

The Definition of a Sports Information Director....

As Told to a High School Student

As the college athletics landscape rapidly changes day after day, digital and emerging media continues to drive an athletic department's public perception.

In my current role as **Assistant Director of Sport Communications, Digital and Emerging Media**, I am:

- The public relations liaison between the athletic department and its external stakeholders
- The behind-the-scenes jack-of-all-trades, writing, shooting content, and leading events
- The content creator, the influencer, and the storyteller behind your favorite moments and teams
- The gatekeeper of historical and statistical knowledge, team information, fun content, human interest stories, and anything else that puts the athletic department in a favorable public position

My work appears on:

- Your social media feed
- Your search engines
- Your favorite sports app

If you see a story or an Instagram reel about your favorite team, I made that happen. I'm part of the team behind the teams.

Posed to Executives Who Want to Replace the Role with AI

As **Assistant Director of Sports Communication, Digital and Emerging Media**, my role is to stay ahead of a constantly evolving content-driven landscape on a wavelength that AI cannot sustain. Our content is best delivered to our target audience when it begins with a human connection that drives and/or inspires the brainstorming and execution of said content.

Similarly, capturing a team's culture and spirit begins with building a human rapport. This is impossible with AI. The more comfortable the student-athletes are around you, the more likely they are to show their authenticity. This is the key to engaging content.

Finally, you can rely on AI to build graphs and data mine, but it takes a human mind to ask the right questions that will extract fascinating data trends. You can also ask AI to generate a list of content ideas, but only a skilled human being can bring those ideas to life and package them in an engaging format.