

NOVEMBER 2010 DIGEST

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*Strategic Communicators for College Athletics*

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# 2010 COSIDA NOVEMBER DIGEST

## Marco Island Convention on the Horizon



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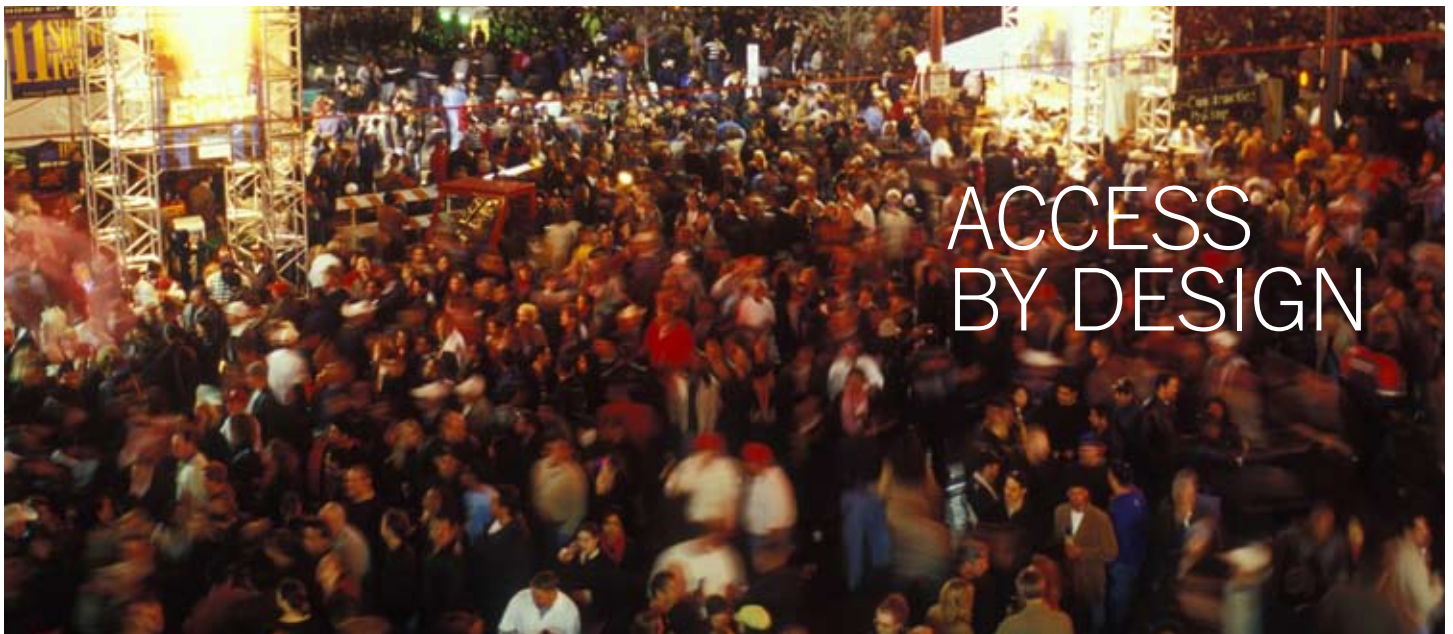
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# 2011 CoSIDA Convention News

## CoSIDA to provide Convention attendees free airport transportation to and from Marco Island on two days

The CoSIDA organization and Naples Transportation, Tours & Event Planning will offer this FREE transportation service to and from the Fort Myers Southwest Florida International airport (RSW) and Marco Island Marriott Beach Resort on Saturday, June 25 and Thursday, June 30. The Convention takes place Sunday-Wednesday, June 26-29.

SAVE THE DATES! The 2011 CoSIDA Convention will take place Sunday-Wednesday, June 26-29, 2011 at the beautiful, award-winning Marco Island Marriott Beach Resort in Marco Island, FL.

The tentative Convention schedule for the 2011 workshop is below. Online registration, online hotel reservations and reservations for the FREE shuttle service to and from the Fort Myers airport will be activated in mid-January.

The 2010 Convention in San Francisco created a great buzz among participants and presenters with a tremendous strategic and digital communications- based workshop program in an incredible city.

Then in October, CoSIDA shattered annual membership totals and now has a record 2,600-plus members. Let's continue this momentum into 2011 and to the Marco Island Convention where attendees will be challenged to consider new ideas, new strategies and new technologies facing collegiate athletic communicators.

To assist you in your planning purposes and to help keep Convention costs affordable, the CoSIDA Board of Directors, in partnership with Naples Transportation, Tours & Event Planning, is announcing **FREE TRANSPORTATION** to and from Marco Island and Fort Myers' Southwest Florida International (RSW). It is a 50-mile one-way trip from RSW Airport to Marco Island, and this service allows CoSIDA members to forego car rental expenses and save time getting to and from Marco Island.

This free transportation for all registrants takes place on two days: Saturday, June 25 - prior to the Convention kickoff date of June 26 - and Thursday, June 30 - at the conclusion of the four-day convention, courtesy of CoSIDA and the services of Naples Transportation, Inc. Naples Transportation will transport every Convention attendee on June 25 and June 30 who fly into Southwest Florida International Airport who register for this service.

**This service will be provided for each CoSIDA Convention attendee and his/her family members accompanying the attendee - whether or not the family members have registered for the Convention.**

If you plan to travel to and from the 2011 Marco Island Convention on days other than June 25 and June 30, then you will be responsible for transportation to and from the airport of your choice.

In January, you'll have the opportunity to go online and register for this free shuttle service. When you register, Naples Transportation officials will record your flight information, track your flight arriv-



als and departures, and will meet you at the airport and hotel to guide you and run continuous service for Convention attendees both days.

You also will be able to register for one-way transport as well. Remember, online registration, online hotel reservations under the CoSIDA block and shuttle service reservations to and from the Fort Myers airport will be activated in mid-January.

**2011 CoSIDA Convention:  
Athletic Communications of Today & Beyond  
Sunday-Wednesday, June 26-29, 2011  
Marco Island Marriott Beach Resort,  
Marco Island, Fla.**

### **Main Programming/Schedule (subject to change)**

- **Sun., June 26**  
Registration Day; Divisional/Committee meetings; evening kickoff party
- **Mon., June 27**  
Role Development; beach social event (late afternoon/evening)
- **Tue., June 28**  
Gaining Influence & Leadership; Hall of Fame Gala (honoring CoSIDA Hall of Fame and Academic All-America Hall of Fame inductees)
- **Wed., June 29**  
Technology/Innovation in the Business; Bowl Beach Bash farewell party



A picture is worth a thousand words.

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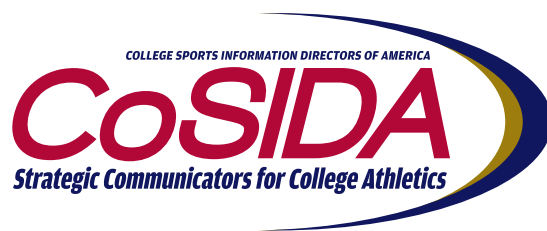


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# COSIDA SHATTERS MEMBERSHIP RECORD IN 2010-11 ACADEMIC YEAR



Following a highly successful summer membership campaign and drive, the College Sports Information Directors of America (CoSIDA) has seen a record-membership for 2010-11.

Through October 15, the current active CoSIDA membership is **2,643**, which breaks the former annual membership high of 2,563 set in the 2008-09 academic year.

That total of 2,643 also is up 146 members from last year's total. Included in these record numbers are all-time highs for membership from NAIA schools, with 181 members from the NAIA joining CoSIDA for 2010-11.

Memberships to CoSIDA are open year-round, and athletic communications professionals and those in affiliate organizations are welcome to pursue membership at any time.

"Setting a new annual membership record provides further evidence that CoSIDA has generated some impressive momentum among our colleagues throughout the nation and that is encouraging to our leadership group as we believe it reflects a feeling that we are moving in right direction," said 2010-11 CoSIDA President Larry Dougherty of Temple University.

"Working with divisional leadership groups within CoSIDA, we made a real concerted effort this year to grow our membership numbers within each and every division," concluded Dougherty. "There is no question progress was made in that regard, especially within the NCAA Division II and Division III ranks and among our NAIA institutions. CoSIDA has long sought to be an inclusive membership organization and this year's membership numbers are a reflection of that."

## FACTS AND FIGURES ABOUT COSIDA'S MEMBERSHIP

- current membership is 2,643 as of mid-October 2010
- this 2,643 figure breaks the all-time record of 2,563 members (by 80), which was set in 2008-09
- CoSIDA's membership has topped 2,000 for six years in a row, beginning in 2005-06
- CoSIDA's membership has grown by almost 700 (697) in the last six years. That is by far the biggest growth period in the history of the organization. For example: It took from 1984 to 2003 to go from 1304 to 1946 members (an increase of 642). The next closest growth period was an increase of 681 from 1975 (623) to 1984 (1,304).

### • current Divisional membership breakdown:

- Division I - 1,379
- Division II - 371
- Division III - 451
- NAIA - 181 (note: this is a record number of members from this group)
- Junior College - 31
- Canada - 15 (note: there are actually more than 15 Canadian members but many are from schools that are also previously listed under the NAIA)
- the remaining 215 members represent Lifetime members, Associate members, unaffiliated, etc.

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# YESTERDAY'S PR PROS, TODAY'S CHIEF CONTENT OFFICERS



**By Bob Rumpza via PR News Online**

MUNCIE, Ind. -- Every day, PR pros are hit in the face with the convergence of marketing tactics - PR, digital, advertising, social, mobile and more.

Certainly, we have to be well-versed in each area to properly advise our marketing and reputation management clients. But there's a comfort zone for PR practitioners that will never change: well-written content and good storytelling. No amount of techno-whiz manipulation can make a good story out of a poorly presented one. And that's where PR maintains a critically important hold on the future of marketing. We know how to tell the story—and tell it in ways that get results.

So, as marketing disciplines converge and the lines between PR, advertising and digital blur, how do PR pros remain the chief content officers? Here are three tips to keep in mind:

Keep up with consumers' rapidly changing use of media.

As PR pros, we shouldn't become complacent in our comfort zone around generating good content. Our content has to fit the media, and only relevant content will engage and motivate readers.

The research on the topic is revealing. On behalf of my client, ARAnet, we recently completed a national study with Opinion Research Corp. that confirms that consumer audiences are definitely changing:

- Our high-value consumers - young, affluent and highly educated people - are increasingly moving online for their purchase and brand information, at a rate much faster than the general population.

- Interestingly, these key consumers are also more trustful of information provided online. These demographics say they're more likely to be influenced by the messages delivered online, compared to the general population.

- And consumers told us that when it comes to online advertising, they prefer content-rich articles and information compared to banner ads, or other online ad techniques.

Incorporate new content tools that combine the best of PR, advertising and digital.

The best new tools blend the branding value of advertising, the credibility of public relations and the measurability and SEO power of online tactics. An example is the evolution of the matte release, the reliable old tool that could always pull print publication results at a steady clip - if, that is, the story was well told. But the matte release has graduated into the digital era, with booster rockets attached.

For example, forward-looking matte companies, like ARAnet 2.0, have evolved into digital content creators, distributing to top media Web sites, with keywords embedded strategically into headlines and copy to impact SEO. Next-generation services like this have burgeoned with digital distribution of photos and video clips, plus targeting of content to specific audiences such as Hispanic consumers.

Select tools that provide measurement - and proven ROI.

Not that many years ago, major objectives were achieving the "thump power" of a big book of clips and gaudy advertising equivalency value numbers to accompany the clip report.

But today, content-driven programs provide measurement and ROI that can be held up to our contemporaries in advertising and digital. Clicks are nice, but they're only the beginning as far as benchmarks we need to measure against. You need to be able to measure the traffic that arrives at your client's site, and track it as it works its way through the conversion funnel.

As reputation management, marketing and brand-building have undergone transformation, the element that has survived untouched is the ability - and necessity - to tell a great story efficiently, yet eloquently, that stirs action and favorability among business people and consumers.

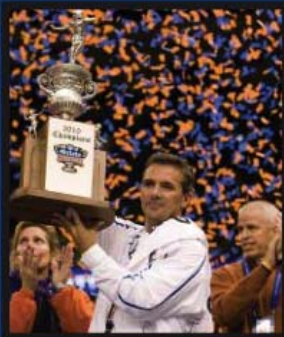
The deft touch of PR pros for solid, results-oriented content is also needed as companies become their own media providers through corporate blogs, Facebook fan pages, YouTube channels, Flickr and more.

And even as the tactics converge, communications professionals can keep the marketing, brand-building and reputation management reins in hand as long as we remain the chief content officers - the people who drive the messaging and positioning.

**Bob Rumpza is president of Rumpza Consulting, a public relations and communications firm based in Minneapolis.**



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# Former Connecticut Sports Information Director Joe Soltys Passes Away

*courtesy of the University of Connecticut*

STORRS, Conn. - Joseph J. Soltys, who served as the Sports Information Director at the University of Connecticut for 25 years from 1959-84, passed away on Thursday morning (Nov. 11) at the age of 89.

A native of Haydenville, Mass., Soltys served in the United States Navy during World War II and held civil service jobs with the Navy Department in Boston and the Veterans Administration in Northampton, Mass. Soltys became sports editor for the Northampton Gazette, where he served for three years before his appointment at UConn in 1959.

During his career, Soltys was part of some of the proudest moments in UConn athletic history as the Division of Athletics went through an incredible growth period. Among those achievements were the men's basketball team advancing to the NCAA Eastern Regional Final in 1964, three trips to the College World Series in 1965, 1972 and 1979 and the men's soccer team winning the NCAA Division I National Championship in 1981.

Soltys served for 25 years as Sports Information Director at the University of Connecticut (1959-1984). Soltys was the leader in the New England region in the establishment of the CoSIDA Academic All-America® program. His late brother, Frank Soltys, was SID at Arizona for many years as well.



He worked a total of 272 consecutive men's basketball game at UConn, 173 consecutive football games and was on hand for 251 consecutive baseball games.

Soltys was also a member of the NCAA Public Relations Committee and was the leader in the New England Region in the establishment of the College Sports Information Directors of America Academic All-America program. He also served as the statistician for the Yankee Conference in football, basketball and baseball.

His wife, Elizabeth (Betsy), preceded him in death, passing away in 2003. Soltys is survived by his three children: Michael Soltys and Teresa of Southington, Conn., Judy DiCristofaro and her husband Don of Hingham, Mass., and Anne Otto and her husband Bob of Willimantic, Conn. Soltys had six brothers and sisters and is survived by Cecelia Allaire and Tony Soltys and six grandchildren.

His son Mike is a Vice President of ESPN in the communications area. His late brother, Frank Soltys, was an SID at Arizona for many years.



Three generations of the Soltys family involved in intercollegiate athletics shown at a UConn's Gampel Pavilion: son Mike Soltys, a Vice President at ESPN; grandson Sean, a UConn undergraduate and athletic communications student assistant; and Joe.

## FIVE

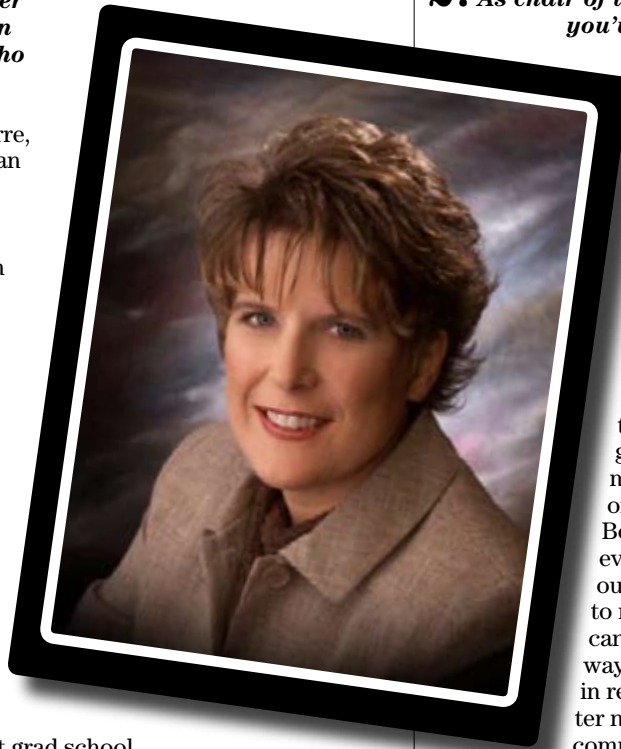
# Questions . . .

With  
Chris Syme

Chair, CoSIDA New Media/Technology Committee

**1. Talk about your career path. Where have you been and who are the people who have influenced you?**

My career path is pretty bizarre, but maybe not abnormal for an SID. I played basketball and volleyball in college, getting a degree in English and P.E., and then stayed at home with kids for a few years after I was married. I got into radio and newspaper as kind of a sideline waiting for a teaching job to open up. I taught English and computers, and coached at a couple small class C schools in Montana. In those days, any teacher that knew computers could teach computers. My dad had always been a computer hobby-geek back in the Apple II days, so we always had computers around the house. I decided to make a career change and started looking at grad school programs. I had an interest in sports information as it seemed to fit my skill set, so I chose Eastern Washington University because they had a grad assistantship in sports info. I picked up my master's in athletic administration there and did my thesis work in crisis management as it applies to athletics. At EWU, I worked for Dave Cook, who was my mentor in media relations. Dave ran a pretty efficient one-man shop at that time at the D-1 level, and he taught me the importance of multi-tasking and attention to detail. There were no wasted minutes in that office. That was back in the day when we used Internet Explorer's website authoring tool. When I look back at that, I just chuckle. We've come a long way. I picked up audio and video production volunteering at a large church and, after EWU, taught at Montana State-Billings (DII) waiting for a job to open up at Montana State in Bozeman. My husband and I are both alumni at Montana State and really wanted to move back to Bozeman. Once you've been here, you always want to come back.



**2. As chair of the New Media/Technology Committee, you've encouraged fellow committee members to join the LinkedIn CoSIDA group and create a personal Twitter feed. How have you used those platforms and what benefits do you see?**

The main reason we looked at LinkedIn was to put a CoSIDA presence there, which I believe elevates our level of professionalism as an organization. Our involvement there is seen by a lot of other media and PR professionals and we've had some non-SIDs take part in some of our discussion threads. The secondary purpose was to use LinkedIn as a place for vital discussions. Several SIDs have started threads there on topics from electronic media guides to training student-athletes to use social media wisely to people looking for information on social media policies. It's similar to the SID Board, but the visibility is different. And like every other group on LinkedIn, there are numerous networking possibilities there which can lead to more organizations looking to SIDs as viable candidates for jobs in other fields. Twitter is just a way of staying in touch and passing along good info in real time. We asked all the SIDs to post their Twitter names and then to follow each other. It helps us communicate and keep up with each other and gets people using new media. Also, it's a good way for us to remind people of events like SID Chat on Wednesdays and we can re-tweet everything Barb Kowal sends out—she's a great curator of articles relevant to SIDs. To me, just reading the links Barb sends out [frp](#), [@cosidanews](#) is worth being on Twitter. I just think CoSIDA needs to continue to stay proactive when it comes to encouraging membership to use new technology and learn new skills. Conventions are great, but in a tough economy, not many people are going to travel anymore. The addition of Barb Kowal to the organization was huge for the membership—her contributions in this area, I think, are just beginning. I am hoping we will be willing to do things like web stream the convention, and offer more webinars for professional development. We just need to stretch more. CoSIDA has great leadership. I like the idea of partnering more with NACDA—I know that is controversial, but I like it. It gives us a broader perspective and more organizational clout.

**3. How do you prioritize your time? How much time each week do you spend on social media or things like discussion boards and blogs?**

Boy, this is a tough question for me because I spend way too much time on social media. I probably am not a good example of balance in that area. I usually spend some of my evenings at home “three-screening”—watching TV while following Twitter and catching up on my RSS feed (blog reading and writing) and monitoring my phone at the same time. However, I’d like to add that my pile of books to read is getting bigger, so I have vowed to stay away from the screens at least a couple nights a week and read.

But I do prioritize my time at work. Since social media is part of my job, I do monitor Twitter, Facebook and blogs at work as well, but I have delegated times for personal—morning for a half-hour right when I get in and then about 45 minutes over lunch if I have time. I manage five Facebook pages in addition to our website, and monitor several Twitter feeds at work, so my social media time at work is mostly all work. Every day, I look at CoSIDA on LinkedIn (takes about two minutes unless I want to start a discussion or add to a thread) and I monitor the @cosidanews feed on Twitter all day and re-tweet anything out that catches my eye. I usually check the CoSIDA website everyday as well.

**4. What are the best resources for learning about using new media?**

Blogs, links on Twitter, and professional development. I use my RSS reader to follow blogs and feeds (they’re listed on my blog—[www.newadventuresofanoldsid.blogspot.com](http://www.newadventuresofanoldsid.blogspot.com)), and use Twitter as a source of current info. I have several lists on my Tweet Deck of people I follow that are good curators. I also read books—mostly thought leadership stuff. Brian Solis’ “Engage”, Chris Brogan’s “Trust Agents”, Charlene Li’s “Open Leadership” and her first book, “Groundswell,” to name a few of the latest I would recommend. Also, I have a library full of how-to books on all the big apps: Facebook, Twitter, YouTube, streaming video, etc. My favorite source of learning, though, is professional development. I am also a member of PRSA (Public Relations Society of America) and try to take in their regional events if I can and, of course, the CoSIDA convention. I think the biggest growing resource right now is webinars. Some are free, some have a fee. Right now, I’m taking the 2010 Facebook Success Summit online—all the big names in social

media over a four-week period. The early bird fee was \$300 for all the seminars. It’s an investment of time and money you have to be willing to make.

**5. In a digital age, do publications still matter?**

I don’t believe so. I am just green enough to think that paper can be better used for something other than producing publications that are read and either filed or thrown away. Learn to use digital to replace paper. I know a lot of SIDs are afraid of the media mutiny that goes along with that—I just think for archiving purposes as well as current, we need to go to USB sticks, DVDs or other digital media. Anything urgent can be printed off, and the possibilities of bells and whistles with digital publications is mind-blowing. Look at what Pursuant and others are doing. As this medium matures, costs will go down. I’ve seen a lot of pretty cool stuff out there that some SIDs are doing on their own as well. Take a look at what Patrick Fisher at Maryland is doing, for instance. He is building the digital guides himself. Pretty resourceful.

**5b. What have been your favorite moments as an SID?**

Is it okay to have two? Working NCAA Men’s Basketball First Round tourneys in the region is one. My daughter used to help us out at EWU when she was an undergrad at Whitworth in Spokane, so we started going to NCAA tourneys together to work (she is also a college basketball fanatic). It’s a great time for us and I get to see people I only see once a year or so—many that don’t go to CoSIDA convention.

But my favorite, by far, is the opportunity to be around some of the best people in the world—student-athletes. I’ve shared conference championships, terrible defeats, community service projects that light up kids’ faces, and academic achievements with these young people over the years, and their energy is contagious. It keeps me passionate about what I’m doing and makes me look forward to every game day. You kind of get attached to these kids and coaches—like family. And what great families I’ve been able to be a part of over the years. For that, I am truly thankful.

**Five Questions Interviews conducted by:**

**Larry Happel**

**Associate Director of Marketing/Media Relations  
and Sports Information Director**

**Central College**



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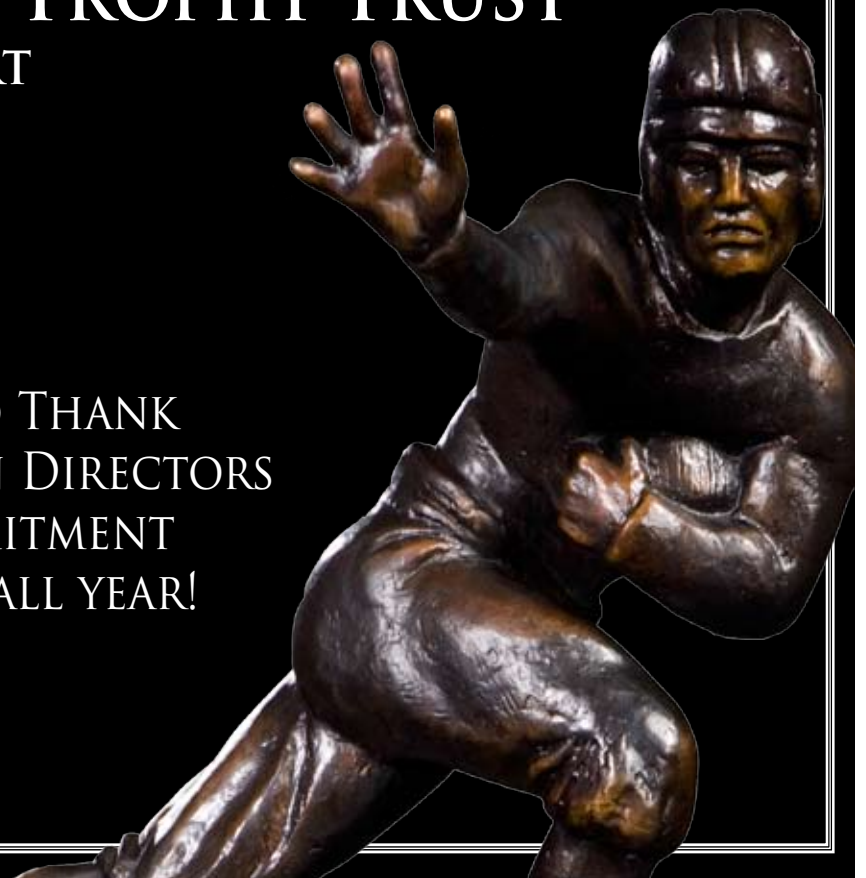


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# Surviving a Social Networking Crisis

by Lydia Henry  
(via [prnewsonline.com](http://prnewsonline.com))

Cyberspace is a duplicitous place—full of information both sweet and scathing. It is the Internet people seek out when they have something to share about a brand or service. And what they say can sound hostile or melodious or anything in between. In this age of social networking, brand images rise and fall at lightning speed, and just how quickly and strategically a company responds to a Twitter, Facebook or Yelp.com assault makes all the difference.

Whether a company has 300 clients or 3 million, the power of social networking to grow or crush that business simply cannot be denied. Educating clients on social networking is vital to protecting their hard-earned images. Given the right training and tools, a client can be ready when bad PR arrives by blog or Web site or cell phone. And one of the biggest things to remember is that just because the buzz words are new, some of the best practices through time still apply in the new information age.

Don't ignore the bad news, hoping it will go away. If someone has something bad to say about your company, find out why. Every second that you waste in denial means more customers or potential customers lost.

Address the problem by responding to the issue in the same media in which the bad news arrived and look for other appropriate places to get the word out. The people who read the initial comments may come back to look for more. You have to be ready. If there is a problem, fix it or explain that you are looking into it. Do not go beyond what you know. Is it something systemic that needs to be changed or is it simply an unfortunate set of circumstances that will blow over quickly?

Access is critical, so make sure you know how the best contacts in the media prefer to be contacted with information so you can quickly get a response in their hands if you are going to take your message to more traditional forms of media.

Keep the hot language out of your response, even though the temptation to flame may be high. Flaming back will only escalate the conversation and may inspire more people to join in. Be calm and clear in your response.



Stay focused on the issue at hand and ignore the temptation to use cyberspace time to talk extensively about your company or introduce other issues that might spark an entirely new line of attack.

Gauge response by monitoring the point of information and other places you think discussion might erupt. Google alerts or various listservs can keep you in-the-know about what people are saying. If it takes assigning people to monitor particular Web sites or blogs, do it.

Be honest when you answer the criticism. People will know if you are evading the issue, stalling for time or lying. When seconds count, wasting time being disingenuous is

dangerous. Keep in mind that the public tends to believe even anonymous members of the public before it believes officials or company spokespeople.

Respond quickly but not until you understand the attack and its implications and are sure what to say. Then open those lines of communication. Breathing the wrong message into cyberspace is almost always worse than saying nothing at all.

Assign a point person to handle the matter until it drops off the radar screen so that there is consistency in the message. The time-sensitive nature of social networking does not leave room for extensive conversations to get others up to speed on a topic. And this means a time commitment, because cyberspace operates 24/7. He or she may need help handling the message volume.

The speed and scope of communication these days raises the stakes for even a small business trying to maneuver the social networking quagmire. Making a good choice of point person, keeping a level head and staying ahead of the crisis are sure ways to increase survival odds in the event of a social networking attack. As public relations professionals, we must train our clients to tread gracefully despite the murkiness beneath.

**Lydia Henry is the owner of Executive Business Affairs (EBA), a boutique marketing and public relations firm that serves businesses in the Washington Metropolitan and surrounding areas.**



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# The 10 Commandments of the PR World

by *Yetis public relations firm*  
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A reference list for PR professionals on how to relate to the media to improve exposure and maintain your reputation.

**read online: *The 10 Commandments of the PR World, blog entry from the 10 Yetis public relations firm, located in the UK.***

Whether your PR background is in-house or within an agency, or even if you're just a start-up that has chosen to handle your own PR for a while, there are certain rules that must be followed when braving a phone conversation with a journalist or even just in your day-to-day life as a flack.

In an ideal world, journalists and PRs would all be the best of friends; getting coverage would be as easy as saying "run this for me, would you?" and everyone would live happily ever after in a world full of cuttings and SEO links for clients. Of course, that's not always the case.

Sometimes, getting client mentions can be like waiting for a bus; you get nothing for a while and then cuttings come flooding in, whilst at other times, coverage just comes naturally. To maximise your chances of getting exposure for your client and, to help improve and maintain your reputation as a PR whizz, there are things that can be done.

With that in mind, I have come up with the 10 commandments I think it's wise for all PR professionals to follow;

**1. Thou shall never call a journalist to say 'did you get my press release?', then wait for an answer and bid them goodbye.**

If you want a sure-fire way to annoy a journalist, give them a quick call just to ask them if they received a press release you sent them earlier. It's a waste of their time and yours, so just don't do it. If you're calling to sell a release in, make sure you are ringing with something more to offer, like images, more information or just to ask for a bit of feedback.

**2. Thou shall go the extra mile to secure coverage**

Sending a press release to the masses is not enough to guarantee coverage. More work should be done to increase the chances of a newspaper, radio station or even TV producer using your release, so PRs need to put a lot of effort in. Think about what will set you apart from the hundreds of other PRs the journalist will be hearing from in some way that day and do whatever you can to make their job a bit easier.

**3. Thou shall live by the ethos 'reading a newspaper a day keeps angry clients at bay'**

Keeping up to date with which journalists are writing what and what certain sections in newspapers and magazines revolve around is a good way to stay in-the-know and maximise chances of coverage. If you know there's a page in a publication that features website reviews, you can get in touch about your web-based clients and try to get them in there. If this happens, your client will (hopefully) be pleased. OK, it's tedious, but it makes sense. Targeted PR is the best kind, so a good knowledge of a range of publications is necessary for every PR.

#### **4. Thou shall consider the idea of press trips and desk visits**

Whilst journalists might not like being hassled with pointless phone calls, many are quite open to the idea of being taken out for a bite to eat, or being visited by PRs at their office to discuss clients and ways they might fit with the publication. To be clear, I'm not suggesting you rock up to a publishing house, gatecrash the relevant office and perch confidently on the desk of said journalist. A ten minute chat down in reception is usually sufficient and putting a face to a name usually makes you more memorable.

#### **5. Thou shall go to the ball ...**

Well, OK, perhaps not the ball. Here I'm thinking more along the lines of awards. PRs and businesses often miss a trick by not entering clients or themselves into awards. There are so many different awards out there; it seems daft to miss out on the chance of winning one.

And finally, a few commandments that should speak for themselves and, I'd hope, don't need explaining too much.


#### **6. Thou shall remember that journalists are people too (aka. don't be a scared of them)**

**7. Thou shall never snub a lesser-known journalist at a small publication (they could go on to better things and then they'll be worth knowing)!**

**8. Thou shall never break a promise to a journalist or client (if you can't keep your word, don't give it at all).**

**9. Thou shall be current (keep on top of the media agenda – e.g. don't issue Christmas stories in February).**

**10. Thou shall remove that journalist from your mailing list (if they ask, just do it)!**




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Through the efforts of Mark Adkins (Wartburg College - [mark.adkins@wartburg.edu](mailto:mark.adkins@wartburg.edu)) who serves as the Academic All-America® Committee's director of new media, both outlets offer another way to keep up with deadlines and team announcements while offering an opportunity to honor those AAA student-athletes honored in the past.

Catch up on all of the latest Academic All-America news by following the program on Twitter and Facebook today!



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This is the official source for CoSIDA news and updates. Each tweet has been either an informational message to CoSIDA members or a link to an article/feature as CoSIDA monitors the latest communications/PR news and intercollegiate athletic sports communication news.

**CoSIDA's Academic All-America® program on Twitter:**  
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## FIVE

## EXTRA

# Questions . . .

With

## Kenisha Rhone

Media Relations Director for Women's Sports • Belmont University

**1. Talk about your career path. Where have you been and who are the people who have influenced you?**

I stumbled onto media relations as a career, actually. I had taken a year off from undergrad and while I was home, a good friend, who happened to be (at the time) Assistant Media Relations Director for the St. Louis Rams, asked me to help out on game days. Lucky for me that was 1999-2000 and the team went on to win the Super Bowl! Because I wasn't full-time staff, I didn't get a ring but that stirred me enough to want one of my own. I was also volunteering with the St. Louis Sports Commission and got to see what it took for a city to bid for and win the opportunity to host the NCAA wrestling championship.

I can't really say there hasn't been anyone who hasn't influenced me. The corps of sports information professionals is changing. Now we have former print and television reporters and public relations specialists added into our mix. They all have valuable insights and ideas on how we can make the profession best serve our respective colleges and universities.

Personally, my friends and associates in the NFL and Carla (Shultzberg) Ziegelboim, who gave me my first job in the Athletic Communications office at the University of Pennsylvania, took me under their wings at different times and allowed me to freely glean and ask questions as a newbie. It was empowering for my introduction to sports information came with a woman as director and it made it easier to aspire to be head of an office in the future.



**2. You served as secretary of BC-SIDA the past two years. What are the issues the organization focuses on and do you think you are making progress?**

BC-SIDA focuses on supporting SIDs at Historically Black Colleges and Universities (HBCUs) as well as African-American SIDs at any CoSIDA institution. Traditionally, these have been smaller and even one-person shops. Unfortunately, the demands being made on some of our colleagues to keep up with web2.0, social media and other trends is putting a lot on their collective plates, in addition to their regular day-to-day operation responsibilities. I think it is important for us to continue to lobby for assistance for us to do our job effectively.

We are also focused on diversity, not just on the field but in our departments and administrations. I especially think this is vital in the recruitment and retention of female SIDs and female SIDs of color at non-HBCU schools as well. We are making great progress at our schools and conferences and hope to have even more representation on the CoSIDA board soon, too.

**3. Tell us about some of your many community service activities. SIDs have precious little free time--why should they get involved in community service and what do you find rewarding about it?**

Community service is a huge part of my life! My parents encouraged me to volunteer at a very young age and it has become something very second nature to me. I am also a member of Delta Sigma Theta Sorority, Inc., a community service based sorority so I opportunities to serve whenever I am with my sisters.

Our free time is a precious commodity so volunteering becomes even more special. We are blessed to work in an industry that gives so much to student-athletes and fans that sometimes we get caught up in the normalcy of it. It's nothing for us to call a fellow SID to get tickets to a game or get a free trip to Cancun in the name of covering a tournament. We have closets and boxes full of t-shirts from random events, opposing schools and freebies that a homeless person would be glad to get- not because it has your school logo on it but because it's clean. We can get our fill of press box food on game days and not bat an eye when some goes to waste but someone in your city is going without. I'm a firm believer in Luke 12:48: "To whom much is given, MUCH is required."

#### 4. What keeps you at Belmont?

It's entirely cliché but Belmont really is like a family. I'm not a nameless, faceless being behind a computer screen pumping out stories, media guides and press releases. Random people on campus have come up to me complimenting a game recap which always blows me away.

Belmont is also COMPLETELY different than my undergrad experience at Indiana University-Bloomington. There are just over 5,400 students here and that was probably less than the population of my freshman class!

Belmont is the first non-football school I've been at so it's quite different. However, I still get my football fix by helping out with the Tennessee Titans and Tennessee State University. BU is also the first school with any religious ties, which has really helped my spiritual growth.

#### 5. Aside from team titles and victories, what have been your favorite moments as an SID?

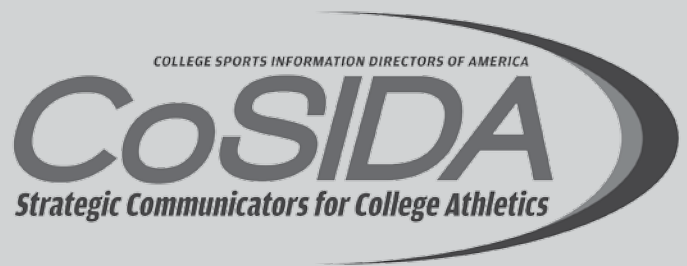
One of all-time favorite moments had to be helping to initiate three of my now former basketball players into my sorority, Delta Sigma Theta. We bonded over their time as student-athletes but now we share a lifetime bond as sisters.

I serve on the steering committee for the Greater Nashville Susan G. Komen Race for the Cure and each year of my involvement, I have been able to get the majority of our student-athletes to volunteer on race day. The moment when they talk to a 21-year-old survivor who is a former athlete, or see families crossing the finish line together or are just thanked for being there and helping out and they "get it" is simultaneously heartbreaking and encouraging. They see that this is bigger than just getting up at 4 a.m. and a few community service credits toward graduation. That's the "A-HA" moment I'm after.

Selfishly, I'd have to admit that a trip to Cancun with the women's basketball team for a tournament was AWESOME!

## CoSIDA ANNUAL MEMBERSHIP, WORKSHOP ATTENDANCE

<i>Year</i>	<i>Site</i>	<i>Membership</i>	<i>Workshop</i>
2010	San Francisco	2497	614
2009	San Antonio	2563	553
2008	Tampa	2397	832
2007	San Diego	2216	920
2006	Nashville	2143	726
2005	Philadelphia	1946	783
2004	Calgary	1961	496
2003	Cleveland	1954	780
2002	Rochester	1888	748
2001	San Diego	1877	1065
2000	St. Louis	1855	980
1999	Orlando	1839	1195
1998	Spokane	1812	609
1997	New Orleans	1825	1060
1996	Boston	1803	1056
1995	Denver	1772	903
1994	Chicago	1804	1030
1993	Atlanta	1810	987
1992	Lexington	1706	989
1991	San Francisco	1669	915
1990	Houston	1627	947
1989	Washington, D.C.	1467	1122



<i>Year</i>	<i>Site</i>	<i>Membership</i>	<i>Workshop</i>
1988	Kansas City	1361	855
1987	Portland	1426	701
1986	Nashville	1360	836
1985	Boston	1341	904
1984	St. Louis	1304	714
1983	San Diego	1170	610
1982	Dallas	1077	651
1981	Philadelphia	984	639
1980	Kansas City	944	495
1979	Chicago	593	458
1978	Atlanta	510	415
1977	Los Angeles	550	312
1976	Cincinnati	671	335
1975	Houston	623	303

# COSIDA CALENDAR

## UPCOMING MEMBERSHIP SCHEDULE AND DEADLINES

### November

**Tuesday, Nov. 23**

Announcement of ESPN Academic All-America® Football Teams (1st/2nd/3rd Teams from University & College Divisions)

**Tuesday, Nov. 30**

Announcement of ESPN Academic All-America® Volleyball Teams (1st/2nd/3rd Teams from University & College Divisions)

### December

**Wednesday, Dec. 1**

Entry deadline for 2010-11 Publications Contest Fall Contests (Guide submission for: cross country, men's soccer, women's soccer, volleyball, football FBS, football FCS, football college division, football programs; also fall sports programs for both university and college divisions)

**Monday, Dec. 6**

Lowe's Senior CLASS Award voting deadline for FOOTBALL (NCAA Division I award)

### January

**Tuesday-Tuesday, Jan. 4-18**

MEN'S & WOMEN'S BASKETBALL nomination forms for ESPN Academic All-America® teams available online. Nominations close Jan. 4 at 6 pm (ET).

**Tuesday, Jan. 11 (5 pm ET)**

Final deadline for 2011 CoSIDA Special Award nominations

**Saturday, Jan. 15**

Entry deadline for 2010-11 Publications Contest Winter Contests listed here: Guides for men's ice hockey, women's ice hockey, gymnastics, swimming & diving, wrestling)

**Friday, Jan. 21**

ESPN Academic All-District voting for Men's and Women's Basketball begins ...  
VOTING ENDS TUE., FEB. 1

# NANGLE AWARD

## ETHICS AND INTEGRITY IS LEGACY OF OWEN W. "BUD" NANGLE

Korcek: Ethics and integrity is legacy of Owen W. 'Bud' Nangle

**By Mike Korcek**

Let me share some truly great news with you. To me, it's deeply personal and professional.

Owen W. "Bud" Nangle. Our own Reader's Digest "Unforgettable Character" strikes again.

A week ago, the College Sports Information Directors of America Special Awards Committee announced the creation of the Bud Nangle Award – named in honor of the long-time Northern Illinois University sports information director, CoSIDA Hall of Famer, and former Daily Chronicle sports editor.

Starting in summer, 2011, the Nangle Award "will be presented annually to an individual outside of CoSIDA or to a member of CoSIDA who shows ethics and integrity under unusual or stressful situations."

Imagine that. In this controversial day and age, a national award that recognizes ethics and integrity. The connection, you ask? In 1974, Nangle authored the original CoSIDA code of ethics, which remains the standard for the profession today.

Like many old-school print journalists and editors, Bud combined a healthy dose of cynicism and an astute professional media acumen. Few played the media game better.

In the interest of full disclosure, I should know. Bud was my boss, mentor, and predecessor. For years, my nickname to many was "Bud, Jr."

Until his passing in 2006 at age 87, our athletics business office would always question my lengthy, late-night telephone calls to Vista, Calif., where Nangle resided in retirement. After a long, difficult day sometimes, his advice, support, uncompromising Huskie loyalty and sense of humor made for great therapy.

As with many literate writers and consummate journalists, Bud knew the basics and boiled the pertinent issues to their essence.

In the CoSIDA code of ethics, he combined elements from similar core value-type documents culled from professional sports franchises to corporate America and related them to athletics public relations.

In his 20-paragraph code, Bud addressed issues that are still contemporary 36 years later. He started with a definition of ethics, reminded all of us that membership in "CoSIDA was a privilege, not a right" and that all sports information directors represented institutions of higher learning and should conduct themselves that way.

Along the way, he put the whole thing into proper perspective by stating "...intercollegiate athletics is an integral part of the total university, not the dominating force."

Nangle wrote about SID knowledge of national governing rules and regulations, student-athlete and coaching values, criticism of game officials, gambling awareness, cheerleading in the press box (or press row), objectivity, fairness, etc.

It may not be the Declaration of Independence, but it was pretty inclusive in our jobs and still right on.

If you've lived in this community long enough, then you probably know that Bud spent 19 years in two tenures as SID at his Northern Illinois alma mater (1947-49 and 1967-84) and was instrumental in our post World War II athletics history.

As the top lieutenant to both former athletics directors George "Chick" Evans and Bob Brigham, Nangle helped the school gain NCAA University Division status in football and admittance into the Mid-American Conference. School's first media guide? Bud did it in 1948. NIU's Athletics Hall of Fame? Nangle made Evans' 1968 HOF memorandum a reality in 1978. Hiring Hall of Fame men's basketball coach Tom Jorgensen? Nangle implored Evans to do so in 1966. First women's sports PR here? Nangle, who else? And the obligatory and legendary Nangle stories? They're there for many of them. Yes, Bud did throw the future university president out of the football press box in the early 1980s.

He and then (provost) Bill Monat were great friends.

To this day, Dr. Monat maintains that Bud was his favorite SID even though Nangle tossed him that day for not having the proper credentials.

Yes, Bud did ask an opposition MAC school AD to leave, believe me. It wound up as a nose-to-nose "conversation." Bud gave the gentleman two tickets for the west grandstand and reminded him the press box is a "working area." Good for you, Bud.

This may not seem to be the smartest idea on a college campus, but when Bud drew that line in the sand, it stayed there.

Protocol is protocol – even in a smaller mid-major press box.

Sometimes, doing the right thing takes guts.

In eight years at the Chicago Daily News (1950-57) and 10 more as the executive sports editor of the Toledo Blade and Toledo Times (1958-67),

Bud covered the World Series, the Kentucky Derby, the NCAA Final Four, the NHL, Big Ten Conference football and basketball, heavyweight boxing when Muhammad Ali was Cassius Clay, you name it.

A card-carrying, lifetime member of the Baseball Writers Association of America, Nangle rarely abused those gold card privileges (access to any Major League Baseball press box). He knew the big time. That's why "Chick" hired him. Twice.

Personally, of course, I'm biased when it comes to Nangle. And why not?

Not many Northern Illinois senior journalism majors in 1970 got job interviews with the Chicago Tribune. I did, thanks to Bud. The Springfield State Journal-Register called, too. Bud again. As the Cubs slid into oblivion in mid-August, 1969, and the night that outfielder Don Young dropped the fly ball against the Mets in New York,

I responded with a fan's end-of-the-world sports column in the summer Northern Star.

A week later, I got this envelope from WGN Continental Broadcasting with an encouraging "keep up the good work" letter from Hall of Fame broadcaster Jack Brickhouse. The letter is framed and on my wall today.

For years, I wondered how Brickhouse received that low circulation summer edition of The Star in Chicago. I bet Bud sent it.

Consider these numbers and this national perspective. Thousands of people have made their living in the sports information/media relations realm since CoSIDA originated in 1957.

Nangle is one of approximately 150-plus members of the CoSIDA Hall of Fame that started in 1969. By my reckoning, only six of the current 15 major CoSIDA special awards are named after former SIDs – the Jake Wade (North Carolina), Lester Jordan (SMU), Bill Esposito (St. John's), Warren Berg (Luther College), Bob Kenworthy (Gettysburg College), and Nangle (NIU). Pretty elite company, Bud.

The credit for this prestigious honor must go to CoSIDA, its Board of Directors, the Special Awards Committee, and one individual in particular – Bob Noss, the SID at Wright State.

Bob succeeded yours truly as the chair of the CoSIDA Ethics Committee and subtly pushed the issue with the group's hierarchy.

Prior to my retirement in 2006, I had asked Noss to see if CoSIDA could give Bud a credit line for writing the Code of Ethics since it had appeared uncredited in many of our group's publications and online for years. Great job, Bob.

The Bud Nangle Award. Pretty neat, pretty neat. Things couldn't have turned out better. Bud's wife Joyce and all of us are proud. I hope the NIU community is, too.

• Mike Korcek is a former Northern Illinois University sports information director. His historical perspective on NIU athletics appears periodically in the Daily Chronicle.

# Publications Contests

## 2010-11



### CoSIDA Members,

I hope that everyone is getting settled into another school year. We have streamlined our entries from the past as we are in a transitional phase in our industry regarding media guides.

Our numbers in the publication contests were down across the board last year and we expect that could be the case again this year. However, we want to maintain the contest for those of you that are still producing media guides in print form. We want to continue the best and brightest in our business.

With that in mind we have made a few changes.

1. There will now be just two divisions— much like the Academic All-America contest in the past. They will be renamed College and University Divisions. The University Division is for Division I and the College Division is for everyone else. In the sport of football, we will have three divisions -- FBS, FCS and College Division.

2. Our poster contests were very popular a year ago and we have expanded those contests. We will have a contests for fall sports (not including football), winter sports (not including basketball) and spring sports. Football and basketball will each have their own contest.

With the size of our contests from a year ago it has made it possible for us to have one coordinator conduct the contests for each sport.

We encourage you to enter your publications for the contest. Like last year we will accept versions that have just been printed off. I know a lot of people have gone to on-line only publications and we would still like to honor those. You just have to print off three copies.

If you have questions, please don't hesitate to call or e-mail. I try my best to get back to you on the same day or the next day.

Sincerely,  
*Chad Grubbs*  
**Publications Committee Chair**  
 Sports Information Director  
 Hardin-Simmons University  
 (325) 670-1473  
 email: cgrubbs@hsutx.edu

# Publications Contests

## GENERAL INFORMATION

• **Deadlines:** It is simple have your entries postmarked by the due date. You have the deadlines well in advance. If it is postmarked after the date it is disqualified from the contest. No exceptions, no excuses.

• **Entry Forms:** Entrants are required to TYPE all information. The entry forms are available in PDF and Word form at CoSIDA.com. Make sure that you type the name of your school and your name how you want it on the certificate. The coordinators have been instructed to copy the names directly on to the results sheet from your entry form.

• **Contest Types:** If it is a sport that has its own contest then the book should be entered in that contest. Our bigger contests we have separate divisions for men's and women's. It is possible in some sports that are not separated by men's and women's (like tennis and golf), for you to have a women's book win and a men's book win. If you are entering a book that does not have its own contest, then it is to be entered in the Single Sport Contest. If you are entering a book that is combined men and women you have the choice of putting the book in the sport's contest or you can put it in the multi-sport contest. **YOU MAY NOT ENTER THE SAME BOOK IN TWO DIFFERENT CONTESTS.**

• **Divisions:** We have two divisions this year – college and university. The university division is all Division I schools. The college division is everyone else. We will take books from the NAIA now as well.

## HOW TO ENTER

For all contest entries, put the name of the contest, the division and district (in contests that call for it) on the outside of the envelope. All publications should be mailed to the appropriate contest coordinator. Please observe rules regarding entry blanks and deadlines. If entries are not properly entered, they will be disqualified. Three copies of each publication are required for an entry to be considered official. Programs and periodicals require three copies of three different issues from the same year. STAPLE the completed entry form to at least one of your entries. Your CONFERENCE AFFILIATION and all other requested information must be indicated on the entry form in the appropriate places. Only dues paying members of CoSIDA may enter any of these contests.

## DISTRICT BREAKDOWNS

District 1: Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island, Vermont, Nova Scotia, Quebec, Newfoundland, Prince Edward Island and New Brunswick

District 2: Delaware, New Jersey, Pennsylvania, Maryland, West Virginia and the District of Columbia

District 3: Florida, Georgia, North Carolina, South Carolina and Virginia

District 4: Michigan, Ohio, Kentucky, Tennessee and Alabama

District 5: Indiana, Illinois, Wisconsin, Minnesota, Ontario and Manitoba

District 6: Texas, Oklahoma, New Mexico, Arkansas, Mississippi and Louisiana

District 7: Iowa, Missouri, Nebraska, Kansas, Colorado, Wyoming, Montana, North Dakota, South Dakota, Saskatchewan and Alberta

District 8: Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah, Washington, British Columbia and Yukon

## CONTEST RULES

• Places will be awarded in each contest. Here's the breakdown. For contests exceeding 50 entries, this same placement is used for district competition:

1-3 entries	one place
4-9 entries	two places
10-17 entries	three places
18-25 entries	four places
26-35 entries	five places
36-46 entries	eight places
47+ entries	10 places

• Ties are broken using the score from Judge #1.

• An entry must be submitted according to the division in which that sport actually competes. For instance, if a school is NCAA-I in ice hockey and NCAA-II in all other sports, it must enter its ice hockey in Division A and its other publications in Division B.

• All entries must be mailed to the appropriate contest coordinator. Only the entrant is responsible for assuring the entry is properly submitted.

• **THE NUMBER OF NAMES ON THE AWARD CERTIFICATE IS LIMITED TO THREE.** Should more than three names appear on the entry form, the certificate will be made out to the first three names listed. No additional certificates will be printed. No artists, companies or university departments other than Sports Information or Athletics will be allowed. Only SID types.

• Best Cover will be awarded in all contests (except posters).

• The SID at the school entering a guide, or the winner on the certificate, must be a CoSIDA member to win an award.

• All guides produced solely by advertising agencies, graphic design houses or other companies outside of the athletic department will not be eligible for awards. An SID must have control over the publication.

• Any game program designed by an outside agency (i.e. Pro Sports, etc.) will be disqualified.

## REASONS YOU COULD BE DISQUALIFIED

1. No official entry form or improperly filled in.
2. Entry form not attached to each entry.
3. Entry postmarked late.
4. Entry sent to the wrong coordinator.
5. Entrant has not paid CoSIDA dues.
6. Entry submitted in the wrong division.
7. Entry has been totally produced by an agency, graphic house or outside entity.
8. Failure to indicate conference affiliation.
9. Not enough publications submitted for judging.

• The CoSIDA Publications Committee has provided this list of contest definitions to be printed in the Digest. This should answer any questions about the contest in which your publication should qualify to be judged. Contest coordinators are not required to forward entries which are improperly entered. These entries will be disqualified, therefore please pay close attention to the guidelines and contact the appropriate coordinator if you have additional questions or if you need a clarification.

## **GAME PROGRAMS**

Two divisions are offered for basketball game programs. These are changing publications that are produced for each home game or group of home games and have a primary purpose of resale to the attending public. Programs which are produced as a single issue program to be sold throughout the season (no changing copy) should be entered in the special programs category. Three copies each of three different programs, with entry forms attached to at least one (all three preferred), are required.

## **CONFERENCE GUIDES**

This contest would include preseason preview and postseason review publications (not postseason tournament programs – see special programs) in all sports, but is not intended for record books or generic listings of number/record oriented material. This contest is also not intended for newsletters and other conference periodicals. Three copies of the guide, with entry forms attached to at least one (all three preferred), are required.

## **FOOTBALL GUIDES**

Three divisions are offered for football guides. These are preseason publications that are produced once a year and have a primary purpose of providing information to the media. Three copies of the guide, with entry forms attached to at least one (all three preferred), are required.

## **MEDIA GUIDE CONTESTS**

For the sports of baseball, men's basketball, women's basketball, cross country, golf, gymnastics, ice hockey, men's soccer, women's soccer, softball, tennis, track and field, women's volleyball and wrestling the contest is for preseason publications that are produced once a year and have a primary purpose of providing information to the media. Combined men's and women's publications may be entered in either that sport's contest or the Multi-Sport Guide contest, but not both. In non gender-separated contests, an entrant could have two entries, both of which could place in this contest. Three copies of the guide, with entry forms attached to at least one (all three preferred), are required.

## **MULTIPLE SPORT GUIDES**

Two divisions are offered for guides or guides that include more than one sport or men's and women's sports of the same type combined (not necessarily a co-ed sport). These are preseason publications that are produced once a year and have a primary purpose of providing information to the media. An entrant could have multiple entries, several of which could place in this contest. Three copies of the guide, with entry forms attached to at least one (all three preferred), are required.

## **POSTERS**

Five divisions (football, basketball, along with fall, winter and spring sports) are offered for posters. These are publications which are produced to promote some aspect of the athletic program and distributed for general use by media, team members and fans or any combination of the same. This category is the one area that no grade sheets have been developed because judging becomes the singular impression provided by the poster upon the judges. Only one sample of each poster entered must be provided for the judges to consider. An entrant could have multiple entries, several of which could place in this contest. An entry form must be attached to each poster.

## **POSTSEASON GUIDES**

Two divisions are offered for postseason books, pamphlets, guides. These are publications which are produced by an institution to provide information to the media about a season just past that has resulted in postseason play. Entries from the postseason of the previous academic year are allowed for all spring championships, which were not able to be entered in last year's contest. An entrant could have multiple entries, several of which for conference publications. Three copies of the guide, with entry forms attached to at least one (all three preferred), are required.

## **SINGLE SPORT GUIDES**

Three divisions are offered for guides or guides which do not fit into other contest categories. These are preseason publications that are produced once a year and have a primary purpose of providing information to the media. Sports included in this category include: archery, badminton, crew, fencing, field hockey, women's ice hockey, rifle, skiing, men's volleyball and water polo. Any NCAA-recognized sport or emerging sports that does not have a specific category would fit into this contest. A men's and women's combined book in an NCAA combined sport (fencing) should be entered in this category. Other men's and women's combined books for the same sport should be entered in multi-sport guides. Any sport which has 20 or more entries two years in a row will evolve into its own contest. A "Best In The Nation" award will be presented for each sport which has two or more entries. This award will be without regard for divisional classification. An entrant could have multiple entries, several of which could place in this contest. Three copies of the guide, with entry forms attached to at least one (all three preferred), are required.

## **SINGLE SPORT PROGRAMS**

Three divisions are offered for programs produced in sports other than football or basketball. These are changing publications that are produced for each home game and have a primary purpose of resale to the attending public. Any sport which has 20 or more entries two years in a row will evolve into its own contest. A "Best In The Nation" award will be presented for each sport which has two or more entries. This award will be without regard for divisional classification. An entrant could have multiple entries, several of which could place in this contest. Three copies each of three different programs, with entry forms attached to at least one (all three preferred), are required.

## **SPECIAL PROGRAMS**

Three divisions are offered for special issue/single event publications. These are publications that are produced for special events and intended for sale or distribution to the general public. Single issue programs that cover an entire season also would fit into this category. This would apply for football, basketball, hockey, etc. An entrant could have multiple entries, several of which could place in this contest. A copy of the program, with entry forms attached, is required.

# 2010-11 Contest Coordinators

			Entry	Results Due
<b>FALL CONTESTS - Vice Chairs Cindy Fotti (Columbia College and Aaron DeWall (Nevada)</b>				
Cross Country Guides	Dave Beyer	Mercer University	Dec. 1	Feb. 1
Men's Soccer Guides	Troy Mitchell	Henderson State	Dec. 1	Feb. 1
Women's Soccer Guides	Leslie Hanna	America East Conference	Dec. 1	Feb. 1
Volleyball Guides	Patrick Stewart	SUNY-Plattsburg	Dec. 1	Feb. 1
Football FBS Guides	Rich Moser	Eastern Illinois	Dec. 1	Feb. 1
Football FCS Guides	Kevin Conway	UW-Milwaukee	Dec. 1	Feb. 1
Football College Division Guides	Sean Cartell	Florida	Dec. 1	Feb. 1
Football Programs	Francis Tommasino	Christopher Newport	Dec. 1	Feb. 1
<b>WINTER CONTESTS - Vice Chair Jeri Thorpe (Arkansas)</b>				
Men's Basketball Guides	Mat Kanan	Western Michigan	March 15	May 15
Women's Basketball Guides	Steve Marovich	Carthage College	March 15	May 15
Basketball Programs	Travis Jarome	Troy	March 15	May 15
Gymnastics	Taylor Flatt	West Alabama	Jan. 15	March 15
Swimming	Patrick Moore	Madonna	Jan. 15	March 15
Men's Ice Hockey	Jason Yellin	Massachusetts	Jan. 15	March 15
Women's Ice Hockey	Jeff Sutton	Houston Baptist	Jan. 15	March 15
Wrestling	Ernie Larossa	Johns Hopkins	Jan. 15	March 15
<b>SPRING CONTESTS - Vice Chair Tyler Cundith (Johnson County CC)</b>				
Baseball	Blake Freeland	Charleston Southern	March 30	May 15
Golf	Christy Kramer	North Dakota	March 30	May 15
Men's Lacrosse	Jenny Beam	North Dakota State	March 30	May 15
Women's Lacrosse	Gene Cassell	Washburn	March 30	May 15
Softball	Patrick Pierson	Florida Golf Coast	March 30	May 15
Tennis	Micah McDaniel	California Baptist	March 30	May 15
Track and Field	Sarah Meier	Rocky Mountain Athletic Conference	March 30	May 15
<b>POSTERS - Vice Chair Bruce Unrue (Texas-Dallas)</b>				
Fall Sport Posters (University Division)	Patrick Welker	Alfred State	Dec. 1	Feb. 1
Football Posters (University Division)	Deanna Werner	Texas A&M	Dec. 1	Feb. 1
Basketball Posters (University Division)	Tina Price	Old Dominion	Feb. 15	April 15
Winter Sports Posters (University Division)	Alan Grosbach	McPherson College	Feb. 15	April 15
Spring Sports Posters (University Division)	Patty Constantin	Our Lady of the Lake	March 30	May 15
Posters (College Division)	Terry Owens	Beloit	March 30	May 15
<b>SPECIAL CONTESTS - Vice Chair Rich Herman (Clarion)</b>				
Single Sport Programs	Logan Lawrence	St. Edwards	March 30	May 15
Conference Guides	Dan Ruede	Hartford	March 30	May 15
Single-Sport Guides	MeKale Jackson	St. John's	March 30	May 15
Multi-Sport Guides	Ryan Finney	UCLA	March 30	May 15
Postseason Guides	Kelly Vergin	Brockport State	March 30	May 15
Special Event Programs	Rich Tortorelli	Oklahoma City	March 30	May 15

# 2010-11 Mailing Directory

## Vice Chairs

Tyler Cundith	Johnson County CC	12345 College Blvd.	Overland Park, KS 66210	Fall II
Aaron DeWall	University of Nevada	Mail Stop 232	Reno, NV 89557-0110	Spring II
Cindy Fotti	Columbia College	1001 Rogers Street	Columbia, MO 65216	Fall I
Rich Herman	Clarion University	Alumni House, 974 Wood Street	Clarion, PA 16214	Spring I
Jeri Thorpe	University of Arkansas	Men's Athletics, PO Box 7777	Fayetteville, AR 72702-7777	Fall III/Winter I
Bruce Unrue	Texas-Dallas	Box 830688 AB 10	Richardson, TX	Winter II

## Contest Coordinators

Jenny Beam	North Dakota State University	NDSU Dept. 1200 P.O. Box 6050	Fargo, North Dakota 58105	Men's LaCrosse
Dave Beyer	Mercer University	1400 Coleman Avenue	Macon, GA 31207	Cross Country
Sean Cartell	University of Florida	UAA Communications PO Box 14485	Gainesville, FL 32604	Football/College
Gene Cassell	Washburn University	Patro Room 200 D-E 1700 SW College	Topeka, KS 66621	Women's LaCrosse
Patty Constantin	Our Lady of the Lake University	411 SW 24th Street	San Antonio, Texas 78207	Spring Sport Posters
Kevin Conway	UW-Milwaukee	Merrill Hall PO Box 413	Milwaukee, WI 53201	Football/FCS
Ryan Finney	UCLA	Morgan Center 325 Westwood Plaza	Los Angeles, CA 90095-1639	Multi-Sport Guides
Taylor Flatt	University of West Alabama	UWA Station 5	Livingston, AL 35470	Gymnastics
Blake Freeland	Charleston Southern University	PO Box 118087	Charleston, SC 29423-8087	Baseball
Leslie Hanna	America East Conference	215 First Street, Suite 140	Cambridge, MA 02142	Women's Soccer
MeKale Jackson	St. John's University	8000 Utopia Parkway	Jamaica, NY 11439	Single Sport Guides
Mat Kanan	Western Michigan University	Read Fieldhouse 1903 West Michigan	Kalamazoo, MI 49008-5406	Men's Basketball
Christy Kramer	North Dakota University	PO Box 9013	Grand Forks, ND 58202-9013	Golf
Ernie Larossa	Johns Hopkins University	Athletic Center 3400 N. Charles St.	Baltimore, MD 21218	Wrestling
Logan Lawrence	St. Edwards University	3001 S. Congree Ave.	Austin, TX 78704	Single Sport Programs
Steve Marovich	Carthage College	2001 Alford Park Drive	Kenosha, WI 53140	Women's Basketball
Micah McDaniel	California Baptist University	8432 Magnolia Avenue	Riverside, CA 92504	Tennis
Sarah Meier	Rocky Mountain Athletic Conference	Suite 110 1867 Austin Bluff Parkway	Colorado Springs, CO 80903	Track and Field
Troy Mitchell	Henderson State University	PO Box 7711	Arkadelphia, AR 71999-0001	Men's Soccer
Patrick Moore	Madonna University	36600 Schoolcraft Road	Livonia, MI 48150	Swimming
Rich Moser	Eastern Illinois University	600 Lincoln Avenue	Charleston, IL 61920	Football/FBS
Terry Owens	Beloit College	700 College Street	Beloit, WI 53511	Posters B/C
Patrick Pierson	Florida Gulf Coast University	Athletic Dept 10501 FGCU Blvd. South	Fort Meyers, FL 33965-6565	Softball
Tina Price	Old Dominion University	Room 124, Ath. Adm. Building Hampton	Norfolk, VA 23529-0201	WBB Posters
Dan Ruede	University of Hartford	The Sports Center 200 Bloomfield Ave.	West Hartford, CT 06117	Conference
Patrick Stewart	SUNY Plattsburg	Memorial Hall 110 101 Broad Street	Plattsburgh, NY 12901-2681	Volleyball
Jeff Sutton	Houston Baptist University	Sharp Gymnasium, 7502 Fondren Road	Houston, TX 77074	Women's Ice Hockey
Francis Tommasino	Christopher Newport University	Freeman Center, 1 University Place	Newport News, VA 23606	Football Programs
Rich Tortorelli	Oklahoma City University	2501 N. Blackwelder Ave.	Oklahoma City, OK 73106	Special Event Programs
Kelly Vergin	SUNY Brockport	350 New Campus Drive	Brockport, NY 14420-2989	Postseason
Patrick Walsh	Louisiana Tech	PO Box 3166 T.S.	Ruston, LA 71272	Alternate
Patrick Welker	Alfred State College	Public Relations Office, 29 Parish Hall	Alfred, NY 14802	Fall Sport Posters
Deanna Werner	Texas A&M Athletics	PO Box 30017	College Station, TX 77842	Football Posters
Jason Yellin	University of Massachusetts	250 Boyden Building 131 Commonwealth Ave.	Amherst, MA 01003	Men's Ice Hockey
Travis Jarome	Troy University	Tine Davis Fieldhouse, 5000 Veterans Stadium Dr.	Troy, AL 36082	Basketball Programs
Alan Grosbach	McPherson College	1600 East Euclid	McPherson, KS 67460	Winter Sports Posters

# 2010-11 CoSIDA Publications Contests Entry Form

(All information must be TYPED)

Please duplicate as many entry blanks as needed. All contests require multiple entries.  
**Attach** an entry form to each entry.

**Contest Category:** \_\_\_\_\_

**Division (circle):** College or University      **CoSIDA Dist. (1-8)** \_\_\_\_\_

**Institution:** \_\_\_\_\_

**E-mail Address:** \_\_\_\_\_

**National Affiliation:** \_\_\_\_\_

**Conference (for entered sport):** \_\_\_\_\_

**Is this sport an Independent?** [circle] Yes No

**Was the COVER designed by an outside agency (non-SID, non-university)** [circle] Yes No

**Names to be placed on award certificate (Limit of three): \***

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

(please remember, no outside professional agencies or printers – SID/Athletics types only)

\* Note: Please check with your school's personnel before submitting names.

Certificates will NOT be reprinted, because the institution submitted the wrong names on the entry form.

Game programs designed by professional agencies will be disqualified.

## ENTRY CHECKLIST – Have you ...

- filled in this form completely?
- enclosed an e-mail address to receive grade sheets?
- indicated contest entered on the outside of your mailer?
- sent three copies of your entry (3 each of 3 different issues for game program contests)?
- stapled this form to at least one (all preferred) of your entries?

# ACADEMIC ALL-AMERICA PROCESS IS UNDERWAY

## BASKETBALL DEADLINES IN JANUARY

ESPN Academic All-America nominations for men's and women's basketball will open in January.

A full list of deadlines can be accessed by going to: [www.cosida.com/Awards/allamerica.aspx](http://www.cosida.com/Awards/allamerica.aspx).



If you have questions on the process and CRITERIA for Academic All-America candidates, check the “Nomination Criteria” information on the following page.

Those final nomination deadlines are as follows: Men's and Women's Basketball (close at 6 pm ET on Jan. 18th). These deadlines will be strictly adhered to. There will be no extensions and no exceptions if the deadline is missed. Please plan appropriately now to make sure you have information in place to meet the respective deadlines.

**Note: The AAA program is now called “ESPN Academic All-America”;** no longer is it the “ESPN the Magazine Academic All-America” program.

## CoSIDA selects Academic All-America® teams in 12 programs:

- Men's Basketball (nominations accepted Jan. 4-18, 2011)
- Women's Basketball (nominations accepted Jan. 4-18, 2011)
- Baseball (nominations accepted Apr. 5-19, 2011)
- Softball (nominations accepted Apr. 5-19, 2011)
- Men's At-Large (nominations accepted Apr. 19-May 3, 2011) - see sports listings below
- Women's At-Large (nominations accepted Apr. 19-May 3, 2011) - see sports listings below
- Men's Track & Field/Cross Country (nominations accepted May 3-17, 2011)
- Women's Track & Field/Cross Country (nominations accepted May 3-17, 2011)

### References and reminders for the ESPN Academic All-America® program

\* **Only current 2010-11 CoSIDA members may nominate student-athletes** for this honor, and only current members may cast votes as well.

\* If you are NOT a current 2010-11 CoSIDA member, please see the membership information below.

• The official name: ESPN Academic All-America® program (no longer ESPN the Magazine)

• Log in for 2010-11 ESPN Academic All-America® nominations: <http://cosida.com/aa/default.aspx>

• Schedule for Academic All-America nominations, voting & selections (.pdf): <http://bit.ly/cGLN1o>

• CoSIDA District Breakdown (Districts 1-8): <http://cosida.com/About/districtbreakdown.aspx>

• Please fill out each nomination form FULLY and make sure that you list your school name EXACTLY as you wish to see it on the certificates and awards. Make sure to include your DISTRICT affiliation in the "district" pulldown menu (see breakdown of district lists above). NO P.O. Box addresses will be accepted this year; please use your shipping/package delivery address.

Only 2010-11 CoSIDA members may nominate and vote. Per CoSIDA policy, you must be a current 2010-11 dues-paying member of our organization in order to nominate your student-athletes for AAA honors. If you have yet to pay 2010-11 dues, your options are listed below.

Note: the regular dues payment deadline has passed (as of Sept. 15), and you will be assessed a \$30.00 late fee when paying dues from this point on during the academic year. (EXCEPTIONS to the late fee: any first-time member of CoSIDA or anyone who has moved to a new organization/school after Sept. 15 to begin a new position. There is a check box on the online payment form if you fall under this exception category).

• Membership benefits and membership categories found here: <http://cosida.com/About/memberbenefits.aspx>

• There are numerous reasons why a CoSIDA membership is a great VALUE (see link): [http://cosida.com/media/documents/2010/9/Why\\_Join\\_and\\_Become\\_Involved\\_in\\_CoSIDA.pdf](http://cosida.com/media/documents/2010/9/Why_Join_and_Become_Involved_in_CoSIDA.pdf)

• Login to pay dues online: Go to [www.CoSIDA.com](http://www.CoSIDA.com) and select the "Membership" link on the upper bar. At the pull-down menu, choose "Membership Online Renewal & Login Information" and you will be brought here: <http://cosida.com/register.aspx>

• Pay 2010-11 dues via check here via the mail-in form. Note: If choosing this option, you must allow for processing time, which may not coincide with the AAA deadlines listed above. <http://cosida.com/membership/renewalform.aspx>

## 2010-11 SCHEDULE FOR ACADEMIC ALL-AMERICA® NOMINATIONS AND SELECTIONS

Program	M/W Soccer	Volleyball	Football	M/W Basketball	Baseball/ Softball	M/W At-Large	Track/Cross Country
Nomination Forms Available	Fri. Oct. 1	Tues. Oct. 5	Tues. Oct. 5	Tues. Jan. 4	Tues. Apr. 5	Tues. Apr. 19	Tues. May 3
<b>Nomination Deadline</b>	<b>Tues. Oct. 12</b>	<b>Tues. Oct. 19</b>	<b>Tues. Oct. 19</b>	<b>Tues. Jan. 18</b>	<b>Tues. Apr. 19</b>	<b>Tues. May 3</b>	<b>Tues. May 17</b>
DCs Finalize Ballots	Fri. Oct. 15	Fri. Oct. 22	Fri. Oct. 22	Fri. Jan. 21	Fri. April 22	Fri. May 6	Fri. May 20
District Ballot Voting Deadline	Tues. Oct. 26	Tues. Nov. 2	Tues. Nov. 2	Tues. Feb. 1	Tues. May 3	Tues. May 17	Tues. May 31
Academic All-District® Team Release Date	Thurs. Oct. 28	Thurs. Nov. 4	Thurs. Nov. 4	Thurs. Feb. 3	Thurs. May 5	Thurs. May 19	Thurs. June 2
Updating Deadline for First-Team All-District Selections	Mon. Nov. 1	Mon. Nov. 8	Mon. Nov. 8	Mon. Feb. 7	Mon. May 9	Mon. May 23	Mon. June 6
NC OKs National Ballot	Tues. Nov. 2	Tues. Nov. 9	Tues. Nov. 9	Tues. Feb. 8	Tues. May 10	Tues. May 24	Tues. June 7
National Ballot Voting Deadline	Tues. Nov. 9	Tues. Nov. 16	Tues. Nov. 16	Tues. Feb. 15	Tues. May 17	Tues. May 31	Tues. June 14
AAA Teams to Vice-Chair	Wed. Nov. 10	Wed. Nov. 17	Wed. Nov. 17	Wed. Feb. 16	Wed. May 18	Wed. June 1	Wed. June 15
Academic All-America® Team Release Date(s)	Tues. Nov. 16 (men) Thurs. Nov. 18 (women)	Mon. Nov. 22	Tues. Nov. 23	Tues. Feb. 22 (men) Thurs. Feb. 24 (women)	Tues. May 24 (men) Thurs. May 26 (women)	Tues. June 7 (men) Thurs. June 9 (women)	Tues. June 21 (men) Thurs. June 23 (women)

NOTE: Academic All-America team release dates are subject to change depending on ESPN availability.

*College Sports Information Directors of America*  
**Future Workshop Sites**



**2011**  
**Marco Island**  
**Marriott Marco Island**  
**Resort & Spa**



**2012**  
**St. Louis**  
**Renaissance**

**2013**  
**2014**  
**2015**  
**ORLANDO**

**Orlando**  
**World Center**  
**Marriott Resort and**  
**Convention Center**



The National Football League would like to thank the  
CoSIDA Membership for all that it does to help us  
throughout the year

# COSIDA COMMITTEES

## 2010-11 GOALS AND OBJECTIVES

*As provided by the respective Committee Chair*

### **Academic All-America Committee**

**Chair- Dick Lipe (Bentley)**

**Board Liaison – Dave Wrath (Augustana)/ John Humenik**

- \* Continue to strive to maintain the CoSIDA Academic All-America program as the preeminent scholar-athlete program in college athletics.
- \* Examine all aspects involved in dividing the College Division into three separate programs (Div. II, Div. III and NAIA/Canada/2yr/other) and have all systems in place by June 2011 for implementation for the 2011-12 academic year. The committee leadership will work with the appropriate organizations (including the various college division management organizations, and SIDEARM) to formulate policies and address various issues that might develop.
- \* Continue efforts to restore the "Life's Playbook" program and re-involve members of the Academic All-America Hall of Fame, along with others who have been integral in the program's success over the years (including Chuck Lee, Dick Enberg, John von Stade and Katie Hyde).
- \* Develop a timeline to complete the selection of the Academic All-America Hall of Fame Class of 2011 by mid-February, and work with the Board and the Director of Communications to formulate plans for the Hall of Fame Gala well in advance of the Marco Island convention.
- \* Work with CoSIDA's Director of Communications to improve the Academic All-America portion of the website, including the posting of bios for the members of the AAA Hall of Fame.
- \* The Associate Chair for External Relations and Coordinator of New Media will work toward providing video testimonials to Director of Communications as part of enhancing web site and the announcement of Academic All-America teams.
- \* Monitor any inappropriate usage of the Academic All-America terminology, including the use of regular google searches, and perform appropriate follow-up.
- \* Make greater use of social messaging, including Twitter and Facebook, to communicate news about the Academic All-America program.
- \* Associate chair and vice chair need to stress to both national and district coordinators the importance of sticking to the established deadlines, and that if they anticipate a problem, it is essential that they communicate that to the person above them on the chain of command.
- \* Encourage national coordinators to maintain regular communication with their district coordinators, reminding them of duties, which will be spelled out in the Committee Manual.
- \* Have all awards distributed within two-to-three months of conclusion of program in each sport.
- \* Post updated version of all-time database to the CoSIDA website on a regular basis during the course of the year. Work with CoSIDA Director of Communications on possibility of converting database from Access to a searchable online version. Prepare reports on an annual basis showing which schools have had the most Academic All-America selections all-time, in particular sports, in this decade, etc.
- \* Prepare and disseminate press releases announcing the selection of each national team, and prepare other press releases as appropriate over the course of the year, such as which Academic All-Americans are competing in bowl games or the NCAA basketball tournament, a significant achievement by an Academic All-America (such as a first-round draft pick) and other items of interest.
- \* The associate chairs and members of leadership committee will work towards establishing relationships with all divisional groups (Div. I, Div. II, Div. III, NAIA, Canadian schools and two-year institutions) in order to help increase membership numbers.

### **Allied Organizations Committee**

**Chair- Robert McKinney (Willamette)**

**Board Liaison- Kent Brown (Illinois)**

#### **Goals**

1. Create a CoSIDA Experts and Speakers Guide
  2. Help members of CoSIDA interact with outside organizations
  3. Help implement CoSIDA's communications plan
- Committee goals will contribute to the following goals in the CoSIDA Strategic Plan:

- \* Improve the self-image of CoSIDA
- \* Elevate and enhance the organization within the collegiate athletics community and outside organizations
- \* Establish an efficient communications plan

#### **Objectives for: Goal #1 – CoSIDA Experts and Speakers Guide**

1. Create a list of topics that are likely to have experts within CoSIDA. The topics should cover a wide range of issues of importance to internal and/or external groups and organizations.
2. Potential topics include: sports writing, social media, strategic planning, strategic messaging, crisis planning, communications planning, football bowl games, national awards promotion and publicity, hosting NCAA championships, Olympic sports, publications, website development, on-line use of video, etc.
3. Gather information about qualified experts within CoSIDA who can discuss the selected topic areas
4. Develop ways to highlight the CoSIDA experts in print and on-line. Create templates that will provide key information in a way that is easy to use.

#### **Objectives for: Goal #2 – Help members of CoSIDA interact with outside organizations**

1. Submit a list of updated links and corrections to the Resource Links page on the CoSIDA website (<http://www.cosida.com/About/links.aspx>). Periodically check the links to make sure that they are current (submit additional updates as needed). Suggest new links that should be added to the existing list.
2. Develop a list of contacts for NCAA Championship events in 2010-11 so that CoSIDA members can call or e-mail to volunteer to help at those events. We will begin expanding the list to include other major sporting events at the amateur and professional levels.
3. Develop a list of public relations/media relations contacts with professional teams, leagues and organizations.
4. The Olympic Liaison Sub-Committee will continue to facilitate the involvement of CoSIDA members at various

#### **Objectives for: Goal #3 – Help implement CoSIDA's communications plan**

1. We will take a coordinated approach by working with the Membership Services Committee and the Director of External Affairs so that our efforts will build off of each other.
2. We will provide information to CoSIDA.com for use in the on-line CoSIDA Digest and in other locations on the CoSIDA website. We will utilize CoSIDA.com to encourage members to interact with "external" organizations.
3. The creation of the CoSIDA Experts and Speakers Guide will help implement the communications plan by making CoSIDA members more available to talk as experts to other organizations and to the media.

## **Committee on Committees**

**Chair- Debbie Copp (Oklahoma)**

**Board Liaison- Anne Abicht (St. Cloud State)**

- 1) Make getting involved with the CoSIDA Committee structure less cumbersome
  - a) Continue to make improvements to the web-based committee option including trying to find a way to make volunteering for a committee something that can be done through website
- 2) Review current committee structure and make changes as appropriate and as they support the organization's Strategic Plan
  - a) Plan to have a semi-annual call with all committee chairs to learn of the committee needs, etc.
  - b) Work with co-chairs of Writing Committee and chair of Publications Committee to continue to offer meaningful contests that recognize the unique talents of our group's members, ones that celebrate the contributions we make to our schools in ways that no other department employees do
  - c) Continue review of the existing committees and recommend changes as needed to the Board
- 3) Continue to recruit diverse membership for the committees that reflects the diversity of membership in the organization
  - a) Work to have committee members on the Committee on Committees be people who can come to the annual convention where the majority of recruiting volunteers happens
  - b) Continue, as chair, to be actively involved with FAME and BCSIDA
- 4) Strengthen and enhance the committee structure
  - a) Encourage current Committee on Committees members to think about what committees might need to be added in the future
  - b) Encourage current committee chairs to look at future needs
  - c) Use web-based committee system to enhance interaction between Committee on Committees and the other committees
  - d) Conduct quarterly e-mail "meetings" of our committee and explore the possibility of a conference call for our committee on a semi-annual basis
  - e) Review the membership of the Committee on Committees and ensure that the people who are serving on the committee are still committed to and engaged with our task

## **Ethics Committee**

**Chair- Bob Noss (Wright State)**

**Board Liaison- Bob Lowe (Greensboro College)**

Over the past couple years, the CoSIDA Ethics Committee has set forth to make itself smaller, thus allowing itself the chance to include members that are committed to the overall goals of the committee and the charge given it by the Board of Directors.

Over the past year, we were charged to re-write the long-standing Code of Ethics to make it more applicable to today's CoSIDA. That new code has been approved by the Board and we look forward to seeing it in everyday use through the website.

The committee has also established a new annual awards to honor the original author of the Code of Ethics—The Bud Nangle Ethics and Integrity Award. This will honor members or non-members that have shown strength in the eye of controversy.

Both of these have been sent onto to Barb with the proper information and forms for the new award. The new code is online and we look forward to seeing these used by the membership

As a committee, we would like to see these two initiatives sent by email to all CoSIDA members in the near future.

As for the upcoming year, we hope to continue to advertise these two attained goals through advertisements on email and websites. I will ask the committee members to touch base and start a dialogue with other public relations, coaches and sports organizations to alert them and their individual ethics committees of the proactive initiatives of the CoSIDA Ethics Committee.

Also, I would like to step down from the committee following the 2010-11 year. Due to staff cuts and a growing family, I feel it is time for a change. I intend to continue to be active in CoSIDA and continue to serve on the University Management Committee and help Tom Eisner with the I-AAA issues. - Bob Noss

## **Goodwill Committee**

**Chair- Sam Atkinson (Gallaudet)**

**Board Liaison- Edward Hill (Howard)**

1. Set-up online presence on CoSIDA.com for "CoSIDA Cares"
  - \* Create and set-up a new section to CoSIDA.com that is focused on "CoSIDA Cares"
  - \* The new web section will be devoted to CoSIDA's great works in the community. The section will serve as a home for the CoSIDA Goodwill Committee. Here the committee will use the venue to promote national coaches' association service/benefit initiatives like Dig Pink, PinkZone, Strikeout Cancer, etc.
  - \* Create a web page with a directory of contact and links to the various coaches' associations and the information about their annual service or benefit events
  - \* Appoint a CoSIDA Goodwill Committee member to serve as a Publicity Manager
  - \* The new Publicity Manager will be in-charge of collecting news stories about national or local collegiate programs/schools conducting community service projects or raising funds for a worthy cause. The story links will then be posted on the CoSIDA Cares web page. We hope this will help pay tribute to those school/programs working hard in the community but also help motivate others to do the same.
  - \* The new CoSIDA Cares web section will also be an archive of previous Goodwill Committee service projects, donation drives, etc.
2. Coordinate Community Service Project in Marco Island, Fla., during the annual CoSIDA Convention
  - \* Hold 3rd annual CoSIDA Goodwill Committee Service Project in 2010 in Marco Island, Fla.
  - \* Need to be creative with this service project, looking into different avenues, possible water/beach cleanup, helping the National Fish and Wildlife (Ten Thousand Islands) or the Everglades, to learning about marine biology and helping marine wildlife.
  - \* Promote the service project throughout the year on the CoSIDA website, CoSIDA Digest, e-mail newsletter
  - \* Continue to increase the number of volunteers for the service project
3. Run a clothing/fund raising drive in Marco Island, Fla., during the annual CoSIDA Convention plus raise funds for charity of choice
  - \* Building off the momentum from the first CoSIDA Goodwill Committee Clothing Drive in San Francisco we would like to conduct another donation drive in 2011 in Florida
  - \* Work with Young CoSIDA and BCSIDA to create a raffle to raise funds for the charity selected
4. Try to include Health and Wellness into the committee
  - \* This is a new topic brought to the committee's attention in San Francisco. The thought behind this is to include Health and Wellness into the Goodwill Committee's charge. At the past conventions a popular topic is Health and Wellness as a SID and effect on families, etc. We need to explore this more this coming year but we would like to see how we could incorporate this into the Goodwill Committee.
  - \* The new Health and Wellness component opens the opportunity to add a different type of activity at the annual convention, such as a run/walk to kick-off the conference to get SIDs moving.
  - \* An additional component would alert the CoSIDA membership when one of our own is going through a health issue or natural disaster if that member asks for help.
5. Increase media attention for CoSIDA through service projects, goodwill initiatives year around
  - \* Help get CoSIDA positive media attention through the work done by the Goodwill Committee and other CoSIDA members making an impact at their school, conference, regional or national level
  - \* Work with the NCAA to promote these stories to a broader audience

## **Job Seekers Committee**

**Chair- Lawrence Fan (San Jose State)**

**Board Liaison- Rob Knox (Kutztown)**

### **Objectives**

- 1.) Continue working in concert with Barb Kowal, Director of External Affairs, and the Board of Directors on integrating the Committee's email service and Career Center segment of [www.cosida.com](http://www.cosida.com).
- 2.) Remain a resource for members, future members, full-time and fixed-term professionals who have employment-related issues.

### **Goals**

- 1.) Provide necessary support should the organization participate in the 2011 NCAA Student-Athlete Career Forum.
- 2.) Further enhance the Committee's Job Seeker Primer. The Primer was originated in Spring 2007 prior to the CoSIDA Workshop. Since then, the Primer has grown and now includes 20 written articles by committee members on job-related activities.
- 3.) Continue dialogue with agencies such as the National Football League to provide members with employment options in the sports communications field.
- 4.) Determine the best possible experience for job seekers and job holders at the 2011 Workshop in Marco Island, Florida.

## **Membership Services Committee**

**Chair- Blake Timm (Pacific)**

**Board Liaison- Geoff Hassard (SUNY Oneonta)**

### **1. Provide Editorial Assistance For The CoSIDA Directory**

- Work directly with Dir. Of External Affairs (Barb Kowal) to develop and execute plan to follow-up on membership updates of directory information.
- After Sept. 15, use committee members to make direct contact with membership to make directory updates. Committee will begin with conference contacts using e-mail and phone communication. After that, additional follow-up will be made with individual schools (this will allow us to update schools for which there is no CoSIDA member in the shop).
- Enlist the help of the Allied Organizations Committee to update information in section of directory that pertains to national sports governing organizations, bowls, media, etc.

### **2. Develop Online Help Center For Online Membership Questions**

- This is a project in development where Blake Timm is working directly with Barb Kowal and Mark Beckenbach on creating an FAQ section for frequently asked questions on the CoSIDA site, including instructions on changing passwords, paying dues, updating directory information and Academic All-America troubleshooting.
- If a member is still unable to get the answer to their question, it will be directed to an e-mail link where it can send their query to the appropriate contact. General web questions would go to Barb, while AAA questions would be directed to Mark.
- Providing easy-to-follow, step-by-step answers to common questions should reduce the amount of time Barb & Mark spend answering them.
- The framework was developed at the San Francisco Convention and can be viewed at [www.cosida.com/help/index.aspx](http://www.cosida.com/help/index.aspx).

### **3. Develop Online Membership Resource Library**

- Work to populate the Membership Resource Library framework that was included in the CoSIDA.com redesign.
- Develop the site architecture for this portion of the site, including use of keywords, HTML vs. PDF issues and the process by which members can submit articles for the library.

## **New Media/Technology Committee**

**Chair- Chris Syme, Montana State**

**Board Liaison- Joe Browning (UNC- Wilmington and Barb Kowal- CoSIDA)**

### **Personal Action Goals for Committee Members**

1. Take an active role in personal social media to network with others in the field and set a professional example in the new media field. To accomplish this, committee members should create a LinkedIn account (if not already on) and join the CoSIDA group and create a personal Twitter feed. These are the two main social systems we will use to develop personal and community professionalism and networking.

2. It is our goal to take an active part in discussion boards such as LinkedIn's CoSIDA group, the SID Board, and blogs related to new media.
3. It is our goal to become active curators of relevant information that can be pushed out through personal social media and CoSIDA channels.
4. It is our goal to become more involved in the bigger picture using our personal resources to further new media in our departments, our institutions and our communities.

### **Action Goals for the Committee**

1. Assist [www.cosida.com](http://www.cosida.com) in developing content for the resource center, the new blog, the YouTube Channel, and webinars.
2. Develop the discussion board on LinkedIn as a place for discussion topics for SIDs. Get a graphic link on the CoSIDA website to the discussion board on LinkedIn to further encourage CoSIDA members to become involved.
3. Begin the discussion of the possibility of web streaming next year's convention for revenue generation or, at the very least, recording the audio for podcasts with PowerPoint presentations to be uploaded to a share site such as Slide-share.
4. Generate content for a series of basic "how-to's" for use on [www.cosida.com](http://www.cosida.com) which include basic information for SIDs in need of resources and help. Concentrate on the small department angle.
5. Creation of a social media "center" at [www.cosida.com](http://www.cosida.com) –this could possibly be an arm of the resource center or the trends, tips and tools section, but a highly visible location.
6. Become a resource center of speakers and presenters that can present on the subject of new media at venues outside CoSIDA such as NACDA, PRSA, NCAA, NAIA and others.

## **Program Committee**

**Chair- Dennis O'Donnell (Rochester)**

**Board Liaison- Joe Hornstein (Central Florida)**

### **Objectives:**

- \* Strive to meet the ever-changing needs of athletics communications professionals, recognizing that there are different responsibilities and needs at every division and at every institution
- \* Recruit and assign moderators and speakers for panel discussions, lectures, and table topics. Make sure there is diversity in the areas of age, gender, race, divisional representation, and experience.
- \* Work hand-in-hand with other appropriate CoSIDA committees to create an 'experts' list of SIDs who can assist colleagues in a given area (desktop publishing, photography, web streaming, and so on). If a CoSIDA member runs into difficulty with a given area (Photoshop for example), that member can call a Photoshop expert for help in solving the problem.

### **Goals:**

- \* Develop a theme for each day of the Workshop Program. All sessions for that day should be tied to that theme.
- \* Recognize that CoSIDA will join with NACDA for the 2012-13 academic year. Sessions for both the 2011 and 2012 workshops should include topics that will help athletics communications professionals to make a smooth transition to NACDA.
- \* Work in conjunction with the management advisory committees for both the University Division and College Division to ensure that division-specific programming is included
- \* As speakers and panels are arranged, utilize the CoSIDA Website and the CoSIDA on-line Digest to publicize the Workshop Program in hopes of encouraging the membership to attend the Convention.
- \* When speakers are in place for panel discussions, lectures, and table topics, brief them on the objectives to be addressed and provide details on the audience (speaking to a very specific group as opposed to a general session)
- \* Have outside speakers use their professional expertise in their specialty to provide information in regard to professional development.
- \* In conjunction with CoSIDA's Director of External Affairs, develop a method by which the membership can evaluate the current Workshop Program and suggest possible topics for programming in succeeding years.

## **Publications Contest Committee**

*Chair- Chad Grubbs (Hardin Simmons)*

*Board Liaison- Anne Abicht (St. Cloud State)*

This is an important time in the history of the CoSIDA Publication Contests. Not so many years ago the media guide was the backbone of the entire sports information operation, today it is just another tool we use to promote our programs. It has taken a lesser role in some shops and with the great cost containment issues the current economic situation has us in, many people have gone away all together. Our numbers were down almost 30 percent over the 2008-09 school year and we expect with the new Division I legislation that the numbers will fall even more. With that in mind we have made the following changes to the committee.

β We still want to reward the people in our business and we will be doing some discussions with the writing committee to possibly expand ideas with that committee. Included in that will be possibly contests for -- game notes, promotional pieces, schedule cards, etc, and also contests for different elements of media guides -- outlook, bios, history, coaches section, etc.

β We are going to have just two divisions. Much like the Academic All-American program we will have the College and University Divisions. This will make winning an award a bigger deal. We had several contests with less than 10 entries in them this year and, while it is a great thing for those that win fewer people are getting awards with fewer entries.

### **2010-11 Goals**

β Get Every Contest Completed -- as much as I would like this to be the case every year it seems for some reason (usually coordinators leaving in the middle of the year) we are unable to complete a contest. Usually if someone leaves in the middle of the year they are not thinking about the contest and it just gets put to the side. Sometimes they take the entries, sometimes they leave them behind. This year we had eight coordinators leave their position in the middle of the year, all but one of those were able to be handled.

β Communicate -- Many of the minor problems that go on in the contest can be solved by communication. We are in a profession of communication; we have to be able to communicate with others in our profession.

β Be Flexible -- We are in a period of changing times. We have to be able to adjust to certain situations in which we may not have control on the fly.

β Be Timely -- We need to stick close to deadlines. I understand that things happen and a few days are usually not a problem. We can't be getting results from fall contests in May. It puts everyone behind schedule.

## **Scholarship Committee**

*Chair-Carol Hudson (Old Dominion)*

*Board Liaison- Chris Day (Adams State)*

1. Have multiple reminders emailed throughout the year on the scholarship deadlines, starting in September. Make more of a push to get more Division II, III and NAIA schools to apply.
2. This year's suggested Scholarship deadlines: Phil Langan Graduate Internship Grant ,  
\* Tuesday, April 12, 2011, Wylie Smith and CoSIDA Post Graduate Scholarships, Tuesday, April 19, 2011  
\* Fred Nuesch-Dave Wohlhueter Undergraduate scholarships, Tuesday, May 10, 2011
3. Increase publicity on the scholarships through the CoSIDA website. Do a note or story on past scholarship winners who are in the business. Maybe a "What has This scholarship meant to me." Even include current recipients.
4. Requested additional funding to the three scholarships-possibly through corporate sponsorships. The Phil Langan graduate internship from \$10,000 to \$12,000 The Fred Nuesch-Dave Wohlhueter Undergraduate Scholarships from \$2,500 each to \$3,000 each. The Wylie Smith and CoSIDA Post graduate Scholarships from \$5,000 each to \$7,000 each
5. Request to have applications completed on line, and develop a way for committee members to vote online as well. Also need a way for applicants to upload all of their information to include Examples of their work like Brochures, pdf's, etc. This past year all application distribution and voting was done by email.
6. Keep list of scholarship recipients updated so we can track who moves into our profession full-time and those who do not, as well as track schools who have received the Phil Langan Graduate Internship to see if a full-time position has been established.

FOR THE FUTURE- Establish a scholarship for the child of a sports information professional, considering most SID's don't make a great deal of money. But additional funds should first go to upgrading our current list of scholarships.

## **Writing Contest Committee**

*Chair- Wade Steinlage of William Penn*

*Board Liaison- John Paquette (Big East Conference)*

The Fred Stabley Sr. Writing Contest has a long and deep tradition with the CoSIDA membership. While many of the other committees are designed to promote and recognize student-athletes, the writing contest is one of the few contests that allow us to recognize and honor our peers.

The following are the goals and objectives of the committee that support the CoSIDA Board of Director's initiatives:

**Objective: To recognize and promote great writing within the CoSIDA organization.**

### **Goals**

I. Improve the number of entries. Over the past several years, the number of entries in all divisions has decreased significantly.

Proposed Solution: Begin publicizing the award in early fall, allowing members several months to collect writing samples. Frequently notify members of deadlines. Detail importance of the program in news releases on CoSIDA website and email blasts. Utilize Facebook and Twitter accounts (either through current CoSIDA accounts or developing new accounts) to also help distribute information to the masses.

II. Move deadlines up to include national contest winners as part of CoSIDA's Annual Workshop.

Proposed Solution: Move all deadlines up at least one month to allow time for national judges to view entries during late May and early June. Time should still be available for awards to be made prior to the convention. Deadlines may need to be moved depending on each year's Workshop. If an entry is written after the deadline, it will be allowed to be submitted for the following year's contest. If an entry that is written prior to the deadline is not submitted, it will not be allowed for the following year.

III. Add or revise categories to include entries for social media such as blogs, interviews, etc.

Proposed Solution: Review each category's entries over the past few years to determine which categories can be removed or combined or if new categories can be added.

IV. Develop a large pool of regional and national judges.

Proposed Solution: Have current committee members produce a list of judges that can be used each year. Using well-known writers/editors from newspapers/magazines/other will give more credibility to the award. The committee may call on retired CoSIDA members to serve as judges as well.

# COSIDA BOARD OF DIRECTORS

## 2010-11 INITIATIVES

- Continue to aggressively build and enhance CoSIDA's strategic resource mission and value brand ("Strategic Communicators for College Athletics") throughout all levels of the intercollegiate athletics community.
- Develop and implement over the course of the year several specific "Continuing Education" programs for membership via conference calls/webinars. Make this the best year in terms of year-around "continuing education" in the history of the organization.
- Dramatically improve the accuracy of the organizational online directory via an aggressive membership based campaign that makes it clear that the accuracy of this directory can ONLY be achieved if our own membership takes the time to review and update the directory for their school/self.
- Work with our individual SIDA organizations within the CoSIDA umbrella to assist them with building productive working relationships with their respective national offices, AD Associations, Conference Commission Groups and Management Council leadership groups.
- Develop a first-class image and marketing-based document that the organization and its divisional leadership groups can use to pro-actively advance and enhance the profession, the organization and its professionals throughout all levels of intercollegiate athletics.
- Work closely with all appropriate divisional leadership groups to grow CoSIDA membership at all levels, but especially at the NAIA, two-year and Canadian levels.
- Continue to work, via our partnership with NACDA, to build productive relationships and partnerships with all of the Athletic Directors Associations and Conference Commissioner Groups that are aligned within the NACDA umbrella.
- Continue to develop a pro-active website that a growing number of CoSIDA membership will view as a key place to come for professional development and continuing education based information
- Work with NAIA-SIDA to build a more productive relationship and partnership with NAIA senior staff in Kansas City that is more in-line with such a relationship/partnership that now exist with the NCAA senior staff in Indianapolis.
- Work with the CoSIDA Division I leadership to fully implement, for the first-time ever, a management and leadership organization for that divisional level that is in-line with what already exist for DII, DIII and NAIA-SIDA. This involves the formation of a FBS-SIDA, FCS-SIDA and DI AAA-SIDA organizations.
- Improve the speed and effectiveness of the CoSIDA membership blast email system via appropriate system and software upgrades.
- Form a "CoSIDA Transition Team" that would begin to work with the NACDA staff on a variety of organizational and management matters as it relates to CoSIDA's convention becoming a part of the NACDA convention in Orlando in June of 2013.
- Continue to build a more productive and pro-active committee structure that supports CoSIDA's strategic plan and initiatives.
- Work with the two-year institution community to establish the formation of a national two-year SIDA organization.
- Continue to strive for CoSIDA to have a high visibility and presence at all appropriate national conventions, national meetings/conferences, national events as well as at important conference and regional meetings.
- Work to significantly grow Division I involvement within CoSIDA and increase DI attendance at the CoSIDA Convention.
- Build upon the momentum gained from the 2010 CoSIDA Convention in San Francisco by developing a programming schedule for Marco Island convention in 2011 that once again results in favorable feedback and drives attendance to that convention.
- Evaluate the possibility of establishing an accreditation process and program for CoSIDA.
- Continue to build appropriate and productive relationships and partnerships with the NCAA senior leadership staff in Indianapolis at all divisional levels.
- Evaluate all managerial, administrative and fiscal-based aspects of the proposed expansion of the Academic All-America program- scheduled to begin for the 2011-12 academic year- and fully implement all appropriate elements for the nomination, selection and awards fulfillment programs by July 1, 2011.
- Continue to build upon the progress and role that the University Division and College Division Management Advisory Committee concept has had within the CoSIDA management structure
- Develop one page "value documents" that provide a list of emphasis points as to why "CoSIDA membership has value", "The value of the CoSIDA Convention" and "The value of membership participation and leadership within CoSIDA."
- Integrate more "professional development" sessions into the annual convention, session that would help membership become better leaders, better managers, better at balancing multiple demands, etc.
- Develop and start to implement a "resource library" within www.cosida.com that will provide a place for membership to come to gain information and direction in a variety of areas and topics.
- Evaluate the possibility of establishing a CoSIDA based awards program that would have the appropriate membership select/determine "Communications and Information Department of the Year" designations for respective regions/districts. The awards program would follow along the lines of one that NACDA does for district/regional "Athletic Director of the Year."
- Begin the process of developing a "Distinguished Alumni " document which would provide a thorough list of all of the information and communications directors who have distinguished our profession either by their work within the profession itself or by what they went on to accomplish after leaving our profession. This would provide a list of all of the folks who have achieved much within our profession but those as well who left us and went on to become Athletic Directors, Conference Commissioners, TV executives and even one- Pete Rozelle- who went from being the SID at the University of San Francisco to the Commissioner of the NFL.
- Continue to build our relationships with the staffs of the NCAA and NACDA daily email blast systems so that CoSIDA/professional news can be directly delivered to thousands of folks within other components of the collegiate athletics industry- a key outreach aspect of our strategic branding.
- Continue to strive to close the negative financial gap that exist with our annual convention in terms of per person registration fee and per person cost.
- Continue to strive to make the monthly Board of Directors/divisional leadership initiatives newsletter that goes to the membership be one that is seen as relevant and pro-active in its approach.
- Continue to seek out members who have a "passion" for specific interests and place them in appropriate leadership roles.
- Evaluate any possible partnership opportunities between CoSIDA and the Public Relations Society of America (PRSA).



# 2011 CoSIDA CONVENTION

# MARCO ISLAND

## FLORIDA



**June 26-29**  
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**AND SPA**

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