

THE COLLEGIATE LICENSING COMPANY

Resource Guide

An Electronic Resource Guide for CLC Licensees

Last Updated 10/15/2009

Disclaimer: This Resource Guide for Licensees is for informational purposes only. By providing this information, The Collegiate Licensing Company is in no way endorsing any of the entities identified therein or the quality of their work.

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SECTION I – Marketing Resource Guide

CLC's Marketing Resource Guide for Licensees

(Last updated Oct. 15, 2009)

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In the competitive world of sports licensing it's crucial that companies have the proper resources to market and develop their brands. This electronic resource guide, developed by the Collegiate Licensing Company (CLC), was created to serve as a starting point for collegiate licensees when navigating through the various elements needed to elevate brand presence in the marketplace.

Collegiate Quick Facts

- College sports delivers a year round marketplace platform.
- College sports consumer fan base is second in size only to the NFL, with 167 million fans (combined football and basketball) compared to 172 million fans of NFL. (2006 ESPN / TNS Sports Poll)
- Television ratings for top college sporting events are only surpassed by the Super Bowl.
- College sports event attendance exceeds that of all other major sports with over 94 million in annual attendance at NCAA sports events. (ESPN.com and NCAA.com)
- Two of the top four most-watched U.S. sports championships are college sports championships, the BCS Championship with a 17.4 rating and a 12.2 for the NCAA Men's Final Four Championship Game. (Nielsen Media Research 2007)
- Fans spent \$4 billion in 2007 at retail on licensed merchandise, second only to MLB, which has grown 7.7 percent annually over the last five years. (CLC)
- Fan base with high disposable income - among males earning more than \$100K per annum, college sports attracts more devoted fans than MLB, golf, and the NBA. (ESPN / TSN Sports Poll)
- Royalties from sales of Non-Apparel products account for 37.8 percent of 2007-08 fiscal year CLC Consortium royalties. (CLC)
- The top royalty generating Apparel product categories in the CLC consortium in the 2007-08 fiscal year were T-shirts, fleece, headwear, women's apparel, and youth apparel. (CLC)
- The top royalty generating Non-Apparel product categories in the CLC Consortium in the 2007-08 fiscal year were video games, home & office, accessories, gift & novelties, and sporting goods. (CLC)

CONSUMER PROTECTION AND LEGAL

Consumer Protection – Consumer protection laws are designed to ensure fair competition and the free flow of truthful information in the marketplace. Please visit these sites for up-to-date and relevant information on consumer protection matters.

Consumer Product Safety Commission - <http://www.cpsc.gov/>

Consumer Product Safety Act 2008 - <http://www.cpsc.gov/cpsia.Pdf>

Underwriters Laboratory - <http://www.ul.com>

United States Food and Drug Administration - <http://www.fda.gov/>

FDA Food Guidelines - <http://www.fda.gov/Food/default.htm>

FDA Cosmetics Guidelines - <http://www.fda.gov/Cosmetics/default.htm>

Legal – Use these sites to reference news and resources surrounding intellectual property law.

Giga Law - <http://gigalaw.blogspot.com/>

NCAA Licensing Guidelines -

<http://www.ncaa.org/wps/ncaa?key=/ncaa/NCAA/About%20The%20NCAA/Corporate%20Relationships/Licensing/index.html>

United State Patent and Trademark Office - <http://www.uspto.org/>

CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility Consulting Services – These companies offer consulting services for organizations seeking to develop various strategies surrounding corporate and social responsibility.

Accordia Global Compliance Group - <http://www.accordiausa.com>

Level Works Ltd. - <http://www.level-works.com>

STR-Responsible Sourcing (formerly CSCC) - <http://www.strquality.com>

The Cahn Group, LLC - <http://www.thecahngroup.com>

Labor Associations – These organizations, in collaboration with universities and manufacturers, strive to improve working conditions in factories around the world.

Fair Labor Association - <http://www.fairlabor.org/>

Workers Rights Consortium - <http://www.workersrights.org/>

CAMPUS MARKETING

College Bookstore Associations – Membership based organizations that can be a resource in navigating the college bookstore channel.

Independent College Bookstore Association (ICBA) - <http://icbainc.com/>

National Association of College Stores (NACS) - <http://nacs.org/>

Additional marketing services and resources offered by NACS...

NACS Consumer Research Service – <http://www.nacs.org/research/> and <http://www.collegiateresearch.org/>

NACS Magic Mailing - <http://www.nacs.org/public/publications/advertising/magicmailing.asp>

NACS Industry Info - <http://www.nacs.org/public/industry.asp>

The Retail Muse - <http://theretailmuse.blogspot.com/>

College Bookstore Management Companies - Manage the on-campus bookstores for several colleges and universities. For product line placement information, please see contact below.

Barnes & Noble College Booksellers - <http://bncollege.com/>

***Please visit website for schools represented by Barnes & Noble**

Follett Higher Education Group - <http://www.fheg.follett.com/>

***Please visit website for schools represented by Follett Higher Education Group**

Nebraska Book Company - <http://www.nebraskabookstore.com/>

***Please visit website for schools represented by Nebraska Book Company**

Official Athletic Sites – Advertising within these web channels will expose your brand to thousands of college sports fans.

American Eagle - <http://www.americaneagle.com/industry/11.aspx>

CBS College Sports - <http://www.cstv.com/sales/index-line.html>

Internet Consulting Services - http://athletics.internetconsult.com/portfolio_list.aspx

JumpTV - <http://mediakit.jumptvpartners.com/>

Multi-Media Rights Holders – Advertising and sponsorship opportunities within campus athletic departments are typically handled by the schools multi-media rights holder. These groups control the advertising space within stadiums, athletic radio and television programs, websites, and athletic publications such as programs. See contacts below for additional information.

CBS College Sports Properties

Christian Lewis

301-313-0020 or christian.lewis@cbscsp.com

<http://www.cbscsp.com>

Please visit website for a complete list of clients

IMG College

Lawton Logan

859-226-4342 or lawton.logan@imgworld.com

<http://imgcollege.com>

Please visit website for a complete list of clients

ISP

Doug Gillin

336 -831-0751 or dgillin@ispsports.com

<http://www.ispsports.com/>

Please visit website for a complete list of clients

Learfield Communications

Rick Thompson

678-881-0840 or rthompson@learfieldsports.com

<http://learfieldsports.com/>

Please visit website for a complete list of clients

Nelligan Sports Marketing

Mark Donley

973-812-5900 or markd@nelligansports.com

<http://nelligansports.com/>

Please visit website for a complete list of clients

Alumni Resources – The purchasing power and the affinity alumni possess make them a natural target when advertising your collegiate labels. Please see resources below when reaching out to this valuable consumer segment.

CASE - <http://www.case.org/>

National Affinity Marketing Network - <http://nationalaffinity.com/>

***A complete list of CLC client alumni association websites can be found in the Resources section of MyiCLC.**

Campus Ad Placement and Promotional Marketing Services – It can be tough to penetrate the walls of a college or university in an effort to market your product directly to the student body. However, the marketing and placement companies listed below have the proper campus relationships in place below can help expose your brand on campuses around the country and can help you create the

Alloy Media Marketing - <http://www.alloymarketing.com>

Campus Media Group - <http://campusmediagroupinc.com/>

Campus Clout - <http://www.fheg.follett.com/retail/partners/campusClout.cfm>

Campus Party - <http://www.campusclients.com/index.html>

Campus Solutions - <http://campussolutionsinc.com/>

College Media Network - <http://www.collegemedianetwork.com/>

Digital College Network - <http://www.digitalcollegenetwork.com/>

MSS Media - <http://www.mssmedia.com/university/>

New Age Marketing - <http://www.newagemarketing-univ.com/>

On Campus Advertising - <http://www.oncampusadvertising.com/>

Premise Marketing - <http://www.premisemarketing.com/index.php>

Sample America - <http://www.sampleamerica.com/campus.html>

UD On Campus - <http://www.udoncampus.com/>

Youth Marketing Connection - <http://www.youthmarketing.com/>

***A complete list of CLC client campus newspaper websites can be found in the Resources section of MyiCLC.**

DISTRIBUTORS AND REP GROUPS

Distributors - These groups offer turn-key services that can distribute, place, promote and market officially licensed collegiate product lines within the approved channels of distribution, matching the needs of retailers and licensees.

Please note: Below is a list of distributors that have at one point distributed collegiate product. Please be reminded that each licensee must request permission to use a distributor, even if it is on the attached list. Approved use of a distributor is specific to each license agreement. Also, distributors are only authorized to sell licensed product purchased from a licensee through the same distribution channels as noted on Appendix D of the CLC Standard Retail Product License Agreement.

Lastly, please note that licensees are required to report royalties on the regular net sales price of the licensed articles distributed or sold to the trade. Royalties should not be calculated on a discounted price.

Adventure Furniture dba FanCreations - <http://www.fan-creations.com>

Allan Distributor - <http://www.allandistributors.com>

Andrews Sport Company - <http://www.andrewssport.com>

Anna Imports - <http://www.annaimports.com>

Associated Grocers - <http://www.agbr.com>

Bacon & Co - <http://www.baconco.com>

Baker & Taylor - <http://www.btol.com>

Beads N Bags - <http://www.beadsnbags.com>

Bob's Novelties - <http://www.bobsnovelties.com>

Boelter Brands - <http://boelterbrandsproducts.com>

Bookmasters Inc - <http://www.bookmasters.com>

Carolina Manufacturing Co. - <http://www.thebandannacompany.com>

Casey's Distributing - <http://www.caseys-distributing.com>

CD Baby - <http://cdbaby.com>

Chameleon LLC - <http://www.chameleonco.com>

Classic Impressions/Otomik Products - <http://www.classicim.com>

Codee Int'l Corp - <http://www.codeena.com>

Commerce Corporation - <http://www.commercecorp.com>

Douglas Stewart Co - <http://www.dstewart.com>

Echo Star LLC - <http://www.echostar.com>

Evergreen Enterprises - <http://www.myevergreen.com>

Family Time Snacks - <http://familytimesnacks.com>

Fielding Outdoors - <http://www.fieldingoutdoors.com>

Fun Stuff Distributing - <http://www.funstuff-usa.com>

Gard N' Wise - <http://www.gardnwise.com/>

GM Enterprises - <http://www.gmenterprises.com>

H Levitt Co. Inc/Gifts & More Wholesale - <http://www.gmwholesale.com>

HADCO - <http://www.hadco.net>

Hiway Distribution - <http://www.hiwaydist.com>

Horizon Distribution Inc. - <http://www.horizondistribution.com>

Hornung's Golf Products Inc. - <http://www.hornungs.com>

Imperial Trading - <http://www.imperialtrading.com>

Jensen Distribution Services - <http://www.jensenonline.com>

JR Sports - <http://www.jrsports.com>

K.W. Textile - <http://www.kwtextile.com>

Koenigs ProSource - <http://www.koenigs.com>

KW Textiles - <http://kwtextile.com>

L and L Nursery Supply - <http://www.llnurserysupply.com>

McLane Company - <http://www.mclaneco.com>

National Cap & Sportswear - <http://nationalcap.net>

Nikco Sports - <http://www.nikcosports.com>

NNK Creations - <http://www.nnkcreations.com>

Ocean Beauty - <http://www.oceanbeauty.com>

Peregrine Corp. - <http://www.peregrinesolutions.com>

R.G. Barry Corporation - <http://www.rgbarry.com>

Retail Sales Solutions - <http://www.retailsalessolutions.com>

Rico Industries/Tag Express - <http://www.ricoinc.com>

Sense Trading - <http://sensetrading.com>

Skyvision Inc. - <http://skyvision.com>

Solaray - <http://www.solaray-sunglasses.com>

Solaray Sunglasses - <http://www.solaray-sunglasses.com>

Sports Collect-A-Mania - <http://www.sportscollect.com>

Sports Images - <http://www.spimages.com>

Sports Line - <http://www.sportslined.com>

SportsCRU - <http://www.sportscru.com>

Turnovers - <http://www.turnoversinc.com>

Unitime Imports - <http://www.unitimeimports.com>

Vintage Sports Cards - <http://ezh.com>

Wall of Fame - <http://walloffame247.com>

West Coast Novelty - <http://www.westcoastnovelty.com>

Wholesale T-Shirt Depot - <http://www.wtdtx.com>

Wings Sportswear - <http://wingssportswear.com>

York Wallcovering - <http://www.yorkwall.com>

Sales Rep Groups: College Bookstore Channel - These groups deal exclusively with the college bookstore channel and offer services that can place and market your product line within collegiate bookstores. Rep groups are listed alphabetically.

Jardine Associates - <http://jardineassociates.com/>

OneCoast - <http://www.onecoast.com/>

Regional Sales Rep Groups: Non-Apparel Licensees - These groups offer turn-key services that can place and market your product line within the approved retail distribution channels. Rep groups are listed alphabetically.

Franklin & Associates - <http://www.franklinrep.com>

Alliance Sales & Marketing - <http://www.alliancesales-mktg.com>

Carson Gib Assoc. - <http://www.gibcarson.com>

Cliff Price & Company - <http://www.cliffprice.com>

Darrah & Co. Ltd - <http://www.darrahreps.com>

Division Three/Sunbelt Marketing Group - <http://www.sunbeltgifts.com>

Douglas Ivins and Assoc. - <http://www.tolareps.com>

Fox Premier Sales - <http://www.foxpremiersales.com>

Hurst Associates - <http://www.hurstassociates.com>

J. Brandes, Inc - <http://www.jbrandesinc.com>

Joseph Warren Miller Co. - http://www.americasmart.com/amc/V40/exhibitor_list/displayEx.cvn?exbID=2906&popup=1

Le Coney & Associates - <http://www.leconey.com>

Madco/OneCoast - <http://www.onecoast.com>

New South Sales - <http://www.newsouthsales.com>

Northwest College Bookstore Association - <http://www.nwcba.org>

Omni Sales - <http://www.omnisalessgroup.com>

Pray & Associates - <http://www.prayassociates.com>

The Southern Link - <http://www.southernlink.com>

MEDIA SERVICES

Press Release Distribution Services – Got company news? Draft a press release and let one of these organizations distribute your release to targeted news outlets around the country. These organizations can also distribute photos and video to news outlets as well.

Business Wire - <http://www.businesswire.com/portal/site/home/>

Marketwire - <http://www.marketwire.com/>

PR Newswire - <http://www.prnewswire.com/>

PRWeb - <http://www.prweb.com>

University Wire - <http://www.uwire.com/content/uwirepr.html>

Sources for Imagery - These fee-based companies offer high-quality, diverse and relevant stock photos, for creative professionals and organizations.

Collegiate Images (the one-stop shop for collegiate media licensing and marketing services) - <http://www.collegiateimages.com/>

The Associated Press (official source for NCAA Championship imagery) - <http://www.ap.org/pages/product/photoservices.html>

Getty Images - <http://www.gettyimages.com/>

Sources for Collegiate Fight Songs – Licensing rights for fight songs vary from school-to-school. Some schools own the rights to their fight songs, while other songs are controlled by third party entities. Please note: There is not one source for all fight songs and downloading songs off Internet web sites is not permissible.

ASCAP - <http://www.ascap.com>

Broadcast Music Inc - <http://www.bmi.com/>

Carlin Music - <http://www.carlinmusic.com>

Cherry Lane Music Publishing Company Inc - <http://www.cherrylane.com>

Harry Fox Agency - <http://www.harryfox.com>

MPL Music Publishing Inc - <http://www.mplcommunications.com>

Music Publishers Association of the United States - <http://mpa.org/>

Spirit Music Group - <http://www.spiritmusicgroup.com>

Southern Music Company - <http://www.southernmusic.com/>

Universal Music Group - <http://new.umusic.com>

NATIONAL ADVERTISING AND MARKETING

Outdoor Advertising – These companies assist in placing advertising on bill boards or signboards, outside of a building and often by the roadside.

CBS Outdoor - <https://www.cbsoutdoor.com/Pages/default.aspx>

Clear Channel Outdoor - <http://www.clearchanneloutdoor.com/>

Lamar - <http://www.lamar.com/main/default.cfm>

Reagan Outdoor Advertising - <http://www.reaganoutdoor.com/>

Social Media Advertising and Marketing – Social media advertising is an affordable way to reach various demographics and large groups of people in real time. Your message can be targeted on a local, regional, national or global level. Please see social media outlets, and agencies that specialize in creating social media campaigns, below.

Facebook - <http://www.facebook.com/home.php#/advertising>

Google - http://www.google.com/intl/en_us/ads/ads_2.html

MySpace - <https://advertise.myspace.com>

Ad Blade - <http://web.adblade.com/>

Ad Sonar - <http://www.quigo.com/>

GoSocial - <http://gosocial.emergedgtl.com>

Social Media - <http://www.socialmedia.com/>

Watercooler Inc. - <http://www.watercooler-inc.com/>

Twitter - <http://twitter.com/>

National Television and Newspaper Advertising Placement – These companies can help place your advertising with numerous television or newspaper outlets. Instead of dealing with multiple organizations for your buy, these companies serve as a one-stop shop, representing/controlling the buys for several networks and news organizations.

DIRECTV - <http://www.directvadsales.com/?footernavtype=5#1-3>

Dish Network - <http://www.dishmediasales.com/>

National Cable Communication - Spot Cable - <http://www.spotcable.com/>

National Newspaper Network - <http://www.nnnlp.com/>

Unofficial Athletic Sites and Preseason Publications – A hot bed for college sports fans, advertising with unofficial athletic sites and pre-season publications is an effective way to reach a rabid base of collegiate consumers.

Athlon - <http://www.athlonsports.com>

Lindys - <http://www.lindyssports.com/>

Phil Steele - <http://www.philsteele.com/advertisers/advertisers.html>

Rivals - <http://www.rivals.com/mediareq.asp>

Scout - <http://www.scout.com/3/National-Advertising.html>

Sporting News - <http://www.sportingnews.com/mediakit/>

Street and Smiths - <http://www.streetandsmiths.com/advertising.html>

TRADE SHOWS – Trade shows are a great business-to-business showcase where companies can display and demonstrate their latest product lines within a specific industry. This is extremely important when trying to get your product placed at retail and building key retailer relationships. Below is a list of trade shows, listed in alphabetical order, which might pose as a good platform when rolling out new products.

Atlanta Home Show - <http://www.atlantahomeshow.com/>

Atlanta International Gift and Home Furnishings Show - www.americasmart.com

BookExpo America - <http://www.bookexpoamerica.com/>

California Gift Show - <http://www.californiagiftshow.com>

CAMEX - <http://www.camex.org>

Chicagoland Kid Expo - <http://www.chicagokidsexpo.com/common/home.asp?showtype=kids>

Chicago Toy and Game Fair - <http://chitag.com/>

China Textile and Apparel Tradeshow - <http://www.nychinashow.com/>

Consumer Electronics Show - <http://www.cesweb.org/>

Dallas Fabric Show - <http://www.dallasfabricshow.com/>

Dallas Gift Mart - <http://www.dallasmartcenter.com>

E3 - <http://www.e3expo.com>

Fall Toy Preview - <http://www.toyassociation.org>

GlobalTex - <http://www.globaltex.com/>

Imprinted Sportswear Shows - <http://www.issshows.com/>

International Association of Amusement Parks and Attractions - <http://www.iaapa.org>

International Billiard & Home Recreation Expo - <http://www.bcaexpo.com/>

International Consumer Electronics Show - <http://www.cesweb.com>

International Halloween Show - <http://www.hiaonline.org/>

International Home Furnishings Show - <http://www.ihfc.com>

International Gift Exposition in the Smokies - <http://www.iges.us/>

LIMA – Licensing Industry Merchandisers Show - <http://www.licensing.org>

Los Angeles Fashion Market Fall - <http://www.californiamarketcenter.com/markets/lafashionmarket.php>

Los Angeles International Textile Show - <http://www.californiamarketcenter.com/>

MAGIC Show - <http://www.magiconline.com>

NACDA - <http://www.nacda.com>

National Hardware and Lawn & Garden - <http://www.nationalhardwareshow.com>

National Lawn and Garden Show - <http://www.nlgshow.com/Content/84.htm>

National Stationery Show - <http://www.nationalstationeryshow.com/>

New York International Gift Fair - <http://nyigf.com/>

One of a Kind Show-Chicago - <http://www.oneofakindshowchicago.com/>

Orlando Gift Show - <http://www.urban-expo.com/Content/93.htm>

Pacific Market Center - <http://www.pacificmarketcenter.com/html/markets/markets.asp>

PGA Fall Expo - <http://www.pgaexpo.com/>

PGA Merchandise Show - <http://www.pgamerchandiseshow.com/>

Philadelphia Gift Show - <http://www.urban-expo.com/Content/93.htm>

Portland Gift & Accessories Show - <http://www.portlandgift.com/>

Project - <http://www.projectshow.com/>

Seattle Gift Show - <http://www.seattlegift.com/>

SEMA – Specialty Equipment Market Association - <http://www.semashow.com>

Smoky Mountain Gift Show - <http://www.smokeymtngiftshow.com>

Sports Licensing & Tailgate Show - <http://www.showproco.com>

Texworld USA - <http://www.texworldusa.com/>

Thanksgiving Christmas in the Ozarks - <http://christmasintheozarks.com/3.html>

The New York Market Center - http://www.230fifthave.com/trade_shows.php

The NW Trend Show - <http://www.nwtrendshow.com/index.html>

The Spirit Show - <http://www.thespiritshow.com/web/>

The Surf Expo - <http://www.surfexpo.com/>

Urban Trend Show - <http://urbantrendshow.com/>

Women’s and Children’s Apparel Market - <http://www.mmart.com/womensandchildrensshow/>

For questions regarding information within this resource guide, please contact your Licensing Coordinator.

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SECTION II - Website Guide for Alumni Associations

Website Guide for Alumni Associations

Last Update: Oct 15, 2009 - The follow list is comprised of CLC clients ONLY.

University	Alumni Association Website
University of Alabama	http://alumni.ua.edu/
University of Alabama at Birmingham	http://main.uab.edu/Sites/alumni/
University of Alaska	N/A
University of Alaska Anchorage	http://www.uaaalumni.org/
University of Arizona	http://www.arizonaalumni.com/
University of Arkansas Fayetteville	http://www.arkansasalumni.org/
Arkansas State University	http://www.astatealumni.org/
Auburn University	http://www.aualum.org/
Boise State University	http://alumni.boisestate.edu/
Boston College	http://www.bc.edu/alumni/
Boston University	http://www.bu.edu/alumni/
Brigham Young University	http://alumni.byu.edu/
University of California, Berkeley	http://www.alumni.berkeley.edu/
University of California, Davis	http://www.alumni.ucdavis.edu/
University of California, Los Angeles	http://www.uclalumni.net/
California Polytechnic State University	http://www.alumni.calpoly.edu/
California State University, Northridge	https://www.csunalumni.com/
California State University, Sacramento	http://www.sacstatealumni.com/
University of Central Florida	http://alumni.ucf.edu/
Central Washington University	http://www.cwu.edu/~cwualum/
University of Cincinnati	http://www.alumni.uc.edu/
The Citadel	http://www.citadelalumni.org/
Clemson University	http://www.clemson.edu/alumni/
Colgate University	http://www.colgatealumni.org/

College of Charleston	http://alumni.cofc.edu/
University of Colorado	https://www.cualum.org/
Colorado State University	http://www.alumni.colostate.edu/
Colorado State University-Pueblo	http://alumni.colostate-pueblo.edu/
University of Connecticut	http://www.uconnalumni.com/
Cornell University	http://www.alumni.cornell.edu/
University of Delaware	http://www.udconnection.com/
Drake University	http://www.drake.edu/alumni/
Drexel University	http://www.drexel.edu/IA/alumrel/
Duke University	http://www.dukealumni.com/
East Carolina University	http://www.piratealumni.com/
Eastern Illinois University	http://www.eiu.edu/~alumni/
Eastern Michigan University	http://www.emich.edu/alumni/
University of Florida	http://www.ufalumni.ufl.edu/
Florida A&M University	http://www.famunaa.org/
Florida State University	http://alumni.fsu.edu/
Fresno State	http://www.fresnostatealumni.com/
George Mason University	http://alumni.gmu.edu/
George Washington University	http://alumni.gwu.edu/
Georgetown University	http://alumni.georgetown.edu/
University of Georgia	http://www.alumni.uga.edu/
Georgia Institute of Technology	http://www.gtalumni.org/
Georgia State University	http://www.gastatealumni.net/
Gonzaga University	http://www.zagsonline.org/
Grambling State University	http://www.gram.edu/alumni/
Hofstra University	http://www.hofstra.edu/Alumni/
University of Houston	http://www.uh.edu/alumni/
University of Idaho	http://www.uidaho.edu/idahovandals

Idaho State University	http://www.isu.edu/alumni.shtml
University of Illinois	http://www.uiaa.org/
Indiana State University	http://www.indstate.edu/alumni/
James Madison University	http://www.jmu.edu/alumni/
University of Kansas	http://www.kualumni.org/
Kansas State University	http://www.k-state.com/
University of Kentucky	http://www.ukalumni.net/
University of Louisiana at Lafayette	http://www.louisianaalumni.org/
University of Louisiana at Monroe	http://www.ulm.edu/alumni/
Louisiana State University	http://www.lsualumni.org/
Louisiana Tech University	http://www.latechalumni.org/
University of Louisville	http://louisville.edu/alumni/
University of Maryland	http://alumni.umd.edu/
Marquette University	http://www.marquette.edu/alumni/
Marshall University	http://www.marshall.edu/alumni/
McNeese University	http://www.mcneesealumni.com/
University of Memphis	http://www.memphis.edu/alumni/
University of Miami	http://www6.miami.edu/alumni/
University of Michigan	http://alumni.umich.edu/
Middle Tennessee State University	http://www.mtalumni.com/
University of Minnesota	http://www.alumni.umn.edu/
University of Mississippi	http://www.alumni.olemiss.edu/
University of Missouri	http://www.mizzou.com/
Missouri State University	http://alumni.missouristate.edu/
University of Montana	http://www.grizalum.org/
University of Montana-Western	http://www.umwfoundation.org/alumni.html
Montana State University	http://alumni.montana.edu/
Montana State University-Billings	http://www.msubillings.edu/geninfo/community.htm

Montana State University-Great Falls	http://www.msugf.edu/alumni/
Montana State University-Northern	http://www.msun.edu/alumni/
Morgan State University	http://www.msunaa.morgan.edu/
University of Nebraska	http://www.huskeralum.com/
University of Nevada	http://www.unr.edu/alumni/
University of New Hampshire	https://www.alumni.unh.edu/
University of New Mexico	http://www.unmalumni.com/
New Mexico State University	http://alum.nmsu.edu/
New York University	http://alumni.nyu.edu/
University at Albany SUNY	http://www.albany.edu/alumni/
North Carolina A&T State University	http://www.ncat.edu/~alumni/
North Carolina Central University	http://www.nccualumni.org/
University of North Carolina	http://alumni.unc.edu/
University of North Carolina Charlotte	http://unccharlottealumni.org/
University of North Carolina at Greensboro	http://www.uncg.edu/ala/index.html
University of North Texas	http://www.untalumni.com/
Northern Arizona University	http://www.naualumni.com/
University of Northern Colorado	http://www.uncalumni.org/
Northwestern State University	http://northwesternalumni.com/
Northwestern University	http://www.alumni.northwestern.edu/
University of Notre Dame	http://alumni.nd.edu/
University of Oklahoma	http://www.ou.edu/alumni/
Oklahoma State University	http://www.okstatealumni.org/
Old Dominion University	http://www.odualumni.org/
Oregon State University	http://www.osualum.com/
University of the Pacific	http://www.pacificalumni.org/
Pennsylvania State University	http://www.alumni.psu.edu/
Pepperdine University	http://www.pepperdine.edu/alumni/

University of Pittsburgh	http://www.alumni.pitt.edu/
Portland State University	http://www.pdx.edu/alumni/
Providence College	http://www.providence.edu/Alumni/
Purdue University	https://www.purduealum.org/
Rice University	http://alumni.rice.edu/
University of Rhode Island	http://advance.uri.edu/alumni/
Rutgers University	http://www.rutgersalumni.org/
Saint Joseph's University	http://www.sju.edu/alumni/
Saint Louis University	http://www.stlouisalumni.com/
Sam Houston State University	http://www.shsu.edu/alumni/
San Diego State University	http://www.sdsualumni.org/
San Jose State University	http://www.sjsualumni.com/
Santa Clara University	http://www.scu.edu/alumni/
University of South Carolina	http://www.carolinaalumni.org/
University of South Florida	http://www.usfalumni.net/
Southern Illinois University	http://www.siualumni.com/
Southern Methodist University	http://smu.edu/alumni/
Southern University	http://sualumni.org/
Southern Utah University	http://www.suu.edu/alumni/
Spelman College	http://alumnae.naasc.org/
St. Bonaventure University	http://www.sbu.edu/alumni.aspx
St. Cloud State University	http://www.stcloudstate.edu/alumni/
Stanford University	http://www.stanfordalumni.org/
Stephen F. Austin State University	http://www.sfaalumni.com/
Syracuse University	http://alumni.syr.edu/
Temple University	http://www.myowlspace.com/
University of Tennessee Chattanooga	http://www.utc.edu/Alumni/

University of Tennessee Knoxville	http://www.utk.edu/alumni/
University of Tennessee at Martin	http://www.utm.edu/alumni.php
University of Tennessee Memphis	http://www.utmem.edu/alumni/
University of Texas at Austin	http://www.utexas.edu/friends/
University of Texas El Paso	http://www.utep.edu/alumni/
Texas A&M	http://www.aggienetwork.com/
Texas Christian University	http://www.froglinks.com/
Texas State University-San Marcos	http://www.txstate.edu/alumni-parent-visitors.html
Texas Tech University	http://www.texastechalumni.org/
University of Toledo	http://toledoalumni.org/
Towson University	http://www.towson.edu/alumni/
Tulane University	http://alumni.tulane.edu/
University of Tulsa	http://www.utulsa.edu/alumni/
Tuskegee University	http://www.tuskegee.edu/
U.S. Air Force Academy	http://www.usafa.org/
U.S. Military Academy	http://www.usma.edu/alumni.asp/
University of Utah	http://www.alumni.utah.edu/
Utah State University	http://www.usu.edu/alumni/
Vanderbilt University	http://www.vanderbilt.edu/alumni/
Villanova University	http://alumni.villanova.edu/
University of Virginia	http://www.alumni.virginia.edu/
Virginia Commonwealth University	http://www.vcu.edu/alumniandfriends/index.php
University of Washington	http://www.washington.edu/alumni/
Washington State University	http://alumni.wsu.edu/
Wayne State University	http://www.alumni.wayne.edu/
Weber State University	http://alumni.weber.edu/
West Virginia University	http://alumni.wvu.edu/
Western Kentucky University	http://www.wku.edu/alumni.html

Western Washington University	http://wwualumni.com/
University of Wisconsin	http://www.uwalumni.com/
University of Wyoming	http://www.wyoalumni.com/

SECTION III – Website Guide for Campus Newspapers

Website Guide for Campus Newspapers

Last Update: Oct 15, 2009 - The follow list is comprised of CLC clients ONLY.

University	Student Newspaper	Website
University of Alabama	The Crimson White	http://www.cw.ua.edu
University of Alabama at Birmingham	Kaleidoscope	http://www.uab.edu/kscope
University of Alaska Anchorage	Northern Light	http://www.thenorthernlight.org
University of Arizona	Arizona Daily Wildcat	http://www.wildcat.arizona.edu
University of Arkansas Fayetteville	Arkansas Traveler	http://www.thetraveleronline.com
Arkansas State University	Herald	http://www.asuherald.com
Auburn University	Auburn Plainsman	http://www.theplainsman.com
Boise State University	The Arbiter	http://www.arbiteronline.com
Boston College	The Heights	http://www.bcheights.com
Boston University	Daily Free Press	http://www.dailyfreepress.com
Brigham Young University	Daily Universe	http://www.newsnet.byu.edu
University of California, Davis	California Aggie	http://www.theaggie.org
California Polytechnic State University	The Poly Post	http://www.thepolypost.com
University of California, Los Angeles	Daily Bruin	http://www.dailybruin.ucla.edu
California State University, Northridge	Daily Sundial	http://www.sundial.csun.edu
California State University, Sacramento	The State Hornet	http://www.statehornet.com
University of California, Berkeley	The Daily Californian	http://www.dailycal.org
University of Central Florida	Central Florida Future	http://www.centralfloridafuture.com
Central Washington University	The Observer	http://www.cwu.edu/~observer
University of Cincinnati	News Record	http://www.newsrecord.org
The Citadel	The Brigadier	http://www.thebrigadieronline.com
Clemson University	The Tiger	http://www.thetigernews.com
Colgate University	The Colgate Maroon - News	http://www.maroonnews.com
College of Charleston	The George Street Observer	http://www.georgestreetobserver.com
University of Colorado	The CU Independent	http://www.cuindependent.com

Colorado State University	Rocky Mountain Collegian	http://www.collegian.com
Colorado State University-Pueblo	CSU-Pueblo Today	http://www.csupueblotoday.com
University of Connecticut	The Daily Campus	http://www.dailycampus.com
Cornell University	Cornell Daily Sun	http://www.cornelldailysun.com
University of Delaware	The Review	http://www.udreview.com
Drake University	The Times-Delphic	http://www.timesdelphic.com
Drexel University	The Triangle	http://www.thetriangle.org
Duke University	Chronicle	http://www.chronicle.duke.edu
East Carolina University	The East Carolinian	http://www.theeastcarolinian.com
Eastern Illinois University	Daily Eastern News	http://www.thedailyeasternnews.com
Eastern Michigan University	Eastern Echo	http://www.easternecho.com
University of Florida	Independent Florida Alligator	http://www.alligator.org
Florida A&M University	The Famuan	http://www.thefamuanonline.com
Florida State University	FSView & Florida Flambeau	http://www.fsunews.com
Fresno State	The Collegian	http://www.csufresno.edu/collegian
George Mason University	Broadside	http://www.broadsideonline.com
George Washington University	GW Hatchet	http://www.gwhatchet.com
Georgetown University	The Hoya	http://www.thehoya.com
University of Georgia	Red And Black	http://www.redandblack.com
Georgia State University	Signal	http://www.gsusignal.com
Georgia Institute of Technology	The Technique	http://www.nique.net
Gonzaga University	The Bulletin	http://www.gonzagabulletin.com
Grambling State University	The Gramblinite	http://www.thegramblinite.com/
Hofstra University	The Chronicle	http://www.hofstrachronicle.com
University of Houston	The Daily Cougar	http://www.thedailycougar.com
University of Idaho	Argonaut	http://www.argonaut.uidaho.edu
Idaho State University	Bengal	http://www.isubengal.com

University of Illinois	Daily Illini	http://www.dailyillini.com
Indiana State University	Indiana Statesman	http://www.indianastatesman.com
James Madison University	Breeze Newspaper	http://www.thebreeze.org
University of Kansas	The University Daily Kansan	http://www.kansan.com
Kansas State University	Collegian	http://www.kstatecollegian.com
University of Kentucky	Kentucky Kernel	http://www.kykernel.com
Louisiana Tech University	Tech Talk	http://www.latech.edu/techtalk/index.php
University of Louisiana at Lafayette	The Vermilion	http://www.vermilion.louisiana.edu/
University of Louisiana at Monroe	The ULM Hawkeye	http://www.thepowwow.net
Louisiana State University	The Daily Reveille	http://www.lsureveille.com
University of Louisville	Louisville Cardinal	http://www.louisvillecardinal.com
Marquette University	Marquette Tribune	http://www.marquettetribune.org
University of Maryland	The Diamondback	http://www.diamondbackonline.com
Marshall University	The Parthenon	http://www.marshallparthenon.com
McNeese University	Contraband	http://www.msucontraband.com
University of Memphis	The Daily Helmsman	http://www.dailyhelmsman.com
University of Miami	The Miami Hurricane	http://www.thehurricaneonline.com
University of Michigan	Michigan Daily	http://www.michigandaily.com
Middle Tennessee State University	The Sidelines	http://www.mtsusidelines.com
University of Minnesota	Minnesota Daily	http://www.mndaily.com
University of Mississippi	Daily Mississippian	http://www.thedmonline.com
University of Missouri	Maneater	http://www.themaneater.com
Missouri State University	The Standard	http://www.the-standard.org
University of Montana	Montana Kaimin	http://www.kaimin.org
University of Montana-Western	N/A	N/A
Montana State University	The ASMSU Exponent	http://www.exponent.montana.edu
Montana State University-Billings	The Billings Outpost	http://www.billingsnews.com
Montana State University-Great Falls	N/A	N/A

Montana State University-Northern	The Northern Light	http://www.nemontel.net/~4marks/front.htm
Morgan State University	The Spokesman	http://www.msuspokesman.com
University of Nebraska	Daily Nebraskan	http://www.dailynebraskan.com
University of Nevada	Sagebrush	http://www.nevadasagebrush.com
University of New Hampshire	The New Hampshire	http://www.tnhonline.com
University of New Mexico	Daily Lobo	http://www.dailylobo.com
New Mexico State University	Round-Up	http://www.roundupnews.com
New York University	Washington Square News	http://www.nyunews.com
University at Albany SUNY	Albany Student Press	http://www.albanystudentpress.org
University of North Carolina	Daily Tar Heel	http://www.dailytarheel.com
North Carolina A&T State University	Register	http://www.ncatregister.com
University of North Carolina at Greensboro	Carolinian	http://www.carolinianonline.com
North Carolina Central University	Campus Echo	http://web.nccu.edu/campus/echo/
University of North Carolina Charlotte	The University Times	http://www.nineronline.com
University of North Texas	North Texas Daily	http://www.ntdaily.com
Northern Arizona University	The Lumberjack	http://www.lumberjackonline.com
University of Northern Colorado	UNC Mirror	http://www.uncmirror.com
Northwestern University	The Daily Northwestern	http://www.dailynorthwestern.com
Northwestern State University	Current Sauce	http://www.thecurrentsauce.com
University of Notre Dame	Observer	http://www.ndsmcobserver.com
University of Oklahoma	Oklahoma Daily	http://www.oudaily.com
Oklahoma State University	Daily O'Collegian	http://www.ocolly.com
Old Dominion University	The Mace & Crown	http://www.maceandcrown.com
Oregon State University	The Daily Barometer	http://www.dailybarometer.com
University of the Pacific	Pacifican	http://www.thepacifican.com
Pennsylvania State University	The Daily Collegian	http://www.collegian.psu.edu

Pepperdine University	Graphic	http://www.graphic.pepperdine.edu
University of Pittsburgh	Pitt News	http://www.pittnews.com
Portland State University	Daily Vanguard	http://www.dailyvanguard.com
Providence College	Cowl	http://www.thecowl.com
Purdue University	Purdue Exponent	http://www.purdueexponent.org
University of Rhode Island	The Good 5 Cent Cigar	http://www.ramcigar.com
Rice University	The Rice Thresher	http://www.the.ricethresher.org
Rutgers University	The Daily Targum	http://www.dailytargum.com
Saint Joseph's University	The Hawk	http://www.sjuhawknews.com
Saint Louis University	University News	http://www.unewsonline.com
Sam Houston State University	Houstonian	http://www.houstonianonline.com
San Diego State University	Daily Aztec	http://www.thedailyaztec.com
San Jose State University	Spartan Daily	http://www.thespartandaily.com
Santa Clara University	The Santa Clara	http://www.thesantaclara.com
University of South Carolina	The Daily Gamecock	http://www.dailygamecock.com
University of South Florida	Oracle	http://www.usforacle.com
Southern University	Southern Digest	http://www.southerndigest.com
Southern Illinois University	Daily Egyptian	http://www.siude.com
Southern Methodist University	Daily Campus	http://www.smudailycampus.com
Southern Utah University	The University Journal	http://www.suujournal.com
Spelman College	Spelman Spotlight	http://www.spelmanspotlight.com/
St. Bonaventure University	The Bona Venture	http://www.thebv.org
St. Cloud State University	University Chronicle	http://www.universitychronicle.com
Stanford University	The Stanford Daily	http://www.stanforddaily.com
Stephen F. Austin State University	The Pine Log	http://www.thepinelog.com
Syracuse University	Daily Orange	http://www.dailyorange.com
Syracuse University	Syracuse University Today	http://www.sunews.syr.edu

Temple University	Temple News	http://www.temple-news.com
University of Tennessee Chattanooga	University Echo	http://www.utcecho.com
University of Tennessee Knoxville	UT Daily Beacon	http://www.dailybeacon.utk.edu
University of Tennessee at Martin	The Pacer	http://www.utmpacer.com
University of Tennessee Memphis	N/A	N/A
University of Texas at Austin	Daily Texan	http://www.dailytexanonline.com
University of Texas El Paso	Prospector	http://www.studentaffairs.utep.edu/prospector
Texas A&M	The Battalion	http://www.thebatt.com/
Texas Christian University	Daily Skiff	http://www.tcdailyskiff.com
Texas State University-San Marcos	The University Star	http://www.star.txstate.edu
Texas Tech University	The Daily Toreador	http://www.dailytoreador.com
University of Toledo	Collegian	http://www.independentcollegian.com
Towson University	The Towerlight	http://www.thetowerlight.com
Tulane University	Hullabaloo	http://www.thehullabaloo.com
University of Tulsa	The Collegian	http://www.utulsa.edu/collegian
Tuskegee University	Campus Digest	http://www.tuskegee.edu/global/Category.asp?C=43527
U.S. Air Force Academy	N/A	http://www.usafa.af.mil/
U.S. Military Academy	Pointer View	http://www.pointerview.com
University of Utah	Daily Utah Chronicle	http://www.dailyutahchronicle.com
Utah State University	Statesman	http://www.utahstatesman.com
Vanderbilt University	The Hustler	http://www.insidevandy.com
Vanderbilt University	Inside Vandy	http://www.insidevandy.com
Villanova University	Villanovan	http://www.villanovan.com
University of Virginia	Cavalier Daily	http://www.cavalierdaily.com
Virginia Commonwealth University	Commonwealth Times	http://www.commonwealthtimes.com
University of Washington	The Daily of the University of Washington	http://www.dailyuw.com

Washington State University	Daily Evergreen	http://www.dailyevergreen.com
Wayne State University	The South End	http://www.thesouthendnews.com
Weber State University	Signpost	http://www.wsusignpost.com
West Virginia University	Daily Athenaeum	http://www.da.wvu.edu
Western Kentucky University	College Heights Herald	http://www.wkuherald.com
Western Washington University	The Western Front	http://www.westernfrontonline.com
University of Wisconsin	Badger Herald	http://www.badgerherald.com
University of Wisconsin	Daily Cardinal	http://www.dailycardinal.com
University of Wyoming	Branding Iron	http://www.brandingirononline.info

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