

MARK YOUR CALENDAR



Check out these opportunities inside . . .

Academic All-America Hall of Fame Nominations (deadline Nov. 4)

Nominate for 2012 Special Awards

Nominate for CoSIDA Scholarships and Grants

Enter 2012 Publications Contests



THE #1 PROVIDER OF COLLEGIATE ATHLETIC WEBSITES

**WEBSITES YOU CAN TRUST,
FEATURES YOU CAN'T LIVE WITHOUT.**

- Customer Relationship Management
- Digital Media Guides • Live Stats • Streaming Video
- Recruiting • SMS Text Messaging • Splash Pages
- Roster Management • Schedule Management
- Photo Galleries/Sales • Sponsor Management
- Story Management • Facebook Integration
- Twitter Integration • Interactive Polls
- Online Storefront • Online Auction
- Donation Forms • Ticket Sales • Newsletters
- Weekly Software Updates and Much More

**CUSTOMER SUPPORT
YOU CAN RELY ON!**



WWW.SIDEARMSPORTS.COM
sales@sidearmsports.com
315.443.1872

OCTOBER E-DIGEST

Table of Contents

- Nominate for Special Awards..... 4
- Publications Contest 6-11
- CoSIDA Corner 12
- Board Contact Information..... 13
- How to Get Noticed
by Senior Administrators 15
- Nine Questions to Ask
Before Every Media Interview..... 17
- CoSIDA Service Providers 18
- Bob Condron to Retire 20
- Within the Ranks..... 22-23
- Five Questions with Will Roleson..... 25
- Q&A with Dave Parsons 27
- Always Game Day..... 29
- CoSIDA Calendar 32-33
- Capital One Academic
All-America Schedule 34
- CoSIDA Scholarship Forms..... 35-40
- St. Louis Convention Information 41



STAY UP TO DATE
CHECK OUT THE
CoSIDA
CALENDAR
on P. 32-33

Supporting CoSIDA >

- Allstate Sugar Bowl.....31
- ASAP Sports16
- Capital One.....43
- CBS Sports Network/Stat Crew24
- Eclaro.....24
- ESPN5
- Expion.....18
- Fiesta Bowl.....24
- Fox Sports.....28

- Heisman Trophy26
- Liberty Mutual26
- NCAA21
- NewTek.....37
- NFL.....28
- Populous.....14
- Rose Bowl Game14
- SIDEARM Sports.....2
- Sports Systems31
- TRZ Sports/TEAMLINe.....14



Capital One Academic All-America Hall of Fame

CoSIDA Members:

As you are preparing for the upcoming academic and athletic seasons, please keep in mind any potential nominees for the Capital One Academic All-America® Hall of Fame. Nominations for the Class of 2012 will once again be on-line, and the online nomination forms are available at CoSIDA.com.

During the recent CoSIDA Convention in Marco Island, Florida, the Capital One Academic All-America Hall of Fame® inducted its 24th class to bring the total number of Capital One Academic All-America Hall of Fame® members to 117.

The deadline for nominating for the Capital One Academic All-America Hall of Fame® is November 4, 2011.

Please begin researching potential candidates, especially those former student-athletes that would fall into the honorary category, now to have the most complete information when the forms become available. If you nominated a former student-athlete on-line last year, you will have access to those forms to update information.

If you have any questions or need assistance, please contact Capital One Academic All-America Hall of Fame Coordinators Mark Fleming or Steve Shaff.

Questions? Please contact:

Mark Fleming
 Capital One Academic All-America Hall of Fame Coordinator
 Office - (610) 861-1472
 Fax - (610) 861-1581
 Email: sportsinfo@moravian.edu

SPECIAL AWARDS

DEADLINE FOR NOMINATIONS IS JANUARY 31, 2012

Nominations for CoSIDA's annual Special Awards are now accepted year-round at www.cosida.com. The deadline for CoSIDA members to nominate for the awards that will be presented at the 2012 CoSIDA Convention in St. Louis is Jan. 31, 2012.

Any nomination after January 31 will be considered for 2012-13 Special Awards.

To nominate, go to www.cosida.com. Under the Membership drop down menu, go to Special Awards Online Nomination/Voting and log in.



THANK YOU CoSIDA

AND ALL YOUR MEMBERS, FOR THE YEAR-ROUND
SUPPORT AND COMMITMENT.

ESPN



Publications Contests

2011-12



CoSIDA Members,

Welcome to another year of the CoSIDA Publications Contests. We hope that you will consider entering your publications in a contest this year.

We have streamlined the process even more this year with fewer contests including two new at-large contests. Any contest that did not have eight books entered last year is in the new at-large contest.

For the first time last year, we had some winners of books that were sent in via printed out PDFs. I know many of you are not printing your guides any more, but if you do an online version you can enter the contest. Just send in a copy of your work. We are not at the point where we can judge PDFs so we still need a hard copy.

If you have any questions about the contests please do not hesitate to contact me at (325) 670-1473 or cgrubbs@hsutx.edu.

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

Publications Contests

GENERAL INFORMATION

Deadline: It is simple. You need to 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. If you are entering a book that does not have its own contest, then it is to be entered in the Single Sport Contest. Please make sure it is not in the new at-large category. 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

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 review 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 – Football Bowl Series, Football Championship Series and College Division. 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, men's soccer, women's soccer, softball, and women's volleyball 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 on the university division. All of the college division posters are in one contest. 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. 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.

If you have a specific contest please contact Publications Contest Committee Chair Chad Grubbs of Hardin-Simmons University. His email is cgrubbs@hsutx.edu and his phone is (325) 670-1473.

Publications Contests

2011-12 Contest Coordinators

Contest	Coordinator	Deadline	Results Due
Cross Country Media Guides	Ryan Finney	Dec. 1	Feb. 15
Fall Posters	Marlon Furlonge	Dec. 1	Feb. 15
Men's Soccer Media Guides	Sarah Meier	Dec. 1	Feb. 15
Football Media Guides FBS	Rich Moser	Dec. 1	Feb. 15
Football Media Guides FCS	Patrick Pierson	Dec. 1	Feb. 15
Football Posters	Dan Reude	Dec. 1	Feb. 15
Women's Soccer Media Guides	Rich Tortorelli	Dec. 1	Feb. 15
Volleyball Media Guides	Kelly Vergin	Dec. 1	Feb. 15
Football Game Programs	Patrick Welker	Dec. 1	Feb. 15
Men's Basketball Media Guides College	Parker Griffith	Feb. 15	April 15
Women's Basketball Media Guides College	Christy Kramer	Feb. 15	April 15
Winter At-Large Media Guides (Field Hockey, Wrestling, Gymnastics, Ice Hockey and Swimming and Diving)	Patrick Moore	Feb. 15	April 15
Men's Basketball Media Guides University	Terry Owens	Feb. 15	April 15
Women's Basketball Media Guides University	Patrick Stewart	Feb. 15	April 15
Multi-Sport Guides	Dave Beyer	March 30	June 1
Baseball Media Guides	Gene Cassell	March 30	June 1
Single-Sport Media Guides	Patty Constantin	March 30	June 1
Conference	Taylor Flatt	March 30	June 1
*College Division Football	Blake Freeland	March 30	June 1
^College Posters	Logan Lawrence	March 30	June 1
Special Events	Steve Marovich	March 30	June 1
Single-Sport Programs	Micah McDaniel	March 30	June 1
Softball Media Guides	Troy Mitchell	March 30	June 1
Basketball Programs	Tina Price	March 30	June 1
Winter, Spring At-Large	Francis Tommasino	March 30	June 1
Spring At-Large Media Guides (Golf, Tennis, Track and Lacrosse)	Patrick Walsh	March 30	June 1
Basketball Posters	Deanna Werner	March 30	June 1
Postseason Media Guides	Leslie Casey	May 30	ASAP

*-For football this is NAIA, NCAA II, NCAA III

^-All college division posters are in one category. The seperated poster contests are university division only.

If a contest is not specifically designated College or University, FBS or FCS, there will be a college and university contest.



Publications Contests

2011-12 Coordinators Mailing List

Dave Beyer	Mercer University	1400 Coleman Avenue	Macon, GA 31207
Leslie Casey	America East Conference	215 First Street, Suite 140	Cambridge, MA 02142
Gene Cassell	Washburn	1700 SW College	Topeka, KS 66621
Patty Constantin	Our Lady of the Lake University	411 S.W. 24th St.	San Antonio, Texas 78207
Ryan Finney	UCLA	Morgan Center 325 Westwood Plaza	Los Angeles, CA 90095-1639
Taylor Flatt	Tampa	401 W. Kennedy Blvd.	Tampa, Florida 33606-1490
Blake Freeland	Oral Roberts	7777 S. Lewis Ave.	Tulsa, OK 74171
Marlon Furlongue	Bluefield State College	219 Rock Street	Bluefield, WV 24701
Parker Griffith	NFCA	100 G T Thames Drive, Suite D	Starkville, MS 39759
Christy Kramer	University of North Dakota	2751 2nd Ave. N. Stop 9013	Grand Forks, ND 58202-9013
Logan Lawrence	St. Edwards University	3001 S. Congree Ave.	Austin, TX 78704
Steve Marovich	Carthage College	2001 Alford Park Drive	Kenosha, WI 53140
Micah McDaniel	California Baptist University	8432 Magnolia Ave.	Riverside, CA 92504
Sarah Meier	Rocky Mountain Athletic Conf.	1867 Austin Bluffs Parkway Suite 101	Colorado Springs, Colo. 80918
Troy Mitchell	Henderson State	1100 Henderson Street, Box 7630	Arkadelphia, Ark. 71999
Patrick Moore	Madonna University	36600 Schoolcraft Road	Livonia, MI 48150
Rich Moser	Eastern Illinois University	600 Lincoln Avenue, Lantz Arena	Charleston, IL 61920
Terry Owens	Beloit College	700 College St.	Beloit, Wis. 53511
Patrick Pierson	Florida Gulf Coast University	10501 FGCU Boulevard South	Fort Myers, Fla. 33965
Tina Price	Old Dominion University	Room 124, Ath. Building Hampton Blvd.	Norfolk, VA 23529-0201
Daniel Ruede	University of Hartford	200 Bloomfield Ave. Sports Center	West Hartford, CT 06117
Patrick Stewart	ECAC	1311 Craigville Beach Road	Centerville, MA 02632
Francis Tommasino	Christopher Newport University	Freeman Center, 1 University Place	Newport News, VA 23606
Rich Tortorelli	Oklahoma City University	2501 N. Blackwelder Ave.	Oklahoma City, OK 73106
Kelly Vergin	SUNY Brockport	350 New Campus Drive	Brockport, NY 14420-2989
Patrick Walsh	Louisiana Tech	PO Box 3166 T.S.	Ruston, LA 71272
Paul Welker	Alfred State College	Public Relations Office, 29 Parish Hall	Alfred, NY 14802
Deanna Werner	Texas A&M University	P.O. Box 30017	College Station, TX 77842-3017



2011-12 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?

When the term SID — sports information director — is freely bandied about in our world of collegiate athletics, administrators, coaches, student-athletes and members of the media immediately know the meaning of the title. But is the role of the sports information director really understood?

Maybe not.

Assistant athletics director for communications, director of athletics communications, director of athletics media relations, sports information director — all titles describe an individual who uses athletics to promote, publicize and market an institution of higher education.

Where communication managers and public information officers use cultural events, enrollment figures and innovative programs to hype a college or university, an SID's shopping aisle is shelved with scores, stats, awards and human interest stories about student-athletes.

Maybe to better understand the role of a sports information director is to look at what the position is not.

SIDs are not assistant coaches sitting at the end of a bench helping scout opponents. SIDs do not report to coaches, serve as a liaison to coaching organizations, nor breakdown game video. SIDs are not travel agents or gophers — they are strategic communicators who serve as key administrators in an athletics department or in a university relations division.

The SID field has loaded its bases with unbelievably talented leaders who are passionate, creative and forward thinking. Years of training and professional development thanks to the College Sports Information Directors of America (CoSIDA), and to highly respected organized groups like ECAC-SIDA, BCSIDA, and the Division II, III and NAIA leadership groups, have fostered this professional talent and growth.

SIDs understand statistics, author press releases and post news and scores on websites, but their skill set makes them one of the most versatile and valuable employees on any college campus.

SIDs are strategic planners and communicators who see the greater picture of where college athletics fits into an institution. They revel in technology, but find ways to maximize its use — seeing the application and the advantage while others still play computer solitaire between bites of Big Macs.

They are historians who recall records, games and events that make alums feel included — and make the job of an alumni director much easier. They are outstanding writers with a keen sense of news and the experience to play devils advocate for presidents, athletics directors and coaches before members of the media pitchfork the front door — microphone in hand.

SIDs are recruiters for the institution, using their publicity skills to serve as the set-up pitcher for the coaches and admissions recruiters who enter the game as the closers.

They are broadcasters who create both value and a commodity for marketing directors to sell, and they are event planners and game managers who are excruciatingly detail oriented.

And they are teachers and mentors, cultivating student employees, volunteers and graduate assistants wanting to break into the field.

Working in the athletics communications field gives SIDs experience that translates into a multitude of jobs. Their sheer versatility and ability to see the proverbial big picture makes SIDs outstanding candidates for athletics



Tom Di Camillo



directors, commissioners, alumni directors, communications managers and marketing directors.

Institutions of higher education that strongly invest in human capital often are the ones who identify leaders for their athletics communications departments.

Take a look at the Kutztown University sports information department across the years. The institution hired Matt Santos as its SID in the early 1990s. Today he is the director of university relations for the institution.

Josh Leiboff followed in Santos' footsteps and became a leading authority on baseball scoring and new technology. Now he is the assistant director of university relations for web content at Kutztown.

Rob Knox replaced Leiboff and is currently a member of the CoSIDA Board. He recently served as president of the Black College Sports Information Directors Association (BCSIDA).

Some of the misconception about the role of an SID may come from the title itself — sports information director. It may not be adequate given the professional skill level required to fulfill the position and the ever-changing responsibilities. Even the name — College Sports Information Directors of America — may not do justice to the profession. We are, however, as our logo indicates, the "strategic communicators in college athletics."

However, the name CoSIDA and the term SID both have tremendous value. CoSIDA has existed for more than half a century and is synonymous with its flagship Academic All-America program, currently sponsored by Capital One.

The point is that sports information directors recognize the need to change while respecting the history of their profession. The decision to advocate for new professional titles, revamp an organizational name or embrace the historical significance is really irrelevant; the fact that communicators in the field of college athletics are taking a good hard look at their profession, their history and their future is paramount. It will help define the future of the profession while shaping how we see ourselves, and how our peers view the role of the SID.

In 2013, the CoSIDA Workshop will be held in conjunction with the NACDA Convention in Orlando, Fla., for the first time giving all collegiate athletics administrators an opportunity to take advantage of the experts in athletics communications.

It has been argued that sports information directors need to have a seat at the administrative table. In an era of maximizing resources, it would be shortsighted not to include the experts in so many fields as a key member of the leadership team.

But I would argue the seat is there. Progressive administrators recognize the need for the SID to be an important contributor to the team. They slide the chair from under the table the first day the SID steps onto a campus, demonstrating the value of the position. SIDs just need to take a seat.

Administrators that don't see the SID as a key member of their leadership are missing a tremendous opportunity. It's like having Robert Plant and Jimmy Page in the room while a cover band performs Stairway to Heaven.

Tom Di Camillo is CoSIDA's President for 2011-12 and serves as the Pac West Conference Assistant Commissioner/Media Relations and is the Central Arizona College Director of Media & Community Events.



Contact Information

THE 2011-12 COSIDA BOARD OF DIRECTORS

Office	Name	Office Phone	Fax Number	Email
President	Tom DiCamillo Pac West Conference	(480) 983-6605	(480) 983-6605	tomdicamillo@thepacwest.com
First Vice-President	Joe Hornstein Central Florida	(407) 823-2729	(407) 823-5266	joehorn@athletics.ucf.edu
Second Vice-President	Shelly Poe Ohio State	(614) 247-7023	(614) 292-8547	poe.45@osu.edu
Third Vice President	Eric McDowell Union College (N.Y.)	(518) 388-6170	(518) 388-6096	mcdowe@union.edu
Secretary	Jeff Hodges North Alabama	(256) 765-4595	(256) 765-4659	sportsinformation@una.edu
Treasurer	Dave Wohlhueter Ithaca, NY	(607) 273-5891	(607) 273-5891	dpw5@cornell.edu
At-Large Representative	Joe Browning UNC Wilmington	(910) 962-3236	(910) 962-3686	browningj@uncw.edu
At-Large Representative	John Paquette Big East Conference	(401) 453-0660	(401) 751-8540	jpaquette@bigeast.org
At-Large Representative	Ed Hill Howard	(202) 806-7184	(202) 806-9595	ehill1950@aol.com
At-Large Representative	Kent Brown Illinois	(217) 244-6533	(217) 333-5540	kwbrown3@illinois.edu
College Division Rep. Central	Cindy Fotti Columbia (Mo.)	(573) 875-7454	(573) 875-7429	cnfotti@ccis.edu
College Division Rep. Northeast	Mark Fleming Moravian	(610) 861-1472	(610) 861-1581	sportsinfo@moravian.edu
College Division Rep. South	Dave Walters Guillford	(336) 316-2107	(336) 316-2953	dwalters@guillford.edu
College Division Rep. West	Chris Day Adams State	(719) 587-7825	(719) 587-7276	clday@adams.edu
College Division Rep. At-Large	TBD			
College Division Rep. At-Large	Dave Wrath Augustana (Ill.)	(309) 794-7265	(309) 794-7525	davewrath@augustana.edu
First Past President	Larry Dougherty Temple	(215) 204-3850	(215) 204-2588	larrydoc@temple.edu
Second Past President	Justin Doherty Wisconsin	(608) 262-1811	(608) 262-8184	jmd@athletics.wisc.edu
Third Past President	Nick Joos Baylor	(254) 710-3043	(254) 710-1369	nicholas_joos@baylor.edu
Ex-Officio Members				
Executive Director	John Humenik	(352) 377-1908		jhumenik@bellsouth.net
Director of External Affairs	Barb Kowal	(512) 739-1234	(512) 336-1958	barbkowal@cosida.com
Director of Internal Operations	Will Roleson	(317) 490-2905		willroleson@cosida.com

Thank You CoSIDA!

Without your continued support we wouldn't be celebrating our 23rd year of providing Teamline to colleges & universities Nationwide.

We look forward to creating unique Audio & Video solutions for your membership for years to come!

TEAMLINE
LIVE PLAY-BY-PLAY & MORE

1-800-846-4630

ROSE BOWL GAME
PROUD SUPPORTER OF
CoSIDA
JANUARY 2, 2012 · ESPN | 2:10 PM PST · 5:10 PM EST



Populous is a global design practice dedicated exclusively to creating environments that draw people and communities together for unforgettable experiences.

POPULOUS[®]
DRAWING PEOPLE TOGETHER

BUILDING DESIGN
master planning
architecture
interior design
graphics
branding

EVENT DESIGN
bids
planning
procuring
managing
specialty services
accreditation

www.populous.com info@populous.com

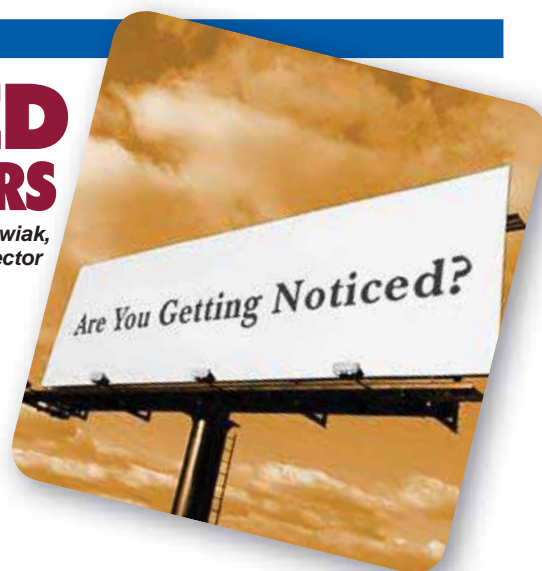
HOW TO GET NOTICED BY SENIOR ADMINISTRATORS

by Tom Satkowiak,
Tennessee Associate Media Relations Director

If you're currently serving as a graduate assistant(/intern) in a collegiate athletic media relations office, you're on the right track toward a successful career in this industry (and you're probably also hungry and sleep-deprived). But when you got that fateful call notifying you that you'd been selected for the position, that was the signal that you're journey was just beginning. Landing the assistantship is never the goal. The goal is to leverage the opportunity that accompanies the assistantship into a great job upon graduation.

It's really not much different than the training regimens carried out by the teams you work to promote: Hustle, hustle, hustle every day and focus on the process rather than the result.

An important part of the process should be finding ways to distinguish yourself in the eyes of those who run your department. Here are just a few tips to help you along the way.



1. Volunteer to assist at as many events as you can.

Working in collegiate athletic media relations often means showing up before most everyone and being among the last to leave. It can leave you yearning for a more exciting social life; but keep in mind—you're logging all these hours with the ultimate goal of landing a good full-time gig upon graduation. The payoff will come.

Athletic departments, particularly at the "BCS level," host several non-competition events each month. Donor receptions, corporate partner luncheons, golf tournaments and other events such as these present opportunities to assist and interact with senior-level athletic administrators. Showing ambition and providing competent and reliable assistance at these events can be a difference-maker for your future.

2. Identify a useful publication your department lacks, and produce it.

Every collegiate athletic media relations department produces publications (I use that term loosely, as fewer and fewer of these "publications" actually exist in printed form) geared toward the recruitment of prospective student-athletes. But does your athletic department have a similar publication to serve as a recruiting tool for talented coaches and/or athletic administrators?

In addition to touting your school's traditions, championship history and facilities (which you already do for student-athletes), you could entice coaches/administrators with benefits information, apparel deals, conference and TV revenue data, etc. And best of all, who better to consult on such a project than your athletic department's current senior administrators?

Sport-specific record books, almanacs for discontinued sports and fans guides are also publications you may have the expertise to generate. And if your desktop publishing software skills aren't up to par, find a pet project along these lines and spend an hour or two each night working on your craft and making yourself a more desirable job candidate down the road.

3. Embrace new media and use it to enhance your department's brand.

Age is a touchy subject in today's workplace. But if you're a GA, chances are you've got youth on your side. You may be more well versed

in social media and digital technology than some of your superiors. Take advantage of that opportunity.

Offer to give "how to" presentations on tools such as Twitter, Facebook, YouTube and Prezi to your athletic department's full-time staff members.

Pitch ideas on ways to use social media outlets to engage your school's fanbase. Is your ace pitcher a candidate for an award that uses online voting? Better yet, is your ace pitcher deserving of publicity that has yet to come his/her way? Use Prezi to promote him/her and make a captivating and attention-grabbing case for recognition.

Utilize Facebook and Twitter to put together a prize-packed scavenger hunt for fans. Use your imagination. Do something no other school has done yet. With social media, it's possible.

4. Treat the secretaries and janitorial staff the same way you treat your athletic director.

Don't be so narrow-minded in your ambition that you lose sight of how you treat people deserving of your respect. People talk.

Maybe that kid working on the stadium grounds crew who you breeze past everyday without acknowledging is an associate athletic director's nephew or next-door neighbor. Take note of the senior level administrators who never give you the time of day—and promise yourself you won't become that person.

5. Don't get noticed for the wrong reasons.

To maintain the type of hours we keep in this profession, having a good sense of humor is a necessity. But there's a time and place for jokes. You never know who may be walking through the office hallway while you're standing on a desk teaching a fellow GA how to "dougie."

I'll offer a personal anecdote here—an example of how my foolishness turned into an extremely embarrassing experience (haven't shared this story with many folks until now).

When I was a GA, I ate lunch every day at the athletic training table. And on Tuesdays during the fall, we hosted a football media day, after which media members had the option of eating free lunch at the training table as well. On that day each week, all media members and media relations staffers were required to sign in upon arrival at the dining hall.

Foolishly, I thought to myself, "I don't understand why we need to sign in on Tuesdays. Surely nobody is actually looking at this log book each week."

So... I started signing in as "Hulk Hogan" every Tuesday.

That lasted about a month or so, until I got a phone call from one of our associate athletic directors one afternoon asking me to come to his office. When I walked in and sat down, he held up one of the sign-in sheets and asked "Are you Hulk Hogan?"

Not my proudest moment. But, I admitted to it and apologized 10 times over.

The moral of the story is that senior level administrators have enough on their plate. The last thing they need is to spend valuable time trying to figure out why Hulkamania is runnin' wild in the dining hall. So do them - and yourself - a favor, and spend your time figuring out ways to be a productive asset to your athletic department. Your future depends on it.

TEXT is Social

As social media expands,
so does the use of text.

Twitter, Facebook, Google+ or some
social platform next on the horizon,
people **will** talk about your program.

Produce a transcript and make sure the
information they use is accurate.



... CoSIDA's official transcript provider.

The Instant Text Company

225 Broadway Suite 700 New York, NY 10007

www.asapsports.com 800.266.2350 • 212.385.0297

Your partner in the evolution of news media.

NINE QUESTIONS TO ASK BEFORE EVERY MEDIA INTERVIEW

Read online at MrMediaTraining.com

Media trainers usually spend the majority of their time teaching you how to communicate during a media interview. But too often, we forget to talk about what you should do before your interview begins – or before you agree to the interview in the first place.

Before agreeing to an interview, you should interview the interviewer. Learn as much as possible about the story they're working on, as you'll be able to prepare for the interview with greater precision as you learn more about it. Most journalists are willing to share at least the basics about the stories they're working on, and some are willing to go into great detail about their stories.



HERE ARE NINE QUESTIONS YOU SHOULD ASK BEFORE EVERY INTERVIEW.

1. What's Your Name?

I know, that one's obvious – but I've seen people forget to ask. Also ask reporters which news organization they work for and whether they cover a particular topic.

2. Can You Tell Me About The Story You're Working On?

Keep this question open-ended and remain quiet while the reporter talks (the more they talk, the more you'll learn). Feel free to ask follow-up questions and to clarify any points you don't fully understand.

3. Are You Approaching This Story From Any Particular Perspective?

Some reporters bristle when you ask "what's your angle?" directly, so this question tries to get the same information in a slightly more subtle manner.

4. Who Else Are You Interviewing?

Reporters often play it close to the vest on this one, but it's worth asking. You'll often be able to get a sense for the tone of the article by learning whether the other sources in the story are friendly or antagonistic toward your cause.

5. What's the Format?

For print interviews, this question will help you determine whether reporters just need a quick quote from you or whether they are writing an in-depth piece that will focus extensively on your work. For broadcast interviews, you'll be able to learn whether the interview will be live, live-to-tape, or edited. Also ask how long the interview will last. For television, ask if the format will be a remote, on-set, or sound bites interview.

6. With Whom Would You Like to Speak?

Reporters will often tell you who they want to speak to – often a company leader or subject-matter expert. But they'll frequently take anyone in your organization who can answer their questions satisfactorily, so ask.

7. Is There Anything Else I Can Help You With?

Ask the reporter if you can provide them with any press releases, graphics, photos, videos, etc. You can often expand your presence in a news story if the reporter chooses to use your supporting materials.

8. Who Will Be Doing the Interview?

For many radio and television interviews, you will be contacted by an off-air producer rather than an on-air personality. If you're not sure who the interviewer will be, ask. Also ask where the interview will be held.

9. When Are You Publishing or Airing the Story?

Look at the story as soon as it comes out. If it's a positive story, share it with your online and off-line networks. If it's a negative story, consider contacting the reporter or editor, or issuing a response.

CoSIDA's official "service providers" for the 2011-12 academic year

Capital One - Entitlement rights holder for CoSIDA's Academic All-America programs

SIDEARM - Official provider of CoSIDA's website (including Academic All-America online nomination and selection system, Career Center, Online Directory, awards and online membership systems).

ASAP Sports - CoSIDA's official instant transcripts provider

Expion - CoSIDA's official social media advisor

NewTek - CoSIDA's official continuing education video achieve provider

TRZ Sports/TEAMLINE - CoSIDA's official conference call provider

Eclaro Sports - CoSIDA's official career development partner

Sports Systems - CoSIDA's official online convention registration provider

Populous - CoSIDA's official convention registration badge printer and provider

XOS Digital (Collegiate Images) - CoSIDA's official legal services provider
for the Academic All-America program

EXPION **SOCIAL MEDIA MANAGEMENT SYSTEM**

Govern and align the individual Facebook pages of your teams and clubs

Monitor and manage all social conversations to assist with NCAA and Academic compliance

Content library leverages the creativity of staff and students for better engagement



A photograph of the St. Louis skyline at sunset. The Gateway Arch is the central focus, silhouetted against a bright orange and red sky. The sun is low on the horizon, creating a shimmering reflection on the water in the foreground. The city skyline is visible in silhouette behind the Arch.

2012 CoSIDA CONVENTION

St. Louis

**Renaissance
Grand Hotel**

Saturday, June 23-Tuesday, June 26

COSIDA HALL OF FAME AND U.S. OLYMPIC COMMITTEE'S BOB CONDRON ANNOUNCES PLANS TO RETIRE AT YEAR'S END

Release courtesy of USOCpressbox.com

COLORADO SPRINGS, Colo. – After 28 years, 15 Olympic Games and countless hills, valleys and campfires in faraway lands, the U.S. Olympic Committee's Bob Condron has announced his intention to retire at the end of the year.

Condron, the director of media services for the USOC, said he will retire to pursue other opportunities.

"Exactly," said Condron. "Like fly fishing high in the Rockies, shooting my age in golf, whatever hole that happens to be, and spending more time in a coffee shop on Wednesday morning at 9:30 a.m. eating an apple fritter."

Condron didn't divulge his age, but said he was conceived and born during World War II.

"In that order," Condron stated.

Condron joined the USOC on Jan. 2, 1984, the same day he will exit the organization in 2012. He has been involved in planning the media services for Team USA and U.S. delegation for every Olympic Games since the 1984 Games in Los Angeles. He has also served at seven Pan American Games, 11 U.S. Olympic Festivals and countless Olympic Trials, World University Games, World Cups and international championships.

He has directed the Olympic Games accreditation process for United States media for the past 10 years.

"Having known and worked with Bob since the last century, I know the USOC won't be the same without him around every day," said USOC CEO Scott Blackmun. "Bob's sense of humor, professionalism and willingness to make friends all around the world are traits that everyone in our organization should work to emulate. Bob embodies the true spirit of the Olympic Movement."

"I've never met a person loved by more people than Bob Condron," said USOC Chief Communications Officer Patrick Sandusky. "Every student of communications around the country today should look at Bob Condron's career as a case study of how to make friends and influence people while always being the gentleman in the room. While he is going to be missed around the USOC, we know where to look when we need Bob's help – area golf courses and trout streams. Few have earned their retirement more than Bob Condron and I wish him all the best."

Condron has served on the IOC Press Commission for eight years, a committee that approves and counsels Olympic organizing committees on media operations and services for the Olympic Games. He's one of only two USOC staff members serving on an IOC Commission.

He's in the Hall of Fame for his University, Texas Tech University, and his profession, the College Sports Information Directors of America (CoSIDA).

Condron joined the USOC staff after serving as the Assistant Athletic Director and Sports Information Director at Southern Methodist University from 1971-83 where he witnessed the various infractions and shenanigans that resulted in the now famous Death Penalty for the Mustangs.



His letters to thousands of Olympic Games media, which were titled "On the Ground In ..." helped prepare a generation of Olympic journalists how to hit the ground running in Olympic cities every year since Salt Lake City in 2002. It was served with a bit of humor and set the tone of friendship and welcome for the U.S. media about to embark on their journey to the Games.

"It was a good 28 years at the best organization in the world," Condron reflected. "I got to meet Olympic athletes who influenced generations of kids and adults. I got to work with the best and most influential journalists in the world who went about their jobs with pride

and professionalism. I got to work with the best people on the planet at the USOC, and I got to watch the sun rise and set on Pikes Peak in Colorado Springs. It was beautiful, and every day was magic."

Mike Moran, former USOC head of communications, and the man who brought Condron to Colorado Springs from Texas, said:

"No journalist or broadcaster saddled with the staggering responsibility of covering the Olympic Games, from Los Angeles to Vancouver, had a better friend or advocate than Bob. It didn't matter whether they were from the New York Times or the Anchorage Daily News. Or from Sports Illustrated or Reader's Digest.

"Bob's retirement is poignant, because he is one of the last links to the modern rebirth and growth of the USOC after its move to Colorado Springs in 1978. I think he can relax now and begin to understand the depth and significance of his personal contributions to U.S. athletes and the Olympic movement."

Condron also said he plans to continue a role with the IOC and other Olympic organizations on a part-time basis.

And, there's this other thing in his life, like getting married.

Lynnette Ryden, a five-time competitor in the Pikes Peak Ascent (running up a 14,000-foot mountain), and a current staff member at the Broadmoor Hotel in Colorado Springs, will be available for media interviews in the mixed zone at their wedding in Santa Barbara, Calif., in March. The groom will also be available for media requests at that time. Please submit your requests early for one-on-ones.

Photos are available upon request.

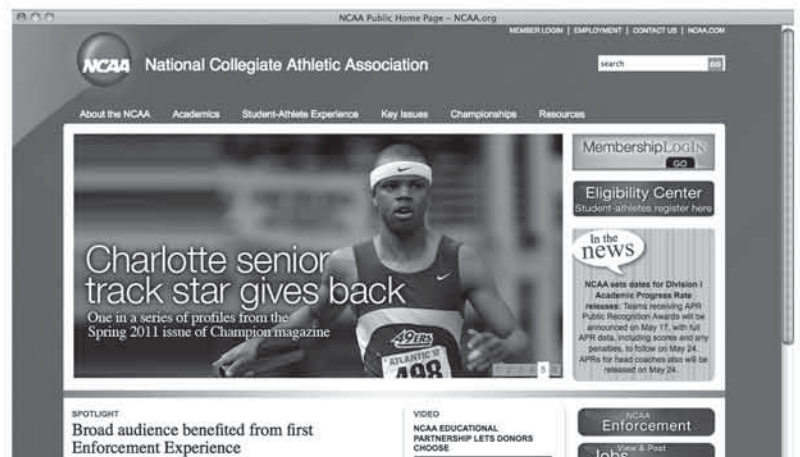
To contact Bob Condron, e-mail bob.condron@usoc.org or leave a message on his Facebook page. If you're not already a Facebook friend, just request a friendship and one will come your way. Just like life.



More news. More topics. More for you.

College sports are always fun — and sometimes complicated. If you want reliable information about the issues surrounding intercollegiate athletics, visit NCAA.org

NCAA.org. You'll get more than the score.



“WIN IT FOR WILLIE” FUND SET UP TO ASSIST VIRGINIA INTERMONT SID

FERRUM, Va. -- Willie Belcher, Sports Information Director at Virginia Intermont College, is currently in the battle of her life against cancer. She has been diagnosed with liomyosarcoma which is a rare cancer that occurs in 1% of all cancers.

A special fund has been established by a bank in Bristol, Virginia, to aid in her battle against cancer. The Virginia Sports Information Directors Association asks you to consider making a donation to help our colleague.

Willie has a passion for her job and for the students and student-athletes that she comes in contact with on a daily basis. She is strong in her faith and has and continues to be an influence to those around her.

Surgery to remove the tumor was unsuccessful and she is now traveling to Houston to the renowned MD Anderson Cancer Center. Her medical bills are very expensive as well as her travel expenses. A fund has been set up at Highlands Union Bank in Bristol, Virginia, to contribute to the “Win It for Willie” fund. Donations can be mailed to:



Highlands Union Bank
Attn: Gail Harless
821 Commonwealth Ave.
Bristol, VA 24201
Phone: 276-645-7110

Thank you in advance for any help you may give!

HARDIN-SIMMONS NAMED AMERICAN SOUTHWEST CONFERENCE DEPARTMENT OF THE YEAR

RICHARDSON, Texas — Hardin-Simmons University was voted by its peers as the winner of the American Southwest Conference Sports Information Department of the Year award for the 2010-11 academic season. HSU was honored on August 1 during the annual ASC SID meeting in Dallas.

HSU's Sports Information Director is Chad Grubbs, who has served in that capacity for the past 11 years. Grubbs received assistance from graduate assistant Teddi Crenwelge during the 2010-11 year.

Grubbs, who received his bachelor's degree from Oklahoma State and master's from Hardin-Simmons, works with all of HSU's 12 sports. He oversees all game-day media operations, manages press boxes at all home events and coordinates the production of the university's media guides and game programs. Grubbs also launched and handles the HSU athletic website, www.hsuathletics.com. He regularly broadcasts basketball, baseball and softball games on the internet.

Grubbs is an active member in College of Sports Information Directors of America (CoSIDA), where he has served as the national chair of the publications contest. He also serves on the Division III Sports Information Oversight Committee and is a national top 25 voter for football, men's soccer, women's soccer and baseball. He will serve as chair of the ASC Sports Information Directors for the 2011-12 academic year.



FORMER MSU SID FRED HENSLEY PASSES AWAY

MOREHEAD, Ky. – Fred Hensley, former Morehead State media services director and voice on the Eagle Sports Network, passed away on July 2 at Greenview Regional Hospital in Bowling Green, Ky. He was a member of the College Sports Information Directors of America (CoSIDA).

Hensley served as media services director/sports information director in the athletic department from 1973-77 and was the play-by-play voice of the Eagles for eight years on what was then called the Bald Eagle Network.

He was born in 1949 and was a native of Kenova, W. V. and Russell, Ky., before coming to MSU. He was a two-time graduate of Morehead State, holding a bachelor's degree in radio-television and a master's degree in higher education. After MSU, he served for three years as public

affairs director at Delta State in Mississippi from 1978-80 before moving to Western Kentucky University as an administrator.

Hensley served as chief public affairs officer at WKU until 2001 when he left to become senior vice president for advancement and marketing and president of the foundation at Michigan Technological University.

He was an organizing member of the Girls' KHSAA Sweet 16 Tournament host committee and was extremely instrumental in bringing the tournament to Bowling Green for the first time in 1985.

Hensley, who was 61 at the time of death, was married to the former Mary Jane Reed of Russell and had two children, a son Drew and a daughter Anne.

GRAMBLING MOURNS THE LOSS OF MOSLEY

The Grambling Athletic Department is mourning the loss of assistant sports information director Roderick Mosley.

Mosley, 38, died of a heart attack on September 21st in his front yard, university spokeswoman Debra Johnson confirmed.

The Southern University alumnus, in his second stint with the Tigers, had suffered some health problems in the past.

Mosley served 15 years in sports information at three institutions in the Southwestern Athletic Conference. A native of Baton Rouge, Mosley was a 1996 graduate of Southern University with a bachelors of arts in mass communication-radio and television broadcasting.

He served Southern as both assistant director and interim director of sports information before leaving for Grambling in 1999, where he also twice served as interim director of sports information. After working as an assistant SID under both Doug Williams and successor Melvin Spears, Mosley departed for fellow SWAC institution Mississippi Valley State in 2005, where he was promoted to head of the sports information department.

MVSU athletics director Lonza Hardy Jr. once described Mosley as "a tireless worker," who possessed "a great rapport with both the media and the general public."

Mosley returned to Grambling in 2009, where he eventually reunited with Williams -- coach of the Tiger football program during the bulk of Mosley's initial stint. He was serving as assistant director of athletic media relations at the time of his death.



Photo courtesy Simon Bruty/Sports Illustrated



FIESTA BOWL

The Fiesta Bowl salutes the media professionals of CoSIDA.

FIESTABOWL.ORG

ECLARO SPORTS

PROUD PARTNER OF



HELPING CoSIDA MEMBERS
WITH THEIR
CAREER ASPIRATIONS

Submit Your Profile to
Our Confidential Career Database
by E-mailing Jay Williams at
jwilliams@eclaro.com

CBS SPORTS NETWORK

57% GROWTH SINCE 2009* | AVAILABLE TO 95 MILLION HOMES*
250 LIVE GAMES | 1,000 HOURS OF ORIGINAL PROGRAMMING

CBSSPORTSNETWORK.COM  

*Source: Nielsen Universe Estimate

FIVE

Questions

With
Will Roleson

CoSIDA Director of Internal Operations

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

Looking back, it's hard to believe that I've been involved in sports information for 25 years. I got my start as a high school student when I met CoSIDA Hall of Famer and long-time Miami University SID Dave Young. He gave an unproven teenager the opportunity to spearhead a summer-long research project about the 100th year of Miami football in 1988 and also put me to work selling programs at football and basketball games and assisting in the press box before I ever enrolled at the university. Dave passed away a year-and-a-half ago but not a week goes by when I don't think about the opportunities he afforded me. After graduating, I spent a year as an intern at the University of Wisconsin where I worked with Steve Malchow (now a senior associate AD at Iowa State University), I and later spent eight years at Kent State University (three as an assistant and five as SID) and six at the Horizon League office as an assistant/associate commissioner. After being out of the field for a year, it's been great to re-connect with a host of good friends and colleagues since joining the CoSIDA staff in mid-July. I look forward to serving their needs in the years ahead.

2. What makes your position important to CoSIDA's future and to the athletics communications profession?

I'll let the board members who hired me and the members I serve answer that one. But, I will say that adding a third full-time staff member to CoSIDA will allow us to help in ways that two people couldn't. Perhaps most importantly I will handle a number of internal projects that had been dropped onto Barb Kowal's plate during the past couple years and enable her to concentrate more on the external side, including outreach, communications, the website and other projects. My primary responsibilities center around membership services such as the e-directory/database, internal operations, convention administration and ultimately the treasurer's duties when Dave Wohlhueter retires from the position following next summer's convention in St. Louis.



3. Now that you are immersed in the details of the St. Louis Convention, has anything surprised you about convention planning?

I was fortunate during my tenure at the Horizon League to spend a lot of time on the operations side so nothing has really surprised me, with the exception perhaps of the foodservice costs at hotels. There is a reason that it cost CoSIDA nearly \$350 per person to put on the convention Marco Island and much of that was due to the luncheon expenses. Convention administration is definitely a team effort, from the programming choices to the luncheon planning to the rooming logistics and everything in between.

4. You will play a big role in making the CoSIDA Convention a part of the NACDA Convention. There are probably still some SIDs who fear that the event that has meant so much to the organization will somehow get swallowed up by NACDA's event. Can you offer some reassuring words?

If CoSIDA were just going to be a small program set into the greater NACDA Convention, I would understand some of the concerns. But the truth is that not much will change in terms of our programming and daily schedule, except that athletic directors and other administrators will be able to attend our sessions and also be available to serve as panelists when requested. And, the opportunity to network with other administrators outside the formal sessions is another key benefit for our membership. The convention program committee and the various divisional leadership groups will still craft the schedule and the panels to the needs of CoSIDA members. A couple years ago I had the opportunity to speak at the NACDA Convention, and the diversity of the attendees was incredibly wide-ranging, from ADs to marketing directors to compliance staff and others. Beginning in 2013 in Orlando, our members will be able to learn from them and hopefully others will gain a better understanding and appreciation of our business.

5. What's it like to work with a giant of the profession like Dave Wohlhueter?

Dave is an incredible person who has been the backbone of the CoSIDA Board for more than 30 years. He has seen the organization grow from fewer than a thousand members to nearly 3,000 and helped CoSIDA evolve along the way. His knowledge of the convention has helped keep the costs in check while still providing quality programming (and luncheons) for our members. Much like long-time CoSIDA secretary Fred Neusch, Dave has given his heart and soul to the organization and every member in the last 3 ½ decades owes him a debt of gratitude.

by Larry Hoppel, Central College



Far from the stadium lights
and the roar of the crowd
come the moments when
real coaching happens.



More than a million college football fans voted for the football coach they thought best demonstrated responsibility, integrity and excellence, on and off the field. In partnership with the College Football Hall of Fame, Liberty Mutual presents the award annually to the college football coach who best demonstrates responsibility, integrity and excellence, on and off the field.



For more information on the Liberty Mutual Coach of the Year Award, visit www.coachoftheyear.com.

Coverage provided and underwritten by Liberty Mutual Insurance Company and its affiliates, 175 Berkeley Street, Boston, MA. In Texas, coverage provided and underwritten by Liberty County Mutual Insurance Company and its affiliates, 2100 Walnut Hill Lane, Irving, TX. © 2009 Liberty Mutual Insurance Company. All rights reserved.

THE HEISMAN TROPHY TRUST IS PROUD TO SPONSOR THE 2011 COSIDA CONVENTION

WE APPLAUD AND THANK
SPORTS INFORMATION DIRECTORS
FOR THEIR COMMITMENT
AND HARD WORK ALL YEAR!

WWW.HEISMAN.COM



Q and A with Dave Parsons: Sports Information Director at Mount Vernon Nazarene University

By Chris Mitchell, Washington
University Sports Information Director

Mount Vernon Nazarene University Sports Information Director Dave Parsons is built more like a post player than a runner.

A wrist injury while playing lunchtime hoops in 2010 put his 6-foot-6 frame on the sidelines, instead of on the court. That injury, along with a pair of pants that no longer fit, got Parsons into running.

Parsons began as a student assistant SID at MVNU in 1993, and 18 years later is the Sports Information Director at his alma mater. He and his wife Carla are the proud parents of two daughters, Ashley (9) and Kylie (6).

Parsons, though, is not the only runner in the family. Carla has already completed three half marathons, and the entire family ran the MVNU Homecoming 5K on his birthday in November.

Parsons started slow by running the trails near his house in Mount Vernon, Ohio, and entered his first race in August of 2010 – a four mile jaunt which he finished second in his age group.

Parsons saw many familiar faces at that event, and got the idea of starting a running group to keep motivated. A year later, he has completed three half marathons and signed up for two full marathons this fall. He will attempt to qualify for the Boston Marathon on Sept. 18, in Erie, Pa.

"I really enjoy seeing new people take up running and seeing how it changes their lives for the better," Parsons said. "It has been a great experience. It is a social aspect as I have been running with a bunch of friends. It's a big family."

CM: What are some tips you would give fellow SIDs about eating late, while traveling or during a busy gameday?

This is truly one of the big downfalls in our profession. We work long hours, late nights, and weekends. We're around concessions stands and hospitality rooms stocked with food that we like that might not be the best for us. I was as guilty as anyone at grabbing pizza and a Mountain Dew (or two) around 10 p.m. after a home basketball doubleheader before settling in to write game recaps and update the website.

The thing that has made it easier for me to not do this is to make sure that I don't have access to stuff that is bad for me. I have a small fridge in my office that I keep stocked with bottled water now and I try really hard not to eat anything after 8 p.m. I don't keep candy or other snacks in my office. When I'm eating fast food on the road with one of our teams, I really do try to find the healthiest options on the menu.



CM: What motivated you to get fit and how did you go about getting fit and shedding pounds?

One day, I was putting on my favorite pair of pants and noticed they were getting kind of tight. I got on the scales in our training room when I got to work and I saw a number (230) that I had never seen before. I told myself that day that I needed to do something to keep from heading down that path to needing new pants. I didn't have a specific goal in mind, although in the back of my mind getting to the 210 listed on my driver's license resonated with me. Thanks to running, trying to eat smarter (but not necessarily less), and drinking half my weight in ounces of water each day, I've gotten down to 195 pounds in 14 months.

CM: What have you done to keep the weight off?

My New Year's Resolution for 2010 (which was even before I would start running in May) was to try to give up drinking soda and to cut back on sweet tea - both of which I drank a lot of. I'm pleased to say that I only had three sodas all that year and cut back the sweet tea a whole lot. I added french fries (which includes tater tots, onion rings, and my favorite - McDonald's hash browns) to the banned list with soda for 2011 and so far I've been able to stay strong with that.

It's not that those items are some magical way to lose weight, but for me it was about mental discipline and they were items in my life on a constant basis. When you add in the running and all the water I'm drinking, it hasn't been a problem to keep the weight off.

CM: What were your pitfalls in the past and how did that affect your eating habits and lack of exercise?

I love to eat. Plain and simple. I would try to play pick-up basketball a couple times a week with our coaches and other faculty and staff members over lunch, and so that helped me to stay in some semblance of shape or at least gave me the illusion that it was ok to just eat whatever I wanted, whenever I wanted. I was always guilty of eating plenty of pizza on game nights or looking for the biggest meals that I could find when going out.

As I approach my 40th birthday later this year, I don't still have the metabolism of the 20-year-old college student I once was and my eating habits were catching up to me.

CM: What exercise do you do now to stay fit?

I run. I typically do a 5K (3.1 miles) each morning at 6 a.m. through the week and then get a long run or two in on the weekend. The early morning run isn't easy because I'm not necessarily a morning person, but I'm committed to not taking any more time away from my family and this was the only time that I could squeeze it in.

I'm blessed to have found some other local people to run with which makes it a lot more fun and holds each of us accountable. I log each of my runs on Daily Mile (a social media site for runners), which basically gives me a journal for the year while also allowing others to encourage and motivate me. As my running has progressed, I've now completed three half marathons and have signed up for my first two full marathons this fall. My ultimate goal would be to qualify for the Boston Marathon and I'll be attempting to do that in Erie, Pa. on September 18 when I need to cover the 26.2-mile course in 3:20:59 or less.

CM: Looking back at your old self what would you say to that person?

I really wish that I would have taken up running years ago. I'm in the best shape of my life, but more importantly I've been able to develop some great relationships with other runners. The running family is very much like the sports information family - a bunch of hard workers who are passionate and would do anything for you. I would encourage anyone who is looking to become more physically fit to start by just walking or running one mile a day. You will be amazed at how much better you will feel just by doing that.

Follow Parsons via his blog -
<http://mvnusid.blogspot.com/>
and via Twitter - @MVNUSID

COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA
Future Convention Sites



Saturday, June 23-Tuesday, June 26

2012
St. Louis
Renaissance

2013
2014
2015
ORLANDO

Orlando
World Center
Marriott Resort &
Convention Center



The Place for College Sports Fans!



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

FSN

BTN
BIG TEN NETWORK

FCS
FOX COLLEGE SPORTS

FX

ALWAYS GAME DAY FOR AN ATHLETIC COMMUNICATIONS PROFESSIONAL

By Mark McGuire, www.timesunion.com

COLONIE, NY -- When Ann King missed her son's first Thanksgiving six years ago because she had to be with her College of New Jersey women's soccer team, well, that was part of the job.

When the sports information director missed the next Thanksgiving because she was traveling with the football team (and monitoring the soccer team via the Internet) a thought hit her: "OK, I'm missing too much now."

At least her husband, Tracy, also in college sports information, got it. It goes with the job.

"I never really worked a 9-5 job," said Tracy King, the new commissioner of the Liberty League, a conference that includes Skidmore, RPI and Union. "You are expecting to be working weekends and nights sometimes ..."

"And you don't question it," said Ann King, 47, now of The Sage Colleges and a member of the CoSIDA (College Sports Information Directors of America) Hall of Fame. "OK, I have a game. I have four straight weekends of events.' ..."

Tracy King, 41, nodded. "It is what it is. So it becomes part of your life. ..."

"And you adapt. You learn how to find windows to find the family time."

Working in college sports information is a great, great job. There is always a game to cover, always athletes and coaches to meet, always a story to tell.

A great, great job. Unless you want to have, you know, a life. Because there is always a game to cover, always athletes and coaches to meet ...

Sports writers whine by nature, but face it: There are more than a few sports that fly well below our radar, either because they are not part of our beat or they simply don't generate widespread interest.

With no insult to any athlete, we have the luxury not to care.

But a sports information director has to care about every sport, cover every sport, men's and women's.

The work he or she does along with their staff -- if they have a staff -- generates copy not only for websites and the media and other publications, but serves as recruiting tools. And since every game is a big game to someone or team, every game is a big game.

Consider this scene from last March in the Webster Bank Arena at Harbor Yard media room less an hour before one of the most important games in Union College history.

Just before the Dutchmen took the ice in their first Division I NCAA Ice Hockey Tournament game, sports information director Eric McDowell sat huddled over his laptop with an assistant ... inputting a Union women's softball box score from a game in Florida.

"We have to care about every single athlete," McDowell said, "and we don't mind that."

Great job. Tough life.

Tracy King, a former SID who previously ran the Skyline Conference which Sage Colleges belongs to, took a year away from sports to work in the Niskayuna school district when his wife took the job here. The pace was ... different.

"When I did start working a 9-5 job I was kind of bored in some ways," he said. "I had weekends off, Saturday and Sunday. For the first couple of weeks, couple of months, it was 'What do I do with myself?' I needed to come up with some hobbies.

"I guess I missed the energy and excitement of college athletics you don't find in other jobs. Some people would think I would have had it made, but something was missing."

There has to be a reason they do what they do. "It seems normal," Ann King said.

It's not, Ann, but at least your husband gets what you're saying.



CoSIDA says

Thank You

Alphabetical Roster of Sponsors/Providers for 2011 Convention

Allstate Sugar Bowl
American Baseball Coaches Association
American Football Coaches Association
ARA Sportsmanship Award
ASAP Sports
Atlantic Coast Conference
Atlantic 10 Conference
AT&T Cotton Bowl Classic
Big East Conference
Big Ten Conference
Big Ten Network
Big 12 Conference
Capital One
CBS Sports Network
College Press Box.com
Conference USA
Disney Sports
Eclaro Sports
Expion
ESPN
Fiesta Bowl
Florida Citrus Sports
Football Bowl Association
Football Writers Association of America
FOX Sports Networks
Good Karma Broadcasting
Heisman Memorial Trust
Horizon League
Paul Hornung Award
Learfield Communications
Liberty Mutual Coach of the Year Award

Licensing Resource Group
Lindy's Sports Publications
Lott Trophy
myTEAMBOOK.net
NCAA
NCAA Football
National Fastpitch Coaches Assoc.
National Football Foundation
and College Hall of Fame
National Association of Basketball Coaches
NFL
NewTek
Orange Bowl
Pac-12 Conference
Populous
Rivals/Yahoo! Sports
Rose Bowl Game
Stat Crew
SIDEARM Sports
Southeastern Conference
Summit Group
Sporting News
Sports Systems
TRZ Sports/TEAMLINe
Turner Sports
United States Basketball Writers Assoc.
USA Basketball
USA Hockey
Wuerffel Trophy
XOS Digital (Collegiate Images)

Who uses Sports Systems to manage credentials?

- ◆ More than 40 colleges/universities
- ◆ 22 conferences
- ◆ 32 bowls
- ◆ The NCAA

PressPass has become the industry standard. Inside of five minutes this week, let us show you how we can forever change that arduous credential request/management task that drains your staff's time.

sports systems

online innovations for events

For 25 years, **Sports Systems** has been the SID's outsourcing leader, providing school, conference and bowl media relations directors with *press release distribution, postseason awards voting, conference calling, and performance list scoring systems.*

Let us show you how we can help you manage guests, events and tickets via our innovative **GuestPass** and **TicketTracker** systems. Former SID **David Grim** is here in Marco Island to show you how we can help you be more effective!

Sports Systems is proud to be the Official CoSIDA Online Convention Registration Provider.



**The Allstate Sugar Bowl
is proud to continue its
sponsorship of CoSIDA.**

January 2012 - Two Big Games

**78th Annual Allstate Sugar Bowl &
BCS National Championship Game**

Louisiana Superdome - New Orleans, La.

Thanks to our Exhibitors

CoSIDA thanks the following Convention Exhibitors for their support

Sponsor Exhibitors

ASAP Sports

Eclaro Sports

Expion

Liberty Mutual

NewTek

SIDARM Sports

Stat Crew Software

Sports Systems

Other Exhibitors

Automated Flipcards

Collegiate Directories

Daktronics

Hotwire Communications

KenCast, Inc.

Neulion

Paramount Ticket Company

Presto Sports

SIDHelp

Sound Director Inc.

Sport Productions

Stretch Internet

Summit Athletic Media

universitytickets

.84444.com



COSIDA CALENDAR

UPCOMING MEMBERSHIP SCHEDULE AND DEADLINES

CURRENT OPEN REGISTRATIONS/PROGRAMS

- **LAST CHANCE! If you have yet to do so, please update your directory information (organization directory, personal directory) - please go to this link and MAKE YOUR CHANGES NOW!**
<http://cosida.com/update/index.aspx>
- **2011-12 Publications Contest guidelines, deadlines and information now available- DEADLINES START on DEC. 1**
- **CoSIDA Scholarship & Grant Program: info, deadlines and nomination forms now available- DEADLINES in APRIL and MAY 2012**
- **Capital One Academic All-America® Hall of Fame nominations open through Nov. 4**

OCTOBER

- **TUESDAY: OCT. 4**
Capital One Academic All-District MEN'S SOCCER AND WOMEN'S SOCCER NOMINATIONS BEGIN; nomination deadline is Tuesday, Oct. 25 (6 p.m., ET)
- **THURSDAY: OCT. 6**
On-demand CoSIDA Continuing Education video session (at CoSIDA.com): Lou Holtz motivational talk from Marco Island Convention: On Gaining Influence
- **TUESDAY: OCT. 11**
Capital One Academic All-District FOOTBALL NOMINATIONS BEGIN; nomination deadline is Tuesday, Oct. 25 (6 p.m., ET)
Capital One Academic All-District WOMEN'S VOLLEYBALL NOMINATIONS BEGIN; nomination deadline is Tuesday, Oct. 25 (6 p.m., ET)
- **THURSDAY: OCT. 13**
On-demand CoSIDA Continuing Education video session (at CoSIDA.com): Gaining Influence in Intercollegiate Athletics: Identifying your steps (Ben Porritt, Outside Eyes, Inc. Partner/Sr. Strategist; moderator- Jason Rich, Siena College)
- **TUESDAY: OCT. 18**
Capital One Academic All-District MEN'S & WOMEN'S SOCCER NOMINATIONS END; deadline is 6 p.m., ET
- **FRIDAY: OCT. 21**
Capital One Academic All-District MEN'S & WOMEN'S SOCCER VOTING BEGINS; deadline is Tue., Nov. 1 (6 pm ET)

- **TUESDAY: OCT. 25**

Capital One Academic All-District FOOTBALL NOMINATIONS END; deadline is 6 p.m., ET

Capital One Academic All-District WOMEN'S VOLLEYBALL NOMINATIONS END; deadline is 6 p.m., ET

- **THURSDAY: OCT. 27**

On-demand CoSIDA Continuing Education video session (at CoSIDA.com): Strategically Social Athletic Communications: Social Media Content Strategy & Measurement (Jason Falls, socialmediaexplorer.com owner/social media strategist; moderator- Chris Syme, Chair of New Media/Technology Committee)

- **FRIDAY: OCT. 28**

Capital One Academic All-District FOOTBALL VOTING BEGINS; deadline is Tue., Nov. 8 (6 pm ET)

Capital One Academic All-District VOLLEYBALL VOTING BEGINS; deadline is Tue., Nov. 8 (6 pm ET)

NOVEMBER

- **TUESDAY: NOV. 1**

Capital One Academic All-District MEN'S & WOMEN'S SOCCER VOTING ENDS; deadline is 6 p.m., ET

- **THURSDAY: NOV. 3 ***

Capital One MEN'S SOCCER Academic All-District Teams announced

Capital One WOMEN'S SOCCER Academic All-District Teams announced

*- CoSIDA members are asked to update their First Team All-District selections' bios by MONDAY, Nov. 7 for the Academic All-America® ballot

- **FRIDAY: NOV. 4**

Capital One Academic All-America® Hall of Fame Class of 2013 NOMINATIONS CLOSE (deadline is 5 pm ET)

- **TUESDAY: NOV. 8**

Capital One Academic All-District FOOTBALL VOTING ENDS; deadline 6 p.m. ET

Capital One Academic All-District WOMEN'S VOLLEYBALL VOTING ENDS; deadline 6 p.m. ET

• **TUESDAY: NOV. 8**

On-demand CoSIDA Continuing Education video session (at CoSIDA.com): Division II Model SID Office/ Communications Model Launch/DII Social Media for 2011-12 (Mike Racy, DII Vice President; Jill Willson, NCAA DII Governance; David Pickle, NCAA Director of Publishing; Roberta Page, NCAA Director of Championships; moderator- Rich Herman (Clarion), DII-SIDA Past President)

• **THURSDAY: NOV. 10 ***

Capital One FOOTBALL Academic All-District Teams announced

Capital One WOMEN'S VOLLEYBALL Academic All-District Teams announced

*- CoSIDA members are asked to update their First Team All-District selections' bios by MONDAY, Nov. 14 for the Academic All-America® ballot

• **TUESDAY: NOV. 15**

On-demand CoSIDA Continuing Education video session (at CoSIDA.com): How to get a seat in your boardroom [University Division panel] (Keith Tribble, UCF AD; Ken Kavanaugh, Florida Gulf Coast AD; Scott Stricklin, Mississippi State AD; moderator- Dan Drutz, St. Peter's College)

• **MONDAY: NOV. 28**

Capital One ACADEMIC ALL-AMERICA® MEN'S SOCCER COLLEGE DIVISION TEAMS announced (for NAIA, CIS and two-year institutions)

Capital One ACADEMIC ALL-AMERICA® WOMEN'S SOCCER COLLEGE DIVISION TEAMS announced (for NAIA, CIS and two-year institutions)

• **TUESDAY: NOV. 29**

Capital One ACADEMIC ALL-AMERICA® MEN'S SOCCER DIVISION III TEAMS announced

Capital One ACADEMIC ALL-AMERICA® WOMEN'S SOCCER DIVISION III TEAMS announced

• **WEDNESDAY: NOV. 30**

Capital One ACADEMIC ALL-AMERICA® MEN'S SOCCER DIVISION II TEAMS announced

Capital One ACADEMIC ALL-AMERICA® WOMEN'S SOCCER DIVISION II TEAMS announced

DECEMBER

• **THURSDAY: DEC. 1**

Capital One ACADEMIC ALL-AMERICA® MEN'S SOCCER DIV. I TEAMS announced

Capital One ACADEMIC ALL-AMERICA® WOMEN'S SOCCER DIV. I TEAMS announced

• **FRIDAY: DEC. 2**

CoSIDA Publications Contest deadline for:

- media guides: m/w cross country, football (FBS), football (FCS), m/w soccer, women's volleyball; posters: fall sports, football; game programs: football (all divisions)

• **MONDAY: DEC. 5**

Capital One ACADEMIC ALL-AMERICA® FOOTBALL COLLEGE DIVISION TEAMS announced (for NAIA, CIS and two-year institutions)

• **TUESDAY: DEC. 6**

Capital One Academic All-America® FOOTBALL DIVISION III TEAMS announced

• **TUESDAY: DEC. 6**

On-demand CoSIDA Continuing Education video session (at CoSIDA.com): Gaining influence through crisis & strategic communications (Ben Porritt, Outside Eyes, Inc. Partner & Senior Strategist; Scott Stricklin, Mississippi State AD; moderator- Dr. Bill Smith, Northwestern State)

• **WEDNESDAY: DEC. 7**

Capital One Academic All-America® FOOTBALL DIVISION II TEAMS announced

• **THURSDAY: DEC. 8**

Capital One Academic All-America® FOOTBALL DIVISION I TEAMS announced

• **MONDAY: DEC. 12**

Capital One Academic All-America® VOLLEYBALL COLLEGE DIVISION TEAMS announced (for NAIA, CIS and two-year institutions)

• **TUESDAY: DEC. 13**

Capital One Academic All-America® VOLLEYBALL DIVISION III TEAMS announced

• **WEDNESDAY: DEC. 14**

Capital One Academic All-America® VOLLEYBALL DIVISION II TEAMS announced

• **THURSDAY: DEC. 15**

Capital One Academic All-America® VOLLEYBALL DIVISION I TEAMS announced

• **TUESDAY: DEC. 20**

On-demand CoSIDA Continuing Education video session (at CoSIDA.com): Ways to produce your own TV broadcasts (Mark Fratto, St. John's Athletic Communications; Ben Fairclough, Big East Senior Director of External Affairs; moderator- Scottie Rodgers, Ivy League)

2011-12 SCHEDULE FOR ACADEMIC ALL-AMERICA® NOMINATIONS AND SELECTIONS

Program	M/W Soccer	Football	Volleyball	M/W Basketball	Baseball/ Softball	M/W At-Large	Track/Cross Country
Nomination Forms Available	Tues. Oct. 4	Tues. Oct. 11	Tues. Oct. 11	Tues. Jan. 3	Tues. Apr. 3	Tues. Apr. 17	Tues. May 1
Nomination Deadline	Tues. Oct. 18	Tues. Oct. 25	Tues. Oct. 25	Tues. Jan. 17	Tues. Apr. 17	Tues. May 1	Tues. May 15
DCs Finalize Ballots	Fri. Oct. 21	Fri. Oct. 28	Fri. Oct. 28	Fri. Jan. 20	Fri. April 20	Fri. May 4	Fri. May 18
District Ballot Voting Deadline	Tues. Nov. 1	Tues. Nov. 8	Tues. Nov. 8	Tues. Jan. 31	Tues. May 1	Tues. May 15	Tues. May 29
Academic All-District® Team Release Date	Thurs. Nov. 3	Thurs. Nov. 10	Thurs. Nov. 10	Thurs. Feb. 2	Thurs. May 3	Thurs. May 17	Thurs. May 31
Updating Deadline for First-Team All-District Selections	Mon. Nov. 7	Mon. Nov. 14	Mon. Nov. 14	Mon. Feb. 6	Mon. May 7	Mon. May 21	Mon. June 4
NC OKs National Ballot	Tues. Nov. 8	Tues. Nov. 15	Tues. Nov. 15	Tues. Feb. 7	Tues. May 8	Tues. May 22	Tues. June 5
National Ballot Voting Deadline	Tues. Nov. 15	Tues. Nov. 22	Tues. Nov. 22	Tues. Feb. 14	Tues. May 15	Tues. May 29	Tues. June 12
AAA Teams to Vice-Chair	Wed. Nov. 16	Wed. Nov. 23	Wed. Nov. 23	Wed. Feb. 15	Wed. May 16	Wed. May 30	Wed. June 13
Academic All-America® Team Release Date(s)	M. Nov. 28 (C) T. Nov. 29 (3) W. Nov. 30 (2) Th. Dec. 1 (1)	M. Dec. 5 (C) T. Dec. 6 (3) W. Dec. 7 (2) Th. Dec. 8 (1)	M. Dec. 12 (C) T. Dec. 13 (3) W. Dec. 14 (2) Th. Dec. 15 (1)	M. Feb. 20 (C) T. Feb. 21 (3) W. Feb. 22 (2) Th. Feb. 23 (1)	SB BA M. 5/21 (C) T. 5/29 T. 5/22 (3) W. 5/30 W. 5/23 (2) Th. 5/31 Th. 5/24 (1) F. 6/1	M. June 4 (C) T. June 5 (3) W. June 6 (2) Th. June 7 (1)	M. June 18 (C) T. June 19 (3) W. June 20 (2) Th. June 21 (1)

KEY: (C) = College Division (NAIA, CIS, 2-year); (3) = NCAA Division III; (2) = NCAA Division II; (1) = NCAA Division I

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

updated July 20, 2011

2012-13 CoSIDA Phil Langan Graduate Internship Grant

The CoSIDA Phil Langan Graduate Internship Grant Program is designed to assist member institution sports information offices with funds to support the addition of a graduate internship. There will be one CoSIDA Graduate Internship Grant awarded for the 2012-13 school year, providing \$10,000 for a 10-month appointment.

Basic information:

1. **Applying SID** must submit this application form, along with a one-page *declaration of need* outlining the personnel structure of his/her office including the following information:
 - list of all paid athletic media relations/sports information employees (full-time, part-time, interns, GAs, students) by position
 - number of varsity sports covered
 - reasons for requesting consideration for this grant
 - any additional support information
2. The intern selected by the winning school must be a college graduate. It is the hiring SID's responsibility to see that the intern meets this criteria.
3. The intern's name, address and social security number must be provided -- along with an affidavit from the supervising SID (verifying the intern's commitment to the SID office) -- prior to the beginning of the ten-month appointment. The \$10,000 grant will be paid in two \$5,000 installments, with the first sent approximately September 15 and the second in January. A second affidavit must be submitted by the supervising SID to authorize the release of the final installment. Payment will be made directly to the individual hired by the SID office awarded grant assistance.
4. An institution may receive a CoSIDA Internship Grant **one time** in any three-year period.
5. CoSIDA Phil Langan Internship Grants are available **only** to sports information offices **without** paid graduate or undergraduate interns. Applications must be complete and thorough to be considered.

GENERAL	
Date of Application	_____
Applying SID's Name	_____
School	_____
Mailing Address	_____
E-Mail Address	_____
Office Telephone	_____ Office Fax: _____

Signature of SID _____

**SUBMIT THIS APPLICATION AND
ACCOMPANYING DECLARATION OF
NEED TO:**

Brian Gunning, Assistant AD
for Athletic Communications
United States Military Academy
639 Howard Road
West Point, NY 10996

CoSIDA is committed to providing opportunities for minorities/women interested in careers in the sports information profession.

APPLICATION DEADLINE IS APRIL 6, 2012

2012-13 CoSIDA Postgraduate Scholarship Application

LANGSTON ROGERS POSTGRADUATE SCHOLARSHIP

The CoSIDA Postgraduate Scholarship Program is designed to assist outstanding students in sports information offices who have expressed an interest in pursuing a career in collegiate sports information and who require some financial assistance for their education. There will be two \$5,000 Postgraduate Scholarships - **The Langston Rogers** and the **Wylie Smith Postgraduate Scholarships** — awarded.

The LANGSTON ROGERS SCHOLARSHIP will be given to a rising minority or female student working in athletics communications/sports information who is interested in pursuing a career in the intercollegiate athletic communications profession. This formerly was the CoSIDA Postgraduate Scholarship.

Basic qualifications for the Langston Rogers Scholarship:

1. A minimum cumulative GPA of 3.00 (on a 4.00 scale) for all undergraduate (*and graduate, if applicable*) academic work to date.
2. An intention to pursue a career in sports information (must be active in sports information office at graduate institution).
3. Proof of enrollment in the graduate school of the student's choice before funds will be released (see terms and conditions below).
4. Winners must be college graduates prior to the beginning of the fall, 2012, term, with projected date of completion of graduate work no sooner than the end of the spring, 2013, term (May or June, depending on the respective school's academic calendar)

Terms and conditions:

1. There will be two scholarships (the \$5,000 **Langston Rogers Scholarship** and the \$5,000 **Wylie Smith Scholarship**) awarded. The scholarships will be allocated as follows: \$2,500 in September, \$2,500 in January.

GENERAL	Date of Application _____	Undergrad. School _____
	Applicant's Name _____	Major(s) _____
	Home Address _____	Degree _____
	_____	Overall GPA (4.0 scale) _____
	E-mail Address _____	Graduate School _____
	_____ @ _____	Major(s) _____
	Social Security # _____	Grad GPA to date _____
	Campus/Cell Phone _____	Anticipated Date of _____
	Permanent Phone _____	Graduate Degree _____

FINANCIAL	Do your parents provide support in financing your education? (<i>circle one</i>)				Yes	No		
	If "Yes," to what degree (<i>circle one</i>)				\$0 - \$999	\$1,000 - \$4,999	\$5,000 - \$9,999	\$10,000 +
	If "Yes," please provide <u>parents'</u> adjusted gross income from 2009 IRS Form 1040 <u>and total federal income tax paid</u> below.							
	If "No," please provide <u>your</u> adjusted gross income from 2008 IRS Form 1040 <u>and total federal income tax paid</u> below.							
	Adjusted Gross Income (AGI) _____		Total Federal Income Tax Paid _____					
	Value of other income sources available for graduate school in the 2010-11 school year							
	Assistantships _____		Scholarships _____		Tuition Waivers _____			
	Stipends _____		Other Sources _____					
	(Explain "Other Sources": _____)							
	Educational costs for the 2012-13 school year		Tuition _____		Books _____			
		Housing _____		Other (fees, etc.) _____				

I hereby certify that the information provided is true and accurate to the best of my knowledge:

Signature of Applicant _____

(If a Dependent, Signature of Parent of Guardian) _____

LANGSTON ROGERS SCHOLARSHIP APPLICATION CONTINUED, NEXT PAGE ----

**MAIL APPLICATION AND
ACCOMPANYING MATERIALS TO:**

Brian Fremund, Assistant AD
For Media Relations
University of South Alabama
171 Jaguar Drive-HPELS RM 1105
Mobile, AL 36688

APPLICATION CHECKLIST

(The following items MUST be included with this application form for the applicant to be considered)

- Head and shoulders photo
- Personal resume
- Declaration of Scholarship Need *(separate sheet)*
- Letter of Recommendation from current/most recent sports information supervisor
- Letter from graduate school confirming the applicant's employment there
- Up-to-date **certified** transcript of *all* undergraduate and graduate work completed
- A *maximum of three* work samples – news releases, publications, etc.
(no more than two publications, accompanied by a description of your involvement in each project). No audio/video tapes, please.

APPLICATION DEADLINE: APRIL 13, 2012



NewTek
www.newtek.com

Innovative Solutions for graphics, film and TV production
CoSIDA's Official Continuing Education Video Archive Provider

2012-13 CoSIDA Undergraduate Scholarship Application for FRED NUESCH-DAVE WOHLHUETER UNDERGRADUATE SCHOLARSHIPS

The CoSIDA Undergraduate Scholarship Program - **the Fred Nuesch-Dave Wohlhueter Scholarships** - is designed to assist outstanding undergraduate students in athletic communications/sports information offices who have expressed an interest in pursuing a career in collegiate sports information and who require financial assistance for their education. There will be two \$2,500 undergraduate scholarships awarded for the 2012-13 school year.

Basic qualifications:

1. A minimum cumulative GPA of 3.00 (on a 4.00 scale) for all undergraduate academic work to date.
2. Undergraduate classification as a senior or junior for the 2012-13 school year.
3. An interest to pursue a career in sports information.
4. Proof of enrollment at the school of the student's choice before funds will be released (**see terms and conditions below**).
5. Winners must be undergraduates with projected date of graduation no sooner than the end of the spring 2012, term (May or June, depending on the respective school's academic calendar).

Terms and conditions:

1. There will be two **Fred Nuesch-Dave Wohlhueter Scholarships** awarded for 2012-13 academic year.
2. There is a limit of ONE scholarship per institution per academic year.
3. The scholarships will be allocated as follows: \$1,250 in September, \$1,250 in January.

GENERAL	Date of Application _____	School _____
	Applicant's Name _____	Major(s) _____
	Home Address _____	Minor(s) _____
	E-Mail Address _____	Overall GPA (4.0 scale) _____
	@ _____	Anticipated Date of Graduation _____
	Social Security # _____	
	Campus/Cell Phone _____	
	Permanent Phone _____	

FINANCIAL INFORMATION	Do your parents provide support in financing your education? (<i>circle one</i>) Yes No	
	If "Yes," please provide <u>parents'</u> adjusted gross income from 2012 IRS Form 1040 <u>and total federal income tax paid</u> below.	
	If "No," please provide <u>your</u> adjusted gross income from 2012 IRS Form 1040 <u>and total federal income tax paid</u> below.	
	Adjusted Gross Income (AGI) _____ Total Federal Income Tax Paid _____	
	Value of other income sources available for your undergraduate education in the coming school year (2012-13): (assistantships, grants, tuition waivers, other stipends, etc. -- please <u>note dollar value</u> and <u>explain source</u> briefly for <u>each applicable item</u> .)	

	Educational costs for the 2012-13 school year	Tuition _____ Housing _____

I hereby certify that the information provided is true and accurate to the best of my knowledge.

Signature of Applicant _____

(If a dependent, signature of Parent or Guardian) _____

Signature of Nominating SID _____

APPLICATION CHECKLIST

(The following items MUST be included with this application form for the applicant to be considered)

- ___ Head and shoulders photo
- ___ Personal resume
- ___ Letter of Recommendation from current/most recent sports information supervisor (*include description of need, qualifications/experience, potential in profession, etc.*)
- ___ Up-to-date **certified transcript** of all undergraduate work completed
- ___ A *maximum of three* work samples -- news releases, publications, etc. (*no more than two publications, accompanied by a description of your involvement in each project*). No audio/video tapes, please.

MAIL APPLICATION AND ACCOMPANYING MATERIALS TO:

Mark Fratto, Senior Assoc. AD
Carnesecca Arena – Rm. 157
St. John's University
8000 Utopia Parkway
Queens, NY 11439

APPLICATION DEADLINE IS MAY 4, 2012

2012-13 CoSIDA Postgraduate Scholarship Application

WYLIE SMITH POSTGRADUATE SCHOLARSHIP

The CoSIDA Postgraduate Scholarship Program is designed to assist outstanding students in sports information offices who have expressed an interest in pursuing a career in collegiate sports information and who require some financial assistance for their education. There will be two \$5,000 Postgraduate Scholarships - **The Langston Rogers** and the **Wylie Smith Postgraduate Scholarships** — awarded.

The WYLIE SMITH SCHOLARSHIP is annually, given to an outstanding undergraduate in a media relations/sports information office who has expressed an interest in collegiate athletic communications. (The Langston Rogers Scholarship will be given to a rising minority or female student working in athletics communications/sports information who is interested in pursuing a career in the intercollegiate athletic communications profession. *This formerly was the CoSIDA Postgraduate Scholarship.*)

Basic qualifications for the Wylie Smith Scholarship:

1. A minimum cumulative GPA of 3.00 (on a 4.00 scale) for all undergraduate (*and graduate, if applicable*) academic work to date.
2. An intention to pursue a career in sports information (must be active in sports information office at graduate institution).
3. Proof of enrollment in the graduate school of the student's choice before funds will be released (see terms and conditions below).
4. Winners must be college graduates prior to the beginning of the fall, 2012, term, with projected date of completion of graduate work no sooner than the end of the spring, 2013, term (May or June, depending on the respective school's academic calendar)

Terms and conditions:

1. There will be two scholarships (the \$5,000 **Langston Rogers Scholarship** and the \$5,000 **Wylie Smith Scholarship**) awarded. The scholarships will be allocated as follows: \$2,500 in September, \$2,500 in January.

GENERAL	Date of Application _____	Undergrad. School _____
	Applicant's Name _____	Major(s) _____
	Home Address _____	Degree _____
	E-mail Address _____	Overall GPA (4.0 scale) _____
	@ _____	Graduate School _____
	Social Security # _____	Major(s) _____
	Campus/Cell Phone _____	Grad GPA to date _____
	Permanent Phone _____	Anticipated Date of Graduate Degree _____

FINANCIAL	Do your parents provide support in financing your education? (<i>circle one</i>) Yes No			
	If "Yes," to what degree (<i>circle one</i>) \$0 - \$999 \$1,000 - \$4,999 \$5,000 - \$9,999 \$10,000 +			
	If "Yes," please provide <u>parents'</u> adjusted gross income from 2009 IRS Form 1040 <i>and total federal income tax paid</i> below.			
	If "No," please provide <u>your</u> adjusted gross income from 2008 IRS Form 1040 <i>and total federal income tax paid</i> below.			
	Adjusted Gross Income (AGI) _____		Total Federal Income Tax Paid _____	
	Value of other income sources available for graduate school in the 2010-11 school year			
	Assistantships _____		Scholarships _____	
	Stipends _____		Tuition Waivers _____	
	Other Sources _____		(Explain "Other Sources": _____)	
	Educational costs for the 2012-13 school year		Tuition _____ Books _____	
Housing _____		Other (fees, etc.) _____		

I hereby certify that the information provided is true and accurate to the best of my knowledge:

Signature of Applicant _____

(If a Dependent, Signature of Parent or Guardian) _____

WYLIE SMITH SCHOLARSHIP APPLICATION CONTINUED, NEXT PAGE ----

**MAIL APPLICATION AND
ACCOMPANYING MATERIALS TO:**

Brian Fremund, Assistant AD
For Media Relations
University of South Alabama
171 Jaguar Drive-HPELS RM 1105
Mobile, AL 36688

APPLICATION CHECKLIST

(The following items MUST be included with this application form for the applicant to be considered)

- Head and shoulders photo
- Personal resume
- Declaration of Scholarship Need *(separate sheet)*
- Letter of Recommendation from current/most recent sports information supervisor
- Letter from graduate school confirming the applicant's employment there
- Up-to-date **certified** transcript of *all* undergraduate and graduate work completed
- A *maximum of three* work samples -- news releases, publications, etc.
(no more than two publications, accompanied by a description of your involvement in each project). No audio/video tapes, please.

APPLICATION DEADLINE: APRIL 13, 2012

2012 CoSIDA CONVENTION

ST. LOUIS

MISSOURI



June 23-26
ST. LOUIS
RENAISSANCE
GRAND
HOTEL

4-Diamond/4-Star
Luxury Hotel
800 Washington Ave.,
St. Louis MO 63101

CoSIDA ANNUAL MEMBERSHIP, WORKSHOP ATTENDANCE

<i>Year</i>	<i>Site</i>	<i>Membership</i>	<i>Workshop</i>	<i>Year</i>	<i>Site</i>	<i>Membership</i>	<i>Workshop</i>
2011	Marco Island	2862	727	1989	Washington, D.C.	1467	1122
2010	San Francisco	2497	614	1988	Kansas City	1361	855
2009	San Antonio	2563	553	1987	Portland	1426	701
2008	Tampa	2397	832	1986	Nashville	1360	836
2007	San Diego	2216	920	1985	Boston	1341	904
2006	Nashville	2143	726	1984	St. Louis	1304	714
2005	Philadelphia	1946	783	1983	San Diego	1170	610
2004	Calgary	1961	496	1982	Dallas	1077	651
2003	Cleveland	1954	780	1981	Philadelphia	984	639
2002	Rochester	1888	748	1980	Kansas City	944	495
2001	San Diego	1877	1065	1979	Chicago	593	458
2000	St. Louis	1855	980	1978	Atlanta	510	415
1999	Orlando	1839	1195	1977	Los Angeles	550	312
1998	Spokane	1812	609	1976	Cincinnati	671	335
1997	New Orleans	1825	1060	1975	Houston	623	303
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				

COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA

CoSIDA

Strategic Communicators for College Athletics

HONORING STUDENT-ATHLETES WHO BRING EXCELLENCE FROM THE CLASSROOM TO THE LOCKER ROOM.



Capital One® is proud to
be the title sponsor of the
Academic All-America® program.

Capital One is an Official Corporate Champion of the



NCAA is a registered trademark of the National Collegiate Athletic Association.

