

For Immediate Release

2010 Issues in College Sport Symposium panelists announced for ‘Thou Shalt Not Tweet’ discussion

CHAPEL HILL, NC – The College Sport Research Institute and the Department of Exercise and Sport Science at the University of North Carolina at Chapel Hill are pleased to announce three of its panelists for its *Issue in College Sport Symposium* discussion, “**Thou Shalt Not Tweet: Athletes’ Social Networking Legal Rights vs. Institutional Control.**” The panel will feature **ESPN legal analyst Lester Munson, University of North Carolina associate athletic director for athletic communications Steve Kirschner and Sports Media Challenge president Kathleen Hessert.**

The symposium panel is one of three that will be featured on the first day of the **2010 Scholarly Conference on College Sport**, which will be held from **April 21-23, 2010**, at the William and Ida Friday Center in Chapel Hill. The other symposium topics are: “**One and Done: What is the Effect of the NBA’s Age Limit Rule on the College Game?**” and “**Ethics of Elimination: Will Broad-Based Athletic Departments Survive?**” Other committed panelists include Maryland basketball coach Gary Williams, James Madison athletics director Jeff Bourne and ESPN college basketball analyst Doug Gottlieb. In its third year, the Scholarly Conference on College Sport will also feature a keynote speaker in its *Issues in College Sport Symposium*.

Munson is a writer/producer for ESPN who specializes in legal affairs and investigations. He earned his J.D. from the University of Chicago Law School. **Hessert** is president of Sports Media Challenge, a renowned consulting firm that has worked with the University of Texas, Tennessee, Florida and Notre Dame as well as Super Bowl MVPs Peyton and Eli Manning and NBA star Shaquille O’Neal. **Kirschner** has run UNC’s sports information department since 2000 and is the media relations coordinator for Hall of Fame basketball coach Roy Williams. Additional panelists will be announced at a later date.

In addition to the day-long symposium, the Scholarly Conference on College Sport will include two days of original research presentations from college-sport scholars from across the United States. The student-centered conference also has two student events: One, a team case-study

competition for undergraduate and graduate students from across the country; and new this year is the **William C. Friday Graduate-Student College-Sport Research Paper Award**, a writing competition for graduate students on topics related to college sport.

UNC women's soccer coach **Anson Dorrance** will be the keynote speaker at the banquet dinner on the night of April 22. Mountain West Conference Commissioner **Craig Thompson** will give the Bridging the Gap speech on the morning of April 23. Oregon State professor **Michael Oriard** will open the academic portion of the conference on the morning of April 22.

Registration for this year's conference will be available online through the Web site or can be done by mail. For more information, including event times, locations and speaker announcements, please check www.csriconference.org for regular updates.

Founded in 2007, the College Sport Research Institute's mission is to encourage and support cross-disciplinary, collaborative college-sport research; serve as a consortium for college-sport researchers from across the United States; and disseminate research results to academics, college-sport practitioners, and the general public.

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