Throughout a typical day, an avid sports fan might read the sports section of a newspaper, listen to sports talk radio, visit a sports-related website, post on a fan message board, and tune into a sports broadcast on television. But why do sports fans choose one medium over another when it comes to fulfilling their needs for sports content? In light of the uses and gratifications theory, this study examined how college football fans use online message boards, what their motivations are for using online message boards, and whether online message boards are complementing or displacing traditional media for them. A quantitative survey posted to four different subscription-based online message boards revealed that when it comes to their favorite college football team, college football fans are spending significantly more time on message boards for needs gratification than they are with newspapers, magazines, radio, and television. Of six motivations, surveillance emerged as the most salient reason for accessing message boards. Analysis on attitudes showed that college football fans are very satisfied with their subscriptions, find the information provided on the message boards to be highly credible, and experience a strong dependency on the message boards. This study laid the groundwork for future analyses by providing exploratory insight into the uses and gratifications of online message boards. Exploring the virtual communities of college football fans rendered a glimpse into the behaviors, attitudes, and characteristics these message board users share.