



# ADAM S. JURATOVAC

@JvacAttack

Coach, Attorney, Athlete Educator



## 2016 Media Kit



**Adam S. Juratovac**  
*Coach, Attorney, and Athlete Educator*  
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SPEAKING TOPICS  
Social Media Branding  
Post-Athletic Career Skills ♦ Leadership

## TABLE OF CONTENTS

Introduction .....	2
About Adam .....	3
Notable Publications and Presentations .....	4
Pac-12 Tweets about Social Media Presentation.....	5
Football Experience and Affiliations .....	6
One-Pager .....	7



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### INTRODUCTION

Adam Juratovac is a former collegiate and professional athlete and is currently a coach, attorney, and athlete educator. He founded AthletesLTD, a platform for athletes to share stories about their lives to educate youth athletes. He dedicated his career to helping athletes develop life skills and post-athletic career skills through AthletesLTD and his educational programs. He is the author of *Student-Athletes And Social Media*, which details how student-athletes can utilize social media to benefit their athletic and post-athletic careers.

Student-athletes social media accounts are under the microscope of university members, alumni, and media. Adam's interactive lecture and book, *Student-Athletes And Social Media*, focuses on how student-athletes can use social media to their advantage. Based on his experience in digital media and his branding work with professional athletes' social media, he created the AthletesLTD Four-Quarter Rule™. The Four-Quarter Rule details the types of content the *ideal student-athlete* should share on her social media accounts and in what proportion.

In addition to his book, the Four-Quarter Rule is explained during his 50-minute interactive presentation educating student-athletes about branding, online influence, and social media. The *Student-Athletes And Social Media* book is launching in Winter 2016 and includes contributions from athletics directors, media professionals, former student-athletes, and a conference commissioner.

For more information or a follow up call, please email, [Adam@AthletesLTD.com](mailto:Adam@AthletesLTD.com).

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### BIOGRAPHY

In 2011, Adam suffered a career ending injury. He was able to fall back on his degrees and education received while in college. Adam earned both his Bachelors and Masters degrees while playing collegiately and was concurrently in law school and playing pro football.

As a professional athlete he saw how he could influence his community and the post-athletic career benefits social media can have. After he became a lawyer in 2014, he turned down legal jobs and created AthletesLTD, a platform that helps athletes share their story to educate youth athletes. AthletesLTD covered topics such as: social media, life skills, post-athletic career skills, education, and athlete health.

What started out as an educational platform with five athlete authors, quickly became host to 50+ athlete authors. After hearing about the difficulties of his peers to continue pursuing their passion in sports, he built Team On 3, the Athlete Influencer Network, that connected big brands with professional athletes for social media endorsements. Through his work with AthletesLTD and Team On 3, he curated the ideal brand for athletes to display on social media for their athletic and post-athletic career benefit

After two years, Adam left Team On 3 to focus on his athlete education programs to develop life skills for athletes at all levels. He wrote *Student-Athletes And Social Media* (launching Winter 2016) that details how athletes should use social media to benefit their communities, along with how to create the brand of the ideal student-athlete.

Adam has been published on an array of topics including: branding via social media, constitutional law, and athlete advocacy. He is an attorney, a coach at Menlo-Atherton high school and Nike Football's The Opening Finals, and resides in Palo Alto, CA.

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### NOTABLE PUBLICATIONS AND PRESENTATIONS

**Speaker – San Francisco, CA**

**Pac-12 Conference Student-Athlete Advisory Committee Summit**

“How Student-Athletes Can Use Social Media For Their Athletic and Post-Athletic Career Benefit” (April 2016).

**Author – The Players’ Tribune**

“Imperfect Timing” (February 2016)

**Author – K-12 News Network**

“We Are United: Why Missouri’s Proposed Bill Restricting Student-Athletes’ Free Speech Is Unconstitutional” (Dec. 2015)

**Speaker – Moscow, ID**

University of Idaho Vandals Football Team

“Professional Development and Life Skills for Student-Athletes” (October 2015)

**Author – Sport Techie**

“Why Digital Endorsements Are Changing The Sports World” (November 2015)

**Author – Adweek**

“Building Your Athlete Brand via Social Media” (July 2015)

**Panelist – San Francisco, CA**

**General Assembly, Social Media Club of San Francisco**

“Getting With The Right Crowd: Driving Conversation Through Influencer Engagement” (May 2015)

**Author – The Huffington Post**

“From The Court to the Courtroom: Why It’s Unconstitutional for Fort Bragg High School to Silence Mendocino’s Student-Athletes” (January 2015)

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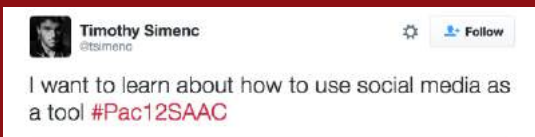
Coach, Attorney, Athlete Educator

## Student-Athletes And Social Media

50 Minute Presentation + 15 Minute Q&A

### Pac-12 SAAC

I asked the Pac-12 SAAC what they want to take away from my presentation, this is what they said.



**Athletes: Living The Dream**

## Four-Quarter Rule

The AthletesLTD Four-Quarter Rule details the types of content an ideal student-athlete should share on her Social Media accounts and in what proportion.

- First Quarter: Personal Interests**  
Why: Authenticity Is Key
- Second Quarter: Athletics**  
Why: Stand Out From The Crowd
- Third Quarter: Community Service and Academics**  
Why: Show Why You're Worth Cheering For
- Fourth Quarter: Engage**  
Why: Communicate, Network, Be Social

By Adam Juratovac  
NCAA + World Champion; Attorney; Athlete Educator  
@JvacAttack + Adam@AthletesLTD.com



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## FOOTBALL EXPERIENCE AND AFFILIATIONS

### FOOTBALL EXPERIENCE

**University of Idaho**, Moscow, ID, June 2005 – December 30, 2009

1<sup>st</sup> Team Academic All-WAC, 2006 – 2010  
2009 Humanitarian Bowl Champion  
2010 Kathy Clark Scholar-Athlete Award

**Spokane Shock**, Arena Football League (AFL), May 2010 – October 2010

Arena Bowl XXIII Champion

**San Jose SaberCats**, Arena Football League (AFL), November 2010 – December 2011

Eliminated in first round of 2011 Western Conference playoffs

**Menlo-Atherton High School**, Football Coach, Menlo Park, CA, Spring 2014 – Present

**Palo Alto High School**, Coach, Palo Alto, CA Winter 2013 – Spring 2014

### AFFILIATIONS

**Athlete Alumni Council**, President, National, April 2016 – Present

**California Bar Association**, Attorney, CA, January 2014 – Present

**Asian Pacific American Bar Association**, Silicon Valley, January 2014 – Present



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### **Student-Athletes And Social Media**

50 Minute Presentation + 15 Minute Q&A

Student-athletes are spokespersons for their athletics departments and universities. Social media allows that community to follow the team, in real time, through the most influential group on campus. *Student-Athletes And Social Media* teaches that group how to use social media effectively through the AthletesLTD Four-Quarter Rule™. Instead of focusing on the do's and do not's, the program educates and empowers athletes to find their authentic voice and the details the types of content they should share for their athletic and post-athletic career benefit.

### **Booking Information**

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### **About**

Adam S. Juratovac is a coach, attorney, and founder of AthletesLTD, a platform that allows athletes to share their edu-focused stories with the next generation.

In addition to AthletesLTD, Adam builds social media brands for professional athletes to achieve their personal, community, and professional goals.

As a former athlete, he has dedicated his career to educating athletes and is advocating for the betterment of the sports world.

### **Athletic Accolades**

4x Academic All-Conference  
2009 Humanitarian Bowl Champion  
Arena Bowl XXIII Champion

### As Seen On:



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