

COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA

CoSIDA
Strategic Communicators for College Athletics

November 2011 E-Digest

WANTED

**YOUR NOMINATIONS FOR CoSIDA's
2012 SPECIAL AWARDS**

NOMINATION PERIOD OPEN UNTIL JANUARY 31



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NOVEMBER E-DIGEST

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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.

CoSIDA SPECIAL AWARD DESCRIPTIONS

CoSIDA Hall of Fame

For members of CoSIDA who have made outstanding contributions to the field of college sports information. Voted on by current CoSIDA Hall of Fame Members.

25-Year Award

The CoSIDA 25-Year Award is presented to members who have completed 25 years in the profession (as of July, 2012).

Arch Ward Award

Presented annually to a university division member who has made outstanding contributions to the field of college sports information, and who by his or her activities, has brought dignity and prestige to the profession. Voted on by the Special Awards Committee.

Warren Berg Award

Presented annually to a college division member who has made outstanding contributions to the field of college sports information, and who by his or her activities, has brought dignity and prestige to the profession. Voted on by the Special Awards Committee. Note: Nominee must be a college division member.

Jake Wade Award

Presented annually to an individual who has made an outstanding contribution in the media to the field of intercollegiate athletics. Voted on by the Special Awards Committee. Note: Nominee must be a member of the media.

Bob Kenworthy

Community Service Award

Presented annually to a member for civic involvement and accomplishments outside of the sports information office. Voted on by the Special Awards Committee.

Lester Jordan Award

Presented to an individual for exemplary service to the Academic All-America® Award Program and the promotion of the ideals of being a student-athlete. Voted on by the Special Awards Committee.

Dick Enberg Award

Given annually to a person whose actions and commitment have furthered the meaning and reach of the Academic All-America® Teams Program and/or the student-athlete while promoting the values of education and academics. Voted on by special committee and Dick Enberg.

Keith Jackson Eternal Flame Award

Presented to an individual who, or an organization which, has made a lasting contribution to intercollegiate athletics, has demonstrated a long and consistent commitment to excellence and has been a loyal supporter of CoSIDA and its mission. Voted on by the Special Awards Committee. Each year, will be selected only if the Awards Committee deems worthy.

Trailblazer Award

Presented annually to an individual who is a pioneer in the field of sports information who has mentored and helped improve the level of ethnic and gender diversity within CoSIDA. Voted on by the Special Awards Committee.

Bud Nangle Award (NEW AWARD)

Presented annually to an individual outside of CoSIDA or to a member of CoSIDA who shows ethics and integrity under unusual or stressful situations. Voted on by the CoSIDA Ethics Committee with approval of the CoSIDA Board.

Rising Star Awards

Presented to a University Division Member and a College Division Member member annually with 10 years of service or less whose work at their institution and service, dedication, energy and enthusiasm to the profession make that individual a "rising star" in sports information. Voted on by the Special Awards Committee.

CoSIDA Lifetime Achievement Award

The CoSIDA Lifetime Achievement Award is presented to members who have served at least 25 years in the profession (as of July 2012) who are retiring or leaving the profession.

CoSIDA Distinguished Service Award

Presented in appreciation for endless work and devotion to CoSIDA. Note: this special award is presented by the Board of Directors and is not an award in the general nomination category.

Bill Esposito Backbone Award

Presented to a member who displays sound judgment and unusual courage in guiding their institution through difficult public relations situations. Voted on by the Special Awards Committee. Will be selected only if the Awards Committee deems worthy.



THANK YOU CoSIDA

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

ESPN



2011-12 CoSIDA DIRECTORY PDF VERSION AVAILABLE

The CoSIDA 2011-12 Directory has been updated and released. It is available in both an online version as well as a PDF version that can be downloaded. We would encourage each school to contact and alert their respective media agencies and representatives to make them aware of the online version as well as distribute the PDF version. This PDF version of the 2011-12 CoSIDA Directory was compiled based on information provided to CoSIDA by individual institutions/organizations as of October 1, 2011.

PLEASE NOTE: If there are inaccuracies, it is due to those schools/organizations not following up with repeated requests by CoSIDA to update their directory information prior to the release of this document. If you find inaccurate information for your school/organization we ask you to please go to CoSIDA.com and do the following:

- select the Membership link; at the pull-down menu, select "Update Your Directory Information"
- individuals can update their personal information here; to update your school/organization information, you MUST be the custodian of your account
- If you don't have custodial status, you can request that information on the page noted above. If you require assistance, use this link: <http://cosida.com/contact.aspx>.

CoSIDA BOARD ADDS TWO

In recent weeks, College Division At-Large Representative Rob Knox of Kutztown and College Division West Region Representative Chris Day of Adams State have resigned from the CoSIDA Board.

On its monthly board call, the CoSIDA Board of Directors appointed Greg Goings of Bowie State to fill Knox's vacancy, and Steve Flegel of Whitworth University to fill Day's position.

Both will serve until the next elections at the 2012 CoSIDA Convention in St. Louis, Mo.



VOLUNTEERS NEEDED FOR U.S. OLYMPIC TRIALS

The University of Oregon is seeking volunteers with media relations expertise to work at the 2012 U.S. Olympic Trials – Track & Field.

The event will be held June 22-July 1, 2012, at Historic Hayward Field in Eugene, Ore.

Volunteers will assist in a number of areas, including serving with USATF staff in the mixed (interview) zone, acting as liaisons with the media in both the media tribune and the media work tent, and assisting USATF staff in marshalling photographers, among myriad other duties that will arise during the Trials.

Free housing in university dormitories MAY be available; also many (but not all) meals will be provided.

Interested individuals should contact Greg Walker, UO Associate Director, Media Services (gswalker@uoregon.edu/541-346-2252).

For more information, go to:
www.tracktown12.com.



**GROW RAISE
YOUR SOME
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(for cancer research)

SIDEARM SPORTS
MOVEMBER CHALLENGE

<http://sidearmsports.com/movember.aspx>

SIDEARM Sports, CoSIDA's official website provider, has embarked on a wonderful initiative for the month of November - and invites all (male) CoSIDA members to participate. At right, SIDEARM CEO Jeff Rubin shares a letter with CoSIDA, outlining his company's reason for joining the national Movember movement and invites ALL CoSIDA members to join in the cause - and mustache-growing fun.

Movember is responsible for the sprouting of moustaches on thousands of men's faces, in the U.S. and around the world. With their Mo's, these men raise vital funds and awareness for men's health, specifically prostate cancer and other cancers that affect men.

For each and every CoSIDA member who participates in SIDEARM's "challenge," SIDEARM Sports will be making a donation to the Movember Foundation - their cash for your 'stache! In favor of a little healthy competition, SIDEARM has decided to give several great prizes for the best (and worse) 'staches, too!

To our CoSIDA colleagues:

On November 1st, all male employees within SIDEARM Sports will be taking part in "Movember" (www.movember.com) – A cancer awareness and fundraising campaign based around growing mustaches. The rules are simple: shave your face clean on the 1st, and don't shave your mustache until November has ended, effectively turning yourself into a walking billboard promoting the cause.

Personally I have never gone more than 3 days without shaving (I believe I had the flu). However, when SIDEARM Sports's creative director, Chris Kirkegaard came to me with the idea, it was an easy "yes."

Nearly everyone knows someone who has fought cancer.

This past year, after a heroic fight, Chris's mother lost her 14-month battle with small cell lung cancer.

Watching Chris and his family go through this was incredibly difficult and gut-wrenching for me. Knowing that his infant son, Rexton, wouldn't have much time with his grandmother, Chris would pack his family in the car and take drive the two- hour roundtrip drive to see his mother nearly every day after work. As a company, we all felt helpless during her fight.

Now, a few months later, Chris and everyone at SIDEARM Sports wants to make sure we do everything in our power to help to find a cure for this wretched disease.

Last month, Chris sent an email to all of the guys within SIDEARM Sports to see who would be interested in participating in Movember with him, and within an hour, he had 100 percent participation. With our staff eager and willing, we decided it was time to make this bigger than just our company, so we opened the invitation to our extended SIDEARM Family, our clients. After sending an email to see if folks were interested we were thrilled to get many to participate, including former CoSIDA president Larry Dougherty of Temple.

So now, of course, we want to go even bigger! For each and every one of you that participates in our "challenge," SIDEARM Sports will be making a donation to the Movember Foundation. That's right, our cash for your 'stache! Since we're all in favor of a little healthy competition, we've decided to give a few awesome prizes for the best (and worse) 'staches, too!

I realize that that some of you may be existing SIDEARM customers, and others of you may be with one of our competitors, but when it comes to fighting cancer, we are all in this together. We must find an end to this horrible disease.

Are you ready to grow your 'stache, join the SIDEARM team and kick cancer's butt? Please go to this link to participate!

<http://sidearmsports.com/movember.aspx>

Happy Mustache Growing!

Jeff Rubin
CEO SIDEARM Sports

FRED STABLEY, SR. WRITING CONTEST

Based upon the chill in the air and the inches or feet of snow you might have piled up outside your office window, it is time to start thinking about article submissions to the CoSIDA Fred S. Stabley Sr. Writing Contest.

In our profession, we are called upon to use our writing skills each and every day and we create tremendous stories that captivate our audiences. It is a major aspect of our job and an aspect that we take very seriously. For all of our hard work to recognize others, aren't we deserving of some recognition as well?

With that in mind, CoSIDA members are encouraged to submit entries for this year's Writing Contest.

The deadline for entries is February 24, 2012 (contest guidelines and a list of district coordinator follows).

The early deadline will allow for all the judging to be completed and plaques/certificates to be produced so that the winners can be recognized at the CoSIDA Annual Convention.

Categories have changed a bit and now include the following five:

- 1) Event Coverage
- 2) General Feature
- 3) Coach/Administrator Profile & Historical Feature
- 4) Athlete Profile
- 5) Blog/Interview

I encourage you to submit as many stories as possible with the maximum of three (3) per category. If you have any questions, feel free to contact me.
Best of luck!

Wade Steinlage
Writing Contest Chair
William Penn University
(641) 673-1025
steinlagew@wmpenn.edu

THE CONTEST

The CoSIDA Fred Stabley Sr. Writing Contest is open to all members of CoSIDA and is the only contest sponsored by CoSIDA that does not discriminate because of budget, athletic competition level, or size of staff. All entries are considered to be on a level playing field. The Contest is comprised of five categories (athlete, general, coach/administrator/historical, event, and blog/interview). Members may submit up to three stories per category.

ENTRIES

1. All dues-paying members of CoSIDA are encouraged to enter the contest. Non-members of CoSIDA who work in a sports information/media relations capacity (graduate assistants, interns, student assistants and volunteers) are invited to submit stories as long as each entry is sponsored by a dues-paying member of that office.
2. Entries must come from a campus publicity office, a conference office, or a sports governing body that deals directly with college athletics. The stories must have been generated through the normal daily role of the office.
3. Entries must be postmarked no later than February 24, 2012 to be considered for the 2011 contest (again, members may submit up to THREE entries per category). Entries must have been written/published between January 1, 2011 and December 31, 2011.
4. For the first time, to save paper and money, EMAILED ENTRIES WILL BE ALLOWED.
5. An original version of the story, from the actual publication, must be submitted along with THREE photocopies of the story. The contest name must appear on the outside of the envelope. Raw manuscript (on institutional letterhead) or internet version of an article is acceptable for stories that were generated but never appeared in a printed medium.
6. Entries must be in prose form. No game notes, fact sheets, etc., may be submitted.
7. A copy of the entry form must be attached to your original, but not to the photocopies.
8. Entries will be judged on overall writing style, correct use of English, inventiveness, written presentation and the ease with which the reader acquires the information. Story layout and design are not factored into the judging process, although typographical errors may be counted against the story in the overall judging.

JUDGING

All entries shall be forwarded to a district representative, who will gather a panel of three judges. The stories will be judged by category only, with the top story in each category at the district level being forwarded to a national panel of judges.

The national judges will select the top story in each of the five categories and then they will determine the overall "National Story of the Year". All of the national category winners will receive a 5x7 plaque, while the overall story of the year will receive an 8x10 plaque.

All district winners that did not receive national recognition will receive certificates.

District coordinators reserve the right to re-classify an entry if it is not submitted for the proper category. Coordinators may also request additional writings samples from an entrant.

WRITING CONTEST ENTRY FORM

The entry blank is available at www.cosida.com, on page 10 of this PDF or from a district coordinator. Be sure to use one entry blank per story, and remember to attach it to your original entry only, not the photocopies.

Any questions may be directed to your district coordinator, or to:

Wade Steinlage, Contest Chair
William Penn University
201 Trueblood Avenue
Oskaloosa, IA 52577
(641) 673-1025
steinlagew@wmpenn.edu

or

Mark Adkins, Vice Chair
Norwich College
158 Harmon Drive
Northfield, VT 05663
(802) 485-2160
madkins@norwich.edu

FREQUENTLY ASKED QUESTIONS

- Q:** I wrote a story last winter or spring. Can I submit it now?
- A:** Yes. Anything published in this calendar year, between January 1, 2011 and December 31, 2011 is eligible for entry.
- Q:** I wrote a story that only appeared on my school's website. Can I enter that?
- A:** Yes. Make sure there is a date when the story was posted. Print off one copy of the story, and submit with three additional photocopies.
- Q:** Can I submit a story that a student wrote?
- A:** Yes. Graduate students, interns and student assistants can submit entries, as long as they are sponsored by a CoSIDA dues-paying member.
- Q:** How many entries can I submit?
- A:** Up to three entries per category. There are five categories:
- (1) Event Coverage
 - (2) General Feature
 - (3) Coach/Administrator Profile & Historical Feature
 - (4) Athlete Profile
 - (5) Blog/Interview
- That means you could have a maximum of 15 total entries.
- Q:** When will I find out if I won, and what do I receive?
- A:** We plan to have all judging completed and winners will be recognized at the CoSIDA Annual Workshop in St. Louis in June.

FRED STABLEY, SR.

WRITING CONTEST

2011-12 CoSIDA Fred Stabley Sr. Writing Contest Entry Form

- *Please duplicate this entry form for each contest entry you submit.
- *Remember to staple this form to the original copy of each entry.
- *All entries must be accompanied by THREE photocopies of the story.
- *Entrants may submit no more than THREE stories per category.

CATEGORY

- _____ Athlete Profile
- _____ Coach/Administrator Profile/Historical Feature
- _____ Event Coverage
- _____ General Feature
- _____ Blog/Interview

When did the piece appear in print (on paper or electronically)?

Please list name(s) for award certificates

Signature: _____

School: _____

FRED STABLEY, SR.

WRITING CONTEST

WHERE TO SEND ENTRIES

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

Scott Pettus
Northeastern Oklahoma State University
603 N. Grand Avenue
Tahlequah, OK 74464-2399
(918) 458-2071
pettus@mail.nsuok.edu

DISTRICT 2 (Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, and West Virginia)

Matt Jones
Delta State University
PO Box A-3
Chadwick-Dickson Field House
Cleveland, MS 38733
(662) 846-4284
mjones@deltastate.edu

DISTRICT 3 (Florida, Georgia, North Carolina, South Carolina, and Virginia)

Tom Schott
Purdue University
Room 15 Mackey Arena
900 North University Drive
West Lafayette, IN 47907-1790
(765) 494-3145
tschott@purdue.edu

DISTRICT 4 (Alabama, Kentucky, Michigan, Ohio, and Tennessee)

Dennis Switzer
South Atlantic Conference
226 North Park Drive
Gateway Plaza Suite 130
Rock Hill, SC 29730
(803) 981-5240
dennis@thesac.com

DISTRICT 5 (Illinois, Indiana, Minnesota, Wisconsin, Manitoba, and Ontario)

Joe Guistina
Lycoming College
700 College Place
Williamsport, PA 17701
(507) 321-4028
guistina@lycoming.edu

DISTRICT 6 (Arkansas, Louisiana, Mississippi, New Mexico, Oklahoma, and Texas)

Mike Falk
Muhlenberg College
2400 Chew Street
Allentown, PA 18104
(484) 664-3232
falk@muhlenberg.edu

DISTRICT 7 (Colorado, Iowa, Kansas, Missouri, Montana, Nebraska, North Dakota, South Dakota, Wyoming, Alberta, and Saskatchewan)

Hillary Haynes
Nichols College
Center Road
PO Box 5000
Dudley, MA 01571
(508) 213-2352
hillary.haynes@nichols.edu

DISTRICT 8 (Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah, Washington, British Columbia, and Yukon)

Darlene Camacho
Columbia University
Mail Code 1914
3030 Broadway
New York, NY 10027
(212) 854-2535
dc2164@columbia.edu

Photo courtesy Simon Bruty/Sports Illustrated



FIESTA BOWL

The Fiesta Bowl salutes the media professionals of CoSIDA.

FIESTABOWL.ORG

ECLARO SPORTS

PROUD PARTNER OF



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by E-mailing Jay Williams at
jwilliams@eclaro.com

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*Source: Nielsen Universe Estimate

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?

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Contact Information

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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	Steve Flegel Whitworth	(509) 777-3239	(509) 777-3720	sflegel@whitworth.edu
College Division Rep. At-Large	Greg Goings Bowie State	(301) 860-3574	(301) 860-3585	ggoings@bowiestate.edu
College Division Rep. At-Large	Dave Wrath Augustana (Ill.)	(309) 794-7265	(309) 794-7525	davewrath@augustana.edu
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Director of External Affairs	Barb Kowal	(512) 739-1234	(512) 739-1234	barbkowal@cosida.com
Director of Internal Operations	Will Roleson	(317) 490-2905		willroleson@cosida.com

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20 THINGS

Communications Professionals Should Not Do

Recently, Ragan contributor Susan Young showed us the 20 things a PR pro should know how to do, which got me thinking about the things PR professionals should not do - the things that will cause you to lose fans/clients/support, fail to impress your boss, and generally stagnate in the industry.

See online: *20 things PR pros should not do*, by Brooks Nolan via ragan.com



HERE ARE THOSE THINGS,
BROKEN INTO FOUR CATEGORIES:

MEDIA RELATIONS

1. Phone journalists when you know they're on deadline.
2. Be unprepared for questions when pitching a reporter.
3. Miss a deadline.
4. Spam journalists with the same release, with no consideration of what they actually want.
5. Fail to provide interesting, exciting, and high-resolution images for stories.

SOCIAL MEDIA

6. Delete negative comments on blog post or Facebook pages.
7. Focus on numbers, not engagement.
8. Not bother monitoring conversation.
9. Share nothing but links to offers and your own website.
10. Not familiarize yourself with analysis tools.



DEPARTMENT/ORGANIZATIONAL/CLIENT RELATIONSHIPS

11. Fail to set clear targets, expectations, and evaluation methods.
12. Not work out a clear approval process.
13. Do whatever your client asks even if you know it's a waste of their time and money.
14. Not push for opinions and viewpoints.
15. Ignore situations if they go wrong; mistakes happen—it's how you deal with them that counts.

PLANNING

16. Churn out news releases with no strategy or reason behind them.
17. Get coverage for its own sake.
18. Fail to make sure press, advertising, social media activity, etc. are joined up.
19. Not make the time to read newspapers, blogs, and magazines.
20. Not hold regular planning and brainstorming meetings.

CoSIDA MEMBERS' SUBMISSIONS NEEDED

espnW to highlight women's sports through weekly Top 10 video series

espnW, ESPN's first dedicated content and digital business designed to serve, inform and inspire female athletes and fans, is accepting nominations for a weekly Top 10 video series showcased on espnW.com.



Since its launch in April 2011, espnW.com has provided a voice in the larger conversation of women and sports. Striving to be the premier site for women's sports, espnW provides comprehensive coverage of the opportunities and challenges facing female athletes today as well as topical sports news and long-form feature stories. The site has garnered accolades for coverage of women's sports, especially the 2011 FIFA Women's World Cup and the Women's Professional Soccer league. Other events that received in-depth coverage in the past few months included the Women's US Open and the WNBA.

Below is a letter from espnW's projects manager.

Members of CoSIDA,

espnW is thrilled to provide a new voice and platform for women's sports, especially at the NCAA level. Since our launch, we prioritized the college landscape within our content strategy, and we look forward to this next step showcasing the tremendous talent of female athletes across the country.

In order to produce the most robust coverage of women's sports highlights, we need your help. Please share this exciting opportunity with your SID staff who work closely with women's sports teams.

We encourage you to nominate Top 10 worthy plays by sending video clips in a timely manner to coincide with weekly posting. Videos must be turned in by Wednesday evening of each week as the desired posting date is Friday of each week. Furthermore, espnW is open to hearing your school's story leads for general coverage on our 'College Sports' page within espnW.com.

- Top 10 Video Nominations should be directed to Ambre Moton at Ambre.Moton@ESPN.com.
- General Story Leads should be directed to Joslyn Dalton at Joslyn.M.Dalton@ESPN.com.

We hope you will keep espnW in mind as you endeavor to highlight your deserving female athletes.

Warm regards,

Joslyn Dalton
Associate Manager, espnW Projects
Email: Joslyn.M.Dalton@espn.com

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

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

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Expion - CoSIDA's official social media advisor

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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.

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IS IT TIME FOR A ROI ON GAME NOTES?

Chris Yandle, Baylor University Associate Director of Athletic Communications

We've all been there.
I know I've been there.

It's 3 a.m. and you are hammering away at some killer game notes. Notes you - we - think are going to be used by the throngs of local, regional and national media at the next game, home or away. But to your dismay, those killer notes aren't used. Why?

It's 2011 and because of Twitter, we want tons of information. Now. If not now, then fast. Easily. And to the point. Sometimes, the media doesn't have time to read your 100-page manifesto. In the beginning, our job was to make the media's job - gasp! - easier. Writing a story about 'X' College and need a handful of quick, easy notes/bullets? A media member will either a) call/e-mail you for the answer(s) or b) go to your web site, call up your latest game notes and look for the best tidbits.

I go back to this phrase: making the media's job easier. It's not a scavenger hunt.

And that's the problem we face now. We have so many things at our finger tips to make our jobs easier to disseminate information to the media, fans and other constituencies. Do we really need to mow down a rain forest to produce information? It all goes back to what I blogged earlier this month...producing mountains of game notes and concentrating only on stats should be things of the past. Those are negative connotations to the SID title. Are 100-page notes really necessary? Hell, is anything over 30 pages really necessary?

Game notes - among other topics - were briefly discussed this past summer in Marco Island. And I'm excited to have an opportunity to present this topic...or something similar...next summer in St. Louis. And Chris Freet from Miami brought up a great point then - we need to study the return on investment on game notes. How much time do you invest? And how much of that information you put in your notes gets used?

I've been there at 3 a.m., battling insomnia and trying to finish an insane amount of game notes for a game that may have 10 people total - including myself - that may read them. Many times, we've admitted that we put so much time and effort into game notes for us!

Instead of 50 pages of notes, cut it in half. Use the time that you would have exerted on the second half of notes on blogging for your web site. Take that information that you would have used and re-purpose for your site. Then tweet it. I guarantee that will get more views than had it been buried on page 37 of your notes.

I've taken great pride with what I've been able to accomplish with this season's football notes at Baylor. Yes, I do love designing things that look clean, simple and display a great example for Baylor University and Baylor Athletics. After the convention, I wanted to end all the time-wasting. So I cut our football notes by one-third (we were, at most, 40 pages last season). And I'm very conscious of the amount of graphics I place in the notes because that increases file size. Would media and fans rather download something that's 200 KB or 3 MB? I think art - whether action photos, headshots or graphics - add a nice touch to game notes and breaks up the text well. But you don't need to place a 6 MB photo in the notes because that'll translate to a much larger PDF file online. So I trim our art to web-ready sizes so that the PDF file size is minimal and easily attachable/downloadable via e-mail.

So we have the 17th-ranked football team in the nation and a big-time Heisman Trophy candidate. And once I receive a dress roster on Thursday, our notes will be 23 pages. That's double-sided. That's five pages of



"notes," one page for the depth chart, two pages for career leaderboards, one page for said Heisman Trophy candidate, four pages for player spotlights, nine pages for stats and, right now, one page for recap notes (two games per page). Download size? 193 KB.

That's football. What about basketball? While I'm already thinking about what I'm going to do for this upcoming season, I can tell you that basketball notes can suck up a ridiculous amount of time and energy. So many games and you want to make sure every important thing gets in there. Not to mention a quick turnaround between games a lot of times. I've received numerous compliments on the game notes I assemble for basketball for these three reasons - the 10 "story line" bullets on the front page (that helped me win an award from the Louisiana Sportswriters Association in 2008...yes, shameless promotional plug), player pages and the TV/Radio flip card on the back page. Ideally, all the information the media needs are in those three sections. They shouldn't have to read anything else. And the best/most important stuff I put in my hoops notes? I post on my basketball blog and subsequently tweet it out. Short, quick good notes.

Media and (especially) fans have an insatiable appetite for immediate information. Where has our job to promote immediacy for this information gone?

It's time to save a small forest. And take back some of our precious time and re-purpose it to more useful areas, like blogging and social media. Let's face it: with social media, does the media really have time to scour 100 pages of notes to find 5-10 nuggets? Take the best of the best notes you have and push that content. Take out all the old information you kept pushing farther and farther back in your notes and hit the delete button.

And in reality, game notes make up just a small fraction of our jobs as athletics communicators. And it's not stats, either. We are historians for our respective athletic departments, but most importantly, we are the first and last lines of defense when it comes to crisis management. Think about that. Nowadays, crisis management has become an overwhelmingly large portion of our job. So why waste hours and hours and hours (and pages and pages and pages) of information in your game notes that will - gasp! - probably not be used when you could be helping promote and defend your program in other ways?

Keep it simple.

Less is more.

Truer words have never been spoken or, in this case, typed. Think of it like this: media messages are becoming more and more complicated and are flooding our communication channels with static and superfluous fluff. How do you block out the noise? Don't you want simplified information?

It's simple: less is more. Cut it down (notes, not trees).

Do we need to research the ROI on game notes? With the way our profession continues to evolve and adapt to the constantly changing times, it probably wouldn't hurt.

**You can follow Yandle on
Twitter (@ChrisYandle).**

50-PLUS REDUNDANT PHRASES TO AVOID IN WRITING

by Mark Nichol at www.dailywritingtips.com

Here are 50 redundant phrases to eliminate from your writing - and speech - plus a few more “bonus” phrases which follow from commentators who read this article.

In conversation, it's easy in the midst of spontaneous speech to succumb to verbosity and duplication. In writing, redundancy is less forgivable but fortunately easy to rectify. Watch out for these usual suspects:

1. Absolutely certain or sure/essential/guaranteed:

Someone who is certain or sure is already without doubt. Something that is essential is intrinsically absolute. A guarantee is by nature absolute (or should be). Abandon absolutely in such usage.

2. Actual experience/fact: An experience is something that occurred (unless otherwise indicated). A fact is something confirmed to have happened. Actual is extraneous in these instances.

3. Add an additional: To add is to provide another of something. Additional is extraneous.

4. Added bonus: A bonus is an extra feature, so added is redundant.

5. Advance notice/planning/reservations/warning: Notices, planning, reservations, and warnings are all, by their nature, actions that occur before some event, so qualifying such terms with advance is superfluous.

6. As for example: As implies that an example is being provided, so omit “an example.”

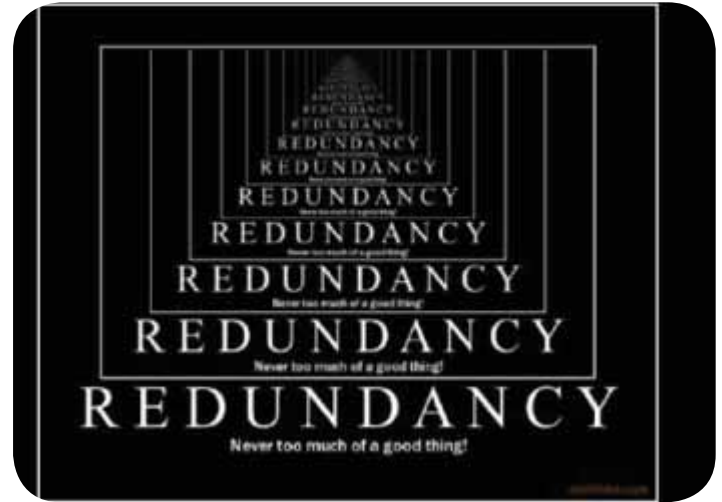
7. Ask a question: To ask is to pose a question, so question is redundant.

8. At the present time: “At present” means “at this time,” so avoid the verbose version.

9. Basic fundamentals/essentials: Fundamentals and essentials are by their nature elementary, so remove basic from each phrase.

10. (Filled to) capacity: Something filled is done so to capacity, so describing something as “filled to capacity” is repetitive.

11. Came at a time when: When provides the necessary temporal reference to the action of coming; “at a time” is redundant.



12. Close proximity/scrutiny: Proximity means “close in location,” and scrutiny means “close study,” so avoid qualifying these terms with close.

13. Collaborate/join/meet/merge together: If you write of a group that collaborates or meets together, you imply that there's another way to collect or confer. To speak of joining or merging together is, likewise, redundant.

14. Completely filled/finished/opposite: Something that is filled or finished is thoroughly so; completely is redundant. Something that is opposite isn't necessarily diametrically opposed, especially in qualitative connotations, but the modifier is still extraneous.

15. Consensus of opinion: A consensus is an agreement but not necessarily one about an opinion, so “consensus of opinion” is not purely redundant, but the phrase “of opinion” is usually unnecessary.

16. (During the) course (of): During means “in or throughout the duration of”), so “during the course of” is repetitive.

17. Definite decision: Decisions may not be final, but when they are made, they are unequivocal and therefore definite, so one should not be described as “a definite decision.”

18. Difficult dilemma: A dilemma is by nature complicated, so omit difficult as a modifier.

19. Direct confrontation: A confrontation is a head-on conflict. Direct as a qualifier in this case is redundant.

20. End result: A result is something that occurs at the end, so omit end as a modifier of result.

- 21. Enter in:** To enter is to go in, so throw in out.
- 22. Estimated at about/roughly:** An estimate is an approximation. About and roughly are superfluous.
- 23. False pretense:** A pretense is a deception, so false is redundant.
- 24. Few in number:** Few refers to a small number; do not qualify few with the modifier “in number.”
- 25. Final outcome:** An outcome is a result and is therefore intrinsically final.
- 26. First began, new beginning:** A beginning is when something first occurs, so first and new are superfluous terms in these cases.
- 27. For a period/number of days:** Days is plural, so a duration is implied; “a period of” or “a number of” is redundant. It’s better to specify the number of days or to generalize with many.
- 28. Foreign imports:** Imports are products that originate in another country, so their foreign nature is implicit and the word foreign is redundant.
- 29. Forever and ever:** Ever is an unnecessary reduplication of forever.
- 30. Free gift:** A gift is by definition free (though cynics will dispute that definition), so free is extraneous.
- 31. Invited guests:** Guests are intrinsically those who have an invitation, so invited is redundant.
- 32. Major breakthrough:** A breakthrough is a significant progress in an effort. Though major is not directly redundant, the notable nature of the event is implicit.
- 33. [Number] a.m. in the morning/p.m. in the evening:** The abbreviations a.m. and p.m. already identify the time of day, so omit “in the morning” or “in the evening.”
- 34. Past history/record:** A history is by definition a record of past occurrences, and a record is documentation of what has already happened. In both cases, past is redundant.
- 35. Plan ahead:** To plan is to prepare for the future. Ahead is extraneous.
- 36. Possibly might:** Might indicates probability, so omit the redundant qualifier possibly.
- 37. Postpone until later:** To postpone is to delay. Later is superfluous.

- 38. Protest against:** To protest is to communicate opposition. Against is redundant.
- 39. Repeat again:** To repeat is to reiterate an action, so again is unnecessary.
- 40. Revert back:** Something that reverts returns to an earlier state. Back is superfluous.
- 41. Same identical:** Same and identical are just that (and that). Omit same as a qualifier for identical.
- 42. Since the time when:** Since indicates a time in the past; “the time when” is superfluous.
- 43. Spell out in detail:** To spell out is to provide details, so “in detail” is repetitive.
- 44. Still remains:** Something that remains is still in place. Still is redundant.
- 45. Suddenly exploded:** An explosion is an immediate event. It cannot be any more sudden than it is.
- 46. Therapeutic treatment:** Treatment in the sense of medical care is by nature therapeutic, so the adjective is redundant.
- 47. Unexpected surprise:** No surprise is expected, so the modifier is extraneous.
- 48. Unintended mistake:** A mistake is an inadvertently erroneous action. The lack of intention is implicit.
- 49. Usual custom:** A custom is something routinely and repeatedly done or observed, and usual is redundant.
- 50. Written down:** Something written has been taken down. Down is superfluous.

Other phrases to avoid - remember, sometimes there will be exceptions.

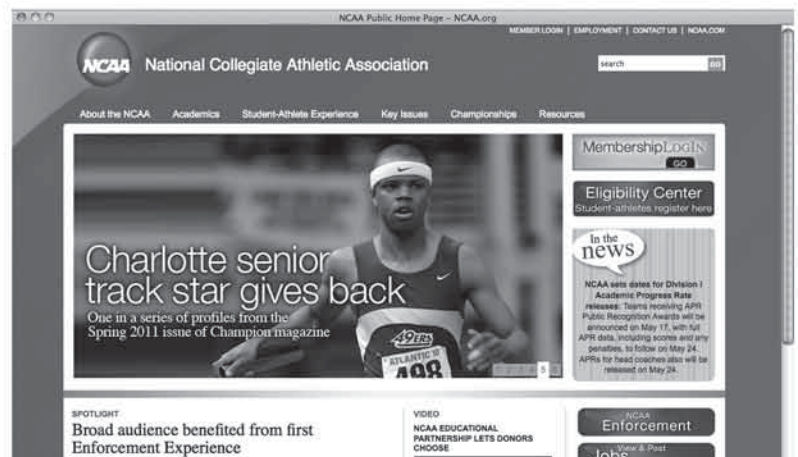
- new innovation
- protest against
- current status
- new career high
- split apart
- I currently work at ...
- the reason is because
- completely destroyed
- absolutely unique, very unique
- new and improved
- sum total



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FIVE Questions

With Jason Hove

Assistant Athletic Director - Sports Information, South Dakota State University

by Larry Happel, Central College

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

My career in sports information started as a student assistant at South Dakota State University during my junior year (1994-95), when I first had the opportunity to work with my mentor, Ron Lenz. I continued to help out on the stats crew for the rest of my college days and stayed connected with the sports information staff at South Dakota State as I worked for two years as a general assignment reporter and page editor at the Mitchell Daily Republic in Mitchell, S.D. In July 1998, I had the opportunity to return to South Dakota State as assistant SID and was promoted to assistant AD for sports information in July 2006 after Ron Lenz retired. I was very fortunate early in my career to have been associated with a tremendous group of SIDs in the North Central Conference — people like Jeff Schwartz and George Ellis at North Dakota State, Gary Anderson at Nebraska-Omaha, Paul Allan at Minnesota State, Mankato, and Anne Abicht and Tom Nelson at St. Cloud State, to name a few.

2. *What are some of the ways your office has been most affected by South Dakota State's move to Division I?*

Our move to Division I, which began in 2004, has affected our office in numerous ways, but the fundamentals of the job haven't changed. The demand for information -- especially from national media outlets -- has increased and, most notably in football, the desire for information is more year-round than seasonal compared to when we competed at the Division II level.

One of the biggest differences has been that scheduling changed dramatically. We went from playing men's and women's basketball double-headers to a lot more single events, meaning an increase in the number of days and nights with events.

Travel has changed as well; we went from almost every place in our conference being no more than a 3-4 hour drive away to the majority of our trips requiring flights.

The move to Division I has made our administrative team look more strategically in how to adequately staff the sports information office as it relates to managing a 21-sport program. In the time since we moved to Division I, we have yet to add any full-time staff but have been able to support two graduate assistant positions, as well as continue offering some



real-world experience to a group of undergraduate students who assist in the day-to-day operations and game-day duties. Full-time additions to our staff have been added to our department's long-range plan, and hopefully that will come to fruition in the near future.

3. *As SIDs spend more time promoting their institutions and athletes on multiple platforms, does the traditional media become a less significant component of your communications strategies?*

Perhaps because of our Midwest location and demographics of our fan base and population, traditional media remains a significant component of our communications strategy. As long as newspapers, radio stations and television stations exist, they will remain at the core of media strategies.

That said, I have noticed a gradual change over the past few years in how and what the traditional media covers. We need to be prepared to fill in the gaps by providing fresh and interesting content over a variety of platforms.

4. *What are the greatest challenges in your job?*

Without a doubt, the greatest challenge I face in my job is trying to balance home and work life. The number of hours we work in the course of a school year, specifically on nights and weekends, can make the job extremely stressful, especially when also trying to meet the expectations of being a husband and father to two children under the age of five. I've been fortunate in that I can determine when it is worthwhile to travel, thereby limiting time away from home. I try to make it a priority to have some family time before heading back to the office for an evening event. I am fortunate that my wife is a teacher, so June and July are months in which we both can take some time off together.

Another challenge of the job include sifting through all the changes in technology and finding which programs, equipment and techniques we can utilize to best convey our message with the resources we are allocated.

5. *What keeps you in the profession?*

I enjoy the behind-the-scenes aspect of working in college athletics and have had a unique opportunity to play a role in the athletics program at my alma mater as it has matured from a high-quality NCAA Division II program into one that has had a great deal of success in a short period of time at the Division I level. The collegiality and camaraderie that exists within in the sports information profession is another positive aspect.

I would say the most rewarding aspect of working in sports information has been seeing our student-athletes honored through the Academic All-America® program. As SIDs, we can and should take great ownership and pride in that program. Of course, our student-athletes do all the hard work, but I find a great deal of satisfaction in playing a small role in helping them receive the recognition they deserve.



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and College Hall of Fame
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.84444.com

COSIDA CALENDAR

UPCOMING MEMBERSHIP SCHEDULE AND DEADLINES

NOVEMBER

- **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

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

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)

JANUARY

• **TUESDAY: JAN. 3**

Capital One Academic All-District MEN'S & WOMEN'S BASKETBALL NOMINATIONS BEGIN; deadline is Tue., Jan. 17 (6 p.m., ET)

• **TUESDAY: JAN. 10**

On-demand continuing education video session: How to Get a Seat in Your Boardroom (University Division panel) - Keith Tribble, University of Central Florida AD; Ken Kavanaugh, Florida Gulf Coast AD; Scott Stricklin, Mississippi State AD; Dan Drutz, St. Peter's College (moderator)

• **TUESDAY: JAN. 17**

Capital One Academic All-District MEN'S & WOMEN'S BASKETBALL NOMINATIONS END (6 p.m., ET deadline)

• **Friday: JAN. 20**

Capital One Academic All-District MEN'S & WOMEN'S BASKETBALL VOTING STARTS; deadline is Tue., Jan. 31, 6 p.m., ET

• **TUESDAY: JAN. 31**

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

CoSIDA Special Awards nominations close; deadline MIDNIGHT EASTERN



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



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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 <i>and total federal income tax paid</i> below.	
	If "No," please provide <u>your</u> adjusted gross income from 2012 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 your undergraduate education in the coming school year (2012-13): (assistantships, grants, tuition waivers, other stipends, etc. -- please <i>note dollar value</i> and <i>explain source</i> briefly for <i>each applicable item</i> .)	
	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 _____		
Housing _____		Books _____		
		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

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MISSOURI



June 23-26
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RENAISSANCE
GRAND
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Luxury Hotel
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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

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