



# eMonitor

Protecting and Enriching Sports Brands

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## The Sports Media Challenge Advantage

Proud of the leading edge technology



President & CEO



Chief Technical Officer



Senior Consultant



Sports Media Challenge is a premiere public relations, training, and consulting company that specializes in providing services and solutions that build the brand of sports people, teams and organizations.

Our roster of senior consultants includes former coaches, athletes, statisticians, technology development, corporate and media communications professionals. In all, we boast more than 125 years of combined experience in all the areas that are fundamental to the comprehensive solutions we offer our customers.

Sports Media Challenge combines for customers in the sports industry the perfect combination of real world experience with high tech, high touch services.

Sports Media Challenge combines the innovative technology of eMonitor and our affiliate NEWgame Communications digital video and rich media delivery system - Vmag®, as well as the marketing and technological expertise of partner companies. All eMonitor clients are kept confidential.



Sports Media Challenge's CEO is Kathleen Hessert. In 1998, Kathleen began focusing her attention on the communication needs of major sports teams and organizations, including the prestigious NFL, MLB, NBA Coaches Association, NASCAR, the PGA TOUR, ESPN, and university athletic departments including, among others, Notre Dame, Texas, Tennessee, Florida and Stanford. The company's client list also includes Peyton Manning, MVP and other pro athletes, Olympic medalists and premiere coaches.



Sports Media Challenge's CTO is Joshua Baer. Recognized on the national and international scene as an online guru and contributing analyst with Ferris Research, Josh joined Sports Media Challenge as CTO in early 2005. Recognizing the growing impact of Internet communications in the sports arena, Josh leads the development and provides technical direction for the company's leading edge Internet communication and branding service - eMonitor. Josh guides all ongoing development of SMC's proprietary search engine monitors and analyzes a client's brand over the Internet with special focus on Fan Generated Media (FGM).



Sport's Media Challenge's Senior Consultant is Harold Kaufman. Eminently qualified as a sports public relations professional for high profile athletes, coaches and sports executives, Harold Kaufman joined ranks with Sports Media Challenge in October 2005 as Senior Consultant. After a stint in baseball, Kaufman spent seventeen years with the Hornets and eight as it's vice president of public relations. For years, he was a member of the NBA's PR Advisory Board, and served as a press manager for the basketball venue at the 1996 Olympics in Atlanta, Georgia.

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