



News Release

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For immediate release: March 10, 2011

Facebook App Helps Student-Athletes Stay Inbounds

ASC rolls out new software app designed to monitor activity so athletes represent themselves well.

Canton, OH (March 10, 2011) – Student-athletes face a number of challenges that athletes even a decade ago didn't face. Among them is social networking and the inherent temptations the various social networking platforms pose for kids to participate in discussions that can be troubling to college watchers.

Athletic Scholarship Corporation introduced a tool recently that finds troubling language, discussions or attitudes promoted by the student-athletes ASC is working with.

"It tracks everything they do, analyzes anything detrimental and sends an e-mail daily to us and also to the parents," said AJ Hodel, CEO of Athletic Scholarship Corporation.

Hodel said the app, which his company applied to their mentoring mission, is designed not so much to spy on an athlete's private time activities but ensure that the athlete is presenting the best possible image of themselves in a world that is becoming increasingly public. Student-athletes signed with ASC must agree to allow the app to work on their Twitter and Facebook accounts.

Sean Williams, a former NFL player who currently coaches high school football at Bedford High School in Bedford, Ohio, said kids need to think carefully about what they post on Facebook and Twitter, but often don't.

"College coaches will ask the kid to friend them on Facebook and then those coaches can go on Facebook and look at their Facebook page and see how they comment and how they talk to their

friends,” Williams said. “A lot of it is disturbing, to see the language kids use and how they communicate with their peers. It really hurts kids wanting to play college sports. They hurt their chances of recruiting by that university because character is often one of the big things that colleges are looking at right now.”

Williams said his high school has signed a contract with ASC which requires high school athletes to agree to allow the app on their Facebook and Twitter accounts. If the athlete posts anything that the app finds disturbing, the parents, coaches, and ASC are all notified via an instant message.

“For these kids who are really serious, it's a great opportunity because what it lets me do is tell the colleges, ‘you don't have to worry about this kid being one of those guys on Facebook talking’,” Williams said. “For a coach to be able to say that to the college is great. It lets the college know the high school is monitoring and paying attention to what the kids are doing. It lets them know you're really serious about the program and what you're doing with the kids.”

Perhaps most important, both Williams and Hodel agree, is that high-level high school athletes need to be taking precautions early to protect both their reputation and their future ability to find and keep their standing in the sports or even the employment world.

“When you are an athlete who has the potential to play in college, whether it's for a scholarship or not for a scholarship, you're not a regular guy, so you can't do the things that regular guys do,” Williams said. “You have to take the time to do things in a way that will put you in a better light.”

About ASC:

Athletic Scholarship Corporation is an organization committed to efficiently showcasing the talents of high school student-athletes nationwide. The sports professionals and technology providers at ASC advise coaches and recruiters to help programs of all sizes find a well-rounded group of student-athletes. For more information, visit www.athleticscholarshipcorp.com.

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