

For Immediate Release

UNC's Scholarly Conference on College Sport will address hot topics in collegiate athletics

CHAPEL HILL, NC – The 2010 Scholarly Conference on College Sport will bring together leading academics, practitioners and media members from across the country to discuss some of the more important issues in college athletics from April 21-23 at the William and Ida Friday Center on the campus of the University of North Carolina-Chapel Hill.

The Issues in College Sport Symposium will kick off the conference on Wednesday at 8:45 a.m. The first panel, “Thou Shalt Not Tweet: Athletes’ Social Networking Legal Rights vs. Institutional Control,” will examine how athletics departments approach their student-athletes posting on Web sites such as Facebook and Twitter. Committed panelists include:

- Kathleen Hessert, president, Sports Media Challenge
- Lester Munson, legal analyst, ESPN
- Steve Kirschner, associate athletics director for athletic communications, University of North Carolina
- Ronnie Ramos, director of new media strategies, NCAA

The first keynote speaker, David Williams, will speak at 10:15 a.m.

- Williams is Vanderbilt’s Vice Chancellor for Student Affairs and Athletics and legal counsel. Vanderbilt abolished its athletics department in 2003, choosing to incorporate it into the larger umbrella of student life, and Williams’ role is analogous to an athletics director under the conventional model.

“One and Done: What is the Effect of the NBA’s Age-Limit Rule on the College Game” will investigate how the NBA’s rule preventing high school players from jumping directly to the NBA has effected the college game (1:00 p.m.). Committed panelists include:

- Gary Williams, men’s basketball coach, University of Maryland
- Darryl Dawkins, former NBA player

- Doug Gottlieb, college basketball analyst, ESPN
- Michael McCann, professor, Vermont Law School; contributor to Sports Illustrated.com
- Shane Lyons, associate director for compliance, Atlantic Coast Conference

The second keynote speaker, Bernadette McGlade, will offer her remarks beginning at 2:30 p.m.

- McGlade became the Atlantic 10 Commissioner in 2008 after serving as the Atlantic Coast Conference's associate commissioner for nine years and the ACC's assistant commissioner for two. After a basketball distinguished career at North Carolina, McGlade served Georgia Tech's athletics department in a number of fashions, winning the WBCA's National Administrator of the Year award in 2000.

The afternoon will conclude with "Ethics of Elimination: Will Broad-Based Athletic Departments Survive?" The discussion, which begins at 3:45 p.m., will center on whether recent economic challenges throughout the country will spell the end of large athletic departments. Committed panelists include:

- Jeff Bourne, athletics director, James Madison University
- Mike Moyer, executive director, Wrestling Coaches Association
- Amy Perko, executive director, Knight Commission
- John Cheslock, professor, Penn State University
- David Akinniyi, football player, N.C. State University

Admission to the symposium is \$10 for UNC students and \$25 to the general public. The conference is a collaborative effort by the sport administration graduate program at UNC and the College Sport Research Institute.

Registration fees are required for the remainder of the three-day conference. Highlights include speeches by author and Oregon State University professor Michael Oriard, UNC women's soccer coach Anson Dorrance and Mountain West Conference commissioner Craig Thompson. For more information, including registration, please visit <http://www.csriconference.org>.

Media Contact:

Jack Daly, Scholarly Conference on College Sport Co-Director

jrdaly@email.unc.edu