

August 16, 1999

Mr. David Chambers
Associate Athletic Director for External Affairs
364 Jamerson Athletic Center
Virginia Tech
Blacksburg, VA 24061

Dear Mr. Chambers:

I am writing to formally begin the process of requesting media credentials for the HokieCentral.com web site. I would like to begin this process by meeting with you and Dave Smith personally and making a presentation stating the case why HokieCentral.com is worthy of receiving media credentials.

As you may have heard, HokieCentral.com is now a full-time operation with a staff of two people and plans to expand further. I believe that HokieCentral.com long ago crossed the threshold from a "fan" web site to a legitimate news outlet, and I would like to continue to grow the web site further in that direction by gaining media credentials and having access to press releases, press conferences, the press box, coaches, players, and athletic department officials.

Certainly, in the case of HokieCentral.com, it stands head and shoulders above other independent Virginia Tech sports web sites. I would like to meet with you and explain to you exactly what I think makes HokieCentral.com different from other independent sites, and in so doing, I think I can provide you with great assistance in generating a set of guidelines that will help you decide in the future whether or not to grant media credentials to Internet web sites. These suggested guidelines would center around longevity, web site traffic, and fan interest in the site.

And certainly, you would agree that a HokieCentral.com web site with media access would lead to a more informed, knowledgeable, and *correct* source of information for Hokie fans. This would benefit not just HokieCentral.com, but the Virginia Tech Athletic Department, as well.

As you know, I have informally requested media credentials before and have been politely refused. I have had conversations with both you and Dave Smith on the topic, and I think I have a better understanding of the difficulties your office faces when considering granting media credentials to an independent web site like HokieCentral.com. I have some input on the matter that I think you will find very informative and helpful.

I would like to call you within a few days and schedule the meeting. I think you will find my presentation very interesting and impressive, and I think the information you gain from it will help you move forward on this issue as a whole.

Sincerely yours,

Will Stewart
General Manager
www.HokieCentral.com
email: will@hokiecentral.com

CC: Dave Smith, John Ballein