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**Minneapolis native producing media content for NCAA March Madness Basketball Championship**

MUNCIE, Indiana—Zach Roy, Ball State University freshman digital sports production major from Minneapolis, has a role in the production of the 2018 NCAA Division I men’s basketball championship tournament through the university’s Sports Link, the nation’s first fully immersive digital sports production program.

Roy is traveling to San Antonio, Texas, from March 28-April 3 to capture and produce social media content for NCAA’s social platforms during the Final Four championship.

“I will be on my feet out in the field the majority of my time there,” Roy said. “Whether its capturing players arriving on the tarmac or fans enjoying an event at the tournament, I will be there to capture and produce content from it.”

In addition to Roy, about 36 digital sports production students will be producing, curating, filtering and responding to content for all 132 games of both tournaments, all while operating an array of social media tools to provide fans the best experience. This is the seventh consecutive year that Ball State Sports Link has a role in one of the largest sporting events in the country.

“I’m looking forward to interacting with the players and fans whether it's at a practice, game, concert, or other events surrounding the tournament,” Roy said. “The Sports Link experience and NCAA Final Four experience will shine a light on what others do within the industry and give me a better idea of what I want to do in the future.”

Ball State’s digital sports production center in the Ball Communications Building, room 216, has been transformed into the social hub for both tournaments.

For more information about Ball State Sports Link, visit [chirpcitybsu.com](http://chirpcitybsu.com).