

COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA

# CoSIDA

*Strategic Communicators for College Athletics*



## **The Clock is Ticking . . . TOWARD CoSIDA DEADLINES**

Capital One Academic All-America®, Next Deadline - January 17

Special Awards Nominations - January 31

Publications Contests, Next Deadline - February 15

Fred Stabley, Sr. Writing Contest - February 24



# **SIDEARM** SPORTS

# 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!**



**SIDEARM**  
SPORTS

**WWW.SIDEARMSPORTS.COM**  
sales@sidearmsports.com  
315.443.1872

# DECEMBER E-DIGEST

## Table of Contents

- Nominate for Special Awards..... 4
- CoSIDA Corner ..... 6
- Fred Stabley, Sr. Writing Contest... 7-10
- Publications Contest ..... 12-17
- Board Contact Information ..... 19
- Chasanoff Earns Four Medals ..... 21
- CoSIDA Service Providers ..... 22
- Humm Gets Word Out on Brown... 24-25
- Streeter Leaves Impact..... 26-27
- Clemson Team Honors SID ..... 27
- 5 Questions with Chris Yandle..... 29-30
- CoSIDA Calendar ..... 35-36
- Capital One Academic  
All-America® Schedule ..... 37
- Submissions Needed for espnW..... 38
- CoSIDA Scholarship Forms..... 39-44
- St. Louis Convention Information ..... 45
- Annual Membership Figures ..... 46



STAY UP TO DATE  
CHECK OUT THE  
**CoSIDA**  
CALENDAR  
on P. 34-35

### Supporting CoSIDA >

- Allstate Sugar Bowl.....34
- ASAP Sports .....18
- Capital One.....47
- CBS Sports Network/Stat Crew .....11
- Eclaro.....11
- ESPN .....5
- Expion .....22
- Fiesta Bowl.....11
- Fox Sports.....32

- Heisman Trophy .....31
- Liberty Mutual .....31
- NCAA.....28
- NewTek.....41
- NFL.....32
- Populous.....20
- Rose Bowl Game .....20
- SIDEARM Sports.....2
- Sports Systems .....34
- TRZ Sports/TEAMLINE.....20

# 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](http://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](http://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 Special 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**

## CoSIDA | CORNER

### ASSISTING ATHLETICS COMMUNICATIONS STRATEGIES: THE DIVISION II MODEL STRATEGIC COMMUNICATIONS PLAN IS ENACTED

The newly approved NCAA Division II “Model Strategic Communications Document,” which in layman’s terms is a model plan for organizing and running a collegiate athletics communications/sports information department, may be the single most important document for athletics communications directors (SID’s) in the history of our profession. It is the first of its kind at any NCAA or NAIA level, but certainly not the last.



Rich Herman



You might ask ... Why is this document so important?

For as long as the SID profession has been part of the collegiate landscape, there has been a need to have everyone operating from the same “playbook” so to speak. This model document provides that context. The document is structured after documents that describe model athletics programs and model conference offices. You can access more information on the document here: <http://www.cosida.com/news.aspx?id=3356>.

The Model Communications Document was a vision of NCAA Division II Vice President Mike Racy, while the product itself grew from a collaborative effort based on valued partnerships that had been formed during the past two years with the NCAA DII leadership group and CoSIDA’s D-II SIDA leaders.

Racy, D-II SIDA President Rich Herman, Division II Athletics Directors Association (DII ADA) Third VP Fran Reidy (Saint Leo), Conference Commissioners Association (CCA) VP Steve Murray and CoSIDA Executive Director John Humenik, along with NCAA D-II Communications Intern Kayla McCulley, worked diligently for a year on the plan that included seven re-writes.

The final product was approved this summer by the Division II ADA, CCA, D-II SIDA Boards. Then, after getting refused and sent back for re-writes on its first review by the NCAA Division II Presidents Council, was passed by that group in August.

For Division II athletics communications/sports information directors across the country, the well-detailed document itself sets up seven guiding principles for athletics communicators (SID’S) to use in operating a “typical” sports information office. They are:

1. Commitment to the Division II Strategic-Positioning Platform
2. Collaboration with Campus Units
3. Development and Maintenance of an Effective Website
4. Unique Branding Message
5. Execution of Effective Statistical, Photographic and Video Services
6. Information Sharing with other Institutions/Conference Offices
7. Celebration of Successes

The plan features sections that address staffing, responsibilities, resources, professional development and includes several organizational models to peruse.

Racy stated, in reflecting on the document, “The idea is that any school that implements a plan addressing the seven guiding principles will communicate effectively. We are at a time when the needs of Division II are perfectly in sync with the needs of athletics communicators. We need communicators who are dedicated to telling the full story of what it means to be a Division II student-

athlete. At the same time communications directors have a need to be redefined as fully integrated members of athletics staffs.”

The sections of the document that relates to staffing, responsibilities, resources, professional development and sample organizational models are intended to offer samples of successful office structures, as well as outline successful methods that universities can implement in the future to be even more successful.

Suggestions on staffing, utilizations of resources, ways to stay current and the like are all ideas meant to help schools gain a better understanding of what is needed to get the job done at the highest — and most productive levels.

Many departments across Division II are short staffed and do not have many of the resources needed to fulfill their job expectations. One of the ways suggested in the document to eventually achieve those results could be a strong look at the potential for reallocation of resources where possible.

“We all know the role of the sports information director and staff has changed dramatically during the years,” Saint Leo AD Fran Reidy said. “This document helps clarify the roles of importance of the athletics communicator’s office on each campus while allowing each institution flexibility in its organizational structure to achieve its overall communications strategies.”

CoSIDA Executive Director John Humenik, a driving force in developing partnerships at all levels, especially within the Division II professional groups, feels strongly that, “The D-II model should play an important role in creating a culture of collaborative communication, as opposed to the previous model of information sharing that relied heavily on management of statistics and media guides. There is this drum beating within Division II that collaborative communication is where things are going.”

In my two years serving as President of D-II SIDA (my terms expired this summer), I could not have been prouder of the partnerships that were created to advance our profession. Forming a strong partnership with Racy was the most valued accomplishment, because we gained a strong partner for development and success. Add the partnership with the DII ADA and the CCA, and you have a tremendous formula for success.

CoSIDA Executive Director John Humenik, CDMAC Chair Eric McDowell (Assistant AD/Sports Information at Union College, N.Y.) along with former CoSIDA Presidents Larry Dougherty (Temple University Senior Associate AD for Communications) and Justin Doherty (University of Wisconsin Associate AD of External Relations) deserve a lot of credit for the most recent significant CoSIDA accomplishments like the “Communications Toolkit,” the expansion of CoSIDA’s signature program — the Capital One Academic All-America program — and now the D-II Model Communications document.

As we continue our development as communications professionals, let us pledge to continue the development of these partnerships to advance our universities, student-athletes and profession, tell our stories, and promote our athletics programs and universities. The future of athletics depends on it.

Rich Herman is the sports information director at Clarion and recently completed a two-year term as President of CoSIDA’s DII-SIDA management group. He currently oversees Capital One Academic All-America concerns for DII-SIDA.



FOLLOW US @  
[twitter.com/CoSIDAnews](https://twitter.com/CoSIDAnews)

# **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](http://www.cosida.com), on page 9 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](mailto:steinlagew@wmpenn.edu)

or

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

Tim Brennan  
Salisbury University  
Attn: Athletics Department  
1101 Camden Ave.  
Salisbury, MD 21801  
(410) 543-6016  
tmbrennan@salisbury.edu

**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](http://FIESTABOWL.ORG)

# ECLARO SPORTS

PROUD PARTNER OF

COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA  
**CoSIDA**  
*Strategic Communicators for College Athletics*

HELPING CoSIDA MEMBERS  
WITH THEIR  
CAREER ASPIRATIONS

Submit Your Profile to  
Our Confidential Career Database  
by E-mailing Jay Williams at  
[jwilliams@eclaro.com](mailto: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](http://CBSSPORTSNETWORK.COM)  

\*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](mailto:cgrubbs@hsutx.edu).*

Sincerely,  
*Chad Grubbs*  
**Publications Committee Chair**  
 Sports Information Director  
 Hardin-Simmons University  
 (325) 670-1473  
 email: [cgrubbs@hsutx.edu](mailto: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 preview and postseason review publications (not postseason tournament programs – see special programs) in all sports, but is not intended for record books or generic listings of number/record oriented material. This contest is also not intended for newsletters and other conference periodicals. Three copies of the guide, with entry forms attached to at least one (all three preferred), are required.

## **FOOTBALL GUIDES**

Three divisions are offered for football guides – 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](mailto: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?

# 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.**

*Contact Information*  
**THE 2011-12 COSIDA BOARD OF DIRECTORS**

<b>Office</b>	<b>Name</b>	<b>Office Phone</b>	<b>Fax Number</b>	<b>Email</b>
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	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
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
<b>Ex-Officio Members</b>				
Executive Director	John Humenik	(352) 377-1908		jhumenik@bellsouth.net
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

# 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



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](http://www.populous.com) [info@populous.com](mailto:info@populous.com)

# Florida Southern Assistant CHASANOFF EARNS FOUR MEDALS

Recently, Florida Southern sports information assistant Tommy Chasanoff earned four medals at the 2011 ParaPan American Games.



Chasanoff is a sports information assistant at NCAA Division II Florida Southern College, located in Lakeland, Fla. He competed for the USA Team at the ParaPan

American Games in Guadalajara, Mexico, and captured four medals in track – two gold (800-meters and 400-meters) and two silver (100-meters and 200-meters).

Chasanoff, 24, who has a form of cerebral palsy, won the 400- and 800-meter races in the T36 category, setting meet records in both events. Chasanoff ran 2:30.90 in the 800 and 1:01.81 in the 400.

Chasanoff, who ran cross country and track at Webber International University, took home silver medals in the 100- and 200-meter races. The medals were his first international awards. Chasanoff will continue to train to get ready for the US Trials June 28-July 1, 2012 in Indianapolis as he attempts to qualify for the 2012 Paralympics in London.

\*\*\*\*\*

Not many college sports information offices can say they have a double gold medal-winner on the staff, but Florida Southern College can make that claim.

Tommy Chasanoff, an assistant in the FSC SID Office, competed for the USA Team at the ParaPan American Games in Guadalajara, Mexico, and won four medals in track - gold in the 800-meters and 400-meters and silver in the 100-meters and 200-meters.

“It was an incredible meet for me and winning my first international medal and first gold medal made it very special,” said Chasanoff.



Chasanoff started the week by running a personal best 13.39 in the 100-meters. He followed that performance by winning his first gold medal in the 800-meters with a time of 2:30.90 that set the ParaPan American meet record.

He ran his second personal best of the week in the 200-meters with a time of 27.23 and finished the week by winning his second gold medal and setting the ParaPan American meet record in the 400-meters with a time of 1:01.81.

“It was great to see how far the training has come this season,” said Chasanoff. “Now it’s time to keep working hard and look ahead to London.”

Chasanoff will continue to train to get ready for the US Trials June 28-July 1, 2012 in Indianapolis, Indiana, as he makes a bid to qualify for the 2012 Paralympics in London.

At Guadalajara, the USA track and field team finished the week with 56 medals overall, including 25 gold. The USA was third in the overall medal count with 132, including 51 gold.

Chasanoff graduated from Webber International in 2009 with a dual degree in sport management and marketing. He ran cross country and track all four years at Webber. He is in his third year working at Florida Southern as an assistant in the sports information office. His main responsibility has been covering men’s lacrosse and assisting with baseball, golf, tennis, and soccer.

# ***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**

# CHRISTOPHER HUMM

## HE GETS THE WORD OUT ON BROWN UNIVERSITY'S SPORTS

Profiled in the *Providence Journal*, veteran Brown University Director of Sports Information Christopher Humm has been on the Brown staff since July 1988. He is responsible for the implementation of a media relations program, including the publication of media guides/interactive magazines and programs, and the daily maintenance of the Brown Athletics web site, [brownbears.com](http://brownbears.com), for Brown's 37 varsity athletic teams.

The CoSIDA member was honored by the All-American Football Foundation with the 2006 Scoop Hudgins Outstanding SID Awards at its 81st Annual Banquet of Champions. He has successfully nominated two NCAA Silver Anniversary Award winners, Steve Jordan '82 and Lisa Caputo '86, and an NCAA Top VIII Award winner, Nick Hartigan '06.

In 2004, Humm was honored by the University with a Brown Appreciation Award for his work on the 125th Anniversary of Brown Football. He also won the Jay Barry '50 Service Award in 1990, and the Robert F. Hall '66 Recognition Award in 2003.



Photo by Richard Dionne, [eastbayRI.com](http://eastbayRI.com)

by Manuel (Manny) Correira,  
*Providence Journal*

Some call Christopher Humm a man for all seasons. At every turn, they're right.

The 56-year-old Barrington resident is a very happy man these days. The director of sports information at Brown University says the job gets hectic at times, but the rewards are gratifying. He thrives on the challenges at hand.

"I love doing what I do," says the affable Baldwin, NY native, who assumed his SID duties at Brown in July 1988.

At that time, he also held the position of head golf coach at Brown, the same two jobs he held at Hofstra University the previous eight years. He relinquished his golf coach position at the end of the 1993 season.

At Brown, Mr. Humm is responsible for the implementation of a media relations program second to none. He oversees the publication of media guides/interactive magazines and programs as well as the daily maintenance of the Brown Athletics website ([www.brownbears.com](http://www.brownbears.com)), of which he's especially proud.

In all, he handles the media for Brown's 37 varsity athletic teams (20 women's teams and 17 men's teams). Over the past 12 years, Mr. Humm has also run three major fund-raising golf tournaments for the Brown Athletic Department.

Handling a highly technical and time-consuming job like SID requires a measure of support, as one might expect.

"I have three assistants that I can truly count on," he mentioned. "They all do a fantastic job."

Mr. Humm pointed out that when he first arrived on the scene, things were a lot different than they are today.

"This is my 24th football season at Brown," he pointed out. "I saw just five football victories in my first five years here. Those were tough times." Now, of course, Brown has done exceedingly well on the gridiron and in other sports.



### INSTANT GRATIFICATION

"From a technical standpoint, sports information here at Brown has changed so much," he said. "Doing cumulative stats back then took eight hours of hard work. Nowadays, it takes about 30 seconds to do the same job. We're in a society where everyone wants results immediately. Everything is electronic now."

The computer age has improved things dramatically to the point of incredible speed and accuracy, he emphasized. But, still, Mr. Humm takes nothing for granted.

He works tirelessly to ensure that his product is among the best the Ivy League has to offer.

He beams over the fact that Brown was the first college in the country to go all-digital in photography in the athletic department.

"PR is my job and getting the word out about the student athletes at Brown is of the utmost importance," he said.

Brown University athletic director Michael Goldberger, another Barrington resident, knows full well Mr. Humm's value to the Brown athletic program.

"Chris's incredible knowledge of Brown athletics and Brown athletes has been fabulous," he said. "His understanding of the educational value of Brown athletics has been instrumental in hundreds of Brown students receiving honors for their great play and classroom work. Mr. Humm has a special understanding of the Ivy League, the valuable role that athletics plays on the Brown campus and the wonderful contribution made by our athletes. I am sure you can imagine how difficult it must be to support 37 varsity teams — nearly 1,000 athletes. Chris and his staff do exactly that — and they do it with grace, accuracy and excitement."

Mr. Humm, in turn, said working alongside Mike Goldberger has been a plus. "Michael and I work very well together," he noted. "He's a wonderful guy."

**24 PRESS CONFERENCES IN 4 DAYS**

In 2010, Mr. Humm worked as the moderator for all press conferences at the NCAA Division I Men's Basketball First and Second Round games played at Providence. He moderated 24 press conferences in four days, including pre-game and post-game press conferences.

In 2006, he was honored by the All-American Football Foundation with the Scoop Hudgins Outstanding SID Awards at its 81st Annual Banquet of Champions.

The awards kept on piling up in 2004 when he was honored by the University with a Brown Appreciation Award for his work on the 125th anniversary of Brown football. He also won the Jay Barry ('50) Service Award in 1990, and the Robert F. Hall ('66) Recognition Award in 2003.

Long before he switched jobs and came to Brown, the folks up on College Hill knew exactly the type of person they were getting.

A 1977 graduate of Hofstra University, Mr. Humm held positions with both IBM and British Airways. As an undergraduate at Hofstra, he was editor-in-chief of *Nexus*, the University's yearbook, and a four-year member of the varsity golf team, the last two years as captain.

"I couldn't hold a candle to my father, who was a tremendous and an accomplished golfer," he joked.

Mr. Humm works just as hard in the Barrington community as he does in his Brown University athletic office.

He's former coach for the Barrington Little League, the Barrington Youth Soccer Association and the Barrington YMCA Basketball Travel League. He and his wife, Debbie, have two sons: Robert, a 2004 Brown graduate and a 2008 Roger Williams University Law School graduate; and Steven, a 2008 graduate of Providence College.

Seated in his living room of his Barrington home, Mr. Humm likes to show visitors photos of his family, especially those of his two sons playing sports during their youth in Barrington.

He's particularly honored to have been photographed in the East Room of the White House with former President George W. Bush and members of Brown's NCAA women's crew team, which captured the 2008 national rowing championship.

"That's something I'll never forget," he said. "What a thrill that was."

(For the record, the Lady Bears have won the NCAA national rowing title seven times in the last 15 years.)

Mr. Humm has more than lived up to the hallowed words from the Brown University fight song, "Ever True to Brown."

"I always try to put Brown in the right light," he said.

## 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](http://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>.



## JIM "STREETS" STREETER LEAVES IMPACT

Eastern Michigan Associate AD/Media Relations Jim Streeter is in his 38th year with the Eastern Michigan University Athletic Media Relations Office, 37 of them as the director at his alma mater. Streeter is a member of CoSIDA and was a member of the CoSIDA Publications Committee for four years. He was the secretary of the Detroit Sports Broadcasters and Writers Association (DSBWA) from 1990-94 after serving as vice president for one year. Additionally, in 2007 he received the honor of "Best of the Best" from the DSBWA.

Below is a profile on Streeter which ran in the EMU student publication, the Eastern Echo.

*photo courtesy of Anmmar Alnimar / THE EASTERN ECHO*

*by Arturo Rodriguez, EMU Eastern Echo*

Jim Streeter first arrived at Eastern Michigan University wanting to be a teacher or a coach. As an undergraduate he walked the hills of EMU covering sports and traveling with the team as a sportswriter and then as a sports editor for *The Eastern Echo*.

Now, Streeter still travels with teams and covering the games, however, this time around he's got the title of associate athletic director for media relations beside his name.

"I was a good writer but not a great writer," Streeter said. "You have to be innovative. With journalism, you have to think out of the box and have a feel for the other side of the story. I just didn't think I had that extra boost."

Streeter has been working with EMU's athletic program since late summer of 1974, where he took the position of assistant sports information director. The next year he took over as the sports information director after the former SID moved up to the university's information director.

"It's been a privilege representing the university," Streeter said. "It's been exciting, ever changing; I've had a tremendous amount of fun getting to know players and their progressions to being successes at the collegiate level."

Streeter has been the sports information director at EMU for 36 years. He graduated from college at EMU in 1973 with a physical education major and journalism minor.

"When I came to Eastern, I just thought it was the right size and right home," Streeter said. "I also liked writing. I liked sports. I worked at the Ypsilanti Press for a while."

Streeter was a sports reporter at the local newspaper covering high school wrestling matches and local events with EMU. He was doing a story for the *Ypsilanti Press* about the supposed NFL brainchild league and had the Detroit Wheels team rent Eastern Michigan's facilities when he was offered a position with EMU's athletic program as an assistant sports

information director.

"We may be the only place where people know of events at EMU," Streeter said. "We do a story with every statistic we can get our hands on. We are the information source for our sports teams."

Since then, Streeter has been a part of media relations with EMU. Streeter was congratulated for his contribution to the university's sports program by being inducted into EMU's hall of fame in 2004.

"I was tremendously honored when I was inducted into the hall of fame," Streeter said. "I didn't feel I deserved it. It was an honor to see former students, former athletes all show up for the induction. It was a highlight of my career of where I was at, at that time. After what I've seen what the athletes have done, I feel that they've done a lot more than I've done. But certainly, it was an honor."

Benny White, an assistant coach for the men's basketball team at EMU said: "It's been great working with Jim. He made us all feel welcome from the first day we got here. He's been a great support for a new era here at EMU."

Sue Parks, the women's track and field coach at EMU said: "Jim Streeter is definitely a legend at EMU. When you think of media relations at Eastern, you think of Jim Streeter. He has had a tremendous career here, and I am sure that he will be remembered as someone who was passionate about EMU athletics."

Streeter said the reason he has been able to be so successful throughout his tenure here at Eastern is because he has had a strong administration that has made the working environment easier to navigate, and he has always strived to hire people that were smarter than him.

"My goal is to hire someone smarter than me," Streeter said. "My goal is to hire smarter people to precede us to the future and be successful. I've always had people around me that have been talented at what they do."

Streeter has won about six awards with the College of Sports Information Directors of America during the past 30 years. He said they are mostly regional awards.

In 2001, Streeter helped create a football media guide that was singled out as the best in the Mid-American Conference by the Detroit Sports Broadcasters Organization. Streeter was secretary of the DSBO from 1990 to 1994 and was vice-president for one year in 1989.

"I like to set the bar," Streeter said. "We want to do everything we can to get our teams in the most successful level. Because we are in the MAC, we want to be the best in the MAC. I look at us, and many times we are the only contact other teams have with the university. We may be the only ones they meet here. How were they treated? We want them to leave here remembering that

they were treated right and with a good first impression.”

He credits most of his success to his department. He said he has been able to be successful because the great students and great staff he has worked with through the years have allowed him to be as successful as he is.

“Things change over time,” Streeter said. “Technology has advanced for the better. The ever-changing landscape has been the hardest thing for us to cope with. We’ve gone from typewriters to memory typewriters to computers to laptops. It’s been a flurry.”

He said because of the growth of technology in the field of media relations hiring smarter people has helped him out through the flurry.

“The growth and maturity has been a rewarding part of this job,” Streeter said. “Same could be said for the students that have worked for us. They gone one and been successful at their jobs.”

Streeter currently works closely with the men’s basketball team, women’s tennis and rowing at EMU. He has an assistant director of media relations in Greg Steiner who covers football, women’s basketball and golf for men and women. In the Athletic Media Relations department, he has four graduate assistants that cover the remaining sports at EMU. A new understudy for Streeter this year is Sean Hostetter. He covers track and field for women and men and volleyball for media relations at EMU.

“So far, it has been educational,” Hostetter said. “He’s done a

good job at teaching me the productions of media relations.”

Chris T. Puzzuoli works with Jim Streeter as a graduate assistant, covering women’s soccer, wrestling and baseball.

Puzzuoli said: “Streeter is the ultimate fountain of knowledge. There isn’t much about the university that he doesn’t know. I’ve worked with him for six years now and you can always count on Streets to know the answer to the tough questions.”

Through his success at EMU in 2001 and years prior came an opportunity of a lifetime for Streeter. He was selected as one-of-nine media marshals for the 2004 Ryder Cup competition at Oakland Hills Country Club in Bloomfield Hills.

Streeter said they only allow two media outlets onto the golf courses at the Ryder Cup, and he was a part of one of the media outlets at the tournament.

“We would tape an interview and send them back a tape,” Streeter said. “Two media people were allowed to interview during the matches so we were the only ones able to talk to the athletes before the match was over.”

He said he also did the PGA Championship in 2007 at Oakwood Hills. He also broadcasted the NCAA Final Four at Ford Field in 2009. Streeter is a member of CoSIDA, MAC News Media Association and DSBO.

---

## TEAM HONORS SID WITH HISTORIC WIN

*By Will Vandervort, IPTAY Media*

CLEMSON, SC - Fifteen minutes before kickoff at Historic Riggs Field, Clemson Assistant Coach Alex Prostko came and pulled men’s soccer Sports Information Director Sam Blackman from the press box and into the locker room.

“I thought coach had a lineup change or something. I didn’t know what was going on,” Blackman said.

Clemson Head Coach Mike Noonan knew what was going on, and when Blackman entered the locker room the Tigers’ second-year coach presented him with a signed ball from the team for his 25 years of service and dedication to Clemson University and the soccer program.

Then he did something a coach only reserves for a special time, he had Blackman speak to the team. And Blackman made it special.

“I told them Clemson is a special place and that we should all be proud that we are here at Clemson,” Blackman said. “When you wear Clemson on your uniform, you should be very proud. You are lucky because not everyone gets to wear that uniform.

“Being a Clemson Tiger is very special to me, and let’s be happy that we are all Clemson Tigers.”

And that’s exactly what they did. Despite being down a goal and a man after defender Jack Metcalf received a red card at the 23rd minute, Clemson rallied with two-second half goals, including the game-winner at the 84:25 mark by Phanuel Kavita to beat top-ranked Maryland 2-1.

It was the Tigers’ first win over a No. 1 ranked team since 2006 when they also beat Maryland 2-1.

“This was for Sammy,” Noonan said. “I told the guys that there is nobody that I have met since I have come to Clemson that cares about our soccer program and our athletic department more than Sammy. I said, ‘I hope that each one of you, sometime in your life can have a job that you are as passion about as Sammy is his.’

“I told them if they play with as much passion as Sammy shows every single day they will win the game. And they did it.”

Sharing Blackman’s passion for soccer and Clemson, especially, was Keegan Priest--the lone senior to be honored on Senior Night. Priest helped make his night even more special when his shot ricocheted off Maryland keeper Will Swaim and back to Kavita, who struck the ball from four yards for the winning goal.

Priest was credited with his third save of the season. “To go out at Riggs like this is really special,” Priest said. “Coach (John) Murphy said to me that you could not have written up a better script for it. Beating the No. 1 team in the country in your last game (at home), and to go out and play like that, it means a lot to me.

“The effort all of those guys put in, it means the world to me.”

Priest said it also meant a lot to share his night with Blackman and be a part of a night that was so special to so many people.

“Sammy has done so much for us and is such a good supporter of the team and has so much passion. Coach (Noonan) was talking about his passion before the game and how much he brings everyday to us. It’s good to be going out with Sammy,” he said.

And when Blackman went into the locker room in an attempt to get Noonan for reporters following the Tigers’ historic victory, the Clemson coach pulled him and said, “Hey guys it’s Sammy!” And of all sudden the whole team brought Blackman into the celebration circle while padding him on the back and high-fiving him.

“In my 25 years at Clemson I have never experienced something like that,” Blackman said. “It is something I will always remember and I hope in some little way I helped Clemson tonight.”

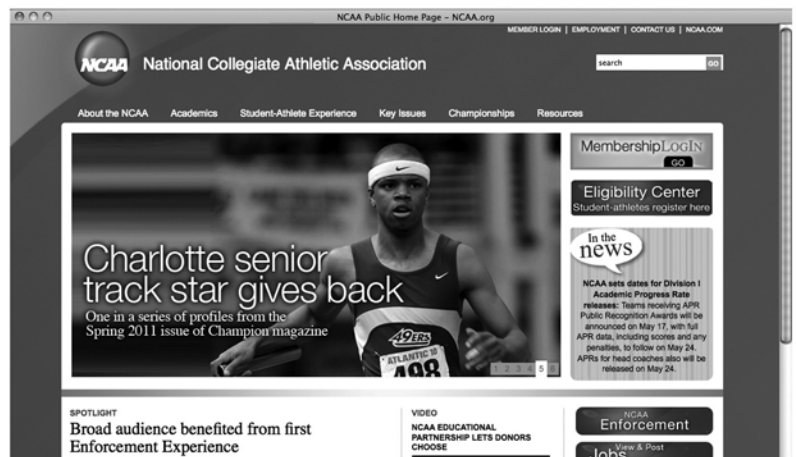
Indeed he did.



# 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](http://NCAA.org)

[NCAA.org](http://NCAA.org). You'll get more than the score.



# FIVE

## Questions . . . With Chris Yandle

Associate Director of Athletic Communications - Baylor 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?

I had no idea what sports information or athletic media relations was when I walked into Regiel Napier's office at Southern Miss in the fall, 2000 semester. I was a college freshman double-majoring in broadcast journalism and sports administration, but at the time, I had no clear career path. All I knew was that I enjoyed writing, sports media and talking about sports.

Shortly after starting, Regiel retired and Mike Montoro gave me a chance to work various home events and help in some research projects.

After two short years at Southern Miss, I transferred to Louisiana-Lafayette for, what was at the time, one of the nation's top public relations programs. At ULL, I was mentored by one of CoSIDA's newest Hall of Fame inductees, Dan McDonald, who by that time had already retired from the business. As a student assistant, I was pulling the weight of a full-time staffer. I'm not sure if this would be a compliment to me or not, but by the time I graduated from ULL with my bachelor's degree, people were surprised to know that I wasn't a full-time employee.

From there, I was given the opportunity to further my career in athletic communications as a graduate assistant at Marshall University. Randy Burnside treated me like his equal, even though I was just a graduate assistant. In my short two years in West Virginia, I learned a lot from Randy. He and Dan are two of the reasons why I decided to stick it out in this profession because, as I was graduating from Marshall with my master's degree, I was seriously contemplating leaving the business. I was unsure if I was good enough to succeed and thought I might be better fit for another arm in the public relations arena.

Following graduation, I returned to ULL as the assistant SID. My two stints at ULL taught me how to multi-task, proficiency, and the art of time management. I had to because I had so many things on my plate that I had to be good at those things--simultaneously.

In June 2008, I was hired at Baylor, handling day-to-day duties for an up-and-coming men's basketball program. I took the opportunity and ran with it. In three short years, I have ascended to associate director for athletic



communications and been afforded opportunities and responsibilities I didn't think I'd have at the age of 29.

My next step would be to take over the athletic communications efforts at an FBS school. My ultimate goal is to become an athletic director. Will I ever become an AD? You never know until you set goals and implement a plan to achieve those goals.

### 2. Tell us about Yandlepedia. How did that develop and how do you use it?

First and foremost, the name "Yandlepedia" was the creation of the Baylor men's basketball radio crew, John Morris and Pat Nunley. I'm a self-proclaimed nerd and have always enjoyed learning new things and remembering trivial things. I don't remember the conversation, but I came up with some obscure fact and after JMo looked it up, the "Yandlepedia" name was born. It's stuck ever since (at least for a small few here in Central Texas).

After attending the 2011 CoSIDA Convention in Marco Island, I thought I had some good ideas to share, but I needed an outlet for it. So, much to the behest of my wife, I started a personal blog (I have a basketball blog on BaylorBears.com) and I needed a vehicle to post those thoughts.

For those that know me really well, they know I hate talking about myself. I just don't feel comfortable doing it. But this blog allows for me to post my thoughts and put all my ideas to print. Or, in this case, to blog.

Sometimes, I'm curious if others in the profession share the same ideas that I do. I figured if I shared my ideas and thoughts somewhere, that it would encourage others to bounce ideas off each other. At times, I'm afraid to share my thoughts for fear of rejection or ridicule. With Yandlepedia, it gives me that creative outlet to share my ideas and give first-hand examples of how I implement those ideas in my job.

### 3. You've been preaching some heresy, suggesting that game notes don't need to be 100 pages long. What kind of feedback have you been getting about that and do you see other SIDs embracing the notion that less is more?

It was a tough idea for me to grasp at first. It wasn't until last year that I realized that, in the age of social media, people don't have time to sit and read a 100-page manifesto. If you are a top-25 team, you can still put your best stuff in five pages. You don't need to waste hours upon hours upon hours and pages upon pages upon a rain forest to promote your program. Our job is to make that of the media much easier. The media doesn't have time to read 100 pages. They want information simply--and quickly.

With social media, you want to have things that can be easily disseminated and tweeted within 140 characters. Or stuff that can be re-purposed online. As an instant media society, we have an insatiable appetite for immediacy. We are addicted to Twitter and Facebook. Social engagement drives our media consumption, as well as the 24-hour news cycle.

Driven by the notion of social media and “less is more,” I wanted to regain all those lost hours and use them in our social media efforts and getting back to what our job was in the beginning, serving the media.

Ever since I posted those initial thoughts on game notes, I have received a wealth of feedback. Surprisingly, none were complaining about my heretical comments. Our profession needs to continuously evolve and adapt to the ever-changing technologies. We have the technology in place to make our jobs easier. Instead, we are still resorting to some archaic ideas that more is better when, in fact, “less is more.” We don’t need to be caught off guard with the next big change, like most of us were when the phonebook-sized media guides were replaced by the 208-page books.

Our profession is looked upon by many as stat-pushers and tree killers because of the amount of information we produce for a small amount of users. Eventually, game notes may become one page. Until then, you don’t need anything outside of 24 pages (front-to-back), in my opinion.

#### **4. What are the best ways to stay on top of the latest in technology and new media and how do you find time to do so—and time to teach a class as well?**

I let Tweet Deck do all the work for me. I’ll follow @CoSIDANews and some other social media folks, as well as read Mashable.com. It doesn’t sound glamorous, but I just try to notice any trends for that day to pick up on what’s going on in the social media world.

I don’t claim to be a social media expert (far from it). I just try to stay up to date on the latest trends/stories that could/will directly affect our industry. It’s important to keep an eye on the ancillary things.

What I’ve done this semester amazes even me. Ever since I was in graduate school, I’ve always wanted to teach. As I said before, I’m a self-proclaimed nerd. I want to go back to school to work on my PhD; I don’t know when or if that will happen. Last year, former UALR SID Kevin Tankersley and former Baylor SID Maxey Parrish, who both teach here at Baylor, told me that there was a teaching position open for a night section of “Writing for Media Markets” in the fall and asked me if I’d be interested. I always wanted the opportunity to teach and the fall semester would be as good of a time as any to try it. So I jumped at the opportunity.

Mondays are very long for me – staff meeting, finishing up football game notes, our weekly football press conference, and subsequent media interviews and proofing press conference quote transcriptions. I usually find myself finishing up that night’s class lecture, but I make it work. Needless to say, I’m exhausted by 9 p.m.

I feel very passionate about writing. Am I a good writer? I think so, but I don’t like to judge my work. I let others do that. The majority of the class has an interest in sports, so I gear my class lectures to real-life situations or my experiences.

It’s one night a week and fortunately for me, I have a very supportive wife who will help me grade papers or help me organize my thoughts for class. She’s been very supportive and I’m just grateful that our athletic administration was so supportive of me taking the teaching opportunity. Unfortunately with hoops in the spring, it doesn’t appear that I’ll be able to teach next semester, but I hope to return next fall.

#### **5. What’s the most rewarding aspect of your job?**

I wouldn’t have a purpose if it weren’t for the student-athletes. They essentially have two full-time jobs as a student and an athlete. I enjoy getting to know them on a personal level and sharing their stories with the media and our fan base. They aren’t defined by what they do on the playing field, but by what they do off the playing field. We are very fortunate at Baylor to have kids that are the quintessential student-athlete that are just good all-around people. Student-athletes like Heisman Trophy candidate Robert Griffin III make everything we do and the late nights we put in all the more worth it.

## **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](mailto:gswalker@uoregon.edu)/541-346-2252).

For more information, go to:  
[www.tracktown12.com](http://www.tracktown12.com).





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](http://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](http://WWW.HEISMAN.COM)



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!



**FSN**

**BTN**  
BIG TEN NETWORK

**FCS**  
FOX COLLEGE SPORTS

**FX**



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

# *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  
CollegePressBox.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 Association  
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 Association  
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.



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

### DECEMBER

• **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

• **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

• **FRIDAY: DEC. 9**

**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 Strickin, Mississippi State AD; moderator- Dr. Bill Smith, Northwestern State)**

• **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: TIME-SAVING TIPS & TOOLS FOR DOING SOCIAL MEDIA (at CoSIDA.com): [Jason Falls, social media strategist and owner of socialmediaexplorer.com; Chris Syme, cksyme.org/Chair of the New Media/Technology Committee; Dr. Bill Smith, Northwestern State Director of Marketing & Branding; Jay Stancil, Union-Ky. (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

### FEBRUARY

• **WEDNESDAY: FEB. 1**

2012 CoSIDA St. Louis Convention registration opens (info TBA)

2012-13 CoSIDA membership dues payment period begins (info TBA)

• **THURSDAY: FEB. 2**

Capital One MEN'S & WOMEN'S BASKETBALL Academic All-District Teams announced

\*- CoSIDA members are asked to update their First Team All-District selections' bios by MONDAY, Feb. 6 at NOON EASTERN for the Academic All-America® ballot

• **WEDNESDAY: FEB. 15**

CoSIDA Publications Contest deadline for: media guides: m & w basketball, University Division; m & w basketball, College Division; winter at-large media guides (all divisions for field hockey, wrestling, gymnastics, ice

hockey and swimming & diving)

• **MONDAY: FEB. 20**

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

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

• **TUESDAY: FEB. 21**

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

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

• **WEDNESDAY: FEB. 22**

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

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

• **THURSDAY: FEB. 23**

Capital One ACADEMIC ALL-AMERICA® WOMEN'S BASKETBALL DIVISION I TEAMS announced

Capital One ACADEMIC ALL-AMERICA® WOMEN'S BASKETBALL DIVISION I TEAMS announced

• **FRIDAY: FEB. 24**

Fred Stabley, Sr. Writing Contest - ENTRY DEADLINE



# 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
<b>Nomination Deadline</b>	<b>Tues. Oct. 18</b>	<b>Tues. Oct. 25</b>	<b>Tues. Oct. 25</b>	<b>Tues. Jan. 17</b>	<b>Tues. Apr. 17</b>	<b>Tues. May 1</b>	<b>Tues. May 15</b>
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

# 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](mailto:Ambre.Moton@ESPN.com).
- General Story Leads should be directed to Joslyn Dalton at [Joslyn.M.Dalton@ESPN.com](mailto: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](mailto:Joslyn.M.Dalton@espn.com)**

# 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 _____		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) \_\_\_\_\_

**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.

