



ON-DEMAND

WEBINAR



Hosted by the Professional Development and Education Committee

When moments go viral

Referenced Resources:

4:45 - Fernando Mendoza's LinkedIn:

- <https://x.com/i/web/status/1990469988881220089>
- <http://linkedin.com/in/heismendoza/>

26:50 - Viral response from LeBron James:

- <https://twitter.com/SportsCenter/status/1220200064896970752>

38:10 - TVEyes and Omaha case study:

- <https://www.tveyes.com/college-basketball-viral-moment-media-coverage/>

40:20 - Omaha March Madness story:

- https://collegesportscommunicators.com/documents/2026/2/27//OMAHA_ATHL_MARCH_MADNESS.pdf