

VOL. 58

NO. 7

FLORENCE, ALABAMA 35632

OCTOBER 2006

COSIDA *digest*

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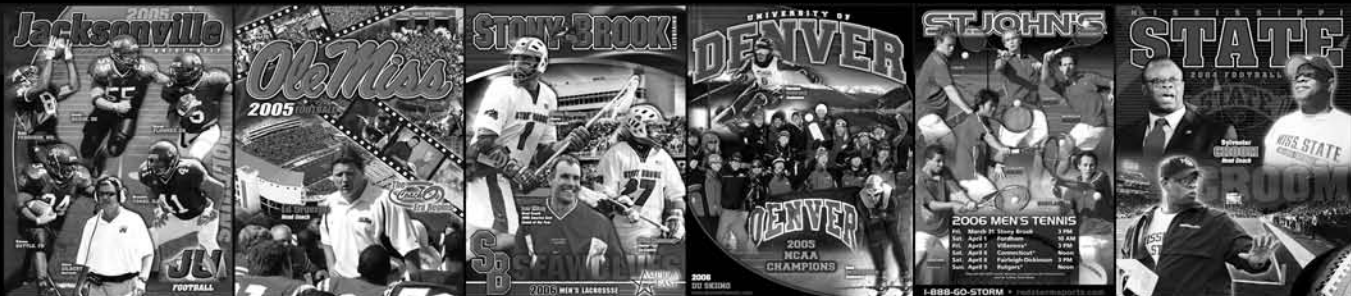
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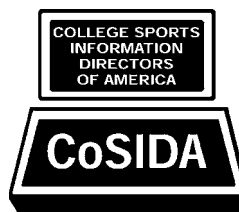
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This brochure was compiled and edited by CoSIDA Secretary Jeff Hodges. Graphic design by Karen Hodges. Photos by Jeff Hodges. This brochure was printed by MultiAd in Peoria, Ill. (www.multiad.com/sports)



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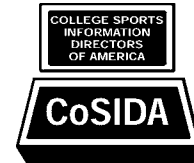
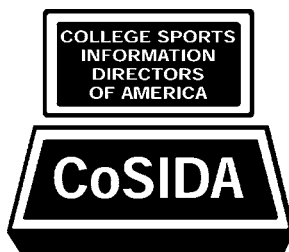
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PARRISH RESIGNS AS DIRECTOR OF ON-LINE SERVICES

Long-time CoSIDA Director of On-Line Services Maxey Parrish of Waco, Texas, has announced that he will be stepping down from the position as soon as a replacement can be hired by the board of directors.

Parrish, a former sports information director at Baylor University who served as President of CoSIDA from 1998-99, was hired as the organization's first Director of On-Line Services when the position was created five years ago.

CoSIDA President Doug Dull praised Parrish for his long-time dedication and service to the organization, both as part of the officer rotation and as an ex-officio member of the board.

For a job description and information on the hiring timetable, check the official CoSIDA website at www.CoSIDA.com.



Past President
Ponderings



Pete Moore

Pete Moore
CoSIDA President (2001-02)

Sports information directors welcome the dawn of a new academic year for a variety of reasons.

The campus is all dressed up in preparation for the returning students. Staff energy level is at a year-long high after a couple of months without games to cover. The weather, in most places, is behaving, and most pleasant. The college squads are unbeaten – albeit 0-0 – and optimism reigns supreme.

Another reason I'm especially enthused at this time of the year is the steady stream of media guides that start coming in the mail. These publications are inspirational, to say the very least, with their dazzling array of designs, photo treatments, use of color, slogans – it's all good. I get a real charge out of perusing the media guides, put together by our talented brethren, as they arrive in the office.

YOU SHOULD
You BE IN
PICTURES

proven to be a fantastic way to gather ideas for the publications I'll be working on this year. The idea-sharing aspect of profession is certainly one of its many positives.

Most folks probably have a favorite spot to which

they immediately turn to when they get a new publication. Sports Illustrated readers may go right to the back to start with the weekly Rick Reilly column. Same goes for Dave Kindred's



in some cases, SIDs fail to include mug shots at all.

I'm always hopeful that I'll find those mug shots. Athletic communications professionals, charged with publicizing programs and student-athletes, often stay away from any hint of self promo-

prose in The Sporting News. For most of us, when it comes to the daily newspaper, it's right

tion and I think that's too bad. I mean, a typical Division I-A football media guide has photos of nearly every cam-

. . . a typical Division I-A football media guide has photos of nearly every campus employee, doesn't it?

Why not the SID, too?!

to the sports page.

The thing I look for first in athletic publications that come are way? I look for photos of the media relations staff. Sometimes they are in the front of the book – sometimes in the back – but that's what I'm checking out initially. Sadly,

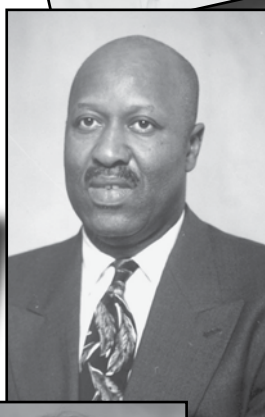
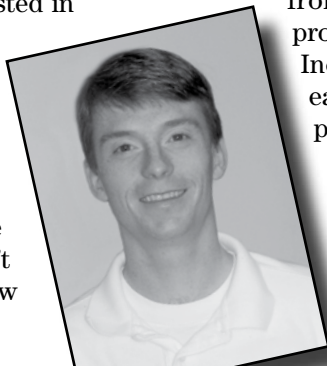
pus employee, doesn't it? Why not the SID, too?!

When I got the Iowa football guide, I found the treasure trove with little effort. In fact, an entire page (201) is devoted to Phil Haddy and his staff, complete with mug shots a brief biographical

descriptions. Well done! Then I got the Louisville book. To quote John Madden – “BOOM!” – they are right there on page four: Kenny Klein, Rocco Gasparro and the entire crew.

The fact of the matter is, regardless of whether any of us are interested in shining a little light on our staffs, we do a disservice when we don't include pictures of the athletic communication staff. If one of the responsibilities of a public relations employee is to serve as a liaison with the media, isn't it helpful to let the media know what we look like?

When viewing it from the perspective of a beat writer traveling to a road game, consider which individual



from the opposing school is that beat writer most likely to need the most help from. My bet is it's the host sports information director. A photo in the media guide can give the building of that relationship a good head start.

Syracuse opened its football season at Wake Forest. It marked my first trip to Winston-Salem and Groves Stadium for a ballgame. I was all set for that press box visit because the Deamon Deacon staff is pictured and profiled on page 204 of its media guide. Now, I'd crossed paths with Wake Forest Assistant Athletic Director Dean Buchan in basketball, and other members of

his staff, but I was able to head into that contest ready for the entire crew after seeing that layout.

Wait. It got better. One page later, Wake Forest's football guide editors had the foresight to do a directory of SIDs from each of the football programs on the schedule. Included were photos of each primary football contact!

Now that's what I'm talking about!

Think about it the next time you start laying out one of your school's media guides. Make room for photos of your own staff. After all, they are going to be interacting with the media right along with the student-athletes, coaches and administrators.

In the process, you'll be spotlighting and recognizing for a pretty good group of folks who deserve kudos – the members of CoSIDA.

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President Dull Wants to Pay Back

by **Bob Parasilti**
Herald-Mail.com

Doug Dull doesn't have to carry a credit card to understand membership has privileges.

Dull worked his way up the ladder in his chosen profession - college sports media relations. He has traveled coast to coast to come full circle in a short amount of time.

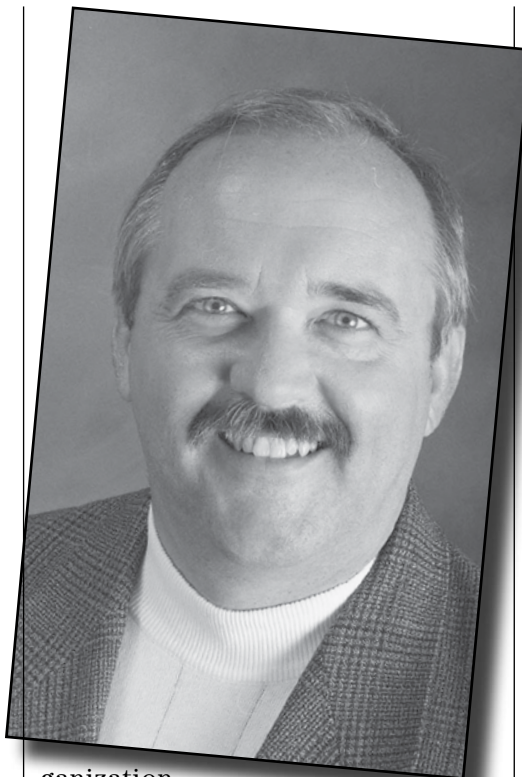
In his third year as the associate athletic director/media relations at the University of Maryland, Dull admits he is where he is today because of kindness of others. Now, he's in a position to advance the sports information profession while saying thanks to those who helped him along the way.

Dull, a Smithsburg High School and Maryland graduate, is the new president of College Sports Information Directors of America (CoSIDA) for the final year in a four-year rotation as an officer in the organization. And because of his association with the association, he is now a grateful associate.

"I don't think I would be sitting in my chair here at Maryland without the national organization," Dull said. "I don't think without the networking and knowledge, I would have made it here."

Even the term as president will be another privilege for Dull since CoSIDA is celebrating its golden anniversary. CoSIDA has 2,000 members from all levels of NCAA and NAIA college sports programs. He begins his year in office just before his impending marriage on Saturday.

"It is very special to me to be a part of the 50th anniversary of a national or-



ganization

that has done so much for me.

It will be additional work, but it will be a labor of love," Dull said. "This is the best way that I can give back to the people who gave so much to me."

After graduating from Maryland and following a stint as sports editor of The Herald-Mail, Dull decided to switch careers and start working in college sports media relations.

He started as the SID at Chico State, an NCAA Division II school in California, in 1989. He turned to CoSIDA for help and guidance.

"I got in the national organization as a volunteer working on a radio/TV committee," Dull said. "I did it to network and meet people, but I wanted to be on a committee. I got to meet some veterans who wanted to help the younger guys in the profession."

From Chico State, Dull took over at University of California-Davis in 1991 and Kansas State in 2000, getting help from CoSIDA every step of the way.

"I got that first job at K-State because of my work on the committees," Dull said. "A lot of the veteran guys passed my name along."

The final step of the journey came in 2003 when Dull came back to Maryland. That's when he received his call to duty.

"I was asked if I would be mind being part of the organization's officer

rotation," he said. "I was nominated to be third vice president. A number of the people who helped me in the past spoke on my behalf. They wanted someone to get the job in the Northwest corridor and I was there since I was now at Maryland."

The CoSIDA officer rotation is much like that of the local service organizations. It is a four-year commitment - three as vice president and the fourth at president. During his stint, Dull has been in charge of the organization's achievement awards and the annual workshop's social and program. He will run the workshop next summer in San Diego.

"I was floored to be elected," Dull said. "It is an honor to be on a list with so many of the best SIDs of the past. (Former Maryland SID) Jack Zane is on that list."

In his 17 years in the profession, Dull has seen many changes. College media departments aren't just media guides, game capsules and hometown news anymore. They handle marketing, ticket sales and promotion for the school and the program.

"It's a fascinating time to be a SID," Dull said. "The Internet has changed it so much and added some many more opportunities to promote your programs. Now we can approach organizations and find different ways to apply them to where they will help the school and the athletic program. Many more coaches are more interested in dealing with the media favorably."

But in the middle all of the progress and advancement of his profession, there is one main thing accomplishment Dull wants to accomplish during his term.

"The best way I can pay back to the people who helped me is if I can help a young professional in the business," he said. "That is the biggest thing that I can do."

JOE TOM ERWIN

Former Murray State

SID Dies

by *C. Ray Hall*
Courier-Journal

Joe Tom Erwin, a gregarious "hermit" who was once the outdoors columnist for The Courier-Journal and the sports information director at Murray State University, died early yesterday at Baptist Hospital in Paducah, Ky.

Erwin, who was 81, had been diagnosed with lung cancer about five weeks ago, said Evie Paschall, a niece.

She recalled his words when he heard the diagnosis: "I'm 81. I've lived a good long life, and I don't have anything to regret."

Erwin, a former Marine who won a Bronze Star and Purple Heart in World War II, retired at age 52 after more than 20 years as Murray's sports publicist.

Erwin was known for bursts of booming laughter and long spells of reflective silence. He was, by all accounts, a complex man who achieved a simple life. He was a farm boy who read Albert Camus and listened to the music of Billie Holliday and Ella Fitzgerald.

"He was probably the most chronic reader I've ever known," said Charles Mercer, a Kentucky Lake neighbor.

"He was totally unpretentious," Paschall said. "He didn't put on airs -- for anybody. He was the least judgmental person in the world. He fought for the underdog, always."

Terri Erwin, a niece who is a child psychologist in Louisville, said her uncle "achieved a life of simplicity without materialism."

Before he retired to his lakeside cabin, Erwin lived a very public life.

"He was a great ambassador for Murray State," said Ed Given, retired sports information director at Western Kentucky University. "I think the term hail-fellow well-met might have originated with Joe Tom. He was always a lot of fun, had a smile on his face."

The outgoing nature helped Erwin -- and others -- do their jobs better, Given said.

"He was a great guy for hospitality," Given said. "I don't think any of us could make a writer or an announcer feel more at home or more at ease than Joe Tom did."

And yet the hail-fellow well-met left it all nearly 30 years ago.

"Joe Tom was unique," said Dwain McIntosh, a retired Murray State publicist.

"He did it his way. He had been practically a hermit.

"He stayed on the lake, and every now and then he would come in to get groceries. But usually he sent somebody else."

Former Courier-Journal state editor Jim Ausenbaugh, one of Erwin's occasional fishing companions, said, "He was the most laid-back guy you ever saw."

But Erwin wasn't laid-back about fishing.

"He was tremendously competitive," Ausenbaugh said. "He wanted to catch the first fish and the last fish, and every one in between."

Erwin graduated from Murray State in 1948 and earned a master's degree at Indiana University. He was a teacher in Missouri and Indiana before returning to Murray State, where he became the school's second sports information director, in 1956.

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**“So Your Team Made
The NCAA Championships . . .
Now What ?**

CoSIDA Workshop Table Topics

Julie Eversgerd: NCAA Assistant Director of Media Coordination for Championships
jeversgerd@ncaa.org – 317/917-6659

A few tips and reminders once your team qualifies for an NCAA Championship:

NCAA Host Communications will be publishing the championship programs for 2006-07. HOST will fax and/or email requests outlining the items it needs for each program and the dates by which materials are needed (typically several weeks prior to the championship selection). Please send the requested materials for all teams ELIGIBLE for postseason play. **For questions/comments, please contact:** Brad Johnson; brad.Johnson@hostcommunications.com
Ashley Beavers; ashley.beavers@hostcommunications.com
Marianne Stoess; marianne.stoess@hostcommunications.com

NCAA If hosting, check in with tournament officials on game times and dates in order to communicate via your institution's website and local media.

NOTE: Located on NCAASports.com is a media coordination manual that is very helpful for hosting sports information directors.

<http://www.ncaasports.com/broadcast>
(last link on the bottom)

NCAA Radio Broadcasts- Visit <http://www.ncaasports.com/broadcast/schedule/radio> CBS and Westwood One own all radio and broadcast rights to the NCAA championships. Direct all internet streaming and radio broadcasts to this site in order to fill out the appropriate paperwork. Every radio station or website needs to get permission to be able to broadcast any round of the NCAA Championships. School broadcasts have no rights fee, but paperwork is still required.

NCAA Make sure to check in with the NCAA Media Coordination staff regarding LIVE STATS. Depending on the championship, there are certain rounds when CSTV/NCAASports.com will pick up the live stat coverage and you can link to the NCAA site.

NCAA Be prepared to turn around game notes and updated team stats fairly quick. If your championship is broadcast via radio or television, they will be looking for story lines in advance of championship play. Having a Top 10 Human Interest story list is a great idea and will come in handy!

NCAA Credentials- For local media who will cover your institution should they continue to advance, be sure to have all their contact information in order to submit a credential list at each host site you attend. They also will need hotel information that your host site SID will be able to provide.



NCAA Team Gear – Depending on the broadcast partner, they will request a jersey, helmet, stick, visor, bag, etc. for shooting purposes. Check into getting access to this equipment.

NCAA School Fight Song and PSA – These items may be requested for video board usage or introductions.



Testing.. 1.. 2.. 3: Video Streaming for the Small School SID

*by Chad Jackson, Director of Sports Communications
Armstrong Atlantic State University*

Often, small school SIDs wonder how they can separate themselves from the pack of collegiate athletics - fighting for exposure regionally and nationally is an uphill battle for any program, whether it be NCAA Division I, II, III or NAIA.

One way that we at Armstrong Atlantic have tried to address this is through video streaming. Our video streaming efforts began in 2001 with volleyball and have now grown to encompass all of our sports held on campus.

We currently stream volleyball, women's soccer, men's and women's basketball, softball and baseball while also providing live webcams of tennis matches.

Our video streaming began with a very simplistic setup. Using one video camera (a standard mini-DV

camera with an RCA or SVideo output), a broadcast computer that includes Windows Media Encoder

(standard with professional versions of Windows) a headset and a video-to-PC signal converter, the encoder sends a stream to a dedicated server housed on campus. Working with our CIS department, they provide the IP address and port needed to stream from the broadcast computer to the server, which then sends it out to the internet.

Last year, however, we were fortunate enough to have our campus Video Productions department begin streaming selected events using more sophisticated equipment: three, three-chip cameras, a switcher/computer combination called a TriCaster, an audio board that helps to handle multiple audio sources and another computer to handle the actual broadcasting and encoding. You can stream and archive both through the TriCaster, but performance seems to lag a bit and it's a good safeguard to have another computer handle the streaming in case the TriCaster goes down. Once the event is completed, we upload the captured file to a video server, which our Video Productions department has put together in our new Compass Interactive web network (<http://ci.armstrong.edu>).

So what does this mean to you, the SID, looking to begin video streaming on campus?

- Don't feel like you have to provide network-level quality right away. Most of our initial webcasts consisted of a static camera - for baseball and softball, behind home plate. Basketball was tougher.. it's difficult to follow the ball, so just have one person follow the action by moving the

camera from end to end. Broadcasting talent can come from a variety of sources - student help, volunteers or even patching into the audio output from your radio broadcasting team, if you have them.

- If your campus is wireless, check with your CIS department to see if the bandwidth is enough that you can use the wireless connection to stream from. This will give you a greater variety of locations from which to set up your video stream, rather than working from a 50-foot long cord coming from a network drop.

- Get the word out about your streaming, through local media, on campus and through your web site. At first, your viewers will mostly be parents and families of players who can not attend events, but that can soon grow to include alumni

and friends of your University from across the country and around the world.

Many campus CIS departments are a little skittish about the bandwidth that a video stream will take up, which means you may have to seek an outside party to host your streams. Luckily, more and more companies who used to specialize in audio have now branched into video, companies like Yahoo! and Stretch Internet. As always, more competition will mean more reasonable costs as we move ahead.

Just a note for our Macintosh users, the setup for video streaming is very similar to the Windows Media Encoder setup I mentioned above. Quicktime provides Broadcasting software, and a Powerbook or G4 should be powerful enough to handle it. The Broadcasting software also shows how many users you have logged in to the event, so it's a quick way to know who's out there watching at any given time.



Web Streaming Facts and Figures At The University of Georgia

*Christopher Lakos, Assoc. SID;
Jarrod Carlson, Internet Operations:
University of Georgia Sports Communications*

- Way for SID Dept. to Generate Revenue for Athletic Dept. Actual contribution based on total number of subscribers/guaranteed deal with provider versus resources used to produce events. At Georgia, our premium website is called "GXtra."
- 2006 net revenue for UGAA approximately \$70K. Current deal was with CSTV for Bulldogs to get 40% and CSTV 60%, Georgia moved to XOS in July. New deal calls for Georgia to be guaranteed \$100K for web streaming or 50% of sales.
- Georgia nationally-ranked among top four in premium content subscribers along with Arkansas, LSU and Nebraska in 2005-06.
- Content is the key versus manpower available to do it. In 2005-06, Georgia had web streaming for the following home events: weekly football press conference with head coach; Men's and women's basketball games not televised; baseball and women's gymnastics, volleyball, soccer and softball games. Events were archived plus feature stories produced for additional content. Manpower used 1-to-3 people per event.
- Subscription Rates: Audio Content Only: \$6.95; Audio/Video Monthly: \$9.95; Audio/Video Annual: \$89.95 Monthly Subscribers ranged from 859 to 1,855.
- Must have ability to track what you got in terms of subscribers/views to help decide what to do in the future and who is seeing it. What do people want? How many people are watching it?
- At Georgia, football-driven content in the fall, followed by women's gymnastics and baseball in the winter and spring. Note: Most basketball games televised so not so much need for Web Streaming.
- When Play Host to NCAA Championships, Web Streaming Must be Free: Unique visitors for women's gymnastics regionals around 400; baseball regional = 1,600 and super regional = 1,700 and baseball was televised live by ESPN.
- Other Web Streaming Benefits: Archive Events to Watch Anytime; Recruiting: Student-athletes/parents know their events are available. (Note: Good luck getting individual sports to contribute money from their recruiting budgets to offset costs to web stream but all sports will want it for their events). GXtra now focuses more on "What will get the most viewers? What can we do that no one else can?"
- Future: Broadband, PODcast, getting everything on your IPOD, Cell phone. When you sign a deal, don't look back. A good deal today won't be one in the future due to emerging technology. Try to limit a contract to four years.

What's Happening WITHIN THE RANKS

Ball State

Muffenbier Leaving Staff

Kathy Muffenbier, who has been a member of the Ball State athletics staff since 1990, has announced her resignation to become the director of public relations for ReMAX of Indiana based out of Indianapolis. Her last day at Ball State will be Sept. 1.

"Kathy has been a very valuable member of our staff for a very long time," associate athletics director for external affairs Joe Hernandez says. "She has done an outstanding job getting the word of Ball State athletics out to our fans, alumni and general public.

She has worked very closely with the majority of sports programs at Ball State, and had an outstanding relationship with the coaches and student-athletes. Her work has been excellent over a long period of time, and we will miss her a great deal."

Muffenbier was a graduate assistant in the Ball State sports information office in 1987-88 under the tutelage of former sports information director Earl Yestingsmeier. She then spent two years as the assistant information director in the Mid-American Conference office. Upon Yestingsmeier's retirement from the SID office in 1990, Hernandez hired Muffenbier as a fulltime assistant SID. In 1995, she was promoted to associate director of athletics communications. In 2003 when the communications and marketing offices merged at Ball State, Muffenbier became the director of athletics communications and marketing.

In the past three years she has directly supervised a staff of three fulltime employees and two graduate assistants plus numerous gameday personnel. In addition, she handled the day-to-day communications efforts, print advertising and assisted with marketing for a variety of sports in her 16 years at Ball State. Muffenbier also helped with the coordination of Ball State's Athletics Hall of Fame and all academic and athletic awards for the school's student-athletes.



Berry

Dunford Takes Interim Post

Scott Dunford was hired as the Interim Director of Sports Information and Promotions for Berry College. Athletic Director Todd Brooks announced on Tuesday. Dunford replaces Mickey Seward who left to pursue other opportunities with the Rome Chamber of Commerce.

We are excited to have Scott join our staff, said Athletic Director Todd Brooks. Although he is relatively young in the profession of sports information and promotions, he has already gained some significant experience. Experience which, along with his enthusiasm for this line of work, will serve Berry College well.

Dunford has spent the last two years working in the sports information field. He comes to Berry after serving for one month as the Assistant Sports Information Director at Presbyterian College in Clinton, S.C. There he was the primary contact for both mens and womens soccer and was also a key assistant with the football team. He assisted in certain aspects of all four fall sports at PC.

During the 2005-06 academic year, Dunford served as the Athletics Media Relation Assistant at Campbell University in Buies Creek, N.C. There he



served as the primary contact for six of the Fighting Camels NCAA Division I programs, including womens soccer, wrestling, swimming, cross country and baseball. He also served as the host SID for the Atlantic Sun Conference Cross Country Championship Meet. In addition to his primary duties, Dunford also assisted in part with media relations for all the schools athletic teams.

Prior to working at Campbell, Dunford was a volunteer member of the sports information staff at the Georgia Institute of Technology. There he assisted in several aspects of the Yellow Jacket program including basketball, baseball, softball, tennis and track. He assisted with the Buzz Classic softball tournament and was the primary game-day media contact for two Georgia Tech track meets. He was also the public address announcer for the 2005 Atlanta Tennis Regional.

Dunford has also served on hand at several NCAA events. He was an assistant at the Charlotte, N.C. pod during the 2005 NCAA Mens Basketball Tournament and at the 2005 Womens Tennis Championships hosted in Athens, Ga. Last December he also served as a media assistant for the 2005 NCAA Mens Soccer Championships in Cary, N.C.

A 2004 graduate from Berry College, Dunford

holds a B.A. degree in Communication, with concentrations in both electronic media and journalism. While at Berry he worked as a student intern with former Director of Sports Information and Promotions, Mickey Seward.

I am very excited to return to my alma mater in this capacity, said Dunford. Berry is a great place to live and work and I consider myself fortunate to have the opportunity to do both through this position.

Dunford will serve as the interim director for the 2006-07 academic year, until such time as a full search for a Director of Sports Information and Promotions can be launched.

College of Charleston

Two Assistants Named

Shane Baxley and Marcel Pourtout have been named assistant media relations directors at the College of Charleston, it was announced by the Colleges assistant athletics director for media relations Tony Ciuffo.

We are delighted to have Shane and Marcel join the College of Charlestons media relations staff, said Ciuffo. Obviously, they are very talented young men who will do an outstanding job promoting CofC athletics.

A Charleston native, Baxley joins the Cougar media relations staff after serving as the interim sports information director at his alma mater, Southeastern Oklahoma State University.

While at Southeastern, he oversaw media relations for 10 sports at the University. In addition to his duties, Baxley served as media relations coordinator for the Lone Star Conference Mens Basketball Postseason Tournament this past basketball season, assisted at the conference golf tournament and was the official scorer at the conference softball tournament.

He assisted with the conference cross country meet in 2005 while a graduate assistant at Southeastern.

Prior to his stint at Southeastern, he was a sports-writer at the Durant (Okla.) Daily Democrat, the Paris (Texas) News and the McCurtain (Okla.) Daily Gazette. As an undergraduate at Southeastern, Baxley was the sports editor for the campus newspaper, The Southeastern.

Baxley earned his undergraduate degree in public relations and advertising in 1996.

Pourtout comes to the College after stints at Georgia Tech, where he worked for the sports information office, and the Atlanta Silverbacks Soccer Club, where he marketed the Silverbacks.

Prior to his involvement in athletics, Pourtout worked in public relations for the Communities



in Schools of Georgia, Inc., and the Williams Mills Agency in Atlanta.

Pourtout earned his degree in English and communication studies from Vanderbilt University in 2003.

East Coast Conference

Names Sadowski Assoc. Comm.

Chuck Sadowski has been named Associate Commissioner for Media Relations and Director of Championships for the East Cost Conference. Chuck comes to the conference after serving as the Director of Athletic Media Relations at the University of New Haven from January 2004 to June of 2006.

Said Commissioner Edward J. Manetta, We are happy that a dedicated athletic media relations professional like Chuck has joined us here at the East Coast Conference. His experience in the profession plus many media contacts all over the nation will benefit our membership. I look forward to the positive contributions he will make representing our league."

A veteran of over 20 years in the sports information profession, along with his time at New Haven, Sadowski has served as the Assistant Athletic Director for Sports Information and Events at Austin College in Sherman, Texas since August of 1996. He also served as the Director of Sports Information and Scheduling Coordinator at the University of Redlands from December of 1992 through August of 1996 and as the Director of Sports Information at the University of Chicago from February 1987 to December of 1992. Chuck began his career in athletic media relations as the Graduate Assistant SID at New York University in 1985.

An active member of the College Sports Information Directors of America (CoSIDA), Sadowski just completed a three-year term as an At-Large College Division member of the organization's Board of Directors. He also is currently a vice chair of the organization's Committee on Committees along with his new position on the Board of Directors. He has also worked on CoSIDA's Writing Contest and Charity committees.

Chuck has worked in press services at many large events including serving as the Mixed Zone Manager for baseball at the 1996 Atlanta Olympics, working at the track cycling and boxing venues at the 1998 Goodwill Games in New York City, working at the 2000 USA Olympic Track Cycling Trials in Frisco, Texas. He has also helped staff the 1997 NAIA Division I Men's Basketball National Championship plus several NCAA men's and women's basketball regionals.

Sadowski assisted the Chicago White Sox in press services at the 2003 Major League Baseball All-Star Game and worked as a statistician and official scorer for the Texas Rangers Class AA affiliate, the Frisco RoughRiders in 2003. He also was the official scorer for the Class A San Bernardino Spirit in 1993.

A 1984 graduate of the University of Texas at Austin with a Bachelor of Arts Degree with Honors in French with a concentration in European Studies, Chuck also received a Master's Degree in French Studies in 1987 from New York University.

I am excited about joining the staff of the East Coast Conference, said Sadowski. I look forward

to this new phase of my career and continuing many of the relationships that I have been able to build with administrators, coaches and student-athletes across the entire conference while I was at the University of New Haven.

Holy Cross **Cross and Wrobel** **Named Assistants**

The College of the Holy Cross has named Megan Cross as an assistant director of athletic media relations and Jim Wrobel as an assistant director of athletic media relations,

Cross will serve as the department's primary media contact for the women's basketball team, in addition to working with the field hockey, women's lacrosse, men's soccer and softball squads.



Cross comes to the Crusaders from East Stroudsburg University, where she served as a graduate assistant in the sports information office during the 2005-2006 school year. She previously spent time as the sports publicist for the State University of New York Athletic Conference, and as a web site assistant for the Buffalo Bills. In addition, Cross worked with the U.S. women's handball national team and the Hudson Valley Renegades baseball squad.

A native of Middletown, N.Y., Cross was a member of the varsity softball team at the State University of New York at Cortland from 2000-2003. She received her bachelor's degree in communication studies from Cortland in 2003, and is on track to earn her master's degree in sport management from East Stroudsburg in December.

Wrobel will serve as the department's primary media contact for the men's ice hockey team, in addition to working with the baseball, men's and women's golf, men's lacrosse, women's soccer and volleyball squads.

Wrobel becomes a full-time member of the Holy Cross athletic media relations staff, after spending last year as an intern in the department. He worked with the men's ice hockey team last season, as it advanced to the final eight of the NCAA Tournament, posting a 4-3 overtime victory over Minnesota in the opening round. Wrobel also produced the 2005-2006 men's ice hockey media guide, in addition to handling media relations duties and producing recruiting guides for several other sports.

Prior to his time at Holy Cross, Wrobel spent one year as an athletic media relations intern at the University of Massachusetts, where he worked with the men's soccer, baseball, women's rowing, swimming & diving and water polo teams. He also spent four years as a student assistant in the media relations office at UMass, working with the water polo teams while assisting with several other sports.

A native of Medway, Mass., Wrobel earned his bachelor's degree in sport management from UMass in 2000.

Lyon **McCoy Becomes** **First Full-Time SID**

An accomplished sports writer, page designer, photographer and editor with more than 11 years experience in sports and photojournalism has joined the Lyon College staff as its new sports information



director.

Gene McCoy comes to Lyon from the Baxter Bulletin in Mountain Home where he served as sports editor, managing a staff of two sports writers and a copy editor for the 13,000-circulation daily newspaper.

In Mountain Home his responsibilities included covering a variety of sporting events, photography, copy editing, designing and laying out the sports section and scheduling daily assignments to the sports staff while making decisions regarding the overall direction of the sports section.

Lyons SID has been a part-time position in the past and was housed in the athletics department. The position has been revamped into a full-time role and will operate as part of the Office of Public Relations.

We are happy to have someone of Gene's experience and talent joining our staff, said Bob Qualls, director of public relations and communications. The Athletics Department has done a good job of handling sports information responsibilities on a part-time basis, but we are expanding the position to provide even better communications about the accomplishments of our student-athletes and our sports teams. We will continue to work closely with the coaches and athletics staff.

McCoy went to the Bulletin as a sports writer in February 1999, covering high school sports, providing photos, writing a bi-weekly sports column, a bi-weekly general interest column and features.

He began his career with the Harrison Daily Times in October 1994 covering high school sports and writing features and columns for Boone Countys 11,000-circulation daily newspaper. He also designed and paginated the sports section and edited copy.

A graduate of North Little Rocks Ole Main high school, McCoy attended the University of Arkansas at Little Rock.

McCoy has won 11 awards in contests sponsored by the Arkansas Press Association and the Associated Press Managing Editors of Arkansas, including honors for sports news writing, sports feature writing, humorous column writing, sports column writing and spot sports photography.

Mid-Continent **Hires Nsiah-Kumi**

Hope Nsiah-Kumi (In-see-uh Koo-mee) has been hired as the Director of Media Relations for the Mid-Continent Conference, Commissioner Tom Douple announced. She officially begins work on Sept. 18.

"I am very pleased that Hope has agreed to join our staff," Douple said. "Her professional and educational experiences make her an excellent fit for the position. I believe that she will do an outstanding job of providing quality service to our membership."

Nsiah-Kumi comes to the Mid-Con after serving the past 26 months as an assistant media relations director at The University of Arizona, where she was the contact for the volleyball and women's basketball teams. She also hired and supervised a staff of eight student assistants, each of whom was directly responsible for a varsity sport. In addition, in March 2006, she served as the media coordinator for the NCAA Women's Basketball Tournament first- and second-round action in Tucson.

Nsiah-Kumi's 2004-05 women's basketball media guide was judged third in the nation in the College Sports Information Directors of America (CoSIDA) Publications Contest. Her 2005-06 book placed first in the region and seventh nationally.

Nsiah-Kumi got her start at the Division I level as the assistant sports information director at the University of Utah, where she was involved with the women's volleyball and basketball teams, as well as the baseball team. While there, she coordinated a successful low-budget All-America campaign for Sacramento Monarchs forward Kim Smith.

From August 2000-July 2002, Nsiah-Kumi served as the sports information director at Elmhurst College, where she was responsible for the sports information responsibilities for all of the College's 18 intercollegiate athletic teams. During that time, she also served as the media relations director for the Michael Jordan Basketball Camps, which were held annually at the college.

A member of CoSIDA, Nsiah-Kumi has served on the ESPN The Magazine Academic All-America Committee for the past five years. She is also a member of the Female Athletic Media Relations Executives and the Association for Women in Sports Media.

A native of Denver, Nsiah-Kumi graduated summa cum laude from the University of Nebraska at Kearney in 1998 with bachelor of arts degrees in journalism and sports administration. She is married to Alex Nsiah-Kumi Jr.

New York University **Falzarano Named Assistant**

Brian Falzarano has been appointed Assistant Sports Information director at New York University.

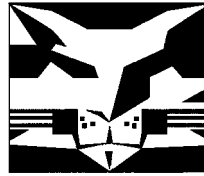
Among his many responsibilities, Falzarano will assist with publications, maintaining statistics and publicity efforts for the Violets' 18 NCAA Division III intercollegiate athletic programs, and help maintain the department website.

Falzarano joins NYU after serving as the Director of Sports Information at William Paterson University in Wayne, New Jersey, from 2001 through 2006. His duties included production of publications and generating publicity for all 18 of the Pioneers NCAA Division III teams. Falzarano's front-cover design of the 2003-04 women's basketball guide earned him the "Best in Nation award from CoSIDA."

Prior to his stint at William Paterson, Falzarano covered collegiate, high school and professional athletics as a sportswriter for the Herald News in West Paterson, N.J., from 1994-2001.

Falzarano is a 1997 graduate of Montclair State University, where he earned a B.S. degree in history.

He is a native and resident of Rutherford, NJ.



Oneonta State

Moxley Tabbed as Assistant

Oneonta State named Oneonta native Sandra Moxley its associate sports information director, the college announced.

Moxley, who graduated from Oneonta High and O-State, is the first full-time assistant in the sports information area under eighth-year SID Geoff Hassard.

Moxley graduated from O-State in December of 2003 with a bachelor's degree in mass communications and a minor in sports management. She has served the last two years as O-State's full-time sports information intern.

Moxley pitched four varsity seasons for O-State and is among the school's top five all-time in five categories.



Penn State

Petersen Appointed Assistant

Kristina Petersen has been named Assistant Director of Athletic Communications at Penn State, Jeff Nelson, Assistant Athletic Director for Communications, announced.

A native of Rochester, N.Y., Petersen is joining the Nittany Lions' athletic staff after serving as Director of Media Relations at the Mid-Continent Conference the past two years.

Petersen will serve as the primary athletic com-

munications contact with the women's basketball team and work with other programs, including the men's and women's tennis teams. She also will be a member of the football gameday operations staff.

At the Mid-Continent Conference, Petersen was responsible for overseeing the media relations efforts for 19 sports. Her duties included serving as the Media Coordinator of the Mid-Continent Conference Men's and Women's Basketball Championships, maintaining the conference's website, writing and designing various publications and serving as the primary conference administrator at selected Mid-Con Championships.

Petersen previously spent three-plus years at the Patriot League, being promoted to Director of Media Relations in July 2004. She was the primary contact for 15 sports, including women's basketball, while serving as Assistant Media Relations Director from 2001-04.

During the 2000-01 academic year, Petersen was a Communications Assistant at the Big East Conference.

Petersen was a four-year letterwinner on the softball team at Mansfield (Pa.) University. She earned Dean's List recognition four semesters, was a Pennsylvania State Athletic Conference Scholar-Athlete three times and an NFCA All-America Scholar-Athlete twice. Petersen also served as treasurer for Lambda Pi Eta, the communications honor fraternity.

She earned her degree in Broadcasting and Public Relations from Mansfield in 2000, serving as a student assistant in the sports information office her senior year.

Rice

Owls Hire Pool

Chuck Pool has been named Assistant Athletic Director for Sports Information at Rice, The Rice Owls Athletic Director Chris DelConte announced. He is the third SID in the school's history, following Bill Whitmore and Bill Cousins, and will oversee all Owls athletic communications and publicity efforts while serving as the primary contact for football.

"We are thrilled to have someone with Chuck's background and expertise to take the lead in telling the story of Rice athletics," DelConte stated. "He brings a unique perspective to the challenges of getting our message out to the public."

Pool, 48, comes to the Owls after spending the last four years running his own public relations company, Laysan Communications, which specialized in sports

public and media relations. His primary clients included the Rotary Lombardi Award, which honors the top lineman in college football, and the Roger Clemens Award, which is presented to the top pitcher in college baseball. Laysan also provided media services to the Houston Super Bowl Host Committee, the Harris County-Houston Sports Authority and USA Football.

A veteran of nearly 20 years on the Houston sports scene, Pool came to Houston in the fall of



1985 when he joined the Houston Astros as the Assistant Director of Public Relations. He remained with the Astros through the spring of 1992 when he was selected to create the Media Relations Department of the expansion Florida Marlins. He returned to the Astros in 1998 before entering private business in 1999.

Pool is a 1980 graduate of the University of Nebraska where he played freshman football (1977). He joined the Huskers Sports Information staff after graduation and was part of publicity efforts that garnered a Heisman Trophy, three Outland and two Rotary Lombardi Award winners and 10 consensus All-American selections in football. He also headed up publicity efforts for the Huskers gymnastics and swimming programs, and served as Media Coordinator for three NCAA Men's Gymnastics and one NCAA Women's Swimming Championships. In 1984 he was selected to join the media staff for the Olympic Games in Los Angeles.

Pool and wife Laura reside in Pearland with their four children, Kevin (17), Cameron (14), Kelli (12) and Courtney (9).

Salisbury

Atkinson Named SID

Sam Atkinson has been named Salisbury University's sports information director, overseeing publicity and records for the Sea Gulls' 21 teams.

Earning his Bachelor of Arts in communication arts from SU in 2000, Atkinson was the public address announcer for the Sea Gull football team in 1997 and the baseball team from 1999-2000. He also served as the play-by-play announcer for campus radio station from 1996-1997 and was the producer and announcer for local cable broadcasts of the men's and women's basketball and lacrosse teams from 1999-2000.

He also served as sports editor for the campus newspaper, The Flyer, for two years and wrote for The Daily Times for another two years. He worked for WBOC-TV and in 2003 became the head sports producer for Sinclair Broadcast Group. In his last job, Atkinson was the Web content manager for U.S. Lacrosse Inc. in Baltimore. He resides in Salisbury.



Salve Regina

Donaldson Hired as Assistant

Salve Regina University Sports Information Director Ed Habershaw has announced the hiring of Shane Donaldson as Sports Information Assistant, a newly created position to promote the school's 18 intercollegiate sports.

Donaldson's responsibilities include reporting on the Seahawk varsity athletic teams, preparing media guides and game programs, writing feature stories and hometown releases, compiling statistics, coordinating game-day operations, and serving as a media contact for assigned sports on a local, regional and national level. Donaldson will cover Salve Regina football among his fall sport duties.

Since graduating from the University of Rhode Island journalism program in 1999, Donaldson has

gained experience as a sports reporter covering all levels of athletics, from the professional and college ranks right on through the prep level.

In addition to a strong writing background, Donaldson has worked with desktop editing programs. While with the MetroWest Daily News, a 35,000-circulation daily paper in the Boston market, Donaldson handled editing, page design, layout, and special projects, including a 120-page pre-season high school football pullout section.

Before working for the MetroWest, Donaldson spent three years as a beat writer for Patriots Football Weekly, the official team newspaper for the New England Patriots. In addition to his work on the weekly, he handled most of the editorial content for the team's official Web site, patriots.com. Donaldson also helped with the design and production of the team yearbooks and was part of a daily two-hour Internet radio show.

Donaldson has also written for several URI athletic publications, including outlooks and coach biographies for the school's various media guides.

Salve Regina competes in the NCAA Division III in sports such as baseball, basketball, cross country, field hockey, football, ice hockey, lacrosse, softball, soccer, tennis, track & field, and volleyball.

UT Brownsville/ Texas Southmost

Promotes Zamora

Ronnie Zamora has been named the first Director of Sports Information, Athletics Development and Marketing at The University of Texas at Brownsville/Texas Southmost College.

Zamora has been at UTB/TSC for 16 years, first as the Director of Public Information in 1990 and then as Director of Publications since. UTB/TSC joined the NAIA for the first time this fall after decades in the NJCAA.

"I am very excited to have Ronnie spearheading the addition of sports information, development and marketing for our department," Director of Athletics Dan Huntley said. "Ronnie brings a wealth of knowledge and experience to our expanding department."

Zamora began his career as the sports editor of The Brownsville Herald at the age of 18 in 1972. He received his associate degree from TSC in 1975, a Bachelor of Journalism degree from The University of Texas at Austin in 1978, and a Master of Education degree from UTB/TSC in 2004. He also worked in the sports departments of newspapers in Harlingen and San Antonio, Texas.

He has worked in many sports-related broadcasting and newspaper positions in South Texas on special assignment since leaving the newspaper business in 1980. A lifetime resident of Brownsville, Zamora is also a member of the Rio Grande Valley Sports Hall of Fame Board of Directors and was President from 2004-06.

Tulane

Dunaway Joins Staff

Roger Dunaway is Tulane University's new assistant athletic director for athletic communications. Dunaway comes to Tulane from the University of Tulsa, where he was assistant athletic media relations director.

Dunaway replaces Donna Turner, who left Tulane after six years to become associate athletics director for communications at Northern Illinois.



Wingate

Weidman Takes Assistant Post

Joe Weidman has been named assistant sports information director at Wingate University. Weidman had served Wingate University as sports information intern since Sept. 15, 2005.

Weidman helps provide day-to-day coverage of 400-plus student-athletes participating in 17 NCAA Division II sports at Wingate University. His primary responsibilities include

designing media guides, developing content for the University's sports Web site and assisting with game day and pressbox operations and various other duties.

Weidman is a December 2004 graduate of Mars Hill College, where he earned a bachelor's degree in physical education and sports management. He worked a sports management internship with Mars Hill SID Rich Baker during his time as an undergraduate.

While at Mars Hill, he was a member of the Lions baseball team for two seasons. In addition, he worked one semester as a writer for the Mars Hill College newspaper, The Hilltop.

Prior to his time at Mars Hill, Weidman earned an associate's degree in general studies from Anne Arundel Community College. He earned the school's outstanding male athlete award in 2002.

Weidman was a member of the baseball and soccer teams at Anne Arundel. In baseball, he was a first team All-Region XX selection in 2002. On the soccer pitch, he was a second team All-Region XX choice for two seasons.

A native of Severna Park, Md., Joe Weidman graduated from Severna Park High School.



2007 CoSIDA WORKSHOP

San Diego, California

July 1-4



Don't
Miss
the Party
as
CoSIDA
Celebrates
50 Years

THE SID BOARD

<http://sid.s10.forumsplace.com>

“NCAA Rules Regarding Scrimmages v. Exhibitions.”

“Volleyball StatCrew.”

“InDesign Tip: Resizing Objects and Viewing Pages.”

“Schedule Card/Media Guide Collectors.”

“The Joys of Mobile Broadband.”

Those are just some of the topics posted at The SID Board, the new online, moderated forum for Sports Information discussion. The SID Board, which officially opened for posting in early August, is already approaching 200 registered users from all divisions and across the continent.

In the past, I had often wondered why there wasn't a discussion forum for sports information somewhere on the Internet. (After all, there are online forums out there for pretty much everything else.) Many sports information professionals only get the opportunity to “talk shop” outside of our closest circle of colleagues at the annual CoSIDA Workshop.

What better way to ask questions and share tips and ideas year-round than through a message board?

I decided to stop wondering and start acting. In July, I began considering different free message board providers and finally settled on ForumsPlace. I set up different discussion boards under three broad headings – “General Discussion,” “Division-Specific Discussion,” and “Technology.” I wrote and posted a “Terms of Use/Rules.” I experimented with some of the options ForumsPlace gave me in the Administration Panel. Most importantly, I decided to take steps to shape The SID Board into a professional, constructive, forum.

The first thing I decided was to keep the forum private. The only section of the forum open to be read by the public is the “Terms of Use/Rules.”

Only registered users may read and post to the rest of the forum. Secondly, I made registration administrator-enabled, which means I must activate a new account before it can be used. This further protects us against spammers using the board.

Thirdly, while their actual e-mail addresses are not automatically displayed, all registered users can be e-mailed from the board by clicking the “e-mail” button in their profiles.

In addition, the “Terms of Use/Rules” prohibit the posting of any language deemed inappropriate and any posts which could be considered libelous. Finally, I decided to request that users register with a .edu e-mail address or another e-mail address which gives some indication of who they are.

In early August, The SID Board was ready. I made a comment about it on the Disgruntled SID blog and Mak Fleming, the SID at Moravian, sent an announcement about it out on his Division III e-mail list. Our first registered users then began spreading the word to their friends and colleagues.

The SID Board has quickly become an early success thanks to its active and dedicated members. In just a few short weeks, I have learned a lot from other sports information professionals and carried on dialogues with people whom I likely would never have communicated with otherwise. I am confident that other members of the forum feel the same way.

My hope is that The SID Board becomes a long-term medium of communication between sports information professionals. It is an effective tool for continuing the dialogue and discussion that goes on at the CoSIDA Workshop and our annual conference meetings. I also hope that it grows into a place where undergraduate students and those looking to switch careers can come for advice about getting started in the profession.

If you are a sports information professional or someone interested in the field, I encourage you to visit The SID Board and register with your .edu .

It can be accessed at: <http://sid.s10.forumsplace.com>

By Phil Ticknor
Sports Information Director
Washington College (MD)
CoSIDA Technology Committee

NCAA Statistics Service REMINDERS FOR 2006-07

NCAA STATISTICS

By Jeff Williams, NCAA Statistics Department

We are already halfway through the fall sports season, and now we'll shift some focus to the winter sports. By now, you should have received various manuals and record books from the NCAA at no cost.

If you have not received these materials, please contact any member of the statistics department and we will make sure to send you your missing materials.

This is what you should have received:
2006 Football I-A and I-AA Record Book
2006 Football DII and DIII Record Book
2006 Football Statisticians' Manual
2006 Men's and Women's Soccer Record Book
2006 Soccer Statisticians' Manual
2006 Volleyball Record Book
2006 Volleyball Statisticians' Manual

The 2005 Fall Championships Record Book should also be available on-line.

In addition, men's and women's basketball records books and statisticians' manuals should be arriving soon. Please be aware that all current record books and statistician manuals can be viewed or purchased online at www.ncaa.org. Go to Media and Events, and then click the link titled, "NCAA Publications." You will then see the entire NCAA Library, where you can view all of the NCAA's official publication.

FALL MEDIA GUIDES

We would like to thank everybody who has sent in fall sports media guides. If you have not sent in a copy of each sports media guide, including sports that the NCAA does not compile national statistics, please take the time and send in those publications.

When your winter sports guides arrive, please send those in as well. The address is:

NCAA Statistics Staff
P.O. Box 6222
Indianapolis, IN 46206

2005 INSTRUCTIONS FOR COMPLETING ON-LINE WINTER ROSTERS

Log on to: <http://web1.ncaa.org/stats/StatsSrv/login> Enter your username (school code) and password. Click on "Rosters" under a particular sport.

HEAD COACH

Please confirm that all information listed for your head coach is correct. If you made changes in the coaching information while entering your 2006-07 schedule earlier this fall, those changes should be reflected here. If there are any changes, click "Edit" and tab or mouse over to the appropriate column(s). Click "Update" when finished, then "Submit". If you have a new coach, click "Add New Coach", enter the requested information, then click "Update".

NOTE: Our program automatically scans your roster from our system last year, deletes all players listed as seniors and updates freshmen, sophomores and juniors to sophomores, juniors and seniors, respectively.

VERY IMPORTANT!!!: Do not type over the information of an old player to add a new player. Please delete the old player and add the new one using "Add More Player(s)". Each player is assigned an NCAA data base number that is used for our career statistics feature. If a new player's name is typed over the old player, the new player will receive the old player's career statistics. Please follow our instructions for deleting and adding players.

TO CHANGE INFORMATION FOR AN EXISTING PLAYER

Click "Edit" to the right of the player's name, then place your mouse over any category that needs to be changed or you also can tab from column to column.

Please note the drop-down menu for "Position" only allows you to select "Guard", "Forward" or "Center" and the "Height" option does not allow anything but whole inches (5-10, not 5-9). After editing each player, click the "Update" button, then "Submit."

TO DELETE A PLAYER

If there are players listed who no longer are on your team, click "Delete" on the far right of that player's name. You will receive a warning asking if you are sure you want to delete this player. Click "OK" and the player will be dropped from your roster.

TO ADD A PLAYER

Click the "Add More Player(s)" button at the bottom of the roster page. A screen will appear, allowing you to add up to 10 new players. Enter the information for each player and click "Update," then "Submit" to take you back to the main roster screen. All player names should be entered in upper and lower case.

FINAL STEP

To be sure you listed everyone, click "Jersey #" to see your roster numerically or click "Name" to sort it alphabetically. Once you have completed your roster, click the "Submit" button to send it to the NCAA.

You can either "Log Out" by clicking in the top right or return to your school's main menu options by clicking on "Click here."

DURING THE SEASON You can update player information any time during the season (change of position, change of height, name, etc.), using the same format as above. You also can add players to the roster after the season begins. You can delete players, PROVIDED THEY HAVE NOT ALREADY ACCUMULATED ANY STATISTICS. If a player leaves the team who already has statistics and a new player assumes his uniform number, the new player must be designated with the letter "A" after the number (i.e. 14 and 14A).

REPORTING OF WEEKLY AND FINAL STATISTICS

The NCAA is in its sixth year of using the online reporting system. The website for this year is <http://web1.ncaa.org/stats/StatsSrv/login>. Your username and password have not changed and are the same



from a year ago, however, if you need either one, please don't hesitate to email us and we will provide you with the information. Please pass these on to any assistants/interns who will need the codes for sports they cover.

When the weekly stats are posted, take a couple of minutes to check them over and make sure that the players on your teams are ranked where they should be. If not, contact us immediately so we can track down whether the stats were submitted or not. If either you or your conference office submitted the stats, we can check to see why the players or the team are missing from the rankings. If they weren't submitted and you call immediately after the rankings are posted, we'll work to get them included. Don't wait until a day later or the end of the week to check them and then call about missing players.

If the team's records are not completed on the first page of the online submission site, the program cannot calculate your individual player's games vs. the team's games played to ensure that they meet the minimum requirements (whether it is 75 percent of team games played, or one inning pitched for each team game, etc.) since it will be 0. So if you're reporting independently, be sure to fill out that record on the initial page. Throughout the season, check on your players stats, because if they're not listed and should have been throughout most of the season, they might not be listed among the national leaders in the final rankings. Every season we have teams who turn in only their final stats, or their final and only one or two weekly reports, and then call to find out why they're not listed among the leaders. The NCAA Manual in each division states (31.10.1.1):

For a member institution to be eligible for either an individual or a team national statistics title it shall have filed reports with the national office before the mid-point in its regular-season schedule and shall have reported weekly thereafter. If a conference office files the reports, both the league and the institution share the responsibility for providing the updates on a regular basis.

When the final stats come out, please check those over quickly, as well, to ensure that your players and/or team are accurately represented. Don't wait weeks to check on them. We know that when one season ends, you're smack in the middle of another season, and most likely working on media guides for the one after that. We were all former SIDs and understand the time constraints, but please take a few minutes and look for your players and/or team that should be ranked. Please, don't wait until you're working on the review for your media guide and then call us to say that your team totals are off, etc. A few minutes spent soon after the weekly/final stats are posted will help out immensely!

Along with this, please remember to include an attendance total for all individual games or matches. If you do not include a total, we will give a 0 for each blank game or match and this could really affect your season attendance in our final rankings.

As always, we are open to suggestions, and are available to answer any questions that you may have, so please don't hesitate to call or email us.

SUBSTANTIATING VOLLEYBALL STATISTICS

Again this fall, if there is an issue as far as credibility with your team's volleyball statistics that are submitted for the national rankings, we will contact your conference SID (if applicable) to verify any stats. If we need to, we will then contact the school and ask that full box scores promptly be provided to further check the numbers.

Hopefully this won't be an issue for you, but it is just too alert



SIDs in advance that they may have to track down their opponent's stats, if a full box score is not compiled at match's end.

As an aside, the NCAA has maintained volleyball stats for 12 years now and most of the issues we see each year are covered in the statistics manual (blocks have to be balls that are put down for a point, digs are only off an attacked ball, service aces should be tallied when the served ball is unplayable, etc.) so please make sure that the person or people responsible for vol-

leyball stats at your institution review this manual. It is also available online at www.ncaa.org. Go to Media and Events, and then click the link titled, "NCAA Publications."

FAXING OF BOX SCORES/WEEKLY RELEASES

In the era of the internet and email, institutions no longer need to fax box scores, or fax or mail weekly releases. The only time that we would ask you to fax a box score is when a record is broken. When you do so, please identify the record.

Q&A WITH PLAYING RULES STAFF

The statistics department works closely with the Playing Rules Administration staff, which includes Ty Halpin, Heather Perry and Teresa Smith. Playing rules are what happens on the field, court, pool, pitch, mat, rink or track when there is an opponent and an official present. The relationship between playing rules and sports information includes details about statistics outlined in the rules books and updates on annual rules changes for the year that often appear in media guides.

We would like to add a monthly Q&A with the staff to this column. Feel free to send your questions to me or to Ty at thalpin@ncaa.org, Heather at hperry@ncaa.org or Teresa at tksmith@ncaa.org.

HELPFUL NCAA STATISTICS WEBSITES (New Section – Could you make this into a gray box and it will be in every article for now on – Thanks!!

Statistics (Weekly statistics can be found on this site) - <http://www.ncaa.org/stats/>

Career Statistics (Generate Individual and Coaching searches along with career statistics and wins and losses) - <http://web1.ncaa.org/careerStats/StatsSrv/careersearch>

Membership Login Page (Update Rosters, Schedules and Statistics) - <http://web1.ncaa.org/stats/StatsSrv/login>

OTHER HELPFUL NCAA WEB SITES

Logo Login Page (Download NCAA logos, including championship logos) – <http://www.ncaa.org/bbplogo/logo.cgi>

FIVE

Questions . . .

With Rob Knox
Sports Information Director
Lincoln University (Pa.)

1. Lincoln University didn't have a full-time SID before you took over. What were the biggest challenges you faced when starting the job?

Some of the biggest challenges I faced when I started the job was starting from scratch, trying to locate and compile historical records, repairing Lincoln's reputation, learning StatCrew, learning how to update and maintain a Web site and making the transition from being a sportswriter to being an SID. Starting from scratch was fun because it allowed me to develop a system and style that helped me work effectively and efficiently. Trying to piece together Lincoln's athletic history in certain sports was frustrating because final results were rarely stored in the athletic archives. For example, I remember asking one of our coaches for his results from the previous year in which they went 11-1 and he told me he didn't have them. I had to find a schedule from that year and call the schools or look up Web sites to find the results. The reputation was critical for me. As an alumnus of Lincoln, it was huge for me that people outside of Lincoln look at our athletic department as a first class organization and that they can feel confident that they can get accurate information from our school.

Previously, the Web site consisted of outdated schedules. Opposing SIDs cringed at having to play Lincoln because they knew they would not get final boxscores or statistics. A huge part of my job was improving our reputation. I think in two years, our reputation has improved significantly and I'm most proud of that.

2. Not only are you a one-man shop but, like many Division III SIDs, you have other responsibilities as well. What duties outside of sports information do you handle at your school and how do you balance the many demands on your schedule?

It's funny, I never understand how I am able to complete everything on my schedule and still have time to take a walk around campus or read my newspapers. Outside of sports infor-

mation, I am also the compliance officer for Lincoln, which takes up a significant amount of time especially since I am on the phone often with the NCAA trying to interpret the Division III manual.

In addition, I also serve as the campus advisor for the Lincoln University Gospel Choir and I spend some time assisting with New Student Orientation Week. I believe the best way to balance everything is to prioritize and set deadlines. I believe working as a sports writer has helped me tremendously in this role because I was used to writing on deadline and having to turn information around quickly. Monday mornings are always devoted to reporting to the NCAA, nominating players for awards and looking ahead to the upcoming week. I try to have a set schedule, but I always leave enough room to be flexible because you never know when something may change. Finally, whenever we don't have any games, I always try to leave the office by 6. I also make it a habit to walk or drive around campus and visit other offices.

3. What career aspirations do you have?

I've fulfilled my career aspiration by being a sports writer for five years and that was a really good experience. Ever since I was 10, I wanted to cover sports for a living and I was fortunate to do that at a young age. I never thought in my wildest dreams that I'd become an SID. Now I can see myself staying in the profession for a long time. I don't have a preference of where I work, whether it's in Division I, II or III, because I believe the situation has to be right and that your personal happiness can't be sacrificed. I am extremely happy here at Lincoln. Like everybody else, if an opportunity at a bigger school presented itself and the conditions were right, I may



consider moving to another school because I owe it to myself to explore all of my options. I wouldn't mind staying an SID at a Division III school, although there is the possibility that we may move to Division II in the near future.

4. Before becoming Lincoln's SID, you were a sportswriter. Did you have any misperceptions about the sports information profession and how do sportswriters in general view SIDs?

As a sportswriter, I enjoyed interacting with SIDs because I would always say to myself, "Wow they come up with some unbelievable notes, facts and trends." I believe sportswriters in general view SIDs as an ally, especially when they are cooperative, consistent and fair. Sportswriters love SIDs who report all of their results regardless of the outcome, keep them informed of what's going on at your school, are honest when something unflattering is happening and who are cooperative in getting coaches and athletes for them.

5. What do you like best about your work?

I enjoy the fact that I am able to work with student-athletes. In my role as SID, I know I am responsible for publicizing their accomplishments and achievements, but I enjoy the time the athletes spend in my office. I enjoy the personal relationships I have with our campus administrators, coaches, media members, student-athletes and my many colleagues across the

country. I recently spoke to our student leaders and resident advisors and I shared with them that I have the best job in the world. I say this because I get to watch sports for free, I get to write about sports and I get to meet outstanding student-athletes. It was tough when I first started at Lincoln, but I believe I am in the right place.



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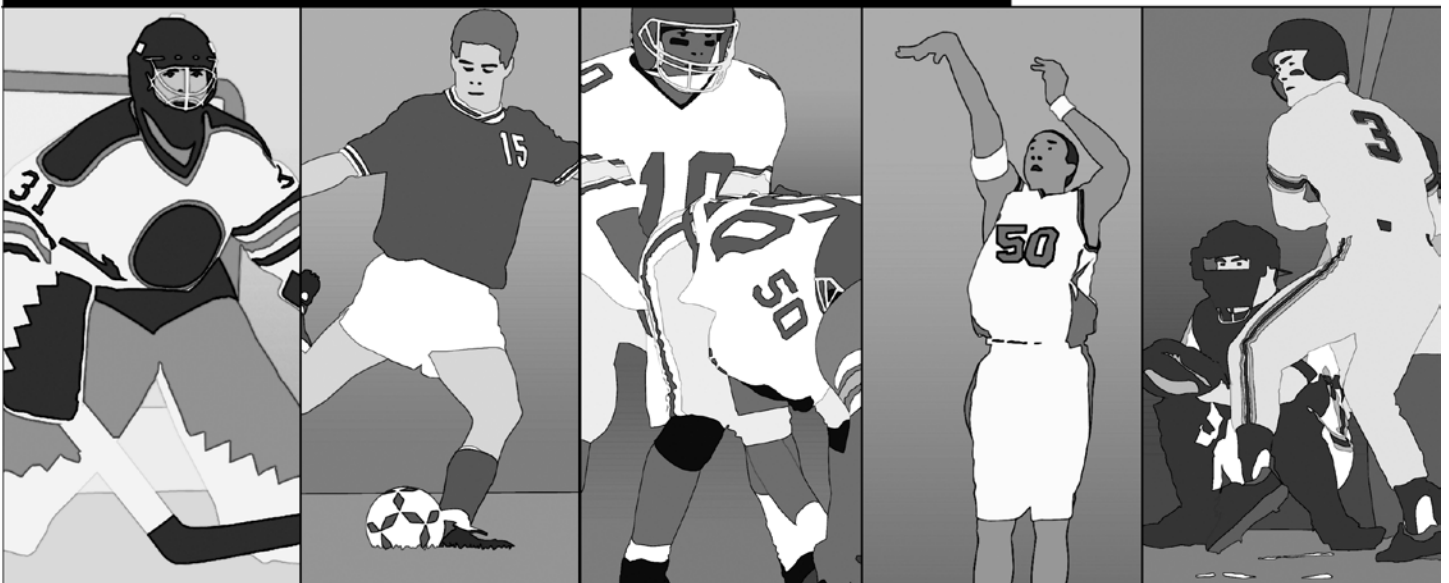
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BOARD MINUTES

CoSIDA Board Minutes August 31, 2006

President Doug Dull took a role call of board members on the call.

I. Dull welcomed the new members of the board and encouraged them to feel free to speak up and speak their minds on the calls.

II. Director of On-Line Services Maxey Parrish said that since the CoSIDA website was established five years ago the role of the site has changed, as has his role in overseeing the site. He said the position had grown into more than what he could manage and he felt it was time to find somebody new to run the site. Dull thanked Parrish for everything he has done for CoSIDA and asked for any ideas that the board would need to consider concerning the future of the site. Parrish said he felt the job could be broken up into various roles. Dull said he would put together a job description for the CoSIDA website. He asked Parrish to forward his ideas and suggestions.

At Large member Lawrence Fan said he could distribute the job opening on his jobs email list.

Director of Marketing Ed Carpenter said the posting should also be the lead story in the upcoming October Digest. Dull said he would try to have the job description within a week to expedite the process.

Carpenter suggested putting together a small committee to review the applicants and to do interviews. Kent Cherrington, Dave Wohlhueter, Maxey Parrish and Nick Joos volunteered for the committee. Dull asked Parrish if he would be interested in perhaps staying on in some role with the site. Parrish said he would continue to manage the site for as long as he was needed and would consider continuing in some role.

III. Dull said there was an opening on the board with the resignation of newly appointed At- Large member

Mike Lockrem of Minnesota. Dull said he had emailed Past Presidents Alan Cannon and Pete Moore. He said Will Roleson of the Horizon League was next in line among the nominees at the 2006 Workshop.

There was a motion to have Roleson join the board and a second. The motion passed unanimously. Dull said he would contact Roleson.

IV. Dull discussed an email that had been forwarded to the board from Jon Martin of the North Central Conference.

V. There was discussion about the declining attendance of representatives of Division I schools at the annual workshops. The board members from Division I schools were asked to poll the members from their own conferences to see what information they could gather. First Vice President Charles Bloom said he felt this was a major issue that needed a lot of attention from the board.

VI. Dull reviewed board liaison assignments for 2006-07. He said the listing was a first draft and he would take any suggestions for changes that need to be made. He said the main role was to help keep the committees on task and working toward a goal during the year.

VII. There was discussion of an email from Multi-Ad that detailed credit that CoSIDA had earned through other institutions using Multi-Ad for first-time printing. There was discussion of the contract with Multi-Ad. Carpenter said he signed the contract in Nashville. The Board said the contract was not supposed to be signed until after CoSIDA had heard back from Multi-Ad. Moore said there should be a listing on Multi-Ads advertisement in the Digest that CoSIDA receives credit for printing with Multi-Ad.

VIII. Carpenter discussed the sponsorship with LifeLock. He said they were disappointed with the response they had received at the Nashville Workshop with

the number of people that had signed up for their services. He said two attempts had been made at a blast email to get the word to CoSIDA's members about LifeLock but there had been technical problems with the emails. Dull said he would contact LifeLock and let them know about the problems and that ICS was working with the Board to correct it.

IX. Carpenter discussed the possible sponsorship of the Academic All-America program.

X. Carpenter also discussed a possible sponsorship with the Alumni Athlete Network. Carpenter said he would have an update by the next board call.

XI. Carpenter said Marriott Corporation was sending CoSIDA a sponsorship check for \$3,184.

XII. Bloom said the group gathering information for CoSIDA goals would convene over the next couple of weeks and would have a report by the next board call.

XIII. Wohlhueter said the Renaissance Hotel in Nashville was asking for \$61,000 for CoSIDA not meetings its projections for rooms and food and beverage at the 2006 Workshop. He said Marriott officials had joined the discussions and had helped lower the amount to \$25,000. Wohlhueter said he would be in contact with the Renaissance and continue to try and negotiate a better settlement.

XIV. Secretary Jeff Hodges said the 2006-07 Director was finished and was being sent to the printer. He also asked for any items for the October Digest to be to him by Sept. 1.

XV. There was discussion of the 50th Anniversary celebration and committee. The call was adjourned.

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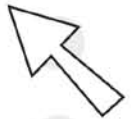
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 (Lynch) Seminary - (Negandhi) Carolina - (Herman) Troy - Carolina

STATS

Year	Att	Yds	TD	Yds/Att
1999	7	0	0	0
2000	29	19	0	0.65
2001	33	17	0	0.52
Total	69	36	0	0.52

QUOTES

"This is a great year and our players are great. I hope we can win the national championship." - Coach Jim Cantore, ECU QB

"I was everything they said he was. It's definitely one of the best. I was surprised to see how much... especially early on in the game." - Jason Campbell, Auburn QB

"Dwight is the best player I've ever seen in the game." - Greg Cincus, Rutgers Head Coach

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2002 Football Captains

SU Spring Football Game: Offense Eats Ovens, Defense Gets Hot Dogs

SYRACUSE, N.Y. - The Syracuse offense defeated the defense in the 2002 Spring game at the Carrier Dome on Saturday, April 27. Syracuse defeated the Orange County Public Schools (OCPS) team 34-14.

2002 Football Captains

SYRACUSE, N.Y. - The Syracuse offense defeated the defense in the 2002 Spring game at the Carrier Dome on Saturday, April 27. Syracuse defeated the Orange County Public Schools (OCPS) team 34-14.

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CoSIDA STREAKS

CONSECUTIVE FOOTBALL GAMES WORKED

(Streak Must Be Active)
(Minimum: 100)

458-Louis Bonnette, McNeese State
442-Jack Grinold, Northeastern
411-Hal Cowan, Oregon State
394-Larry Scott, Minnesota State-Moorhead
348-Larry Smith, Arkansas Tech
354-Bob Cornell, Colgate
322-Peter Schlehr, Towson
285-Kathy Slattery, Dartmouth
274-Steve Roberts, Valdosta State
267-Dave Plati, Colorado
266-Max Corbet, Boise State
232-Gary Michael, James Madison
212-Langston Rogers, Mississippi
192-Brian Katten, Wesleyan University
187-Gary Ozzello, Colorado State
185-Mike Kirk, Central Oklahoma
181-Mark Cohen, Wofford
175-Scott Selheimer, Delaware
136-Rob Wilson, Florida State
127-Roger Crosley, MIT
107-Chris Anderson, Nebraska

CONSECUTIVE FOOTBALL GAMES WORKED

(Retired)

383-Lary Kimball, Syracuse
391-Steve White, Western Carolina
365-Tom Miller, Indiana
356-Don Bryant, Nebraska
271-Karl Park, Eastern Kentucky
266-Ned West, Georgia Tech
265-Larry Heimburger, Western Illinois
259-Ken MacDonald, Akron
252-Chuck Prophet, Miss. Valley State
243-John Beatty, Western Michigan
209-Dennis Prikkel, North Park
208-Larry Hymel, Southeastern Louisiana
206-Fred Casotti, Colorado

MOST BOWL GAMES WORKED

(Minimum 10)

28-Don Bryant, Nebraska
24-Bud Ford Tennessee
22-Dave Plati, Colorado
21-Claude Felton, Georgia
21-Jeff Hodges, North Alabama
19-Marv Homan, Ohio State
19-Charles Thornton, Alabama
19-Steve Roberts, Valdosta State
17-Tim Bourret, Clemson
17-Bill Powers, Texas A&M-Commerce
16-Chris Anderson, Nebraska
16-Troy Mitchell, Henderson State

14-Rob Wilson, Florida State
14-Alan Cannon, Texas A&M
13-Dave Schulthess, Brigham Young
13-Tim Tessalone, Southern California
13-Ned West, Georgia Tech
12-Ricky Hazel, Troy
11-Butch Henry, Arizona
11-Larry Kimball, Syracuse
11-Jack Zane, Maryland
11-Langston Rogers, Mississippi

CONSECUTIVE BOWL GAMES WORKED

(Minimum 5)

21-Jeff Hodges, North Alabama
19-Steve Roberts, Valdosta State
19-Bill Powers, Texas A&M-Commerce
16-Chris Anderson, Nebraska
16-Troy Mitchell, Henderson State
15-Bud Ford, Tennessee
11-Rob Wilson, Florida State

YEARS IN SPORTS INFORMATION

(Minimum 30)

51-Al Shrier, Temple
44-Jack Grinold, Northeastern
43-Sam Goldman, San Francisco State
40-Tom Renner, Hope
40-Bud Ford, Tennessee
40-Louis Bonnette, McNeese State
39-Bob Peterson, Minnesota
39-Langston Rogers, Mississippi
38-Fred Baer, JC Athletic Bureau
38-Bob Cornell, Colgate
37-Larry Scott, Minnesota State-Moorhead
36-Stan Green, Oklahoma Christian
33-Rick Leddy, Southern Connecticut State
33-Paul Ridings, Sam Houston State
32-Lou Connelly, Suffolk
32-George Ellis, North Dakota State
32-Jack Sareault, Northwest Conference
32-Bill Bennett, UCLA
31-Mike Korcek, Northern Illinois
31-Bill Hamilton, South Carolina State
31-Bo Carter, Big 12 Conference
30-Tom Lamonica, Illinois State
30-Peter Schlehr, Towson

YEARS IN SPORTS INFORMATION

(Retired)

(Minimum 30)

44-Harry Burrell, Iowa State
43-Duane Schroeder, Wartburg
40-Bob Kenworthy, Gettysburg
40-George Wine, Iowa
39-Haywood Harris, Tennessee

39-Bob Hartley, Mississippi State
38-Marv Homan, Ohio State
38-Merle Levin, Cleveland State
38-Pete Nevins, East Stroussburg
38-Hal Cowan, Oregon State
37-Steve White, Western Carolina
37-Bill Cable, Northeast Missouri
37-Larry Kimball, Syracuse
37-Dave Schulthess, Brigham Young
36-Tom Miller, Indiana
36-Jim Mott, Wisconsin
35-Larry Smith-Arkansas Tech
35-Fred Nuesch, Texas A&M-Kingsville
34-Karl Park, Eastern Kentucky
34-John Beatty, Western Michigan
33-Bob Anderson, Northeast Louisiana
33-Dave Wohlhueter, Cornell
33-Nick Vista, Michigan State
32-John Carpenter, Slippery Rock
32-Norman Gough, Mississippi College
31-Don Bryant, Nebraska
30-Will Keener, Cal State Stanislaus
30-John S. Lyon, Stevens Tech
30-Ted Nance, Houston
30-Dick Page, Massachusetts
30-Tom Price, South Carolina
30-Jones Ramsey, Texas
30-Earl Yesingmeier, Ball State
30-Dave Young, Miami (Ohio)
30-Chuck Prophet, Miss. Valley State

COSIDA WORKSHOPS ATTENDED

(Minimum 30)

43-Nick Vista, Michigan State
42-Dave Young, Miami (Ohio)
40-Langston Rogers, Mississippi
39-Dave Wohlhueter, Cornell
38-Don Bryant, Nebraska
38-Tony Wells, Tony Wells Agency
36-Bob Peterson, Minnesota
36-Larry Scott, Minnesota State-Moorhead
35-Hal Cowan, Oregon State
35-Jack Zane, Maryland
34-Jim Mott, Wisconsin
34-Fred Nuesch, Texas A&M-Kingsville
33-John Beatty, Western Michigan
33-Fred Baer, JC Athletic Bureau
33-Ken MacDonald, Akron
33-Bill Hamilton, South Carolina State
32-Tom Miller, Indiana
32-Chuck Prophet, Mississippi Valley
31-Tom Price, South Carolina
31-Jack Grinold, Northeastern



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<i>Year</i>	<i>Site</i>	<i>Membership</i>	<i>Workshop</i>	<i>Year</i>	<i>Site</i>	<i>Membership</i>	<i>Workshop</i>
2006	Nashville	2143	726	1990	Houston	1627	947
2005	Philadelphia	1946	783	1989	Washington	1467	1122
2004	Calgary	1961	496	1988	Kansas City	1361	855
2003	Cleveland	1954	780	1987	Portland	1426	701
2002	Rochester	1888	748	1986	Nashville	1360	836
2001	San Diego	1877	1065	1985	Boston	1341	904
2000	St. Louis	1855	980	1984	St. Louis	1304	714
1999	Orlando	1839	1195	1983	San Diego	1170	610
1998	Spokane	1812	609	1982	Dallas	1077	651
1997	New Orleans	1825	1060	1981	Philadelphia	984	639
1996	Boston	1803	1056	1980	Kansas City	944	495
1995	Denver	1772	903	1979	Chicago	593	458
1994	Chicago	1804	1030	1978	Atlanta	510	415
1993	Atlanta	1810	987	1977	Los Angeles	550	312
1992	Lexington	1706	989	1976	Cincinnati	671	335
1991	San Francisco	1669	915	1975	Houston	623	303



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True Hollywood Story



Jeff Gross/Getty Images

Pete Carroll is looking forward to recapturing the magic in Troy.

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Replacing Vince Young won't be easy, but at least the new Texas QB will operate behind the ultimate security blanket.




The Big 12 North will keep on ticking, but the question is whether it can keep from getting another licking from the South, writes Ivan Maisel.

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ESPN SportsNation

Do you trust preseason polls?

- Absolutely not
- Yes, if my team is No. 1
- They're fairly accurate
- Not a chance



ESPNU Recruit Tracker

Football: Top 5 CB Prospects of 2007

Name	HT	WT	Hometown
Eric Berry	6-0	180	Fairburn, GA
Casey Green	5-11	170	Columbia, SC

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