



NACDA Partners with Sports Media Challenge on eMonitor Application

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Lake Buena Vista, Florida -- In conjunction with the 40th Anniversary Convention of the National Association of Collegiate Directors of Athletics (NACDA), the association announced a partnership with Sports Media Challenge, a leading sports media training and consulting firm. NACDA will use technology from Sports Media Challenge to automate the news compilation of the NACDA Daily Review electronic newsletter.

The eMonitor technology is a proprietary search engine which proactively monitors, analyzes and provides solutions for reputation management and rumor control. Essentially, it is a brand intelligence management tool that keeps a finger on the pulse of brands, issues, consumer opinions and trends. eMonitor consists of a search tool, which locates news coverage as it becomes available from a variety of offline and online channels including web sites, blogs, fan forums and chat rooms; an analysis tool, which evaluates the coverage based on weighted equations and expert analysis; and a reporting tool, which instantly updates information and provides executives with "At a Glance" reports.

The NACDA Daily Review is distributed by NACDA as an independent provider of links to news articles on college sports that have appeared in newspapers or on the web. It is distributed to more than 8,000 administrators as an opt-in member benefit to members of NACDA or one of NACDA's nine affiliate associations.

"Using the eMonitor solution will allow NACDA to automate the process of compiling news articles and coverage, drawing content from a variety of channels including newsgroups and list servers," said Bob Vecchione, senior associate executive director at NACDA. "eMonitor will save us a great deal of time and employee resources as well as streamline the process of producing the newsletter, while ensuring that only the most relevant and significant content is included."

Sports Media Challenge will be exhibiting at NACDA's 40th Anniversary Convention at Booth #700. For more information on NACDA, please visit www.nacda.com.

For the last 17 years Sports Media Challenge has built a track record of training and consulting with athletes, coaches and other sports professionals to maximize public exposure while minimizing its risks. Kathleen Hessert, a certified professional speaker, trainer and consultant helps sports clients identify their well-focused message, then communicate it to be understood, believed and remembered. In addition, our work with corporate America through its sister company, Communication Concepts with companies like KPMG, Milliken & Company, ESPN and Coke allows us to bring our sports clients professional business practices that are becoming crucial for today's athletics organizations.

NACDA, which is celebrating its 40th anniversary, is the professional and educational association for more than 6,100 college athletics directors, associates, assistants and conference administrators at more than 1,600 institutions throughout the United States, Canada and Mexico. Through its series of management seminars, clinics and workshops and publication of the bi-monthly magazine *Athletics Administration*, NACDA offers educational opportunities to its members. More than 1,200 athletics administrators annually attend the NACDA Convention. NACDA also operates the Sports Academy Directors' Cup program, which honors the all-sports champion in each of the NCAA Divisions -- I, II and III -- and the NAIA, for a total of four trophies.