

Perpetual Sports Network Partners with Mass St. Collective and Hires Kansas-Based Sportswriter Matt Tait

Lawrence, KS - Perpetual Sports Network (PSN) and Mass St. Collective announced a new partnership that will enhance the student-athlete name, image, and likeness experience at the University of Kansas through a new storytelling platform. Through this new partnership, PSN has hired longtime Kansas-based sportswriter Matt Tait to serve as a managing editor for a new initiative launching in the NIL market. In partnership with Mass St. Collective, the NIL collective for the University of Kansas, PSN will bring the KU fan closer to the action than ever before with behind-the-scenes access including feature stories, analysis, and more.

Tait, 44, joins PSN after more than 20 years with the Lawrence Journal-World newspaper and its parent company in Lawrence, Kansas, most recently serving as the Journal-World's sports editor and Kansas basketball beat writer. Tait was named the National Sports Media Association's Kansas Sportswriter of the Year in 2021.

"This new position gives me a great opportunity to do the two things I always thought were most important when I first became a sportswriter — building relationships and sharing people's stories," Tait said.

"We are excited about what Matt Tait brings to the PSN family. This year, we will launch a KU dedicated channel on PSN's Row One Seat One [R1S1] platform where Matt will continue to share his insights and knowledge from the KU beat with a global Kansas fanbase," said David Glynn, president of PSN.

In addition to the Row One Seat One [R1S1] campus channel platform, PSN also delivers an annual collection of sports stories to a worldwide audience through its prestige brand: The Fifty Most Interesting Athletes (www.the50athletes.com).

"Our first-of-a-kind partnership with PSN allows us to join forces with one of the most knowledgeable and well-respected journalists in Kansas sports history in Matt Tait. This new collaboration will be critical to using a dynamic new storytelling platform to grow the student athletes brand through NIL like never before. This is another wonderful tool we are providing so KU athletes from all sports will be able to utilize brand building through storytelling," said Dan Beckler, president of Mass St. Collective.

About Mass St. Collective

Created in July of 2021 after the NCAA passed its NIL policy, Mass St. Collective was founded to assist KU student-athletes in building their brand and creating partnerships designed to produce permissible activities for them to monetize from their name, image, and likeness. Mass St. Collective, named after the famous Massachusetts Street that runs through downtown Lawrence, helps student-athletes make positive contributions to our local communities while

receiving compensation and growing their respective brands. A proud partner of Kansas Athletics, Mass

St. works to create opportunities and build partnerships for its nearly 500 student-athletes to leave a lasting impact for generations to come.

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