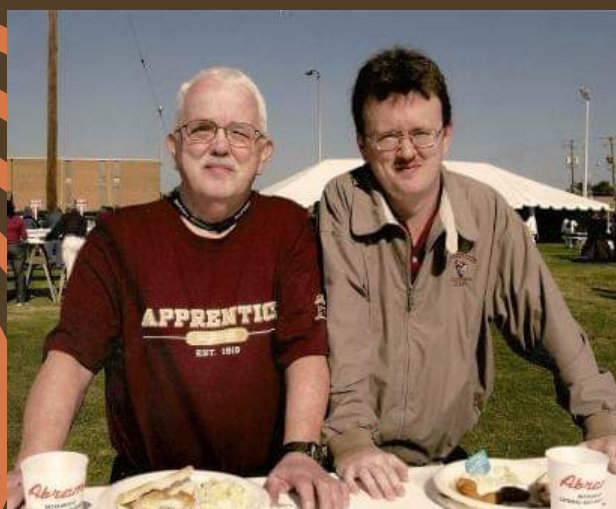


* JIM HEATH *

Assistant Director of Strategic & Broadcast Communications
at Hampton University



1986-91 – student at Christopher Newport (started as College and by time I graduated it was University)
1991-93 – worked as the Sports Information intern (Jon's former role) at Old Dominion
1993-96 – worked as Assistant Sports Information Director at Christopher Newport
1996-2000 – was out of business working on the copy desk of the Daily Press newspaper (I had worked part-time for them since I graduated high school in 1986)
August 2000 – September 2015 – Sports Information Director at The Apprentice School
November 2015 – November 2021 – Athletic Communications Office at Hampton University
Nov. 2015 – Aug. 2016 – Sports Information Assistant
Aug. 2016 – Aug. 2017 – Assistant Sports Information Director
Aug. 2017 – Nov. 2021 – Sports Information Director
Nov. 2021 – Nov. 2024 – Associate Director of Athletic Communications – Old Dominion
Nov. 2021 – Nov. 2024 – Associate Director of Athletic Communications – Old Dominion

WHILE WORKING AS A DIRECTOR OF COMMUNICATIONS YOU HAVE TO STAY IN TOUCH WITH AND FORM RELATIONSHIPS WITH A LOT OF PEOPLE, HOW IS THAT BOTH CHALLENGING AND ALSO KEY TO YOUR WORKLOAD?

Challenging – juggling the mindsets of others. Some people you know you can joke with and go have a beer with after a game, while others make sure you know there's a clear boundary and they expect you to treat them as the only job you have. You have to know how you can approach people and pick what battles you may have to have with them.

Fortunately, in my case I had worked with track and lacrosse when I was at Hampton previously (2015-2021). Each sport has its own set of differences in terms of results and how you get them.

In lacrosse, I am the main statistics inputter for home games. I do have a spotter to assist on home games. Lacrosse is a sport that even before I came to Hampton first time, I rarely watched except for the post-season. It's a sport that has so many different scoring rules that I had to immerse myself back into the role of statistician and thankfully had a co-worker who did it last year and he helped call the first game back.

In this area, there's only three schools (including HU) that play men's lacrosse so when we need to ask around for help there's not too many choices.

Track and field is extremely easy when you do not host any home meets. For that, I just follow results from the event and write up something at the end.

Tennis is the same way except we have home matches. For those I try to help with live stats of matches and compile results at the end.

WHEN WORKING AT OLD DOMINION UNIVERSITY YOU OVERSAW SPORTS LIKE (MEN'S AND WOMEN'S TENNIS), WOMEN'S AND MEN'S SOCCER AND MEN'S BASKETBALL, NOW IN CHARGE OF SPORTS LIKE TRACK, LACROSSE AND TENNIS. HOW HAVE YOU ADJUSTED TO THE CHANGE OR WHAT WAS THE PROCESS LIKE GETTING USED TO OVERSEEING THE SPORTS IF YOU WERE NOT FAMILIAR WITH THEM BEFORE?



WHAT HAS BEEN THE BEST PART OF YOUR JOB IN THE VARIOUS SPORT POSITIONS YOU HAVE BEEN PART OF?

The people and the student-athletes. Having several stay in contact with you following their careers and watching them grow into outstanding citizens, parents.



IS THERE ANY ADVICE YOU CAN GIVE TO STUDENTS WANTING TO GET INTO THE SPORT COMMUNICATIONS FIELD?

Throw yourself into your roles in the office as a student. Work sports you may have never seen before. Be ready to do whatever is needed. You're not going to get a role in an office at a UVA, Carolina, etc., right out of school, but if you do the right things and bust your rear you never know when that supervisor may know someone at X school that has an opening.