

Jason MacBain
Director of Athletics Communications

Jason MacBain was named Director of Athletics Communications at FGCU on July 30, 2013, by Director of Athletics Ken Kavanagh.

MacBain is responsible for all strategic communications for FGCU's 15 teams, including directing all media, public relations, video and social networking efforts. In addition, MacBain manages the department's official website (FGCUAthletics.com) and serves the primary contact for three sports, including the men's basketball program – the only No. 15 seed to advance to the NCAA Sweet Sixteen.

Now in his third year at FGCU, MacBain has grown all facets of the department's communication, most notably related to video and website to cater to the ever-expanding visual generation. MacBain was responsible for hiring and assembling a crew for a new ESPN3 initiative beginning in the 2013-14 academic year, allowing all home men's and women's basketball games – in addition to select other events – to be streamed online via ESPN3 and the WatchESPN app.

During the summer of 2014, MacBain led a complete re-design of FGCUAthletics.com. By partnering with industry leader SIDEARM Sports, the new website was made cleaner and easier to navigate, in addition to focusing on interaction by giving visitors a reason to stay on the site longer. The new site also added several different platforms to better serve and reach all of FGCU's constituents, including a vastly-improved mobile site. It also created opportunities to expand corporate partnerships by adding several key presenting sponsors for certain areas of the site.

This past summer, MacBain oversaw the hire of FGCU's first Coordinator of Video Operations to grow all areas of the department's visual communication. With the new position, FGCU has been able to expand and improve its non-ESPN3 events, create creative and engaging content for Alico Arena and the softball complex video boards and develop more human interest and community service pieces.

In addition to the aforementioned roles, MacBain has also been instrumental in helping grow FGCU's much-needed external revenues by working in conjunction with the rest of the external relations team, which this past fiscal year brought in a record \$4.4 million.

MacBain came to FGCU after nearly a decade at St. Bonaventure University as an undergrad and graduate student and employee. After two years as an Assistant Sports Information Director at St. Bonaventure, MacBain (then 25) was promoted to lead the office in the spring of 2012, making him the youngest Division-I SID in the nation.

The promotion came on the heels of a 2011-12 season in which he led all communication and marketing strategies for the women's basketball team, which went 31-4, was undefeated in the Atlantic 10 Conference regular season, ranked as high as No. 16 in the nation and advanced to

the Sweet Sixteen. MacBain also spearheaded a campaign which resulted in Jim Crowley being named ESPN.com's National Coach of the Year.

That same year, MacBain assisted with the communication efforts for the St. Bonaventure men's basketball team, which won the 2012 A-10 Championship. He also aided in the national promotion of 2012 Associated Press All-American Honorable Mention Andrew Nicholson, who was selected with the No. 19 overall pick in the first round of the NBA Draft by the Orlando Magic.

MacBain guided two re-designs of St. Bonaventure's official athletic website (GoBonnies.com) Both alterations were made with an emphasis on catering to the ever-expanding visual-and social-media generation.

Beyond the day-to-day duties of the traditional athletics communication role, MacBain's office at St. Bonaventure served as the central hub of the external relations unit, which increased the athletic department's overall revenue in the 2012-13 fiscal year by roughly 20 percent from the previous year.

In the social media landscape, MacBain curated social media recaps for men's and women's basketball games which generated an influx of fan interaction and were voted by DigitalHoopsBlast.com as the best social media idea in the Atlantic 10 Conference. He also created and implemented initiatives which resulted in a nearly 500-percent increase in St. Bonaventure's Twitter followers over a two-year span, and employed a social media strategy to develop a consistent and cohesive brand message.

Additionally, MacBain covered the 2012 NBA Draft, the 2012 Pro Football Hall of Fame Enshrinement and the 2012 State Farm College Slam Dunk & 3-Point Championship. He has forged relationship with numerous national media members, earning spots in ESPN.com, USA Today, the New York Post, Yahoo! Sports and Time magazine, among others.

MacBain graduated from St. Bonaventure in 2008 with a bachelor's degree in Journalism and Mass Communication and a History minor. He earned a master's degree in Integrated Marketing Communications from St. Bonaventure in 2010. As an undergraduate, he was editor-in-chief of the campus newspaper, *The Bona Venture*, in 2007, and also served as manager of the Bonnies' baseball team. As a graduate student, he spent two summers at the prestigious University of Oxford, where he served as a junior dean and completed a marketing plan for a London-based company.