



The Premier Independent Publication Covering Virginia Tech Athletics

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February 7, 2002

Mr. Dave Smith
Sports Information Director
364 Jamerson Athletic Center
Virginia Tech
Blacksburg, VA 24061-0502

Dear Dave:

I am writing to formally request media access for TechSideline.com during Spring Football 2002.

Since my last media access request to you in August of 2001, TechSideline.com has continued to grow at an incredible rate. Our web site logged over 35,000 user sessions per day and over 150,000 page views per day during the 2001 football season. Most recently, we logged *over 55,000 user sessions per day and over 375,000 page views per day* in the first week of February, when our recruiting coverage reached its peak.

There is no question that more than ever, Hokie fans are looking to TechSideline.com to provide comprehensive independent coverage of Virginia Tech athletics that the print and television media do not provide, such as recruiting coverage and Spring Football coverage.

We implore you to help us provide the coverage that Hokie fans crave by granting us access to Virginia Tech Spring Football 2002. By granting access to TechSideline.com, Virginia Tech can further enhance Hokie fans' interest and enthusiasm for Virginia Tech football, leading to increased ticket sales and other benefits for the Virginia Tech Athletic Department and football program.

This spring, our request includes the following forms of access:

- Access to football practices;
- Access to football scrimmages;
- Access to players, coaches, and administrators for interview purposes;
- Access to all Virginia Tech football press conferences and media events.

Dave, you and your colleagues do a commendable job on behalf of Virginia Tech, its Athletic Department, and its alumni. We at TechSideline.com very much look forward to a productive and enjoyable working relationship with you and your department during the 2002 Spring Football period. I know that with your cooperation, Tech fans will be quite pleased with our future coverage and direction.

Please mail any information regarding this request to the P.O. Box listed at the top of this letter. I am available to answer any questions you may have. You can email me at will@techsideline.com, or you can call 639-3817 during the day.

Sincerely yours,

Will Stewart
Member, Football Writers Association of America
General Manager and Managing Editor, TechSideline.com