

## MEMORANDUM



**TO: BCAM Coaches**

**FROM: Dan Young**

**RE: Be careful retweeting**

**DATE: February 2019**

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BCAM was made aware *that there may be as many as twelve Wisconsin schools and perhaps as many as 80 schools in Nebraska, being sued for copyright infringement as coaches have used a page or pages from a book they've received in the mail. The book titled "Winning Isn't Normal" has been described to us as coming to coaches unsolicited, from a group called Basketball for Coaches* and our understanding is the coaches retweeted the material.

There are individuals that monitor these uses intently and are actively in pursuit of violators. In the ever increasing litigious environment we inhabit, we encourage you to review this with your staff and hopefully prevent any issues you might incur.