after graduation, and this year the Conference again welcomed 28 students to Atlanta for a multi-day series of meetings and development. And the SEC has integrated its student-athlete leadership councils into its annual meetings to provide its young people a greater voice in their own collegiate experience.

The SEC continues to strengthen its relationships in **Media and Sponsorship**. The SEC Network is now available on every major cable provider and every nationwide, multi-channel subscription streaming service in the marketplace. The SEC Network also reaches 140 countries outside the U.S.

The SEC is a place where **Innovation and Leadership** are expected and pursued. However, the pursuit extends beyond championship rings and trophies to include officiating, administration, and other initiatives. For example, on the heels of its football and men's basketball collaborative replay success, this year the SEC became the first collegiate conference to introduce centralized video review in baseball.

The SEC has also amplified its position relative to **Branding and Celebration** efforts. As SECU was renamed "SEC Academic Relations," it heightened its focus on programs and activities designed to highlight the teaching, research and service accomplished on SEC campuses. The Conference also executed Year Four of the "It Just Means More" branding campaign, continuing its presence on radio, TV and online while saturating national championship cities with digital outdoor exposure.

The SEC's **Athletic Achievements** have historically been—and continue to be—unprecedented. The SEC continues to win national championships in multiple sports, including six national championship matchups since March 2017 that exclusively featured SEC teams (Women's Final Four, College World Series, College Football Playoff Championship and three times in Equestrian).

STUDENT-ATHLETE DEVELOPMENT AND ACHIEVEMENT IN 2018-19

Student-Athlete Career Tour

A total of 28 current and former Southeastern Conference student-athletes participated in the third SEC Career Tour in Atlanta in November 2018. The group visited the headquarters and met with executives and talent acquisition staff at several corporations including UPS, Children's Healthcare of Atlanta, The Home Depot and the Atlanta Hawks organization.

SEC Student-Athletes and Community Service

SEC student-athletes conducted more than 50,000 hours of combined community service work during the 2018-19 academic year. Each year the SEC awards a \$5,000 scholarship to a male and female nominee from each school for the Brad Davis SEC Community Service Award, and \$10,000 goes to the two student-athletes selected each year as the Brad Davis SEC Community Service Leaders of the Year. In 2018-19, Auburn University equestrian athlete Megan Rauh and University of Florida track & field athlete Sam Ahrenholz were named winners of the prestigious award.

SEC in the NCAA's 2019 Today's Top 10

Three SEC student-athletes were among the 10 student-athletes from across the country named as recipients of the NCAA's 2019 Today's Top 10 Award. Alabama swimmer Lucas Kaliszak, Florida gymnast Alex Mc-



NCAA 2019 Today's Top 10 Award winners from the SEC: Florida gymnast Alex McMurtry, Alabama swimmer Lucas Kaliszak, Georgia track and field athlete Keturah Orji

Murtry and Georgia track and field athlete Keturah Orji earned the award that recognizes former student-athletes for their successes in competition, in the classroom and in the community. Recipients completed their athletics eligibility during the 2017- 18 academic year and were recognized at the NCAA Honors Celebration in January 2019 in Orlando, Florida.

NCAA Woman of the Year – Georgia's Keturah Orji

Georgia track and field legend Keturah Orji was named the 2018 NCAA Woman of the Year at an awards dinner in Indianapolis, Ind., in October 2018. Orji becomes the first winner from Georgia's track and field program and the fourth winner overall from the University of Georgia. All finalists - including three from



28 current and former SEC student-athletes participated in the SEC Career Tour in Atlanta



2019 Honda Award Winners included Florida track & field athlete Yanis David (seventh from left) and Maria Fassi (seventh from right) (Photo by J.D. Cuban)

each NCAA division - demonstrated excellence in academics, athletics, community service and leadership throughout their collegiate careers. Finalists were selected from a group of 30 Woman of the Year honorees which included 10 honorees from each NCAA division and represented a variety of sports. Schools nominated a record 581 college athletes for the award.

SEC Among Honda Award Winners

Two of the 12 Honda Sport Award recipients named in June 2019 were SEC student-athletes. Florida track & field athlete Yanis David and Arkansas golfer Maria Fassi were honored at the 43rd annual Collegiate Women Sports Awards in late June 2019 in Los Angeles. The Collegiate Women's Sports Awards honor the nation's top NCAA women athletes for superior athletic skills, leadership, academic excellence and participation in community service. Since commencing its sponsorship in 1986, Honda has provided more than \$3 million in institutional grants to the universities of the award winners and nominees to support women's athletics programs.

SEC in the NFL Draft

The SEC led the nation's conferences in NFL Draft picks for the 13th consecutive year in 2019 with 64 selections, an NFL Draft record for any conference. For the eighth time in the last nine years, the SEC led the na-

tion in First Round NFL Draft selections with nine. During the last 13 NFL Drafts, the SEC has a nation-leading 120 players taken in the opening round, an average of over nine per season. The SEC now has an impressive 96 First Round NFL Draft selections so far this decade.



Kentucky's Josh Allen was the No. 7 pick at the NFL Draft in Nashville

MEDIA + SPONSORSHIP IN 2018-19

SEC Tabs Evolution Media/CAA TV Group as Media Advisors

The SEC appointed leading sports media advisory firm Evolution Media/Creative Artists Agency (CAA) as its exclusive media advisors in 2018. Under its long-term agreement, Evolution and CAA's television division will work collaboratively to advise the SEC on the evolving media marketplace and assist the conference in its future media rights negotiations.

Evolution Media's clients have included the International Olympic Committee, WWE, the National Hockey League, Major League Soccer, PGA of America, PGA TOUR, Riot Games, Top Rank Boxing, the Los Angeles Dodgers, the Arizona Diamondbacks, and the Boston Celtics, among other leading teams and associations. Evolution has advised on more than \$38 billion in media rights transactions since 2008.

Creative Artists Agency (CAA) represents many of the most successful and innovative professionals working in sports, film, television, music, video games, theatre, commercial endorsements, and digital content, and provides a range of strategic marketing and consulting services to corporate clients.

SEC Viewership Continues Growth

The SEC participated in the three highest rated college football games in 2018, including the CFP Championship Game that generated a 13.8 rating with 25.28 mil-

lion viewers. Among highest rated TV games in 2018, the SEC participated in five of the top 10 games, eight of the top 15 games and 10 of the top 20 games. The SEC on CBS in 2018 produced the five most-viewed games of the regular season and the SEC Football Championship saw its highest rating since 2007. In fact, the SEC Football Championship Game posted a higher rating than both CFP Semifinal games.

Meanwhile, the SEC Network remains one of the most vibrant sports networks in all of television. The SEC Network is available on every major cable and satellite provider in the United States, every nationwide multi-channel subscription streaming service and is available in 140 countries outside the US. Important SEC notes to know:

- Over 250 students across the 14 campuses were involved in production of SEC Network events in 2018-19
- More than 70 SEC marching band halftime performances were streamed live on the ESPN App in 2018
- The SEC Network featured new episodes of "SEC Homecoming" including interviews with former Augusta national Golf Club Chairman Billy Payne, singer and songwriter Darius Rucker and Lockheed Martin president and CEO Marylin Hewson

INNOVATION + LEADERSHIP IN 2018-19

Football Timeout Clock

The SEC revolutionized the football fan experience in Fall 2018 with the implementation of a visible television timeout countdown clock on the field at all 14 SEC football venues. The onfield display allows fans, game officials and both teams to view the remaining time during each television commercial stoppage from anywhere in the stadium.

The display is operated by the TV timeout coordinator, or 'Red Hat,' on the field during television commercial breaks and is turned off during routine game action. The time shown on the TV timeout countdown clock is the official time remaining in a timeout. The SEC worked with Victory Game Clocks to develop the TV timeout countdown clock for the 2018 football season.



The new SEC Football Timeout Clock enhanced the fan experience in 2018

The SEC TV timeout countdown clock was also utilized at the SEC Championship Game on December 1, in Atlanta, Ga., at Mercedes-Benz Stadium and then was adopted for use during the College Football Playoff Semifinals and Championship Game.



SEC Baseball is the first conference to use Centralized Video Review

Baseball Centralized Replay

The SEC began use of a Centralized Video Review process for Conference baseball games in 2019, becoming the first conference to use a centralized process as permitted by NCAA rules. A Replay Official in the SEC Video Center, located in the Conference Office, reviews plays in SEC vs. SEC games and renders decisions that are communicated to the on-site umpire crew. The process is consistent with the system used by Major League Baseball.

Baseball is the third sport in which the SEC has implemented a collaborative or centralized replay system. The SEC successfully implemented a collaborative replay process in the sport of football in 2016, and the Conference secured NCAA approval to implement a collaborative instant replay process in men's basketball the following year.

SEC Football Media Days Presented by Regions Bank Goes to Atlanta

For the first time since SEC Football Media Days was created in 1985, the popular midsummer media extravaganza was held outside of the Birmingham area. The College Football Hall of Fame in Atlanta served as the primary host venue

for SEC Football Media Days in July 2018 with the neighboring Omni Atlanta Hotel at CNN Center serving as site for many of the Media Days functions as well.

SEC Holds First Football Summerfest Presented by Regions Bank

The inaugural SEC Football Kickoff Summerfest presented by Regions Bank was held in Atlanta's Centennial Olympic Park in July 2018. The first-of-its-kind free fan event was held in conjunction with the SEC's annual Football Media Days at the nearby College Football Hall of Fame and Omni Atlanta Hotel at CNN Center.

SEC Football Media Days were held for the first time in the College Football Hall of Fame in 2018



Fans attending SEC Summerfest had an opportunity to engage with fellow SEC fans in a family-friendly game day environment that included live music, food trucks, interactives and much more. SEC Summerfest was anchored by the SEC Network's traveling road show, SEC Nation, which broadcast live from the event.

Media participation in spring football game officiating

The SEC invited media members to participate as game officials during Georgia's April 2019 Spring Football Game and engaged with the SEC Network to provide behind-the-scenes information and experiences to educate the public on SEC football officiating procedures. In addition to ESPN talent, participants included media representatives from the Associated Press, Sports Illustrated, CBSsports.com and USA Today.

Leaders in Attendance

- SEC Football has led the nation in football attendance for 21 consecutive seasons and enjoys nearly a 10 thousand per game and 1.1 million overall edge over its next closest conference peer.
- The SEC Championship Game saw it's second-highest attendance in history in 2018 and most since 1993.
- SEC Baseball has led the nation in attendance 24 years in a row. Total attendance in 2019 surpassed 2.2 million and no other conference reached the 1 million mark.
- SEC Women's Basketball has led the nation in attendance four years in a row.



SEC Nation headlined the first SEC Football Summerfest in Atlanta's Centennial Olympic Park



SEC Spring Game Officials: Todd Blackledge (ESPN), Dusty Dvoracek (ESPN), Molly McGrath (ESPN), Steve Shaw (SEC Coordinator of Officials), Sean McDonough (ESPN), Andy Staples (Sports Illustrated), Marty Smith (ESPN), Dennis Dodd (CBSsports.com), Ralph Russo (AP)

BRANDING + CELEBRATION

SEC Expands Academic Initiative

The SEC announced it was expanding the scope and changing the name of its 13-year-old academic initiative to better leverage the success of its intercollegiate athletics programs in support of the broad mission of each of its 14 member universities.

Formerly known as SECU, SEC Academic Relations focuses on presenting programs and activities designed to highlight the teaching, research and service accomplishments of SEC students, faculty and staff, including related successes within the Conference's intercollegiate athletics programs.

"It Just Means More" Campaign and Associated Branding

When the SEC kicked off its comprehensive "It Just Means More" marketing campaign, it set out to show the other side of the SEC: one of history, legacy, and an overall positive impact on our people, our communities, our state, and our nation. In addition to a series of television and radio spots, print advertisements, and a social media strategy, this year the SEC continued to expand the reach of its "It Just Means More" campaign through the utilization of outdoor digital signage in cities hosting significant events. Locations included the San Jose area for the CFP Championship Game; Louisville, Kansas City, Washington, DC, and Chicago for



The SEC welcomed fans to the Sweet Sixteen in Louisville, Ky., in March 2019

men's and women's basketball Sweet Sixteen games, and Minneapolis for the Men's Final Four.

SEC Celebrates Academic Achievement with Graduate Patch

A total of 156 football student-athletes wore the SEC Graduate Patch in 2018 post-season football bowl games and 21 SEC basketball student-athletes wore the mark in national post-season tournaments following the 2019 hoops season. In all, more than 350 student-athletes wore the patch in all sports in 2018-19.

The SEC introduced the patch in 2016 for student-athletes in all sports who have graduated but have not exhausted their eligibility. The SEC logo patch on their uniforms is replaced with a special patch highlighting the word "Graduate" underneath the conference logo. The patch is similar in design for all conference schools, but it is school-specific in color.



More than 350 student-athletes wore the SEC Graduate Patch in 2018-19

SEC ALL-TIME NATIONAL CHAMPIONS

BASEBALL (12)

1990	Georgia (52-19)
1991	LSU (55-18)
1993	LSU (53-17-1)
1996	LSU (52-15)
1997	LSU (57-13)
2000	LSU (52-17)
2009	LSU (56-17)
2010	South Carolina (54-16)
2011	South Carolina (55-14)
2014	Vanderbilt (51-21)
2017	Florida (52-19)
2019	Vanderbilt (59-12)

MEN'S BASKETBALL (11)

1948	Kentucky (36-3)
1949	Kentucky (32-2)
1951	Kentucky (32-2)
1958	Kentucky (23-6)
1978	Kentucky (30-2)
1994	Arkansas (31-3)
1996	Kentucky (34-2)
1998	Kentucky (35-4)
2006	Florida (33-6)
2007	Florida (35-5)
2012	Kentucky (38-2)

WOMEN'S BASKETBALL (9)

1987	Tennessee (28-6)
1989	Tennessee (35-2)
1991	Tennessee (30-5)
1996	Tennessee (32-4)
1997	Tennessee (29-10)
1998	Tennessee (39-0)
2007	Tennessee (34-3)
2008	Tennessee (36-2)
2017	South Carolina (33-4)

WOMEN'S BOWLING (2)

2007	Vanderbilt (74-14)
2018	Vanderbilt

BOXING (1)

1949	LSU (20)
------	----------

MEN'S CROSS COUNTRY (8)

1972	Tennessee (134)
1991	Arkansas (52)
1992	Arkansas (46)
1993	Arkansas (31)
1995	Arkansas (100)
1998	Arkansas (97)
1999	Arkansas (58)
2000	Arkansas (83)

WOMEN'S CROSS COUNTRY (1)

1988	Kentucky (75)
------	---------------

EQUESTRIAN (7)

2013	Auburn
2014	Georgia
2015	South Carolina
2016	Auburn
2017	Texas A&M
2018	Auburn
2019	Auburn

FOOTBALL (24)

1951	Tennessee (10-1/AP, UPI)
1957	Auburn (10-0/AP)
1958	LSU (11-0/AP, UPI)
1960	Ole Miss (10-0-1/FWAA)
1961	Alabama (11-0/AP, UPI)
1964	Alabama (10-1/AP, UPI)
1965	Alabama (9-1-1/AP, FWAA)
1973	Alabama (11-1/UPI)
1978	Alabama (11-1/AP, FWAA)

1979	Alabama (12-0/AP, UPI, FWAA)
1980	Georgia (12-0/AP, UPI, FWAA)
1992	Alabama (13-0/AP, UPI, USA Today, FWAA)
1996	Florida (12-1/AP, UPI, USA Today, FWAA)
1998	Tennessee (13-0/AP, USA Today, FWAA)
2003	LSU (13-1/USA Today, BCS)
2006	Florida (13-1/USA Today, BCS)
2007	LSU (12-2/USA Today, BCS)
2008	Florida (13-1/USA Today, BCS)
2009	Alabama (14-0/USA Today, BCS)
2010	Auburn (14-0/AP, USA Today, BCS)
2011	Alabama (13-1/AP, USA Today, BCS)
2012	Alabama (13-1/AP, USA Today, BCS)
2015	Alabama (14-1/CFP, AP, USA Today)
2017	Alabama (13-1/CFP, AP, USA Today)

MEN'S GOLF (13)

1940	LSU (601-tie)
1942	LSU (590-tie)
1947	LSU (606)
1955	LSU (574)
1968	Florida (1154)
1973	Florida (1149)
1993	Florida (1145)
1999	Georgia (1180)
2001	Florida (1126)
2005	Georgia (1135)
2013	Alabama
2014	Alabama
2015	LSU

WOMEN'S GOLF (4)

1985	Florida (1218)
1986	Florida (1180)
2001	Georgia (1176)
2012	Alabama (1171)

GYMNASTICS (19)

1987	Georgia (187.90)
1988	Alabama (190.05)
1989	Georgia (192.65)
1991	Alabama (195.125)
1993	Georgia (198.00)
1996	Alabama (198.025)
1998	Georgia (197.725)
1999	Georgia (196.850)
2002	Alabama (197.575)
2005	Georgia (197.825)
2006	Georgia (197.750)
2007	Georgia (197.850)
2008	Georgia (197.450)
2009	Georgia (197.825)
2011	Alabama (197.650)
2012	Alabama (197.850)
2013	Florida (197.575)
2014	Florida (198.175)
2015	Florida (197.850)

RIFLE (2)

2011	Kentucky
2018	Kentucky

WOMEN'S SOCCER (1)

1998	Florida (26-1)
------	----------------

SOFTBALL (3)

2012	Alabama (60-8)
2014	Florida (55-12)
2015	Florida (60-7)

MEN'S SWIMMING & DIVING (11)

1978	Tennessee (307)
1983	Florida (238)

1984	Florida (287.5)
1997	Auburn (496.5)
1999	Auburn (467.5)
2003	Auburn (609.5)
2004	Auburn (634)
2005	Auburn (491)
2006	Auburn (480.5)
2007	Auburn (566)
2009	Auburn (526)

WOMEN'S SWIMMING & DIVING (14)

1982	Florida (505)
1999	Georgia (504.5)
2000	Georgia (490.5)
2001	Georgia (389)
2002	Auburn (474)
2003	Auburn (536)
2004	Auburn (569)
2005	Georgia (609.5)
2006	Auburn (518.5)
2007	Auburn (535)
2010	Florida (382)
2013	Georgia (477)
2014	Georgia (528)
2016	Georgia (414)

MEN'S TENNIS (7)

1959	Tulane (tie)
1985	Georgia (36-1)
1987	Georgia (24-3)
1999	Georgia (26-5)
2001	Georgia (28-1)
2007	Georgia (32-0)
2008	Georgia (27-3)

WOMEN'S TENNIS (10)

1992	Florida (30-0)
1994	Georgia (27-2)
1996	Florida (31-0)
1998	Florida (27-0)
2000	Georgia (27-2)
2003	Florida (31-2)
2011	Florida (31-1)
2012	Florida (27-1)
2015	Vanderbilt (25-6)
2017	Florida (29-3)

MEN'S INDOOR TRACK & FIELD (21)

1992	Arkansas (53)
1993	Arkansas (66)
1994	Arkansas (94)
1995	Arkansas (59)
1997	Arkansas (59)
1998	Arkansas (56)
1999	Arkansas (65)
2000	Arkansas (69.5)
2001	LSU (34)
2002	Tennessee (52)
2003	Arkansas (54)
2004	LSU (44.5)
2005	Arkansas (56)
2006	Arkansas (53)
2010	Florida (57)
2011	Florida (52)
2012	Florida (52)
2013	Arkansas (57)
2017	Texas A&M (46)
2018	Florida (40)
2019	Florida (55)

WOMEN'S INDOOR TRACK & FIELD (17)

1987	LSU (49)
1989	LSU (61)
1991	LSU (48)
1992	Florida (50)

1993	LSU (49)
1994	LSU (48)
1995	LSU (40)
1996	LSU (52)
1997	LSU (49)
2002	LSU (57)
2003	LSU (62)
2004	LSU (52)
2005	Tennessee (46)
2009	Tennessee (42)
2015	Arkansas (63)
2018	Georgia (61)
2019	Arkansas (62)

MEN'S OUTDOOR TRACK & FIELD (23)

1933	LSU (58)
1974	Tennessee (60)
1989	LSU (53)
1990	LSU (44)
1991	Tennessee (51)
1992	Arkansas (60)
1993	Arkansas (69)
1994	Arkansas (83)
1995	Arkansas (61.5)
1996	Arkansas (55)
1997	Arkansas (55)
1998	Arkansas (58.5)
1999	Arkansas (59)
2001	Tennessee (50)
2002	LSU (64)
2003	Arkansas (59)
2004	Arkansas (65.5)
2005	Arkansas (60)
2012	Florida (50)
2013	Florida (53) Texas A&M (53)
2016	Florida (62)
2017	Florida (61.5)
2018	Georgia (52)

WOMEN'S OUTDOOR TRACK & FIELD (20)

1987	LSU (62)
1988	LSU (61)
1989	LSU (86)
1990	LSU (53)
1991	LSU (78)
1992	LSU (87)
1993	LSU (93)
1994	LSU (86)
1995	LSU (69)
1996	LSU (81)
1997	LSU (63)
2000	LSU (58)
2002	South Carolina (82)
2003	LSU (64)
2006	Auburn (57)
2008	LSU (67)
2012	LSU (76)
2014	Texas A&M (75)
2016	Arkansas (72)
2019	Arkansas (64)

SEC

NATIONAL CHAMPIONSHIPS

All-Time Since 2000

Men's131	Men's59
Women's107	Women's63
Coed2	Coed2
TOTAL240	TOTAL124

NOTE: NCAA National Champions only with the exception of football and equestrian.

SEC STANDS OUT

- An SEC record 61 conference teams received NCAA Public Recognition Awards for academic excellence after achieving Academic Progress Rates (APR) in the top 10 percent of their sport, led by (SEC sponsored sports):
 - Auburn – 8 teams
 - LSU - 7 teams
 - Arkansas, Kentucky and Vanderbilt – 6 teams each
 - Alabama and Ole Miss – 5 teams each
 - Three other schools – 4 teams each
- Three of the 10 winners of the NCAA's 2019 Today's Top 10 Award were SEC student-athletes, giving the SEC more winners than any other conference. The exclusive award is given annually to 10 exceptional students-athletes nationwide for combined performance in the classroom, competition and community.
 - Lucas Kaliszak, Swimming & Diving, Alabama
 - Alex McMurtry, Florida, Gymnastics
 - Keturah Orji, Georgia, Track & Field
- Two of the 12 Honda Sport Award recipients were SEC student-athletes. The award goes to the top female athlete in 12 NCAA-sanctioned sports.
 - Yanis David, Track & Field, Florida
 - Maria Fassi, Women's Golf, Arkansas
- The SEC Graduate Patch was displayed on the uniforms of more than 350 SEC student-athletes during the 2018-19 academic year.

2018-19 SEASON: SEC HIGHEST NATIONAL FINISH

SPORT	END OF SEASON PLACEMENT	SCHOOL
Men's Cross Country	Finished 17th	
Women's Cross Country	Finished 14th	
Volleyball	Third Round	
Soccer	Quarterfinalist	
Football	Runner-Up	
Men's Indoor Track	Champion	
Women's Indoor Track	Champion	
Men's Swimming & Diving	Finished 6th	
Women's Swimming & Diving	Finished 8th	
Men's Basketball	Final Four	
Women's Basketball	Elite Eight	
Gymnastics	Runner-Up	
Equestrian	Champion	
Men's Golf	Semifinalist	
Women's Golf	Semifinalist	
Men's Tennis	Semifinalist	
Women's Tennis	Runner-Up	
Men's Outdoor Track & Field	Runner-Up	
Women's Outdoor Track & Field	Champion	
Softball	Semifinals of WCWS	
Baseball	Champion	



GREG SANKEY COMMISSIONER SOUTHEASTERN CONFERENCE



Greg Sankey became the eighth Commissioner of the Southeastern Conference on June 1, 2015, and immediately embarked on a journey to build upon the SEC's recognized success, strong foundations and rich traditions.

Sankey has successfully introduced change and advancement for the conference while respecting the institutional traditions that make the SEC unique. With an understanding of the highly competitive environment of college sports, he has fostered the collaborative culture of the SEC that sets the conference apart and supports its continuing success.

Sankey brings a big picture approach to his position through continuing focus on a vision that positions the SEC to leverage its athletics success and popularity for a greater overall cultural and economic impact on the region, the nation and the world.

Based upon conference-wide success and growth, the SEC was the only college conference named a finalist for the Sports Business Journal's League of the Year Award in 2017-18, a nomination shared with the National Basketball Association (NBA), Major League Baseball (MLB), Ladies' Professional Golf Association (LPGA), National Hockey League (NHL) and Major League Soccer (MLS).

During his first major address as Commissioner, he introduced his concept of "Scholars. Champions. Leaders." to describe the ultimate potential of the SEC. "Educating scholars and supporting champions provides the platform for developing leaders who will influence the world," Sankey said in his opening remarks at SEC Football Media Days in 2015.

ADVOCATING FOR STUDENT-ATHLETE OPPORTUNITY

Now in his fifth year as Commissioner of the SEC, Sankey has established himself as an advocate for the student-athlete, creating a framework to provide young people in the Conference with challenging leadership opportunities and expanded resources to succeed at the highest levels of academic and competitive success. New student-athlete focused initiatives under Sankey's leadership include:

- Creation of a new position in the SEC office for a Director of Student-Athlete Engagement, a role focused on offering student-athletes the opportunity to participate in Conference leadership and prepare for life after their intercollegiate athletics participation concludes. (August 2015)
- Introduction of Student-Athlete Leadership Councils for Football, Men's Basketball and Women's Basketball which, in addition to the Conference's longstanding Student-Athlete Advisory Committee, provide student-athletes with enhanced opportunities to engage with campus leaders and Conference office staff. (May 2016)
- Introduction of a Student-Athlete Career Tour during SEC Football Championship Week in Atlanta, which annually provides a group of student-athletes with opportunities to engage in



career exploration with high level corporations and businesses. (December 2016, 2017, 2018)

- Expansion of the student-athlete role at the annual SEC Spring Meetings when student-athlete leaders participate in a robust agenda of interaction with administrators and coaches to provide their perspectives to Conference leaders. (May 2017, 2018, 2019)
- Increased funding for the SEC H. Boyd McWhorter Post-Graduate Scholarship, established in 1986 to honor outstanding student-athletes in the SEC for their accomplishments in athletics and academics. The value of the post-graduate scholarships increased to \$20,000 each for the two winners and \$10,000 each for the 26 finalists. (December 2017)

ADVANCING THE CONFERENCE

Sankey has been intentional and diligent in addressing issues critical to college athletics, with an emphasis on integrity, ethics and sportsmanship:

- Appointed a Working Group on Student-Athlete Conduct to develop recommendations for updated Conference policies governing conduct expectations for student-athletes. As a result, the SEC adopted a serious misconduct policy governing transfers that has served as a model for similar policies subsequently adopted by other conferences and institutions (June 2016, expanded definition June 2017), and later expanded the policy to include all incoming prospective student-athletes. (June 2018)
- Appointed a Working Group on Compliance, Enforcement and Governance, designed to review and update principles which form the foundation of the Conference membership's commitment to SEC and NCAA rules compliance.
- Amended an SEC Bylaw to now require a university president or chancellor to consult directly with the SEC Commissioner before hiring someone "who has engaged in unethical conduct as defined under NCAA Bylaws or who has participated in activity that resulted, or may result, in a Level I, Level II, or major infraction." (June 2017)
- Appointed a Task Force on Sports Gambling to identify issues and solutions with the goal of working with other leaders in sports, both on the collegiate and professional level, as well as governmental leaders, to educate student-athletes on issues related to sports wagering and ensure the integrity of athletics events. (July 2018)

Sankey prioritized the enhancement of Conference championship events to meet the goal of providing student-athletes with life-long memories and exceptional experiences for fans, which has included:

- An agreement with Atlanta's new Mercedes Benz Stadium to serve as the long-term home for the SEC Football Championship Game. (September 2015)
- An agreement with the City of Hoover, AL, to continue as host of the SEC Baseball Tournament after the city committed to construction of a \$70 million baseball campus to enhance the baseball tournament experience for student-athletes and fans. (June 2016)
- Engagement with a security consulting firm to review and develop consistent and effective security plans for SEC Championship events. (August 2016)



- A three-year agreement with Greenville, SC, to provide a multi-year home for the SEC Women's Basketball Tournament at Bon Secours Wellness Arena. (May 2018)

Sankey has focused resources on the development of Conference officiating with a series of measures blending technology with effective leadership to create greater accuracy and consistency for officiating in all sports, including:

- Hiring new coordinators of officials in the sports of men's basketball, women's basketball and softball.
- Working with the NCAA to gain approval for a collaborative instant replay process in the sport of football, which was implemented successfully beginning with the Fall 2016 season. (May 2016)
- Collaborating with the American Athletic and Atlantic Sun conferences to create a men's basketball officiating consortium, later adding the Sun Belt Conference. (July 2016, May 2017)
- Securing NCAA approval to implement a collaborative instant replay process in the sport of men's basketball beginning with the 2017-18 season. (May 2017)
- Engaging in a consulting agreement with Bob Delaney, an accomplished former NBA official and executive with extensive experience in leadership training, to assume the role of Special Advisor for Officiating Development and Performance. (August 2018)
- Working with the NCAA to expand the number of permissible plays evaluated through video replay in the sport of baseball for the 2018 season (August 2017), and implementing the first centralized replay system in the sport the following year. (March 2019)
- Commissioning Deloitte's Advisory practice to conduct a comprehensive analysis to identify best practices and program standards for the SEC Football Officiating Program. (January 2019)

Another priority under Sankey's leadership is growing exposure for the Conference and effectively publicizing success stories of the SEC. Strategies pursued to achieve this objective include:

- Engagement with The Richards Group, a renowned national marketing agency, to develop a comprehensive branding campaign. The theme – "It Just Means More" – communicates the history, legacy and overall positive impact the SEC has on its region, the nation and the world. (January 2016)

- Introduction of the SEC Graduate Patch, a logo placed on the uniforms of every sport displayed by SEC student-athletes who have earned their undergraduate degree and are continuing their participation in intercollegiate athletics. (October 2016)
- Ongoing collaboration with the SEC Network to create unique exposure opportunities for Conference universities, teams and student-athletes, including behind-the-scenes programming, expanding live championship coverage for Olympic Sports and other unique programming.
- An agreement with SiriusXM to create the first college branded satellite radio channel, SiriusXM SEC Radio, an exclusive 24/7 audio channel dedicated to SEC sports. (November 2017)
- Move of SEC Football Media Days to a new market, taking the signature event to the College Football Hall of Fame in Atlanta while adding a fan event in Centennial Olympic Park to expand the kick-off week to five days of activities. (July 2018)

A CAREER IN COLLEGE ATHLETICS

On March 12, 2015, the Presidents and Chancellors of the SEC announced Greg Sankey would succeed Mike Slive as Commissioner of the SEC.

Sankey, 55, first joined the SEC staff in 2002 as Associate Commissioner for Governance, Enforcement and Compliance and later added supervision of the league's championships staff to his responsibilities. He was elevated to Executive Associate Commissioner and Chief Operating Officer for the league office in 2012, becoming responsible for the day-to-day operation of the SEC Office.

Sankey has been active within the NCAA committee structure. He has served on the Division I Legislative Council, the Committee on Academic Performance and the NCAA Committee on Infractions, and most recently served on the Enforcement/Infractions Working Group created to address recommendations from the independent Commission on College Basketball.

Before moving to the SEC, Sankey served as Commissioner of the Southland Conference for nearly seven years. He joined the Southland Conference staff in 1992 where he served as both assistant and associate commissioner before he was named its Commissioner in 1996 at the age of 31.

Prior to his term at the Southland Conference, he was Director of Compliance and Academic Services at Northwestern State University in Natchitoches, LA. While at Northwestern State, Sankey also coached the Demons' golf teams for two years, earning the Golf Coaches Association of America District VI Coach of the Year award in 1991. Before his tenure at Northwestern State, he was the Director of Intramural Sports at Utica College in upstate New York.

A native of Auburn, NY, Sankey earned his master's degree from Syracuse University and his undergraduate degree from the State University of New York College at Cortland. Sankey and his wife, Cathy, reside in Birmingham, AL, and have two adult daughters, Hannah and Moriah.

THE SANKEY FILE

1987-89	Utica College, Director of Intramural Sports
1989-91	Northwestern State University Director of Compliance & Academic Services, 1990-92 Head Golf Coach, 1990-92
1992-2001	Southland Conference Assistant Commissioner, 1992-94 Associate Commissioner, 1994-96 Commissioner, 1996-2002
2002-present	Southeastern Conference Associate Commissioner, 2002-2012 Executive Associate Commissioner/Chief Operating Officer, 2012-2015 Commissioner, 2015-present

NATIONAL CHAMPIONSHIPS WON BY SEC SCHOOLS IN GREG SANKEY ERA

2015-16 Football – Alabama Women's Swimming & Diving – Georgia Equestrian – Auburn Men's Outdoor Track & Field – Florida Women's Outdoor Track & Field – Arkansas	2017-18 Football – Alabama Women's Indoor Track & Field – Georgia Men's Indoor Track & Field – Florida Equestrian – Auburn Men's Outdoor Track & Field – Georgia
2016-17 Men's Indoor Track & Field – Texas A&M Women's Basketball – South Carolina Equestrian – Texas A&M Women's Tennis – Florida Men's Outdoor Track & Field – Florida Baseball – Florida	2018-19 Women's Indoor Track & Field – Arkansas Men's Outdoor Track & Field – Florida Equestrian – Auburn Women's Outdoor Track & Field – Arkansas Baseball - Vanderbilt



The Sankey family: Moriah, Cathy, Greg and Hannah

SEC STAFF

2019 FOOTBALL



GREG SANKEY
Commissioner



MARK WOMACK
*Executive Associate
Commissioner/CFO*



CHARLIE HUSSEY
*Associate
Commissioner/COO*



TIFFANY DANIELS
*Associate
Commissioner/SWA*



DR. TORIE JOHNSON
*Associate
Commissioner/
Academic Relations*



WILLIAM KING
*Associate
Commissioner/Legal
Affairs & Compliance*



DAN LEIBOVITZ
*Associate
Commissioner/
Men's Basketball*



HERB VINCENT
*Associate
Commissioner/
Communications*



CHRIS WALDSMITH
*Associate
Commissioner/
Finance*



DAVID BATSON
*Assistant
Commissioner/
Compliance*



MATT BOYER
*Assistant
Commissioner/
Compliance*



LESLIE CLAYBROOK
*Assistant
Commissioner/
Championships*



BYRON HATCH
*Assistant
Commissioner/
Championships*



KATHRYN SWITZER
*Executive Associate
to Commissioner
Sankey*



SYLVIA HAGAN BARNES
*Director of
Officiating &
Administration*



MISTY BROWN
*Director of Student-
Athlete Engagement*



COLE CUNNINGHAM
*Director of Video
Operations-Football*



CHUCK DUNLAP
*Director of
Communications*



JOHN GIBSON
*Director of
Championships*



RANDALL MALONE
*Director of Video
Operations-
Basketball*



CRAIG PINKERTON
*Director of
Communications*



B.C. ROMANO
*Director of Video &
Creative Services*



JIM SULLIVAN
*Director of
Championship
Ticket Operations*



LAUREN TAYLOR
*Director of
Marketing/
Competition*



TAMMY WILSON
*Director of
Communications*



ALLY BATTE
*Assistant Director
of Financial
Operations*



BEN BEATY
*Assistant Director of
Communications*



KORY DAHLEN
*Assistant Director of
Competition*



ANN DRINKARD
*Assistant Director
of Communications
for Social Media*



ROBERT MILLIGAN
*Assistant Director of
Video Operations and
Building Services*



MIKE MIMS
*Assistant Director
of Championship
Ticket Operations*



JILL SKOTARCZAK
*Assistant Director of
Communications*



SCOTTY THURMAN
*Assistant Director
of Compliance*



TITUS THOMAS
Video Technician



MEREDITH BRANCH
*Administrative
Assistant,
Competition*



DONNA MOORE
*Administrative
Assistant,
Compliance*



BAILEY POWELL
*Administrative
Assistant/
Commissioner's
Office*



GRACE SANDERS
*Administrative
Assistant, Football*



MELINDA CALDERINI
*Coordinator of First
Impressions*



STEVE SHAW
*Coordinator of
Football Officials*

SEC ACADEMIC INITIATIVES



The Southeastern Conference supports and promotes collaborative higher education programs and activities involving administrators, faculty and students at its member universities. Its goals include:

- Advancing the academic reputation of SEC universities beyond the traditional SEC region;
- Highlighting the endeavors and achievements of SEC faculty, students and administrators;
- Identifying and preparing future leaders for high-level service in academia;
- Increasing the amount and type of education abroad opportunities available to SEC students; and
- Supporting collaboration between SEC faculty and administrators.

Current SEC academic initiatives include:

- The SEC Academic Leadership Development Program seeks to identify, prepare and advance academic leaders for roles within SEC institutions and beyond. It has three components, a university-level development program; two SEC-wide three-day workshops held on specified campuses for all program participants; and a competitive fellowship for former participants.
- The SEC College Tour occurs twice annually, once in the fall and once in the spring. Enrollment administrators from all SEC universities participate in events intended to introduce SEC

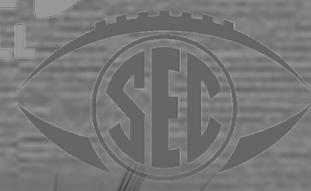
universities to students, parents and high school counselors from outside of the southeast region.

- The SEC education abroad focus includes a cooperative agreement that gives SEC students access to international programs offered at other SEC universities and an engineering exchange agreement with the Politecnico di Torino in Italy.
- The SEC Faculty Achievement and Professor of the Year Awards recognize faculty with outstanding records in research and teaching. There is one winner per campus and one overall winner for the SEC.
- The SEC Faculty Travel Program is intended to enhance collaboration that stimulates scholarly initiatives between SEC universities. The program offers faculty from each SEC university the opportunity to travel to other SEC universities to develop grant proposals, conduct research and deliver artistic performances.
- The SEC MBA Case Competition is an opportunity for SEC business schools to showcase their students' skills at solving simulated, real-world problems that cover the spectrum of business disciplines. The competition is held on one SEC campus and teams of four MBA students compete against other SEC teams, the best receiving various awards and recognition.
- The SEC Student Pitch Competition provides a showcase for young entrepreneurs as it pits teams of SEC students against one another in an idea pitch competition. Students present their innovative business ideas to a panel of SEC alums to determine those most worthy of a funding investment. The top teams receive various awards and recognition.



SEC HEADQUARTERS

2019
FOOTBALL



Almost 33 years after moving to Birmingham from Jackson, Miss., the SEC moved into its current headquarters on October 15, 1991.

The building is now named for Roy F. Kramer, the SEC's sixth commissioner who retired in July 2002. During his tenure as the league's commissioner, the SEC won 85 national championships and distributed more than \$654 million in revenue back to its member institutions.

The 30,000 square-foot building was provided by the city of Birmingham. It was designed to house the SEC staff and accommodate the needs of the various committees, coaches and administrative groups that meet on a regular basis.

From its headquarters, the SEC office certifies the eligibility of all student-athletes, manages championship events, enhances academic opportunities for student-athletes, monitors NCAA and SEC compliance, coordinates officiating assignments, negotiates television contracts, distributes conference revenue, cultivates

corporate sponsorships and coordinates media and public relations efforts.

In 2005, a state-of-the-art video center was built inside the headquarters and named for the late Brad Davis, the SEC Associate Commissioner who was responsible for its development. Davis passed away on March 2, 2006.

The building also features a rotunda that highlights school banners, championship pedestals and two galleries displaying the member institutions.

The SEC Office underwent a vast renovation in the fall of 2012, with an upgrade to the Davis Video Center being completed prior to the 2014 season, which nearly tripled the size of the area. A live satellite uplink to the SEC Network in Charlotte, N.C., was implemented in 2015, with collaborative instant replay being integrated into the Central Review Center prior to the 2016 football season. The SEC Video Center now also houses men's basketball and baseball replay operations.



FORMER SEC HEADQUARTERS IN BIRMINGHAM

Redmont Hotel (1946-67)

Central Bank Building (1967-88)

Riverchase Galleria Tower (1988-1991)



SEC MILESTONES

FORMED 1933

DEC. 22, 1894: In Atlanta, Dr. William L. Dudley of Vanderbilt presides over an organization meeting of the Southern Intercollegiate Athletic Association: Alabama, Auburn, Georgia, Georgia Tech, North Carolina, Sewanee and Vanderbilt. Football formalized in 1869.

APRIL 9, 1880: First football game in The Southeast on ground now called Old Stoll Field at the University of Kentucky is played.

NOVEMBER, 1881: Kentucky A&M (now Kentucky) establishes a team and plays a three-game series against Transylvania College.

1895: 11 current SEC members playing football.

1893: Vanderbilt begins playing basketball at the Nashville YMCA two years after Naismith originated the game at Springfield (Mass.) College.

1895: SIAA organized track on conference level.

MAY 15, 1896: First conference championship meet (track) held at Vanderbilt.

1895: SIAA expands and adds Central, Clemson, Cumberland, Kentucky, LSU, Mercer, Mississippi, Nashville, Southeastern Presbyterian, Tennessee, Texas and Tulane.

1900: Eight of the 13 charter SEC members participating in track.

1920: SIAA encompasses 30 members.

DEC. 12-13, 1920: In Gainesville, Fla. Professor S.V. Sanford (Georgia) presides

over newly formed Southern Conference (Alabama, Auburn, Clemson, Georgia, Georgia Tech, Kentucky, Maryland, Mississippi, North Carolina, North Carolina State, Tennessee, Virginia, Virginia Tech and Washington and Lee).

1922: Florida, LSU, Mississippi, South Carolina, Tulane, Vanderbilt and Virginia Military join the Southern Conference.

1923: Sewanee joins the Southern Conference.

1928: Duke joins the Southern Conference.

DEC. 8-9, 1932: In Knoxville, Dr. Frank L. McVey (Kentucky) serves as president as the SEC is formed with 13 members of the Southern Conference located west and south of the Appalachian Mountains. The institutions are: Alabama, Auburn, Florida, Georgia, Georgia Tech, Kentucky, LSU, Ole Miss, Mississippi, Sewanee, Tennessee, Tulane, Vanderbilt.

FEB. 16, 1933: Informal meeting of SEC school presidents, Birmingham, Ala.

FEB. 27, 1933: First full meeting, Atlanta, Ga.

1933: First SEC champions crowned in baseball, basketball, football and outdoor track.

FEB. 24 - 28, 1933: League's first basketball tournament in Atlanta, Ga.

SPRING 1933: First NCAA Championship won by SEC school (LSU, men's track).

FALL, 1933: Coach Frank Thomas leads Alabama (5-0-1) to first SEC

football champion title with 7-0 win over Vanderbilt.

1935: League sponsors first men's team title for cross country.

1937: League sponsors first men's team title for golf and swimming.

1938: League sponsors first men's team title for tennis.

1940: In Jackson, Miss., the office of the commissioner is formed.

AUGUST 21, 1940: Former Mississippi Governor Martin S. Conner named first SEC commissioner.

DEC. 13, 1940: Sewanee withdraws from the SEC.

FALL 1946: Secretary of the Conference Dean N.W. Dougherty (University of Tennessee) named acting SEC commissioner.

1948: Conference office moves to Birmingham, Ala.

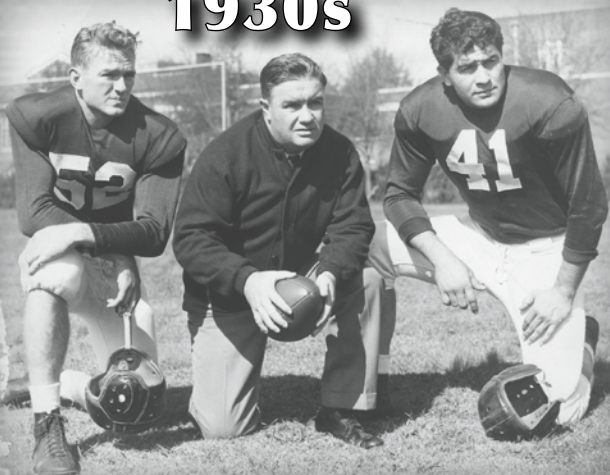
FEB. 21, 1948: Former LSU coach Bernie H. Moore named second SEC commissioner.

1948: Kentucky Wildcats bring home the first NCAA basketball Tournament win by an SEC team.

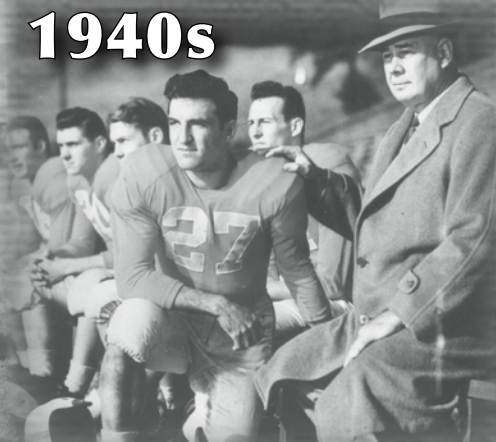
OCTOBER 20, 1951: The Alabama-Tennessee football game in Birmingham's Legion Field becomes the first televised event in SEC history.

1952: University of Alabama Faculty Chairman of Athletics, Dr. Albert B. Moore,

1930s

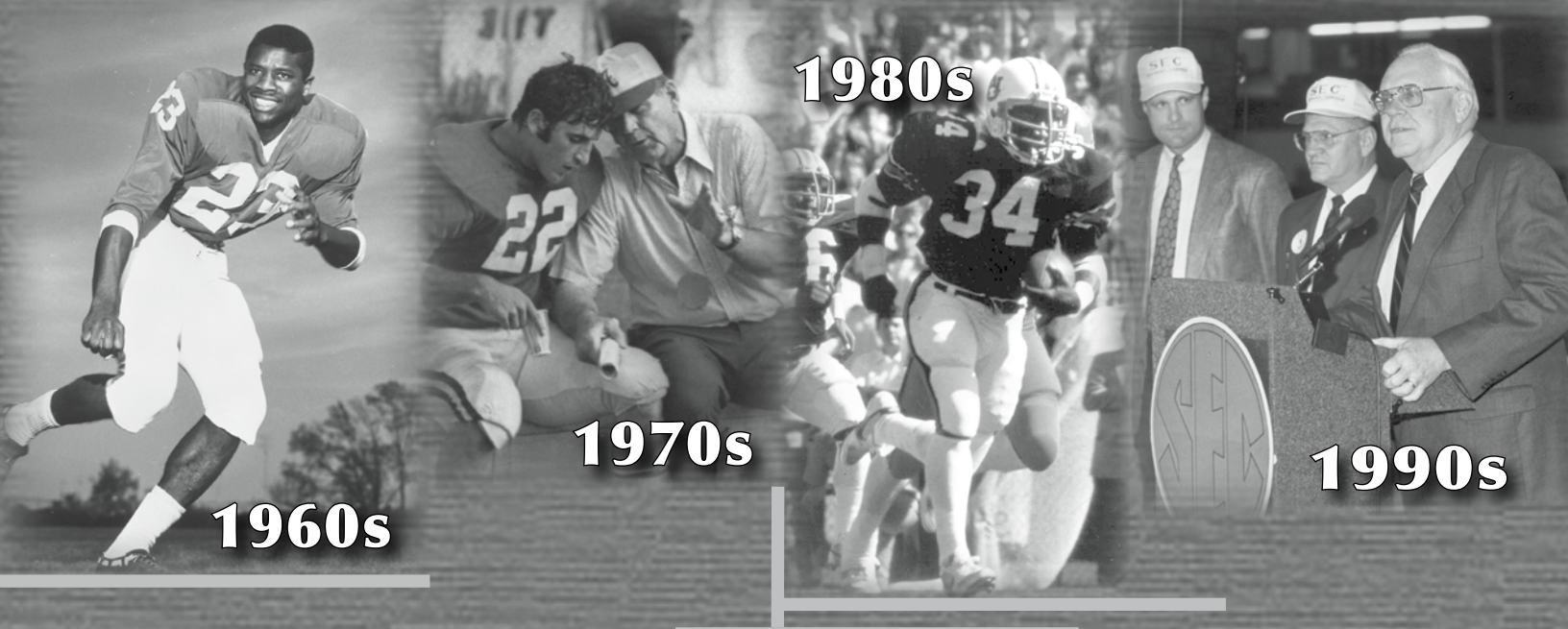


1940s



1950s





1980s

1960s

1970s

1990s

becomes first SEC representative to serve as NCAA president.

1957: League sponsors first men's team title for indoor track.

1964: Elmore "Scoop" Hudgins, Vanderbilt's first publicity director, joins SEC staff and originates the "Top Twenty Coaches" and developed the preseason football "skywriters" tour.

JUNE 1, 1964: Georgia Tech withdraws from the SEC.

1965: Kentucky football's Nat Northington becomes the first African-American athlete to receive an athletic scholarship at an SEC institution.

1966: A.M. (Tonto) Coleman named third SEC commissioner.

JUNE 1, 1966: Tulane withdraws from the SEC.

1971: Dr. Earl M. Ramer, University of Tennessee faculty athletic representative, is second SEC official to serve as NCAA president.

AUGUST 1, 1972: Dr. H. Boyd McWhorter, Dean of Arts and Sciences at University of Georgia and secretary of the league, named fourth SEC commissioner.

JANUARY 1, 1977: The SEC begins its long-standing agreement with the Sugar Bowl in New Orleans to send its champion to the game when Georgia faced Pittsburgh.

1979-80: SEC championships for women's basketball, tennis and volleyball recognized.

1980-81: SEC championships for women's golf, gymnastics, swimming and track and field added.

JULY 1983: The SEC signs an agreement with the Turner Broadcasting System to

begin airing a football "Game of the Week" in the fall of 1984.

MARCH 26, 1986: The SEC and Jefferson-Pilot Teleproductions (JP Sports) sign a contract to televise basketball games on a syndicated basis throughout the region.

SEPTEMBER 15, 1986: Dr. Harvey W. Schiller, an Air Force colonel and faculty chair at the U.S. Air Force Academy named fifth SEC commissioner.

JANUARY 10, 1990: Roy F. Kramer, Vanderbilt athletics director, named sixth SEC commissioner.

1990: University of Arkansas (11th member) and University of South Carolina (12th member) join the league (the two institutions participated in SEC championships for all sports except football during the 1991-92 academic year).

NOVEMBER 29, 1990: SEC presidents announce Eastern and Western divisions and vote to adopt an eight-game football schedule to begin in 1992.

MAY 30, 1991: SEC presidents award the inaugural SEC Football Championship Game to the city of Birmingham.

FEBRUARY, 1992: The SEC and JP Sports announce a four-year agreement to televise an SEC football game of the week on a syndicated basis throughout the region.

APRIL 15, 1992: The SEC and ABC Sports announce a four-year contract to televise the SEC Football Championship Game.

DECEMBER 5, 1992: SEC hosts the nation's first Division 1A conference football championship game at Legion Field in Birmingham. Alabama defeats Florida 28-21 and goes on to capture the national

title at the USF&G Sugar Bowl in New Orleans.

1993: SEC institutions adopt the Principles of Gender Equity recognizing that each school will provide at least two more women's intercollegiate programs than the number of men's.

1993: SEC championship for women's soccer added.

FEBRUARY 11, 1994: SEC announces a multi-sport television agreement with CBS Sports to televise SEC football (1996-2001), and men's and women's basketball (1994-95 through 2000-01).

FEBRUARY 25, 1994: SEC members vote to play the 1994 and 1995 SEC Championship Game in Atlanta's Georgia Dome.

AUGUST 4, 1994: A group of Division I-A conferences (including the SEC) select the Fiesta, Sugar and Orange Bowls as hosts for the Bowl Alliance games beginning at the conclusion of the 1995 regular season.

OCTOBER 13, 1994: ABC and the SEC extend the agreement to televise the Championship Game through 2000.

NOVEMBER 7, 1994: SEC extends its agreement with JP Sports to televise weekly football games through the 2000 season.

June 1, 1995: SEC extends its agreement with the Georgia Dome to host the SEC Football Championship Game through 1998.

1997: SEC championship for softball added.

May 29, 1997: SEC extends its agreement with the Georgia Dome to host the SEC Football Championship Game through 2001.

2000s

February 2, 1998: SEC reaches a multi-year extension with CBS Sports to broadcast its football and men's and women's basketball games.

June 7, 1999: SEC and ESPN reach a multi-year extension to televise football and men's and women's basketball for the next eight seasons.

2001: CBS expands its SEC football commitment and provides exclusive national network broadcasts of SEC home games.

December 6, 2001: SEC and CBS announce an agreement for CBS Sports to televise the SEC Football Championship Game through 2008.

June 2, 2002: Michael L. Slive, who served as Commissioner of Conference USA, appointed seventh SEC commissioner.

June 4, 2004: SEC Task Force on Compliance and Enforcement issues its report calling to have none of the league's schools on NCAA probation within the next five years. Report is unanimously accepted.

February 23, 2005: SEC announced the formation of its Academic Consortium linking the academic resources of its 12 member institutions.

August 14, 2008: CBS Sports and the SEC announce a 15-year agreement to extend broadcasts of SEC football and basketball games. CBS will continue to be exclusive national network broadcast of SEC home football games and the SEC Championship game.

August 25, 2008: ESPN and the SEC announce a 15-year agreement beginning in 2009-10 through 2023-24. It is the longest national rights agreement in ESPN history. ESPN entities will carry more than 5,500 SEC events including football, men's and women's basketball, Olympic sports and SEC Championships.

December 2009: Florida and Alabama, both 12-0 and ranked No. 1 and No. 2 nationally, meet for the SEC Championship at the Georgia Dome, won by Alabama 32-13. The

2010s

game drew an 11.8 TV rating, the highest in SEC Championship Game history.

January 2010: Alabama defeats Texas 37-21 in the BCS National Championship Game, the first time in the history of college football for a single conference to win four consecutive national championships.

January 2011: Auburn defeats Oregon 22-19 in the BCS Championship game, giving the league an unprecedented fifth consecutive BCS National Championship. The SEC moves to 7-0 in BCS Championship games.

Fall 2011: League announces that Texas A&M (13th member) and Missouri (14th member) will join the conference effective July 1, 2012, with competition to begin in all sports for the 2012-13 academic year.

January 2012: Alabama and LSU face off in New Orleans for the BCS Championship, won by the Crimson Tide 21-0. It marks the sixth consecutive national championship in football for the SEC.

July 1, 2012: Missouri and Texas A&M officially become members of the Southeastern Conference.

January 2012: Alabama defeats Notre Dame 42-14 at the BCS Championship Game in Miami, Fla., the seventh consecutive national title for the SEC.

2013: SEC Championship for equestrian added.

May 2, 2013: The SEC, in conjunction with ESPN, announces the creation of The SEC Network, set to launch in August of 2014.

August 14, 2014: The SEC Network, a multiplatform network, which will air SEC content 24/7 including more than 1,000 events in its first year, launches.

2014: The SEC sends a NCAA-record 12 teams to participate in postseason bowl games. The SEC matched its most wins during a bowl season with seven.

Present Day

June 1, 2015: Gregory A. Sankey becomes the SEC's eighth commissioner.

2015: Alabama captured the SEC's first national championship of the College Football Playoff era. The conference went an unprecedented 9-2 in postseason bowl games, establishing new NCAA and SEC records in the process.

2016: The SEC celebrated 25 years of the SEC Championship Game, the last in Atlanta's Georgia Dome. A SEC team reached the national championship game for the 10th time in the last 11 seasons. Collaborative Instant Replay was implemented at the SEC Video Center at league headquarters. The SEC became the only conference in college football history to send at least 10 teams to bowl games in four consecutive seasons (2013-2016) with 12 teams in 2016.

2017: The SEC became the first to send two teams to the College Football Playoff, as both SEC Champion Georgia and Alabama were selected. With both collecting semifinal wins, the league enjoyed the second SEC vs. SEC national championship game since the 2011 season. It marked the 11th time in 12 seasons at least one SEC team advanced to the national championship game.

2018: For the 12th time in the last 13 seasons, a team from the SEC advanced to the national championship game. The SEC has won nine of those contests, with two of the losses coming in the game's final seconds. The SEC sent four teams to New Year's Six bowl games for the first time in 2018. The SEC Championship was the most-watched and highest-rated regular-season college football game on any network since 2011.

2019 PRIMARY SEC FOOTBALL CONTACTS



ALABAMA

Josh Maxson/ Assistant AD / Football Communications
FAX: (205) 348-8841
E-Mail: jmaxson@ia.ua.edu

(205) 348-3631

P.O. Box 870391
Tuscaloosa, AL 35487-0391
Internet: <http://www.rolltide.com>



ARKANSAS

Kyle Parkinson, Associate AD/ Communications
FAX: (479) 575-7481
E-Mail: kparkin@uark.edu

(479) 575-2752

is 350 N Razorback Road
Fayetteville, AR 72701
Internet: <http://www.ArkansasRazorbacks.com>



AUBURN

Shelly Poe, Assistant AD/Media Relations (slp0019@auburn.edu)
Kirk Sampson, Associate AD/Communications (kirk@auburn.edu)
FAX: (334) 844-9807

(334) 844-9800

392 S. Donahue Drive
Auburn, AL 36849
Internet: <http://www.auburntigers.com>



FLORIDA

Steve McClain, Senior Associate AD (Stevem@gators.ufl.edu)
Will Pantages, Asst. Dir/Communications (WillP@Gators.ufl.edu)
FAX: (352) 375-4809

(352) 375-4683 ext. 6100

P.O. Box 14485
Gainesville, FL 32604-2485
Internet: <http://www.FloridaGators.com>



GEORGIA

Claude Felton, Sr. Associate AD/Sports Communications
FAX: (706) 542-9339
E-Mail: cfelton@sports.uga.edu

(706) 542-1621

P.O. Box 1472
Athens, GA 30603-1472
Internet: <http://www.georgiadogs.com>



KENTUCKY

Susan Lax, Director/Communications & PR (Slax0@uky.edu)
Tony Neely, Assistant AD/Communications & PR (tneely@uky.edu)
FAX: (859) 323-4310

(859) 257-3838

Joe Craft Center, 338 Lexington Avenue
Lexington, KY 40506
Internet: <http://www.UKathletics.com>



LSU

Michael Bonnette, Associate AD/Sports Information
FAX: (225) 578-1861
E-Mail: mbonnet@lsu.edu

(225) 578-8226

LSU Athletic Administration Building
Baton Rouge, LA 70803
Internet: <http://www.LSUsports.net>



OLE MISS

Kyle Campbell, Associate AD/Communications
FAX: (662) 915-7006
E-Mail: kyle@olemiss.edu

(662) 915-7522

908 All-American Drive
University, MS 38677
Internet: <http://www.OleMissSports.com>



MISSISSIPPI STATE

Bill Martin, Associate AD (bmartin@athletics.msstate.edu)
Brandon Langlois, Assoc. Director (BLanglois@athletics.msstate.edu)
FAX: (662) 325-2563

(662) 325-0967

P.O. Box 5308
Mississippi State, MS 39762
Internet: <http://www.hailstate.com>



MISSOURI

Chad Moller, Associate AD/Communications
FAX: (573) 882-4720
E-Mail: mollerc@missouri.edu

(573) 882-0712

Hearnes Center ; P.O. Box 677
Columbia, MO 65205
Internet: <http://www.mutigers.com>



SOUTH CAROLINA

Steve Fink, Assistant AD/Communications
FAX: (803) 777-2967
E-Mail: finksc@mailbox.sc.edu

(803) 777-7987

Rice Athletics Center, 1304 Heyward Street
Columbia, SC 29208
Internet: <http://www.gamecocksonline.com>



TENNESSEE

Zach Stipe, Director of Football Communications
FAX: (865) 974-1269
E-Mail: zstipe@tennessee.edu

(865) 974-4167

Anderson Training Center, 1551 Lake Loudon Blvd.
Knoxville, TN 37966
Internet: <http://www.utsports.com>



TEXAS A&M

Alan Cannon, Associate AD/Communication
FAX: (979) 458-2273
E-Mail: acannon@athletics.tamu.edu

(979) 845-5725

Texas A&M Athletics Department, 1228 TAMU
College Station, TX 77843-1228
Internet: <http://www.12thMan.com>



VANDERBILT

Larry Leathers, Assistant Director/Communications
FAX: (615) 343-7064
E-Mail: larry.leathers@vanderbilt.edu

(615) 343-6437

2601 Jess Neely Drive
Nashville, TN 37212
Internet: <http://www.vucommodores.com>



SEC OFFICE

Chuck Dunlap, Director of Communications (cdunlap@sec.org)
Ben Beaty, Assistant Director (bbeaty@sec.org)
FAX: (205) 458-3030

(205) 458-3000

2201 Arrington Blvd. North
Birmingham, AL 35203-1103
Internet: <http://www.SECsports.com>

OFFICIAL SPONSOR PROGRAM

The Southeastern Conference Official Sponsor program began in 1988 with three companies dedicated to intercollegiate athletics and higher education.

Now supported by many of the nation's top corporations, this program has evolved into the most successful of its kind.

Each member of the SEC Official Sponsor team shows its commitment to the future of intercollegiate athletics with contributions to SEC Youth Clinics, SEC Scholarship Programs, SEC Academic Enhancement Programs, Championship Grants, FanFare and Legends Programs.

The corporations also conduct consumer promotions designed to increase sales and brand awareness. These promotions also increase public awareness of the

member institutions of the SEC, which in turn supports increased ticket sales and high television and radio ratings.

In addition to the broad spectrum of benefits provided by these contributions, each SEC institution is a direct beneficiary of the program. SEC Official Sponsors include Academy Sports + Outdoors, Aflac, Allstate Insurance, AT&T, Belk, Dr Pepper, Johnsonville, Mercedes-Benz, Regions Bank and Velveeta.

PROGRAM MISSION

The mission of the corporate sponsor program is:

1. To develop marketing and promotional activities that benefit the SEC, its mem-

ber institutions and the participating corporations;

2. To emphasize the positive role of athletics in our society; and
3. To provide funding for youth clinics, championship events and academic enhancement programs.



SEC OFFICIAL SPONSORS



SEC LICENSING PROGRAM

The Southeastern Conference markets its registered marks (Southeastern Conference, SEC, SEC Seal and SEC logos) through a licensing program with the Collegiate Licensing Company. The SEC began its licensing program in 1988 to protect the use of its name and insignias and to ensure that its member institutions benefit from the use and sale of items bearing its name and/or logos.

The program also ensures that manufacturers and retailers market only the highest-quality merchandise using the conference name and logos. The SEC has joined a significant number of colleges and universities throughout the country to bring about consistency in the marketplace for officially-licensed collegiate products.



AN IMG COMPANY

SEC MEDIA SERVICES

SEC COMMUNICATIONS MISSION STATEMENT

The Southeastern Conference has been the nation's leader in communications during its history. The SEC understands the importance of assisting the media in providing coverage of the conference and its institutions. To this end, the conference, including all of its member institutions, shall make the best attempt to fill reasonable requests by media outlets. Members of the media are encouraged to work with the communications director of each institution and the conference office to establish satisfactory media policies that are mutually beneficial to all parties.

SEC FOOTBALL MEDIA DAYS

SEC Football Kickoff Media Days presented by Regions Bank will be held July 15-18 and will take place at the Hyatt Regency Birmingham - Wynfrey Hotel in Hoover, Ala. Three to four schools will appear each day, along with various SEC representatives.

For more information about SEC Football Media Days, contact the SEC Communications Office.

SEC CHAMPIONSHIP GAME

December 7, 2019
Mercedes-Benz Stadium (73,000)
Atlanta, Ga.
CBS Sports - 4 p.m. ET

MEDIA INFORMATION

Media credential requests for the 2019 SEC Championship football game can be taken online at www.secsportsmedia.com beginning October 30.

The SEC will conduct a media teleconference with the two participating head coaches on Sunday, December 1 at 5 p.m. ET. Another media teleconference, with three participating student-athletes from each school, will be held at a yet to be determined day and time.

A press conference featuring both participating head coaches will be held at Mercedes-Benz Stadium on Friday, December 5, at 1:30 p.m. ET.

The Friday press conference and the post-game press conference on Saturday will be available on a satellite uplink and SEC FTP, and live on The SEC Network. Additional information will be included in the league's weekly media release.

For further information concerning media coverage of the SEC Football Championship Game, please contact the SEC Communications Department.

WEEKLY COACHES TELECONFERENCE

The 14 SEC coaches will be featured on a weekly teleconference each Wednesday from 11 a.m. - 1:30 p.m. (ET) [10 a.m. - 12:30 p.m. (CT)] beginning August 28 and concluding November 20. Media representatives wishing to participate in the teleconference should contact the SEC Communications Office for further details.

A replay of each week's teleconference can be heard on the SEC's website, www.SECsports.com.

Each coach will appear on the teleconference for ten minutes, according to the following schedule (All Times Central):

10:00 a.m.	Ed Orgeron, LSU
10:10 a.m.	Kirby Smart, Georgia
10:20 a.m.	Dan Mullen, Florida
10:30 a.m.	Derek Mason, Vanderbilt
10:40 a.m.	Nick Saban, Alabama
10:50 a.m.	Jeremy Pruitt, Tennessee
11:00 a.m.	Chad Morris, Arkansas
11:10 a.m.	Will Muschamp, South Carolina
11:20 a.m.	Matt Luke, Ole Miss
11:30 a.m.	Jimbo Fisher, Texas A&M
11:40 a.m.	Mark Stoops, Kentucky
11:50 a.m.	Joe Moorhead, Mississippi State
12:00 p.m.	Barry Odom, Missouri
12:10 p.m.	Gus Malzahn, Auburn

SEC FTP FEEDS

The Southeastern Conference provides a FTP feed each day during Football Media Days, as well as from the SEC Football Championship Game. Details are available through the SEC Communications Office.

SEC E-MAIL SERVICE

Information on SEC football will be emailed periodically through the season to accredited media throughout the country. To be added to the SEC football email list, please register online at www.secsportsmedia.com.

SEC PLAYERS OF THE WEEK

The SEC will name a freshman of the week along with an offensive, defensive, offensive lineman, defensive lineman and special teams player of the week each Monday throughout the regular season.

Nominations for the awards are made by the SEC sports information directors. The honorees are selected by a vote of the SEC Communications and football staff.

collegepressbox.com
SINCE 2005 EVERYTHING BUT THE PRE-GAME MEAL

Collegepressbox.com is the official media website for SEC football. Access and download weekly game notes, quotes, statistics, photos, media guides and more for the conference and each of its 14 member schools throughout the season. Registration information will be distributed to accredited media or you may request more information by sending an e-mail to password@collegepressbox.com.

www.SECsports.com
www.secsportsmedia.com

The Southeastern Conference has an extensive presence on the Internet and the SEC Network.

General SEC football information can be accessed on the Web at www.SECsports.com. The football section is updated with new material daily on the page, with standings, statistics, game previews, notes and other important information. The SEC also offers a media-only website - www.secsportsmedia.com. Media covering the SEC can retrieve information from the conference office as, SEC logos, photos and a championship credentialing system for SEC football is available on the site. (The site houses all media information and links for the other 20 sports the SEC sponsors).

SEC WEBSITES

All 14 SEC schools place much of their information released to the media online on their websites. The web-site addresses are below:

ALABAMA — www.rolltide.com
ARKANSAS — www.arkansasrazorbacks.com
AUBURN — www.auburntigers.com
FLORIDA — www.floridagators.com
GEORGIA — www.georgiadogs.com
KENTUCKY — www.ukathletics.com
LSU — www.lsusports.net
OLE MISS — www.olemissports.com

MISSISSIPPI STATE — www.hailstate.com

MISSOURI — www.mutigers.com

SOUTH CAROLINA — www.gamecocksonline.com

TENNESSEE — www.utsports.com

TEXAS A&M — www.12thman.com

VANDERBILT — www.vucommodores.com

FOLLOWING THE SEC . . .



On Facebook, like the page called "Southeastern Conference".



On Twitter, follow the SEC at @SEC.



On Instagram, follow the SEC at @SEC



On Snapchat follow the SEC at SECSports

SEC OFFICE

GREG SANKEY • Commissioner
2201 Richard Arrington Blvd. North
Birmingham, AL 35203

MAIN SWITCHBOARD: 205 458-3000
Administrative Fax: (205) 458-3031

COMMUNICATIONS STAFF

HERB VINCENT • Associate Commissioner
E-Mail/Twitter: hvincent@sec.org; @SECherbvin

#CHUCK DUNLAP • Director
E-Mail/Twitter: cdunlap@sec.org; @SEC_Chuck

CRAIG PINKERTON • Director
E-Mail/Twitter: cpinkerton@sec.org; @SEC_Craig

TAMMY WILSON • Director
E-Mail/Twitter: twilson@sec.org; @SEC_Tammy

B.C. ROMANO • Director of Video
and Creative Services
E-Mail: bcromano@sec.org

%BEN BEATY • Assistant Director
E-Mail/Twitter: bbeaty@sec.org; @BenBeaty

ANN DRINKARD • Assistant Director/Social Media
E-Mail/Twitter: adrinkard@sec.org; @anndrinkard

JILL SKOTARCZAK • Assistant Director
E-Mail/Twitter: jskotarczak@sec.org; @SEC_Jill

- SEC Football Primary Contact; % - Secondary Contact

SEC FOOTBALL VIDEO REPLAY

Instant Replay

SECTION 1. PURPOSE AND PHILOSOPHY

Purpose

ARTICLE 1. Instant replay is a process whereby video review is used to confirm, reverse or let stand certain on-field decisions (Rule 12-3) made by game officials.

Philosophy

ARTICLE 2. The instant replay process operates under the fundamental assumption that the ruling on the field is correct. The replay official may reverse a ruling if and only if the video evidence (Rule 12-6-1-c) convinces him beyond all doubt that the ruling was incorrect. Without such indisputable video evidence, the replay official must allow the ruling to stand. (Exception: Targeting rule 12-3-5-a)

SECTION 2. ELIGIBILITY FOR INSTANT REPLAY

Participation

ARTICLE 1.

- Any member institution may use instant replay, but there is no requirement to do so. If instant replay is used, it must be used in full compliance with this rule.
- For any nonconference game, if the home team is using instant replay, the visiting team does not have the option of declining its use for that game. If the home team is not using instant replay, it is not required to honor a request by the visiting team that it be used.

SECTION 3. REVIEWABLE PLAYS

Scoring Plays

ARTICLE 1. Reviewable plays involving a potential score include:

- A potential touchdown or safety. [Exception: Safety by penalty for fouls that are not specifically reviewable.]
- Field goal attempts if and only if the ball is ruled (a) below or above the crossbar or (b) inside or outside the uprights when it is lower than the top of the uprights. If the ball is higher than the top of the uprights as it crosses the end line, the play may not be reviewed.

Passes

ARTICLE 2. Reviewable plays involving passes include:

- Pass ruled complete, incomplete or intercepted anywhere in the field of play or an end zone.
- Forward pass touched by a player (eligible or ineligible) or an official, including whether the touching is beyond or behind the line of scrimmage.
- Forward pass or forward handing when a ball carrier is or has been beyond the neutral zone.
- A forward pass or forward handing after a change of team possession.
- Pass ruled forward or backward.
 - If the pass is ruled forward and is incomplete, the play is reviewable only if the ball goes out of bounds or if there is clear recovery of a loose ball in the immediate continuing football action after the loose ball. If the replay official does not have indisputable video evidence as to which team recovers or the ball going out of bounds, the ruling of incomplete pass stands. (Exception: Rule 12-3-1-a)
 - If the replay official reverses an incomplete forward pass ruling and the ball is recovered, it belongs to the recovering team at the spot of



SEC Video Center

the recovery and any advance is nullified.
f. Location of the ball when it is obviously in the field of play and a ruling of intentional grounding would result in a safety by penalty.

Dead Ball and Loose Ball

ARTICLE 3. Reviewable plays involving potential dead balls and loose balls include:

- Loose ball by a potential passer ruled a fumble.
- Loose ball by a passer ruled incomplete forward pass when there is clear recovery or the ball goes out of bounds in the immediate continuing action after the loose ball.
 - If the replay official does not have indisputable video evidence as to which team recovers or the ball going out of bounds, the ruling of incomplete pass stands.
 - If the replay official rules fumble and the ball is recovered, the ball belongs to the recovering team at the spot of the recovery and any advance is nullified.
- Live ball not ruled dead in possession of a ball carrier.
- Loose ball ruled dead (rule 4-1-2-b-2), or live ball ruled dead in possession of a ball carrier when the clear recovery of a loose ball occurs in the immediate continuing football action.
 - If the ball is ruled dead and the replay official does not have indisputable video evidence as to which team recovers, the deadball ruling stands.
 - If the replay official rules that the ball was not dead, it belongs to the recovering team at the spot of the recovery and any advance is nullified.
- Ball carrier's forward progress, spot of fumble, or spot of out-of-bounds backward pass, with respect to a first down or the goal line.
- Catch or recovery of a fumble by a Team A player other than the fumbler before any change of possession during fourth down or a try.
- Ball carrier in or out of bounds. If a ball carrier is ruled out of bounds, the play is not reviewable, except as in Rules 12-3-1-a and 12-3-3-d.
- Catch, recovery or touching of a loose ball by a player in bounds or out of bounds.
- A loose ball touching on or beyond a sideline, goal line, or end line, touching a pylon, or breaking the plane of a goal line.
- Catch or recovery of a loose ball in the field of play or an end zone.
- Forward fumble that goes out of bounds with respect to a first down.
 - live ball declared dead under rule 4-1-2-b-2 and B-3 (inadvertent whistle).

Kicks

ARTICLE 4. Reviewable plays involving kicks include:

- Touching of a kick.
- Player beyond the neutral zone when kicking the ball.
- Kicking team player advancing a ball after a potential muffed kick/fumble by the receiving team.
- Scrimmage kick crossing the neutral zone.
- Blocking by Team A players before they are eligible to touch the ball on an on-side kick.

Targeting

ARTICLE 5

a. The replay official shall review all targeting fouls, Rules 9-1-3 and 9-1-4. For a player to be disqualified and the Targeting foul to be enforced, all elements of a Targeting foul must be confirmed by the Instant Replay Official. There is no option for stands as a part of a Targeting review. If any element of Targeting cannot be confirmed, then the Replay Official shall overturn the targeting foul.

Targeting elements include:

- Rule 9-1-3:
 - A player takes aim at an opponent for the purposes of attacking with forcible contact with the crown of the helmet.
 - An indicator of targeting is present.
 - Rule 9-1-4:
 - A defenseless opponent (Rule 2-27-14).
 - A player takes aim at a defenseless opponent for the purposes of attacking with forcible contact to the head or neck area.
 - An indicator of targeting is present.
- b. The replay official may create a targeting foul from the booth when the targeting action is clear and obvious and the foul is not called by the officials on the field. Such a review may not be initiated by a coach's challenge.

Miscellaneous

ARTICLE 6. Situations that may be addressed by the replay official:

- The number of players on the field for either team during a live ball.
- Clock adjustment and status when a ruling is reviewed.
- With less than one minute in either half and a replay review results in the on-field ruling being reversed, and the correct ruling would not have stopped the game clock, then the clock will be reset to the time the ball is declared dead by replay. The referee will subtract 10 seconds from the game clock and the game clock will start on the referee's signal. Either team may use a team timeout to avoid the runoff.
 - The replay official has indisputable video evidence that time should have remained on the game clock when the ball became dead or when the team timeout was granted;
 - In the second and fourth quarters only, the team to which the ball would belong after it becomes dead would next put the ball in play from scrimmage (not the try);
 - In the fourth quarter only, either the score is tied or the team that will next snap the ball is behind by eight points or fewer; and
 - The replay official's video evidence includes

the timeout signal by an official in the case where the game clock should have stopped for a requested team timeout.

- d. Clock adjustment at the end of any quarter. If the game clock expires at the end of any quarter, either during a down in which it should be stopped by rule through play when the ball becomes dead or after the down upon a request for an available team timeout, the replay official may restore time only under these conditions:
1. The replay official has indisputable video evidence that time should have remained on the game clock when the ball became dead or when the team timeout was granted;
 2. In the second and fourth quarters only, the team to which the ball would belong after it becomes dead would next put the ball in play from scrimmage (not the try);
 3. In the fourth quarter only, either the score is tied or the team that will next snap the ball is behind by eight points or fewer; and
 4. The replay official's video evidence includes the timeout signal by an official in the case where the game clock should have stopped for a requested team timeout.
- e. Correcting the number of a down.
1. This includes the result of a penalty enforcement that includes an automatic first down or loss of down.
 2. The correction may be made at any time within that series of downs or before the ball is legally put in play after that series.
- e. Any person who is not a player interfering with live-ball action occurring in the field of play (Rule 9-2-3).
- f. Any person who is not a player interfering with live-ball action occurring in the field of play (Rule 9-2-3).
- g. An injured player at the initiation of the medical observer.

Limitations on Reviewable Plays

ARTICLE 7. No other plays or officiating decisions are reviewable. However, the replay official may correct obvious errors that may have a significant impact on the outcome of the game, including those involving the game clock, whether or not a play is reviewable. This excludes fouls that are not specifically reviewable (See Article 8, following).

Reviewable Fouls

- ARTICLE 8.** The following plays are reviewable and the replay official may create a foul when there is no call by the on-field officials:
- a. Player making a forward pass or forward handoff when beyond the neutral zone or after a change of possession (Rule 12-3-2-c and -d).
 - b. Player beyond the neutral zone when kicking the ball (Rule 12-3-4-b).
 - c. Blocking by players of the kicking team before they are eligible to touch the ball on an onside kick (Rule 12-3-4-e).
 - d. The number of players on the field for either team during a live ball (Rule 12-3-6-a).
 - e. Illegal touching of a forward pass by an originally eligible receiver who has gone out of bounds. (Rules 12-3-2-b and 12-3-3-h).
 - f. Player who is out of bounds touching a free kick that had not been touched inbounds (Rule 12-3-4-a).
 - g. Forward pass that becomes illegal as a second pass after an on-field ruling of a backward pass is reversed (Rule 12-3-2-e).
 - h. A clear and obvious targeting foul (Rule 12-3-5-b).

SECTION 4. INSTANT REPLAY PERSONNEL, EQUIPMENT AND LOCATION

ARTICLE 1. Instant replay personnel shall consist

of the number of persons needed to operate the replay equipment within the necessary time constraints. There shall be a minimum of three persons to ensure that all plays are reviewed in an efficient and timely manner. Such persons are normally referred to as replay official, communicator and technician. Additional personnel may be used as needed.

Equipment

ARTICLE 2. The type of equipment used to carry out necessary instant replay duties shall be determined by each conference or member institution using instant replay.

Location

ARTICLE 3.

- a. All equipment used to review a play during the replay process and the personnel using that equipment shall be located in a separate, secure location in the press box. This room shall not be available or accessible to any person not directly involved in instant replay. As an ongoing experiment, a collaborative decision-making model during instant replay reviews that is in full compliance with Rule 12 is not limited to the press box of a stadium.
- b. Additional telephonic equipment needed to allow instant replay personnel to communicate with the game referee when a game has been stopped for a play review shall be located on a sideline near the field of play and preferably outside a team area. Such equipment shall provide the game referee and the replay official a secure and private means of communication.

SECTION 5. INITIATING THE REPLAY PROCESS

Game Stop

- ARTICLE 1.** There are two methods to stop a game to review a ruling on the field.
- a. The replay official and his crew shall review every play of a game. He may stop a game at any time before the ball is next legally put in play (*Exception: Rule 12-3-6-d*) whenever he believes that:
 1. There is reasonable evidence to believe an error was made in the initial on-field ruling.
 2. The play is reviewable.
 3. The outcome of a review would have a direct, competitive impact on the game.
 - b. The head coach of either team may request that the game be stopped and a play be reviewed by challenging the on-field ruling.
 1. A head coach initiates this challenge by taking a team timeout before the ball is next legally put in play (*Exception: Rule 12-3-6-d*) and informing the referee that he is challenging the ruling of the previous play. If a head coach's challenge is successful, he retains the challenge, which he may use only once more during the game. Thus, a coach may have a total of two challenges if and only if his initial challenge is successful.
 2. After a review has been completed, if the on-field ruling is reversed, that team's timeout will not be charged.
 3. After a review has been completed, and the on-field ruling is not reversed, the charged team timeout counts as one of the three permitted that team for that half or the one permitted in that extra period.
 4. A head coach may not challenge a ruling in which the game was stopped and a decision has already been made by the replay official.
 5. If a head coach requests a team timeout to challenge an on-field ruling and the play being challenged is not reviewable, the timeout shall count as one of the three permitted his team during that half of the game or the one permitted in that extra period.

6. A head coach may not challenge an on-field ruling if all the team's timeouts have been used for that half or in that extra period.

When To Stop a Game

ARTICLE 2.

- a. A game may be stopped, either by the replay official or by a head coach's challenge, at any time before the ball is next legally put in play (*Exception: Rule 12-3-6-d*).
- b. No game official may request that a game be stopped for a play to be reviewed.

SECTION 6. REVIEWING AN ON-FIELD RULING

Procedures

ARTICLE 1.

- a. When a game is to be stopped either by the replay official or by a head coach's challenge, the designated officials on the field will be notified by a paging system or other appropriate means.
- b. If the review is initiated by the replay official, the referee shall announce: "*The ruling on the previous play is ... (brief description of ruling). The play is under further review.*" If the game has been stopped due to a head coach's challenge, the referee shall announce: "*The (name of institution) head coach has challenged the ruling of (state the ruling). The play is under further review.*"
- c. All reviews shall be based upon video evidence provided by and coming directly from the televised production of the game or from other video means available to the replay official that is also available to the TV Producer.
- d. After the referee has conferred with the replay official and the review process has been completed, the referee shall make one of the following announcements:

Rule 12 / Instant Replay FR-113

1. If the video evidence confirms the on-field ruling: "*After further review, the ruling on the field is confirmed.*"
 2. If there is no indisputable (conclusive) evidence to reverse the on-field ruling: "*After further review, the ruling on the field stands.*" (Exception 12-3-5-a — Stands is not an allowable ruling or targeting.)
 3. If the on-field ruling is reversed (Rule 12-7): "*After further review, the ruling is [followed by a brief description of the video evidence]. Therefore, [followed by a brief description of the impact of the ruling].*"
- e. If a ruling is reversed, the replay official shall supply the referee with all pertinent data as needed (next down, distance, yard line, position of the ball, clock status/adjustment) in order to resume play under the correct game conditions.

Restrictions

ARTICLE 2.

- a. There is no restriction on the number of times the replay official may stop a game for reviews.
- b. The replay official is under no time limit for a review.

SECTION 7. REVERSING AN ON-FIELD RULING

Criterion for Reversal

ARTICLE 1. To reverse an on-field ruling, the replay official must be convinced beyond all doubt by indisputable video evidence through one or more video replays provided to the monitor.

Experimental Rule Instant Replay

Rule 12-4-3: An experimental rule creating an exception to Rule 12-4-3 to allow conferences to use a collaborative process for instant replay. Under this experiment, personnel in a separate secure location identified by the conference will assist the Instant Replay Official at the stadium in making decisions.

SEC NETWORK



SEC NETWORK

The first five years of the SEC Network have proven to be one of the most successful launches by a network in all of cable television. It has placed the Southeastern Conference, its member institutions and sports team on a national stage with brand recognition in every corner of the country.

That was the vision when the SEC and ESPN signed a 20-year agreement through 2034 to create and operate a multi-platform network, which launched on Aug. 14, 2014. The network and its accompanying digital platform, SEC Network+, carries SEC live events and programming 24/7, including more than 1,500 events each year.



2019 FOOTBALL



The network annually televises 45 football games, more than 100 men's basketball games, 60 women's basketball games, 75 baseball games, and events from across the SEC's 21 sports.

Complementing the volume of network-produced programming, all 14 schools built state-of-the-art control rooms and purchased HD camera equipment to provide the same quality coverage for events that viewers have been accustomed to for years across ESPN networks.

These school-produced events are made available exclusively through the ESPN App as part of SEC Network+ on connected devices, allowing fans to watch their favorite teams anytime, anywhere.

SEC Network has also become known for its signature studio show "SEC Now" and its traveling weekly football pregame show "SEC Nation," in addition to the network's wall-to-wall coverage of Saturday SEC football. SEC Network now boasts three additional football-focused studio shows in the fall: "Thinking Out Loud," "SEC This Morning," and "Marty & McGee."