

COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA

**CoSIDA**  
*Strategic Communicators for College Athletics*

**Capital One  
Partners with CoSIDA  
to Sponsor the  
Academic All-America<sup>®</sup> Program**

**Capital One<sup>SM</sup>**



# THE #1 PROVIDER OF COLLEGIATE ATHLETIC WEBSITES

**WE'VE THOUGHT OF EVERYTHING,  
EVEN THE LITTLE THINGS.**

- 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



[WWW.SIDEARMSPORTS.COM](http://WWW.SIDEARMSPORTS.COM)

315.443.1872

# **COSIDA**

## **FEBRUARY 2011**

# **DIGEST**

## **Marco Island Convention on the Horizon**



### **Table of Contents . . .**

Capital One Becomes Academic All-America Sponsor .....	4-6
2011 CoSIDA Convention News .....	8-9
CoSIDA Membership at 2,700 and Climbing .....	10
Bob Williams Elevated at NCAA .....	13
Remembering Bob Paul .....	14-15
Fred Stabley, Sr., Writing Contest .....	16-19
Five Questions with Phil Ticknor .....	20-21
13 Ways to Keep Your Story Pitches from Getting Deleted .....	23-24
Is Your Press Release Guilty of Information Overload ? .....	26
Dave Faiella Passes Away .....	27
Four Reasons to Build Media Relationships .....	28
Follow Academic All-America on Facebook & Twitter .....	29
Five Questions EXTRA with Maurice Williams .....	30-31
Beano Cook Receives FWA Award .....	31
Update Your Directory Information .....	32
CoSIDA Calendar .....	33
CoSIDA Corner .....	34
Eight Academic All-America Teams Announced .....	35-36
2010-11 Publications Contests Underway .....	37-42
Academic All-America Nominations Process Open .....	43-45
Future CoSIDA Workshop Sites .....	46
Committee Goals and Objectives for 2010-11 .....	47-50
Board of Directors Initiatives for 2010-11 .....	51
Marco Island - 2011 Convention Site .....	52
Board of Directors Contact Information .....	53

### **Supporting CoSIDA >**

- Allstate Sugar Bowl..... 12
- ASAP Sports ..... 10
- CBS College Sports ..... 27
- ESPN ..... 54
- Fiesta Bowl ..... 12
- Heisman Trophy ..... 22
- Liberty Mutual..... 22
- Lowe's Senior CLASS Award.. 7
- NCAA..... 25
- NFL ..... 38
- Populous..... 7
- Rose Bowl Game ..... 7
- SIDEARM Sports ..... 2
- Sports Systems ..... 12
- TRZ Sports..... 12





## **Capital One Partners with College Sports Information Directors of America to Sponsor the Academic All-America® Program**

**Program honors highest achieving student-athletes for combined academic and athletic success across all divisions of intercollegiate athletics**

McLean, Va. – Capital One Financial Corporation (NYSE: COF) announced on January 31 a partnership with the College Sports Information Directors of America (CoSIDA) to become the title sponsor of the Academic All-America® Program, the nation's premier intercollegiate athletics scholar-athlete awards program.

As part of its partnership, Capital One receives immediate entitlement of the program – the Capital One Academic All-America® Program - as well as for each of its individual programs, including the Academic All-America® and Academic All-District Teams, Academic All-America® Team Member of the Year, the Academic All-Americans® of the Year and the Academic All-America Hall of Fame®, established in 1988, to honor the Academic All-America selections that have gone on to outstanding achievements in their chosen careers.

"The Academic All-America Program is one of the most reputable and recognized student-athlete awards in intercollegiate athletics" said Capital One Chief Marketing Officer, Bill McDonald. "As a national supporter of student-athletes and their quest for excellence on the field and in the classroom, Capital One is proud to help shine a spotlight on these individuals and their outstanding achievements. We look forward to working with CoSIDA to grow awareness around this

program even more in the future."

The Academic All-America® program has honored thousands of student-athletes since its inception in 1952. It encompasses all sports in which the NCAA conducts championships. There are separate teams selected in football, women's volleyball, men's and women's soccer, men's and women's basketball, baseball, softball and men's and women's track and cross-country. For student-athletes in other sports, such as swimming, tennis, golf, hockey, they are eligible for the men's and women's at-large programs. The Academic All-District teams (in eight geographic districts) are voted on by the CoSIDA membership at large, with First Team selections advancing to the national Capital One Academic All-America® ballot. At that point, First Team, Second Team and Third Team Academic All-America® performers are chosen by the Academic All-America Committee members and CoSIDA Board of Directors.

"When you have one of America's largest and most visible corporate sponsors step up to support and enhance the CoSIDA Academic All-America program, it shows the value and utmost importance of our educational goals and platforms," said West Virginia University Director of Athletics, Oliver Luck. "As a member of the Academic All-America Hall of Fame, I want



*"When you have one of America's largest and most visible corporate sponsors step up to support and enhance the CoSIDA Academic All-America program, it shows the value and utmost importance of our educational goals and platforms. As a member of the Academic All-America Hall of Fame, I want to commend Capital One for their vision in providing important promotional and media support that will help thousands of student-athletes excel and become our future leaders."*

**West Virginia University  
Director of Athletics  
Oliver Luck**

to commend Capital One for its vision in providing important promotional and media support that will help thousands of student-athletes excel and become future leaders.”

Currently, a Capital One Academic All-America® University Division (NCAA Division I participants) team and a College Division team (combining NCAA Division II, NCAA Division III, NAIA, Canadian, and two-year schools) are selected for each sport category. Beginning with the 2011-12 academic year, this national program will grow to four programs - with NCAA Division I, Division II and Division III teams and a separate College Division program combining NAIA, Canadian and two-year school honorees.

The Capital One Academic All-America® Program is a highly selective scholar-athlete honor. Approximately 1,950 of the 12,000 student-athletes

nominated annually receive “First-Team Academic All-District” honors, and only 820 currently gain the prestigious Capital One Academic All-America® honor; of those 820, only 288 earn prestigious Academic All-America® First Team accolades.

“Capital One is the perfect partner for the CoSIDA Academic All-America program as it truly understands the mission of intercollegiate athletics and how the Academic All-America program extols the true meaning of student-athlete,” said Larry Dougherty, CoSIDA President. “Through this new partnership, CoSIDA and Capital One will be able to enhance the visibility of the Academic All-America program like never before, something that is very important to the entire intercollegiate community.”

Capital One’s partnership with CoSIDA expands the company’s support of intercollegiate athletics and student-

athletes and universities. Capital One became an NCAA® Corporate Champion in 2010 and created the Capital One Cup, a new program rewarding NCAA Division I athletics programs for their cumulative on-field performance across multiple men’s and women’s sports.

“CoSIDA’s Academic All-America program is a wonderful opportunity to highlight and recognize student-athletes’ academic success, which can often go unnoticed,” said Peter Davis, NCAA Director of Corporate Alliances. “Capital One’s commitment to the All-America program and student-athletes who are successful both in the classroom and on the field will assist in advancing the program’s profile within the intercollegiate community and among fans everywhere.”

## About Capital One

Capital One Financial Corporation ([www.capitalone.com](http://www.capitalone.com)) is a financial holding company whose subsidiaries, which include Capital One, N.A. and Capital One Bank (USA), N. A., had \$122.2 billion in deposits and \$197.5 billion in total assets outstanding as of December 31, 2010. Headquartered in McLean, Virginia, Capital One offers a broad spectrum of financial products and services to consumers, small businesses and commercial clients. Capital One, N.A. has approximately 1,000 branch locations primarily in New York, New Jersey, Texas, Louisiana, Maryland, Virginia and the District of Columbia. A Fortune 500 company, Capital One trades on the New York Stock Exchange under the symbol “COF” and is included in the S&P 100 index.

Capital One, an NCAA Corporate Champion, began its affiliation with college sports with the sponsorship of the 2001 Capital One Florida Citrus Bowl (now the Capital One Bowl) and ESPN’s Capital One Bowl Week. In 2010, Capital One launched the Capital One Cup, a prestigious new program rewarding NCAA Division I athletics programs for their cumulative on-field performance across multiple men’s and women’s sports. In addition, Capital One sponsors the ABC College Football Halftime Report, Capital One All-America Mascot Team, all 88 NCAA Championships including the Division I Men’s and Women’s Basketball Championships, and numerous other collegiate athletics programs.

## About CoSIDA

The College Sports Information Directors of America (CoSIDA), now in its 55th year as an organization, was founded in 1957-making it the second oldest management association in intercollegiate athletics. Today, it is a vibrant 2,700-plus member national association comprised of the sports public relations, communications and information professionals throughout all levels of collegiate athletics in the United States and Canada. CoSIDA has two primary missions as it seeks to have its profession, organization and membership take its rightful leadership role within the decision-making levels of the intercollegiate athletics community: 1) Help the communications professionals at all collegiate levels with professional development and continuing education as it relates to strategically dealing in an effective manner with the various issues, challenges and opportunities that now exist within the fast-paced and ever-changing communications environment. 2) Play a significant leadership and resource role ( i.e. “Strategic Communicators for College Athletics” ) within the overall enterprise of collegiate athletics thus helping the other management groups and their respective memberships deal with a set of communications-based issues that is the most complex and challenging in history.

---

# COMMENTS REGARDING CAPITAL ONE'S ENTITLEMENT/SPONSORSHIP OF ACADEMIC ALL-AMERICA PROGRAM

“The significant involvement of Capital One with the CoSIDA Academic All-America program sends a powerful message to today’s student-athletes who need to be champions in the classroom too. When you have one of America’s largest and most visible corporate sponsors step up to support and enhance the Academic All-America program, it shows the value and utmost importance of our educational goals and platforms. As a member of the Academic All-America Hall of Fame, I want to commend Capital One for their vision in providing important promotional and media support that will help thousands of student-athletes excel and become our future leaders.”



West Virginia University Director of Athletics **Oliver Luck** (2000 Academic All-America Hall of Fame Inductee)



“This is wonderful news for CoSIDA’s Academic All-America program. Capital One’s involvement and support will be very important in elevating the profile of the Academic All-America program, which holds a special place within intercollegiate athletics. As someone who earned Academic All-America honors and then was a member of the inaugural Academic All-America Hall of Fame class, I want to commend Capital One for providing the support that will take this program to new heights and shed light on the thousands of student-athletes who are excelling as both students and athletes.”

**Pat Haden**- Director of Athletics at USC (1988 Academic All-America Hall of Fame Inductee)

“The CoSIDA Academic All-America program has long recognized a commitment to the joint pursuit of excellence in academics and athletics. Capital One’s support for this program is to be commended as it will help elevate the important message that college athletes are pursuing academic honors and diplomas as well as championships. It was a profound honor to be named to the Academic All-America team when I played basketball at Wake Forest and then to be inducted into the CoSIDA Academic All-America Hall of Fame in 2008. I commend Capital One for its involvement in providing significant moments of joy and pride that will come to every student-athlete who earns the cherished Academic All-America distinction in seasons to come.”



**Amy Perko**- Executive Director, Knight Commission on Intercollegiate Athletics (2008 Academic All-America Hall of Fame Inductee)



“ CoSIDA’s Academic All-America program is a wonderful opportunity to highlight and recognize student-athletes’ academic success. Capital One’s role as a corporate partner clearly demonstrates that it is company that is a supporter of student-athletes who are successful both in the classroom and on the field. Its commitment to the AAA program will assist in advancing the program’s profile within the intercollegiate community and the public-at-large.”

**Julie Roe Lach** – NCAA Vice President of Enforcement (2008 Academic All-America Hall of Fame Inductee)

The Nation's Premier Award  
for NCAA® Senior Student-Athletes



Thank you, **Sports Information Directors**,  
for your work with the  
Senior CLASS Award® during 2009-10!

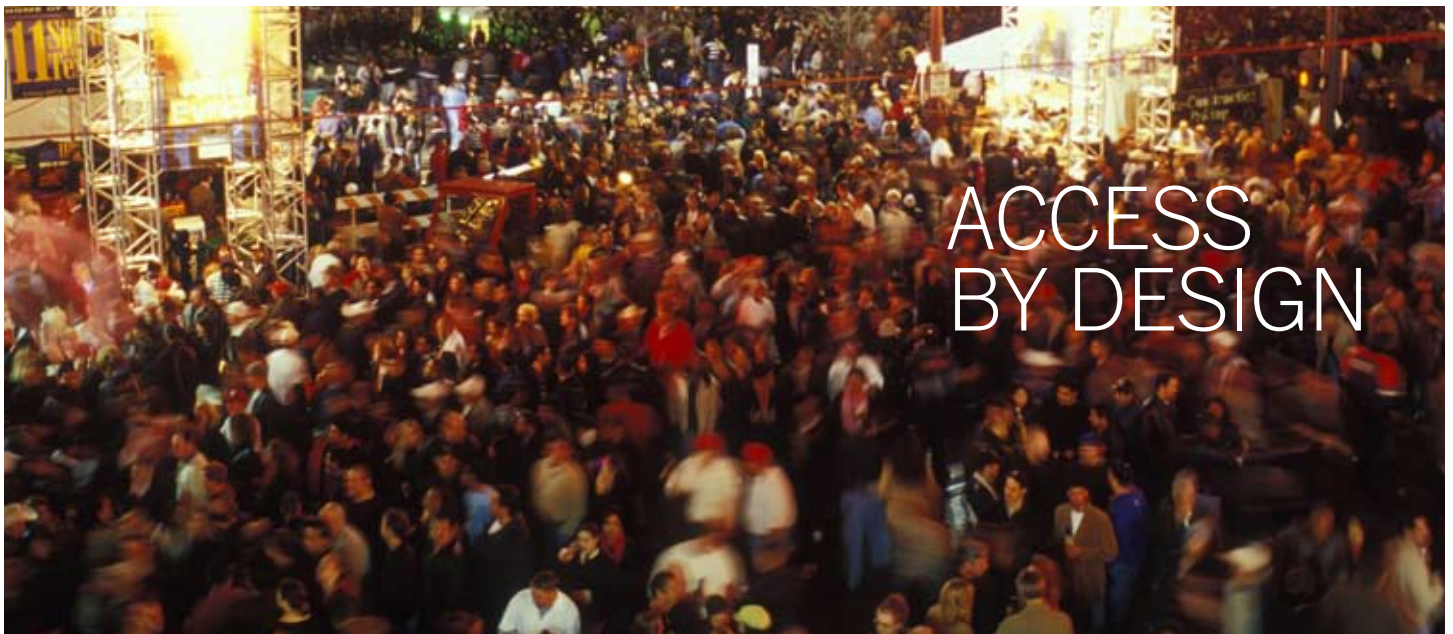
Beginning in mid-July, visit [seniorCLASSaward.com/submit](http://seniorCLASSaward.com/submit)  
to nominate outstanding seniors in 10 NCAA® Division I sports!

**PROUD SPONSOR  
OF CoSIDA**

**PASSION STRENGTH  
TRADITION HONOR**



**JANUARY 1, 2011 · ESPN  
2:10 PM PST · 5:10 PM EST**



**ACCESS  
BY DESIGN**

Populous is a global design practice specializing in creating environments that draw people and communities together for unforgettable experiences. As a complement to our design and event planning services, we also provide accreditation services for such events as the Sugar Bowl, Big Ten Conference Championships, BCS Championship and the NCAA Men's and Women's Basketball Final Four. Our customized credentials are your key to controlling access to entrances, exits and secured areas, ensuring a safe and enjoyable event for attendees.

[jeanette.johnson@populous.com](mailto:jeanette.johnson@populous.com)

**POPULOUS™**  
DRAWING PEOPLE TOGETHER®

[www.populous.com](http://www.populous.com)

# 2011 CoSIDA Convention News

## 2011 CoSIDA Convention: Athletic Communications of Today & Beyond

Sunday-Wednesday, June 26-29, 2011  
Marco Island Marriott Beach Resort,  
Marco Island, FL

### Main Programming/ Schedule Items (as of Dec. 21, subject to change)

- **Sun., June 26:**  
Divisional/Committee Meetings; Registration Day; evening kickoff party
- **Mon., June 27:**  
Registration; Gaining Influence & Leadership; beach social event (afternoon/evening)
- **Tue., June 28:**  
Role Development; Hall of Fame Gala (honoring CoSIDA Class of 2011 Hall of Famers and Academic All-America Class of 2011 Hall of Famers)
- **Wed., June 29:**  
Technology/Innovation in the Business; Bowl Beach Bash farewell party

### • General Information

All CoSIDA members and interested non-members are invited to attend the annual CoSIDA Convention, which takes place in Marco Island for 2011.

The annual Convention, workshop sessions and networking opportunities are designed to help you think and grow as a professional. Our CoSIDA Convention is designed to help athletic communicators “think together”.

Online Convention Marriott Beach Resort hotel reservations under the CoSIDA block, shuttle service reservations to and from the Fort Myers airport and a special Hertz Convention car rental one-way reservation system were activated on Friday, January 14, 2011.

Convention online registration begins February 1, 2011.



### • Why Attend the 2011 Convention ?

The 2010 Convention in San Francisco created a great buzz among participants and presenters with a tremendous strategic and digital communications-based workshop program in an incredible city. A few months later in October of 2010, we shattered our annual membership totals and now have a record 2,700+ members for 2010-11.

There is TREMENDOUS MOMENTUM within our national organization, and opportunities exist year-round for professional development and networking ... help us carry this momentum into 2011 and to Marco Island for the June 2011 national workshop!

You will be challenged to consider new ideas, new strategies, new technologies and have an array of networking opportunities. That's an INVALUABLE INVESTMENT towards your growth as an athletic communications professional. When that happens, you will leave feeling energized, invigorated and inspired.

### REGISTER ONLINE FOR:

- \* **MARRIOTT MARCO ISLAND BEACH RESORT**  
(for Convention hotel reservations)
- \* **COMPLIMENTARY SHUTTLE SERVICE**  
(Sat., June 26 & Thursday, June 30 ONLY)
- \* **HERTZ/CoSIDA CONVENTION ONE-WAY CAR RENTALS**

• **Current Convention online page link at [www.cosida.com/workshops/convention11.aspx](http://www.cosida.com/workshops/convention11.aspx)**

## **CoSIDA TO PROVIDE TWO-DAY FREE SHUTTLE SERVICE AT CONVENTION**

**June 26th and 30th**

- to and from Fort Myers Southwest  
Florida International Airport

CoSIDA's Board of Directors is happy to announce an arrangement with the Marco Island Marriott Beach Resort and Naples Transportation and Tours (NT&T) of Naples, FL, to provide a FREE shuttle transportation service for all CoSIDA convention attendees and their family members who fly into Fort Myers' Southwest Florida International Airport. This FREE service provides the 50-mile one-way transportation from Fort Myers to Marco Island and from the Marriott back to Southwest International Airport on TWO DAYS:

- Saturday, June 25 (10 a.m. - 7 p.m.), from Ft. Myers Southwest Florida International Airport to the Marco Island Marriott Beach Resort
- Thursday, June 30 (4 a.m. - noon), from Marco Island Marriott Beach Resort to the Ft. Myers Southwest Florida International Airport

ALL members in a Convention attendee's traveling party will be able to use this system. Attendees also can reserve transportation for one-way service as well, registering for only the Saturday, June 26 or Thursday, June 29 shuttle.

Again, these are the two days that the free shuttle service will be provided. Beginning on January 14, CoSIDA attendees will be able to use the online NT&T special Convention webpage to reserve shuttle transportation, plugging in their arrival and departure times. NT&T will monitor your flight arrival times to provide appropriate shuttle service. Companies representatives will meet you at the Southwest International Airport baggage claim area June 26, and coordinate departures on the 30th. Again, Convention goers can register for round-trip OR one-way shuttle service.



## **HERTZ/CoSIDA CONVENTION ONE-WAY CAR RENTALS**

CoSIDA has worked with the Marco Island Marriott Beach Resort and Hertz Car Rental to provide special car rental rates for Convention attendees. With ADVANCE RESERVATIONS, attendees can reserve a rental car (all classes available) one way from any Florida Hertz location, including the Ft. Myers Southwest International Airport, and drop the vehicle off at the Marriott that day upon arrival. Again, with advance reservations, Convention attendees may pick up a car at the Marco Island Marriott Beach Resort on the day of departure to return to any Florida Hertz location for a drop off.

This arrangement enables a CoSIDA member to get the Hertz one-day rental fee upon arrival and departure - with no rental fee and/or hotel parking fee while staying at the convention. This link will be activated on January 14 for Convention attendees.





A picture is worth a thousand words.

# Is that all?

Text tells the whole story.

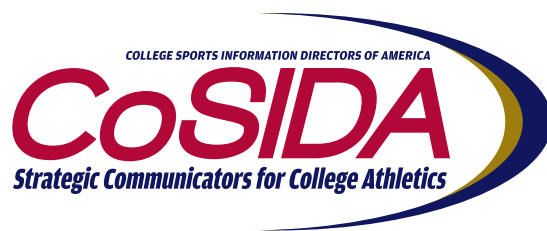


... CoSIDA's official transcript provider.

**The Instant Text Company**

225 Broadway Suite 700 New York, NY 10007  
www.asapsports.com 800.266.2350 • 212.385.0297

# 2,700 AND COUNTING COSIDA SHATTERS MEMBERSHIP RECORD



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

Through December 20, the current active CoSIDA membership is **2,727**, which breaks the former annual membership high of 2,563 set in the 2008-09 academic year.

That total of 2,727 also is up 230 members from last year's total. Included in these record numbers are all-time highs for membership from NAIA schools, with 184 members from the NAIA joining CoSIDA for 2010-11.

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

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

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

## FACTS AND FIGURES ABOUT COSIDA'S MEMBERSHIP

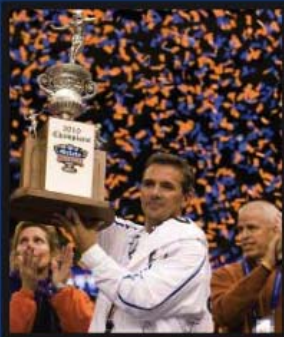
- current membership is 2,727 as of December 20, 2010
- this 2,727 figure breaks the all-time record of 2,563 members (by 164), which was set in 2008-09
- CoSIDA's membership has topped 2,000 for six years in a row, beginning in 2005-06
- CoSIDA's membership has grown by almost 700 (697) in the last six years. That is by far the biggest growth period in the history of the organization. For example: It took from 1984 to 2003 to go from 1304 to 1946 members (an increase of 642). The next closest growth period was an increase of 681 from 1975 (623) to 1984 (1,304).

### • current Divisional membership breakdown:

- Division I - 1,423
- Division II - 378
- Division III - 474
- NAIA - 184 (note: this is a record number of members from this group)
- Junior College - 31
- Canada - 15 (note: there are actually more than 15 Canadian members but many are from schools that are also previously listed under the NAIA)
- the remaining 222 members represent Lifetime members, Associate members, unaffiliated, etc.



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



**Congratulations to the  
University of Florida:  
2010 Allstate Sugar Bowl  
Champions!**

**2011 Allstate Sugar Bowl  
January 4, 2011**



**FIESTA  BOWL**

The Fiesta Bowl is proud to support CoSIDA.

**FIESTABOWL.ORG**

# Thank You CoSIDA!

*Without your continued support and  
guidance we wouldn't be celebrating our  
21st year of providing our Teamline services  
to Colleges & Universities Nationwide.*

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



**1-800-846-4630**

For more than 20 years, **Sports Systems** has provided SIDs with solutions to fax/email distribution, conference calling, and scoring systems, and now is the leader in online credential, guest and ticket registration with its innovative **PressPass, GuestPass and TicketTracker systems.**

Former SID Brian Binette is here in San Fran - come by and see how one of our many services can help your staff become more effective.

**sports systems**

**online innovations for events**

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

---

# NCAA NAMES BOB WILLIAMS

## VICE PRESIDENT OF COMMUNICATIONS

Bob Williams has been selected as the NCAA's vice president of communications, President Mark Emmert announced today. Williams had served as managing director of public and media relations at the NCAA national office since February 2005.

"Bob has distinguished himself as a superb communicator and strategist, and I am pleased to promote him as a member of my senior staff," said Emmert. "Under his leadership, I look forward to telling the story of the student-athlete as effectively as possible and to new audiences as well."

Williams will function as the Association's chief communications officer and serve on Emmert's senior management group. He will direct overall communications for the Association with an emphasis on communications strategy and work closely with senior leadership at the national office and in the NCAA membership.

"This is an important time for the Association as President Emmert leads us in managing the many issues impacting intercollegiate athletics and ensuring that everything we do links back to benefitting the student-athlete experience as a whole," said Williams. "I'm looking forward to working with our members, external constituents and the media to accurately tell the student-athlete story and highlight the incredible young people who compete both in the classroom and on the field of play every day."

Williams was named interim vice president of communications in September, following a restructuring of the national office to better meet the needs of the Association and its membership. Williams led the creation of the new communications group, which consists of three units: public and media relations; digital communications; and image management and strategy.

As managing director of public and media relations, Williams functioned as the Association's primary spokesperson and oversaw strategic communications and issues management for the national office. Over the last five years he has helped lead the communications efforts for the Association's most important issues including academic reform and financial reform initiatives.

A native of Rome, N.Y., Williams joined the NCAA in 2005 following a 25-year career in the U.S. Air Force, where he managed public affairs in a variety of capacities and retired as a colonel.

His last position was director of public affairs for Air Combat Command, which provides combat air forces for military operations around the world and is comprised of more than 170,000 people. In that role, he led a team of 54 communication professionals to develop global communications strategies. Located at Langley Air Force base in Virginia, the unit provided public relations oversight to 198 additional public relations professionals in 22 locations around the world.

Williams was chief of the Air Force's public communication division at the Pentagon from 1998-2002, during which he led the Air Force's branding efforts including development of a corporate logo and advertising campaign.

He also has served as director of public affairs for the Air Force Flight Test Center at Edwards Air Force Base (1996-98), chief of the external relations division for Germany-based U.S. Air Forces in Europe (1993-96), director of public affairs for the 363d Fighter Wing (1991-93) and chief of media relations in the Air Force's eastern regional office in New York (1988-91).

Williams' community involvement includes serving on the board of directors for the Fathers and Families Center in Indianapolis. The non-profit agency assists young fathers to become responsible and involved parents. He also serves on the advisory board at Indiana University's National Sports Journalism Center.

He has received numerous awards from the Air Force for his work in public affairs. Williams has a bachelor's degree in mass communications from the State University College at Buffalo, and he earned his master's degree in mass communication and public relations from Boston University.



# Remembering Bob Paul and his Olympic Legacy



Mike Moran's  
Sports  
Commentary

January 16, 2011

**One of the American Olympic family's most respected, unique linchpins finally stepped through the mists of this life and into infinitude this weekend on Long Island**, and with his death goes an important cornerstone of a long ago United States Olympic Committee and its remarkable history... **C.**

**Robert Paul, Jr. died at 93** on Friday (Jan. 14), bringing conclusion to a lifetime spent amassing knowledge, history and records of amateur athletics and the Olympic Games, garnering friendships among respected journalists and gold medalists alike.....Bob Paul, born in, raised in and forever a citizen of Philadelphia despite a two-decade stopover in Colorado Springs, was one of the few remaining links between today's streamlined, diverse, and powerful USOC and the tidy, patrician, Ivy League-dominated Olympic House on Park Avenue in New York City.....a 1939 graduate of the University of Pennsylvania and the esteemed Wharton School of Finance and Commerce, Bobby Paul served in the United States Navy during World War II before launching a career in communications that spanned four decades, ultimately bringing him to Colorado Springs as part of the staff of only ten men and women that packed up and left New York City to relocate in the Rockies in the summer of 1978 as the new Olympic House opened.....the library-on-legs Paul had never driven a car as a USOC staffer in New York, commuting by train for eleven years from his home in Merion, outside of Philly, to Grand Central Terminal and hoofing it to the old Olympic House at 57 Park Avenue for his workday in his cramped, document-strewn and cigar smoke filled third floor office, then repeating the process, going home to Philly in the evenings.....but often, he simply worked late and stayed the night at Olympic House, sleeping in executive director F. Don Miller's office on the fifth floor.....Miller told me once that he always knew when Bob had slept there because of the cigar ashes on his carpet that he found in the early mornings when he arrived.....his 1967 arrival as the USOC's first-ever

Director of Public Information and press chief followed an extraordinary career path that embraced seven years as Director of Development for the old, powerful AAU and seven years as the Sports Information Director at Penn.....at The University, he helped create college basketball's most storied tradition and unique rivalry, the Big 5.....this frenetic intracity rivalry among Penn, Villanova, LaSalle, Temple and St. Joseph's at the venerable Palestra was a thirty-year icon in American sports.....he assisted in making the springtime Penn Relays into the nation's most respected collegiate track and field gathering, became President of the College Sports Information Directors of America, a Board member of the Football Writers of America, the founding Board of the Basketball Writers Association of America and on the Board of the National Football Hall of Fame for five years.....he chaired the NCAA's Public Relations Committee and even served as a Vice President of the Americas for the International Cinema and Television Federation.....he earned every honor on the menu of CoSIDA, the association of college sports information directors, including induction to its Hall of Fame and Lifetime Achievement Award.....when he joined the USOC, he was a legend in the business already.....when I met him in October, 1977, at a Football Writers luncheon in New York City, I had no inkling of how our lives and paths would soon intersect and throw us together.....I was the SID at the University of Colorado and in the midst of an advance publicity trip to the city ahead of the CU-Army game at West Point. He was there with Baaron Pittenger, who was leaving Harvard to join the USOC, which was in the final stages of announcing its move to Colorado Springs a year later. Paul had made a big impact at the USOC in ten years, launching The Olympian Magazine, helping to create the Olympic Academy, and becoming the media voice of the smallish organization and spokesman at the Olympic Games for the USA Team from Grenoble to Montreal by the time we met.....he decided which writers would get the coveted credentials to cover the Games, even granting the rookie film-maker Bud Greenspan his first pass to cover the Olympic games in Mexico City that launched the cinematic legend's extraordinary career.....the late Philadelphia sports writing legend Frank Dolson said of Bob, "throughout the country there were media people who call Bob Paul when they want the facts. Not a recitation of some party line nonsense designed to put everything in a good light. Not the vague generalities that some publicity men and women are in the habit of handing out. When Bob told you something, you could believe it. It's true." But times were changing at the USOC, and there were conversations on Park Avenue about a new philosophy in dealing with a demanding media and the growing number of reporters at

the Games and who covered the Olympics more intensely.....Bob Paul, at the Games, loved being around the athletes, and had his press office within the Olympic Village where he could mingle with the Olympians.....he had only one or two press attaches, like Cotton Bowl czar Jim Brock, to deal with the increasing demands of reporters for access to the athletes and services like special tickets to prime events.....as Miller and Pittenger pondered these demands as they prepared for the relocation to Colorado Springs, I was unaware of any of it, dealing with the pending 1978 football season in Boulder and getting ready for my summer break.....a series of fateful incidents led me to Colorado Springs that summer after a phone call from Pittenger about some help with the media at the inaugural National Sports Festival and to a surprising offer that autumn to become a member of the USOC staff, with the commitment to succeed Bob Paul in the near future.....I had already followed one legend when I took the CU job in 1968, the late Fred "Count" Casotti, and doing this again became a very sensitive and delicate experience, but I waded into it and never looked back, becoming the chief spokesman and the voice of the USOC for the next quarter century.....Bob became Special Assistant to Miller, archivist, historian and counselor to Alumni and scores of programs.....he enjoyed his special relationships with the greats- Wilma Rudolph, Micki King, Donna de Varona, Al Oerter, Willie Davenport, Tenley Albright, Pat McCormick, Willye White, Ed Burke, John Naber, and scores of others, and he was the glue that bonded the USOC with its past.....when I would see him at our meetings at some table over breakfast somewhere, he was in the company of giants like the aristocratic American IOC member and yachtsman Julian K. (Dooley) Roosevelt, Doug Roby, another IOC member and former USOC President, or John B. (Jack) Kelly, a four-time Olympic rower, brother of Princess Grace and future USOC President.....often he was shoulder-to-shoulder with powerful USOC Board members and officers and always, our Olympic greats of the past.....he knew ABC Sports boss Roone Arledge and Jim McKay as pals, and he introduced me to Bob Mathias when I first took my office at Olympic House.....but always, there he was in his office, hidden behind mountains of documents, publications and records, master of the archives and the history of the American Olympic movement.....when a visitor came to see him, Bob would rise from his chair wearing his Mr. Magoo-like glasses, switch his ever-lit cigar to his left hand and offer a handshake.....if I entered his sanctuary to ask him if he knew where some important paper was, he would hesitate for a few seconds, telling me, "My boy, I have it right here," and thrust his hand into one of the small mountains of papers on his desk and emerge with it.....and he still never drove, either. His amazing wife, Texas girl Lyde Gene, would drop him off before 7:00 each morning in some battleship-sized 1970s Pontiac Bonneville they had found, pick him up for lunch every so often, then come back most evenings to retrieve him.....but, as it was often in New York, he would work late and stay the night, shuffling

up the stairs to Miller's new office, taking off his shoes, and sleeping on the couch.....Miller would find the telltale cigar ashes on his carpet in the morning and Bob downstairs at his desk, acting like nothing unusual had happened.....he was gracious to me with dignity as he turned over the reins and let me take off, and he was a kind, gentle man and a superb story teller of unmatched reputation.....On October 9, 1990, in Philadelphia, of course, at the Hotel Atop The Bellevue, we staged a retirement party for Bob.....it was attended by some of our best writers and columnists, Olympic athletes and old AAU pals of his and notables.....our former boss, Col. F. Don Miller, said that evening, "much of Bob Paul's life has been an unstoppable ascension of Mount Olympus, and this evening, he reaches its summit. Therefore, Bob Paul's life and dedication now define him- he is truly an Olympian." I saw him last in the spring of 2005, up in George Steinbrenner's box at Yankee Stadium. Bob emerged in the company of former White Sox official Eddie Einhorn, shuffling over and saying, "My boy, you look older." In the last month, the USOC family has lost Bud Greenspan, Dorothy Franey Langkop and now C. Robert Paul, Jr. As nighttime begins to fall in Colorado Springs today, I will think of them with a heavy heart. I am reminded now, as more and more of those who helped to build the foundation of the USOC leave us, of the words of the author, Norman Maclean of Montana, as he stood in a river with his fly rod one late afternoon, "Eventually, all things merge into one, and a river runs through it. The river was cut by the world's great flood and runs over rocks from the basement of time. On some of the rocks are timeless raindrops. Under the rocks are the words, and some of the words are theirs. I am haunted by waters."

Rest in peace, Bob Paul.



Mike Moran was the chief spokesman for the United States Olympic Committee for a quarter century, through thirteen Games from Lake Placid to Salt Lake City. The Omaha, Nebraska native was the Sports Information Director at the University of Colorado for a decade before joining the USOC in 1978 as it left New York City for Colorado Springs. He was the Senior Communications Counselor for NYC2012, New York City's Olympic bid group from 2003-2005 and is now a media consultant. Reach him at: [mike@thesportscorp.org](mailto:mike@thesportscorp.org) and read more of his columns at [www.coloradospringssports.org](http://www.coloradospringssports.org)

# **FRED STABLEY, SR.**

## **WRITING CONTEST**

---

The 2010-11 CoSIDA Fred Stabley Sr. Writing Contest is now open and taking submissions. Please see the contest guidelines, new categories, entry forms and Frequently Asked Questions listed below. The deadline for entries is February 20 (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 workshop (June 26-29 in Marco Island, Florida).

### **THE 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 audience. 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 20 (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 Workshop.

**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, William Penn University**  
**Writing Contest Chair**  
**steinlagew@wmpenn.edu**  
**phone: (641) 673-1025**

### **WRITING CONTEST GUIDELINES**

The CoSIDA Fred S. 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 an athletic 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 20, 2011 to be considered for the 2010-11 contest (again, members may submit up to THREE entries per category). Entries must have been written/published between May 21, 2010 and December 31, 2010.
4. 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.
5. Entries must be in prose form. No game notes, fact sheets, etc., may be submitted.
6. A copy of the entry form must be stapled to your original, but not to the photocopies.
7. 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 certificates awarded based on the number of entries in each category (one certificate for categories with one to five entries, two certificates for categories with six to 10 entries, and three certificates for categories with more than 10 entries).

The top story in each category at the district level will be forwarded to a national panel of judges, who will select the top three stories in each of the five categories. Only the top story from each category at the national level will be moved into consideration for "National Story of the Year," where the top three selections will receive certificates. Only one certificate will be awarded to any story that advances beyond the district judging phase, and that certificate will indicate the highest award earned by the entry.

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 on page 23, as well as from a district coordinator. Be sure to use one entry blank per story, and remember to staple it to your original entry only - not the photocopies.

### Writing Cont

Please review the Frequently Asked Questions (FAQ's) below. Further questions may be directed to your district coordinator or to:

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

Mark Adkins, Vice Chair  
Wartburg College  
PO Box 1003  
100 Wartburg Blvd.  
Waverly, IA 50677-0903  
(319) 352-8208  
mark.adkins@wartburg.edu

## FREQUENTLY ASKED QUESTIONS

- Q:** I wrote a story after last year's deadline. Can I submit it now?
- A:** Yes. Anything published between the deadline last year (May 21, 2010) and this year's deadline (December 31, 2010) 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 (Athlete feature, general feature, coach/administrator profile, event coverage and historical feature). 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 all plaques/certificates produced so the winners can be recognized at the CoSIDA annual Convention (June 26-29 in Marco Island, Florida).

# **FRED STABLEY, SR.**

## **WRITING CONTEST**

---

### **2010-11 CoSIDA Fred S. 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) and affiliations for award certificates

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signature: \_\_\_\_\_

School: \_\_\_\_\_

# **FRED STABLEY, SR.**

## **WRITING CONTEST**

---

### **WHERE TO SEND ENTRIES**

**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)  
Athlete Feature

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

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

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

---

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

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

---

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

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

---

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

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

# FIVE

## Questions . . . With Phil Ticknor

*Sports Information Director, Washington College (Md.)*

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

I seem to be an exception among the 35 and under crowd as I'm in my 10th year in the same position I took right out of college. Well, it's the same position in title, anyway. It was less desirable when I took it – lower salary and it was a one-man shop. We've come a long way since then and having a full-time assistant makes a huge difference.

I really got my start at Goucher College, working for sports information for four years after doing some PA announcing and scorebook keeping in high school. By my senior year I was sort of a de facto assistant SID. For my communication major at Goucher, I was also required to complete an off-campus internship and I fulfilled that by helping out at Loyola College (Md.) (now Loyola University). While I've been at Washington College since then, I also helped out with the Baltimore Bayhawks professional lacrosse team one summer and am the volunteer web editor for the Mid-Atlantic Rowing Conference.

My two biggest influences have probably been Ian Frink, the former SID at Goucher, and Mike Sanders, the current Goucher SID. Matt Daskivich – the former SID at Gettysburg College – would have to be on the list as well. Matt did a great job there and really set a standard that I wanted to live up to. If there were fatheads of SIDs, I think I would have had one of Matt hanging in my office my first couple years.



**2.** *You provide a tremendous service to the profession through your creation and operation of The SID Board ([www.sidboard.com](http://www.sidboard.com)). How and why did that get started?*

You know, thanks to the efforts of various SIDs, there are now a number of places for us to communicate online – the CoSIDA LinkedIn group, Jay Stancil's SID Chats, blogs by Jay, Chris Syme, and others, various Facebook pages – but in 2006 there really wasn't anything. That's when a controversial – to some – blog called Disgruntled SID popped up. It was a place where people vented anonymously – sometimes rubbing people the wrong way – but it also exposed a need for better communication throughout the SID community and was a no holds barred look at the profession.

Disgruntled SID spurred me to come up with another place where SIDs could chat about the profession in a somewhat more regulated setting. Venting was fine – but I didn't want The SID Board to be a place where personal attacks ruled the day. I wanted its main function to be a place where people could bounce ideas off each other, share tips and tricks, and also talk about the profession as a whole.

**3.** *How has The SID Board evolved and changed? What areas of the site are used most heavily? Does your boss ever question your involvement with it?*

Well, it was initially hosted at ForumsPlace, but they kept going offline (and later went under), so I restarted the board in 2008 at ProBoards. That was one change. By and large, though, the direction of The SID Board is wherever the registered members take it. Our general discussion and technology areas are quite popular. Having Alex Grim and Monica Pellman on The SID Board to help answer Stat Crew questions has been a big benefit both to SIDs and to Stat Crew.

I don't have the demographic breakdown, but of our most active users, I think we have a decent mix – and I can say that it's even a broader mix when I include our frequent lurkers (those who read the board a lot, but seldom or never post). I really don't want it to be seen as a Division III board or a small-school board. That was never my intention. I think it's important that we have as big of a variety of viewpoints on there as possible – across divisions,

across geography, across age and gender, etc. It's not as much of a time commitment as it might seem. I do read the board several times a day to make sure all new posts are within the rules. Occasionally, I will reorganize how the specific boards are structured or add on a new section. There is a small financial commitment – I own the sidboard.com domain name and I pay a small monthly fee to have the ads removed. (ProBoards is typically an ad-supported service.) Some of our most frequent posters chipped in last fall and surprised me with some donations toward that cost. That really meant a lot to me.

As far as anyone questioning my involvement ... not at all. My athletic director thinks it's fantastic that I have taken on this project.

**4. *Technology provides so many new communication tools for an SID—video streaming, video highlights/interviews, blogs, YouTube, Twitter, Facebook, Live Stats, discussion groups, message boards—is there a danger in trying to do too much? How should an SID determine what is the best investment of his/her time?***

Of course there is a danger of trying to do too much, but I think that's always gone hand in hand with being an SID. I think the challenge comes when others around you – athletic directors, coaches, parents, administrators, student-athletes – expect you to do everything that every other school is doing. It's important to outline what the time and cost commitments are to those who question why you're not doing what School X is doing. Explain that if certain things are going to get done, you're going to need help from others in the athletic department or from other parts of campus. The big question is, to me, return on investment – and both parts of that phrase are equally important. Weighing the cost (in time and money) against the possible benefit is key. There may be something that could make a bigger splash but the worker-time and financial cost is just not feasible. On the other hand, there are things that can still be nearly as effective with fewer resources used. Of course, what return you are looking for varies from school to school. For us, the number one priority is recruiting – not just student-athletes but, in a larger sense, the student body in general. We want to present our athletic department in a way that will help draw more students to Washington College.

Our other target audiences are alumni as well as parents of current students. At other schools, attracting alumni and donors may be the larger mission. We are all in the communications and public relations business, but it is important to understand – in each case – why we are presenting our image the way we are and who we are speaking to.

**5. *What do you enjoy most about your job?***

I could say summer, but that's ducking the question, isn't it? Seriously, I still love game days – especially if we have one home game and nothing else going on. Even if it is a more stressful setting (maybe four home games with multiple road games going on), that's what gets the adrenaline going – that's the unique challenge of this part of the communications field. You're at an event, watching it unfold in real-time in a public setting –with no certainty how things will go–and, as soon as its over, you will shape the message about the event.

By and large, the sports communications world has always moved at a faster, more real-time pace than the rest of the communications field. We don't often have time to have multiple meetings crafting one message for one announcement and no fiddling with numbers or mitigating circumstances can change a loss from being a loss. We are crafting messages in a real-time, seemingly black-and-white world of winners and losers while other communicators can function in shades of gray.

**Five Questions Interviews conducted by:  
Larry Happel  
Associate Director of Marketing/Media Relations  
and Sports Information Director  
Central College**



**CoSIDA CONVENTION 2011**  
**Marriott Marco Island Resort & Spa**  
**JUNE 26-29**



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.

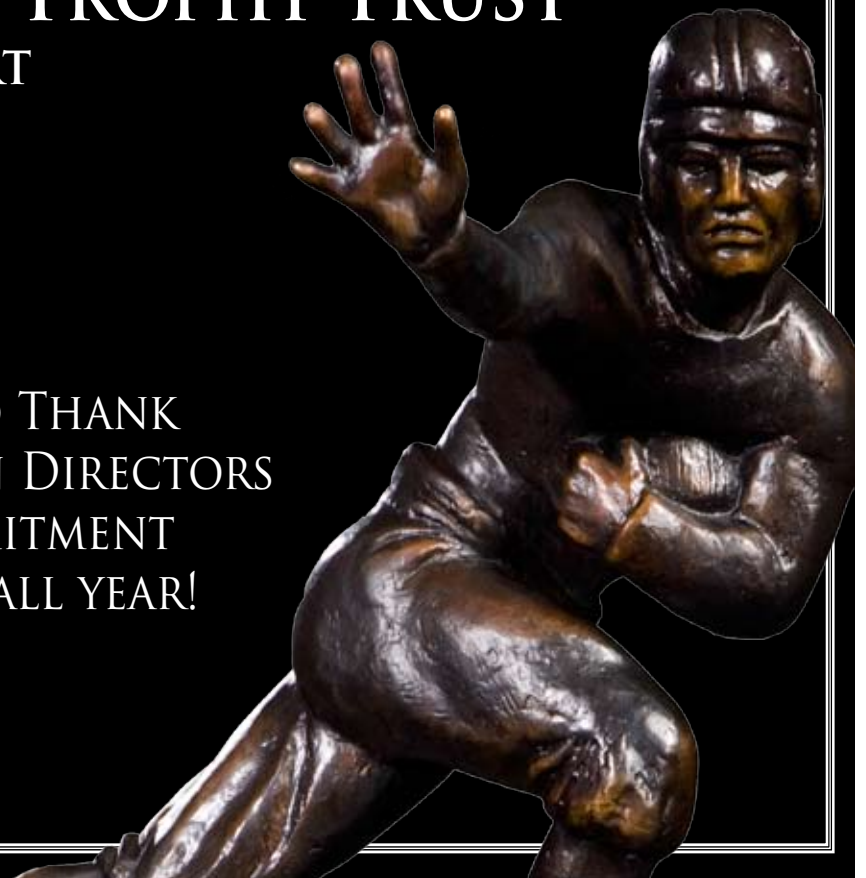


For more information on the Liberty Mutual Coach of the Year Award, visit [www.coachoftheyear.com](http://www.coachoftheyear.com).

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 SUPPORT CoSIDA

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



# BEST PRACTICES:

## 13 ways to keep your story pitches from getting deleted

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

from Jeremy Porter via [blog.journalistics.com](http://blog.journalistics.com)

In survey after survey, journalists consistently cite email as their preferred method of contact – provided the email pitch is relevant and targeted to the particular journalist that is. What other steps can you take to keep your email pitch from being deleted? Here's a quick rundown of the advice I've found most effective at getting pitches noticed:

- **Attention-Grabbing Subject Line** – With email, you only have a second to grab the recipient's attention. Assuming your news is relevant, the most attention-grabbing subject line might be your release headline. Try to avoid humor in the subject line, as some people might not get the joke. You should also try to avoid common words used in junk email or spam, such as "FREE" or "Congratulations".

Also be sure not to use excessive punctuation, such as exclamation points or dollar signs – commonly used by email spammers. Use a quick, descriptive subject line that leaves no question of what your email is about.

- **Keep It Personal** – If you really want to keep your email from being deleted, make it personal. Demonstrate that you understand what the journalist writes about and that you've done your legwork. You should NEVER cut and paste a pitch or use mail merge software of any kind to switch out names and details in a pitch. Journalists can smell this tactic a mile away and will almost always click the 'delete' button.

Write the pitch as though you were emailing a family member about the news. You should have that level of comfort and knowledge of the recipient before sending. If you tailor the pitch to an individual, you are much more likely to receive a response. If you do cut and paste, or you do try to mail merge, you will screw up. You will call him a "Mrs." and you will call John "Sally". Don't do it.

**Keep It Brief** – Long emails get deleted by journalists in an instant (unless they know you really well or asked for a thorough pitch). Consider keeping your pitch to 3-5 sentences. If you have a lot of information to share, link those resources from the pitch – but don't try to cram it all in there.



Journalists are used to being pitched via Twitter these days. Shorter email pitches are more likely to be read by journalists than short ones. See how few words you can use in your pitch. Keep rewriting your pitch until you get it down to as few words as possible. You'll be surprised how good you'll get at this after a little practice.

- **What Do You Want?** – Make sure you specify what you are looking for. If you want the journalist to interview your spokesperson about the story, say so. If you're offering an exclusive, make sure you point that out. If you just want to provide some background for future consideration, say so. Don't make the journalist guess about what you want.

- **Ask What You're Doing Wrong** – If a journalist is unresponsive to your pitch, or they give you a no answer, be polite and ask them what you could do better. Ask them what would make your pitch interesting or compelling to them. Ask them if there's something you should keep them in the loop about in the future. You'll be surprised what you can learn by asking a journalist for their opinion.

- **Where Did You Get the Email Address?** – Did a journalist sign-up to receive your news from your website, or are you emailing a journalist based off information in a media database? If you want to ensure your email gets to the appropriate person, verify the email address first. Many journalists have multiple email addresses and only want to receive email pitches at a certain address. If you aren't sure where the email came from, call the general information or editorial phone number for the outlet and verify it. Even if they give you a generic email address, use the preferred method of contact for improved success. Don't spam. Nobody likes spam.

---

- **Never Mass Distribute** – Most PR software and news distribution services are built for mass distribution. Just to make sure we're clear on this, don't mass distribute. Pitching a large number of journalists at one time, or via cutting and pasting your pitch one at a time and changing the name is lazy PR. It's also one of the top reasons journalists complain about PR people and their pitches. Mass distribution of your news, while not technically spam, is one of the least effective ways to get a journalist interested in your news.

- **Give Them More Than They Need** – Most journalists like to talk to multiple sources or organizations for a story. Can you provide some additional resources in a pitch? Do you have a bunch of statistics or reputable research the journalist might be interested in? Offer that up in the pitch as well. Anticipate journalist needs and let them know you're thinking about more than your needs to secure publicity for your clients. Include links to related articles that have been written or some other nugget of information that will make the journalist say "wow, this PR person worked their tail off on this pitch."

- **Picture This** – Do you have images to support your story? Include a link to them in your release. Look at a publication before you pitch it and see how they use photographs and informational graphics in their stories. Try to mimic the look and feel of those images in the ones you provide. When possible, include unbiased, descriptive captions for your images to help journalists understand what they are looking at. It's also a good idea to provide a wide-range of image sizes and file formats, available for download, through the site.

- **Think Long-Term AND Short-Term** – Is publicity coverage the only successful outcome for your pitch? PR pros are often looking for instant gratification. They want to send a pitch and have the reporter call them back to schedule an interview. In some instances, email can be used to build longer-term relationships with journalists, which make that former scenario more likely in the future. Consider alternative success paths for your email pitches and start thinking long-term. Some examples might include:

- Make links to your online newsroom prevalent in your email signature
- Invite journalists to subscribe to receive your news via RSS or email from your newsroom
- Include your social media links on your email signature (e.g. Twitter, Facebook)

- Encourage journalists to check out your company blog

- Include a P.S. message that states if the journalist is NOT the appropriate contact that they let you know, so you don't repeat the mistake again in the future (or so you can contact the best person with the news)

- **Best Time of Day to Send Your Pitch** – I personally don't believe there is a best or a worst time to do anything. That said, some people smarter than me have looked at the best and worst times to send email in the past. In a recent eROI survey, almost 50% of respondents report sending emails at midday (10 to 2 PM) is best. While there's no guarantee your email is more likely to get opened at this time, it can't hurt to try. Every industry and media outlet is different. For example, midday would probably be the wrong time to send an email pitch to an evening assignment desk editor. As for the best time to send a press release, I've already covered that one in a previous post.

- **Build the List** – There is one instance I can think of where mass email pitching is acceptable – when a journalist has requested it. The best way to build and maintain an accurate email media list is to do it yourself. Offer a sign-up option in your newsroom and segment the list based on interests (e.g. press releases, new hire announcements, product launches, exclusive opportunities, press conferences, etc.). Only send journalists the information they have requested. Over time, you can build a very well-targeted list.

- **Be Courteous** – Beyond all else, be polite to journalists. Regardless of how you are treated, remember that courtesy goes a long way. Say please and thank you – regardless of whether or not they write about your news. Be respectful of journalist email preferences and include a (working) opt-out link and your contact information in the email. Finally, show that you respect them as a professional and **READ THEIR ARTICLES**. The number one pet peeve journalists have regarding PR professionals is they don't read their stuff. If you read what journalists write, you'll easily double the success rate of your pitches.

Pitching is like anything you want to get better at, you need to practice. Use trial and error to figure out what works over time. If you follow some of these tips, you're sure to get better results pitching.

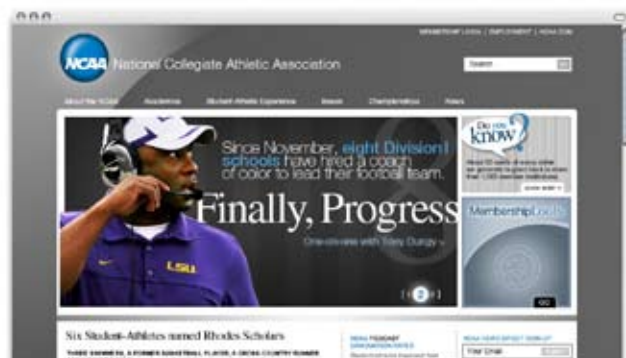


# More news. More topics. More for you.

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

**You'll get more than the score.**

The new [NCAA.org](http://NCAA.org). Kicks off summer 2010.





## **BEST PRACTICES:** **Is your press release guilty of information overload?**

by *Tressa Robbins*, [www.burrellesluce.com](http://www.burrellesluce.com)

Branding and advertising messages can be both offensive and defensive – which may be why they seem to be everywhere these days. Added to the barrage of news and posts coming in to your RSS feed, newsletters you've subscribed to, social news streams, your email inbox, not to mention your personal communications and – you've got information overload.

According to a video based on the book *Socialnomics™* by Erik Qualman, we no longer search for the news but the news finds us or, at least, it tries to reach us. I've heard there's an average of 5,000 attempts to get our attention every day. That was back in 2006 – the figures are probably even higher by now. But even so, 5,000 messages? Per day? Yikes! No wonder we feel overwhelmed sometimes.

That's the "average" person. Imagine how a journalist must feel. Journalists must be masters of information management. According to a *Journalistics* post, they are receiving hundreds of pitches a day. (Makes my head swim just thinking about it!) As *The Media* evolves, newsrooms are also switching to more hyperlocal formats and journalists are finding that they are wearing other hats, besides that of journalist, including business person and manager.

Seth Godin recently wrote on his blog that, "Once you overload the user, you train them not to pay attention. More clutter isn't free. In fact, more clutter is a permanent shift, a desensitization to all the information, not just the last bit."

To stop issuing press releases isn't really an option, so how do you keep yours from being lost in the thicket

of information and simply adding to the fatigue of digital overload?

- **Craft the perfect headline.**  
It should clearly epitomize what your press release is about while including keywords (for SEO). Try to get it down to 10-12 words or less.
- **Lead with the hook.**  
The lead (first sentence or "hook") should be clear and concise. The news in your news release has to be obvious.
- **Skip the fluff.**  
State actual facts – products, services, events, people, projects. Avoid jargon or specialized technical terms.
- **Set word limits.**  
In a recent *PRSA Tactics* article (*Managing Information Overload*), Ann Wylie writes, "The recommended length for the average press release has dropped from 400 words in print to 250 words online, according to Internet marketing strategist B.L. Ochman." The press release should not tell the whole story but simply an idea of what their readers need to know.
- **Timing is everything.**  
The content should be relevant and fresh – not too far past and not too far in the future.
- **Target distribution.**  
I'm not going to detail in this post, but if you want to revisit why this is so important, you can read about it here and here.

As Wylie states (in the above-referenced article), "The right length for each piece depends on the topic, audience, medium, budget and other factors." The key is not "smothering your readers with information."

# NORTHERN MICHIGAN SID PASSES AWAY

by Bill Harris, Journal Sports Editor

MARQUETTE, MI - **Dave Faiella**, the Sports Information Director at Northern Michigan

University, died Wednesday afternoon (Dec. 1) during his recovery from a massive heart attack last week.

Faiella collapsed while watching TV with his mom and he was brought by ambulance to Marquette



General Hospital where he was unable to be revived.

Faiella was named the SID in 2003 after joining NMU in 2001 from Finlay University to serve as the assistat SID, and played an integral behind-the-scenes part for Wildcat athletics for the past nine years.

"While he passed way too young," NMU Associate Athletic Director Steve Reed said in an NMU release, "he lived a very full life.

"He traveled extensively and indulged in his passion of surfing every chance he could."

Faiella had spent time in the hospital in 2010 while struggling with diabetes and kidney problems, but will be remembered for his easy-going demeanor, never-ending smile and gentle approach to all those who encountered him.

He was 49 years old.

A black and white photograph of a college football player wearing a helmet with a 'U' logo and a jersey with 'MOUNTAIN' and 'UTAH' visible. The player is looking towards the camera.

# LIVE

People want to watch sports LIVE.  
LIVE SPORTS is unscripted.  
LIVE SPORTS is engaging.  
LIVE SPORTS is dramatic.  
LIVE SPORTS is cable's most valuable content.  
With more than 300 exclusive LIVE games,  
no one delivers a better audience.\*

\* #1 national sports network in mean HHI (MRI Spring 2009)

**EXPECT ANYTHING**

**CBS COLLEGE SPORTS NETWORK**  
CBSCOLLEGESPORTS.COM

# FOUR REASONS TO BUILD MEDIA RELATIONSHIPS

read online via [PublicRelationsBlogger.com](http://PublicRelationsBlogger.com): Media Relations | 4 Reasons to Build Media Relationships



When working on a PR campaign or plan, taking into account the media is always key. Despite the number of tactics that one can employ on their own, without the assistance of the media, they are still a pivotal component to the success of your reach and brand awareness.

Why are the media still important for PR? For a few reasons:

## 1. Magazines and newspapers have gone virtual.

While there are still hard copies being printed (though subscription rates and circulation have certainly gone down), big names know that the place to migrate to is the Internet. So they have. Every large print newspaper and magazine has a website, and you can not only find content and information there, you can also share it, like on BusinessWeek's BusinessExchange, which I've referenced in the past as a great place to share content.

## 2. People still find these sources credible.

They've been running print publications offline for years, so why wouldn't their reputation follow them online? Getting an article posted in the New York Times or Time Magazine is still worth something to a brand, and that can be seen through the traffic they receive online, the number of followers they have, and the still circulating publications that they continue to sell.

## 3. People still watch TV.

Advertisements may not be effective anymore, but getting your product featured on Good Morning America or Oprah seem to be top goals for media coverage. To get on these shows, you must have current relationships with the media that work there.

## 4. Media can help to promote and cover events.

These two things are possible to do in-house,

but again, their credibility and reach can assist you when putting on an event. Sending out requests for coverage in a Media Alert can't hurt, and chances are, your event will need all the help it can get. Customers are busy and with the bombardment of information we experience every day, having a reliable news source share your news.

It may seem like media is becoming obsolete, but don't let the Internet fool you with its social media tools and press release distribution sites. While those things definitely make it easier to bypass the media and connect with your buyers directly, the media are still playing an important role in the development of brands by providing news coverage that still reaches consumers, advertising space when the brand image and reputation needs to be maintained (instead of built), and a sense of authority when it comes to things relevant. They are, after all, the source for news and updates.

Lastly, though it is vital for you to have a good standing relationship with media contacts to get coverage, it is even more important to have something newsworthy to send their way. Ensure, too, that you target the right media by knowing who your target audience includes and by knowing what each media contact covers, enjoys, writes about, etc.; anything untargeted is really spam, and that's no way to run a campaign or to get coverage and support. It's also not the right way to build media relations.

# facebook® & twitter

## **ACADEMIC ALL-AMERICA® PROGRAM ENHANCES PUBLICITY WITH SOCIAL MEDIA ACCOUNTS Facebook • Twitter**

The CoSIDA Academic All-America® program has entered the world of social media. Now you can follow the AAA program on Twitter ([www.twitter.com/aaacosida](http://www.twitter.com/aaacosida)) or become a fan on Facebook at [www.facebook.com/aaacosida](http://www.facebook.com/aaacosida).

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

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



### **YOUR THREE WAYS TO FOLLOW ALL COSIDA NEWS VIA SOCIAL MEDIA COMMUNICATION CHANNELS:**

**CoSIDA on Twitter - [twitter.com/CoSIDAnews](http://twitter.com/CoSIDAnews):**  
<http://twitter.com/CoSIDAnews>

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

**CoSIDA's Academic All-America® program on Twitter:**  
<http://twitter.com/aaacosida>

**CoSIDA's Academic All-America® program on Facebook:**  
[www.facebook.com/aaacosida](http://www.facebook.com/aaacosida)

## FIVE

## EXTRA

# Questions . . .

With

## Maurice Williams

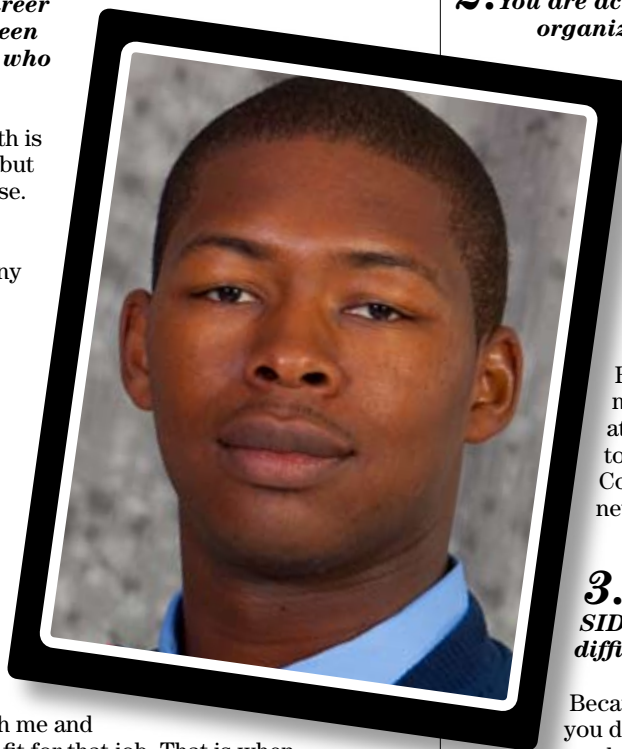
Sports Information Director • Hampton University

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

Often in life, our career path is never really chosen by us, but laid out for us in some sense. That is the case with me. I have been very fortunate and blessed to have so many doors opened to me at a very young age. I became an SID at the young age of 23 at Shaw University in Raleigh, N.C. I got the job at Shaw because the SID who was there at the time, LeCounte Conaway, was leaving to take a job at Delaware State and he didn't want to leave Shaw without an SID. He called me at home in Salisbury, N.C. (I had just graduated the year before) and said he was impressed with me and thought I would be a great fit for that job. That is when it all started. I stayed at Shaw just under a year before having a chance to come to Hampton in September 2007.

People who have influenced me would be my family first, but as it relates to sports information, there is a long list. . . Adrian Ferguson, SID at Fayetteville State; Kristene Kelly, former SID at Johnson C. Smith; April Emory, SID at ECSU; Tiffany Sykes, former SID at St. Paul's (Va.) and Virginia Union; Eric Moore and Clifton Huff, former SID at Livingston College. . . just to name a few. The CIAA has some of the best SIDs that I know and they allowed me in as a student during my freshman year.

Working in the MEAC, I am surrounded by some great ones in Ed Hill at Howard University; Bill Hamilton at South Carolina State; Alvin Hollins, formerly of Florida A&M; Eric More, former SID at Fayetteville State and my athletic director, Lonza Hardy, Jr., who worked in sports information for about 23 years. When I have the ability to pick up the phone and call any of these gentlemen, it gives me a set of resources out of this world.



**2. You are active in BC-SIDA. What are the issues that organization is focusing on?**

There are so many things that we are trying to do in BC-SIDA. I am currently working with BC-SIDA President Rob Knox on nominating members of BC-SIDA for CoSIDA Awards so that there is an awareness of many of the members. We try to encourage all the members to join the different committees within CoSIDA so that we are seen, because many of the SIDs are members of Division II schools and names can get lost, as many don't know who we are.

BC-SIDA also works to promote CoSIDA membership by emphasizing the benefits of attending the annual workshop. Our members need to know that they are not alone in their struggles and CoSIDA membership helps expand their professional network.

**3. What challenges do you face as a young SID? What situations have been the most difficult to handle?**

Because I became a SID at 23, what happens often is you don't have a voice, as many people don't think that you know what you are doing. I have to say, it is a really big adjustment for a young person. Many people around campus know my name but have no idea who I am or how I look, so often people think that I am a student and they treat me as such. My first few years at Hampton, I had players who were older than me, and that was different, but I was prepared for this job by some great people so the athletes always listened.

The most difficult situations for me have involved the coaches. I had to really adjust to the coaches when I got to Hampton, because I was the only person in the office and they were accustomed to a different environment. Because of this, some coaches gave me a really hard time, but I got the guidance from a great coach whom I consider a great friend in former Pirates head football coach Joe Taylor. Coach Taylor called me in his office and we talked about the issues I was having and he give me the best advice ever. Coach Taylor said that I would be here long after many of those coaches are gone, and he was right. I am happy to say that today I don't have any issues with any of my coaches. We all get along.

#### 4. *What do you like most about working at Hampton?*

The student-athletes. They are one of a kind. They are funny, they keep me going every day. Football players always come to the office wanting pictures every day once they find out where my office is. Softball players are always in the office, but they are the funniest team on campus, as they always want me to focus on them and no one else, which I cannot do; I do what I can. Then basketball players, whom I spend more time with than anyone else, both teams tell me all the time, "Mo, I had more assists than that," or "Mo, I had a block and they didn't give it to me." They love to let me know that their stats are incorrect, so they keep me going and I love working with all of them and they make me excited to go to work every day.

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

Some of the trips that I have taken through the years bring back memories. My first game at Hampton was a football game at

Howard and Coach Taylor left me...and this is something we still laugh about today. Then there is the coaches ranting and raving about something that is wrong with stats and I go to their offices and show them I am right. My favorite moment every year is the Athletic Awards Banquet, because I get to give out awards to the student-athletes for setting a new record or scoring a 1,000 points or getting 1,000 kills in volleyball. This year I have the joy of giving out awards to a football player who set a few new records since being here at Hampton, as well as a volleyball player who recorded 1,000 kills this year.

I look forward to recognizing the athletes for all that they have done during the past year, but the titles and wins don't hurt.

**Five Questions Interviews conducted by:**  
**Larry Happel**  
**Associate Director of Marketing/Media Relations**  
**and Sports Information Director**  
**Central College**

## ESPN's **BEANO COOK,** former Pitt SID, honored with award from football writers association

by Ivan Maisel via ESPN.com



Beano Cook is the 2011 recipient of the 38th Bert McGrane Award, given annually by the Football Writers Association of America in recognition of service to its membership and of contributions to the sport.

Cook, a college football commentator for ESPN since 1986, was informed of the award on the "ESPNU College Football Podcast."

"I don't know what to say," Cook said. "It's unbelievable."

Then, recognizing his trademark phrase, Cook said, "I guess I should say, 'Unbelievable!'"

Cook, 79, graduated from the University of Pittsburgh in 1954 with a bachelor of arts degree and spent 21 months in the Army before returning as the school's sports information director from 1956-66. He publicized college football for ABC from 1966 to 1974. He did the same for CBS from 1977 to 1982, then returned to ABC to work in front of the camera as a college football commentator before joining ESPN.

"I'm shocked," Cook said after the podcast. "The only person more shocked in recent years over getting picked was Sarah Palin. I've come to the conclusion that if you live long enough, you're going to get some type of award whether you deserve it or not."

The McGrane Award will be presented at the FWAA annual meeting in January. Cook also will be recognized at the College Football Hall of Fame induction ceremony next summer.

"Beano has always been an institution of passion and knowledge for the sport," said Mark Blaudschun of The Boston Globe, who became chair of the McGrane Award after winning it in 2007. "College football has great stories, and we need Beano to tell them. He has no agenda, just his passion for the sport."

# 2010-11 CoSIDA Directory: Online, PDF Versions

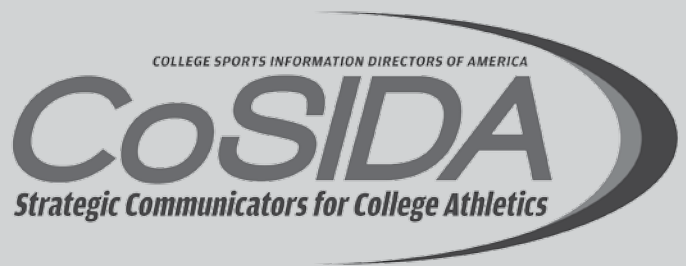
The CoSIDA 2010-11 Directory has been updated and released. It is available in both an online version as well as a PDF version that can be downloaded. We would encourage each school to contact and alert their respective media agencies and representatives to make them aware of the online version as well as distribute the PDF version. This PDF version of the 2010-11 CoSIDA Directory was compiled based on information provided to CoSIDA by individual institutions/organizations as of October 1, 2010.

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

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

## CoSIDA ANNUAL MEMBERSHIP, WORKSHOP ATTENDANCE

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



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

# COSIDA CALENDAR

## UPCOMING MEMBERSHIP SCHEDULE AND DEADLINES

### February

#### Tuesday, Feb. 1

2011 CoSIDA Convention online registration opens (pre-registration is ONLY done online, not via check or purchase order payments)

Note: Registration opened Jan. 14 for 2011 Marco Island Convention hotel registration, free shuttle transportation to and from Fort Myers airport to Marco Island Marriot Beach Resort (on June 25 & June 30 only) and for Hertz special Convention car rental rates.

#### Tuesday, Feb. 1

CoSIDA ESPN Academic All-District voting for Men's and Women's Basketball ends (6 p.m., ET)

#### Wednesday, Feb. 2

Lowe's Senior CLASS Award MEN'S ICE HOCKEY finalists announced (NCAA Division I award)

- Lowe's Senior CLASS Award nomination deadline for MEN'S LACROSSE (NCAA Division I award)

- Lowe's Senior CLASS Award nomination deadline for SOFTBALL (NCAA Division I award)

#### Thursday, Feb. 3

Announcement of Academic All-District Men's & Women's Basketball Teams; CoSIDA members with First Team All-District honorees must update student-athlete information by Monday, Feb. 7 for Academic All-America ballot

#### Wednesday, Feb. 9

Lowe's Senior CLASS Award nomination deadline for BASEBALL (NCAA Division I award)

#### Tuesday, Feb. 15

Entry deadline for 2010-11 Publications Contest Fall Contests for: winter sports posters (University Division) and basketball posters (University Division)

#### Sunday, Feb. 20

Deadline to submit entries for the 2010-11 CoSIDA Fred Stabley Writing Contest

#### Tuesday, Feb. 22

Announcement of Academic All-America® Men's Basketball Teams (1st/2nd/3rd Teams from University & College Divisions)

#### Thursday, Feb. 24

Announcement of Academic All-America® Women's Basketball Teams (1st/2nd/3rd Teams from University & College Divisions)

### March

#### Tuesday, March 15

Entry deadline for 2010-11 Publications Contest Winter Contests (Men's Basketball Guides, Women's Basketball Guides, Basketball Programs)

#### Wednesday, March 30

- Entry deadline for 2010-11 Publications Contest Spring Contests (Guide submission deadline for: baseball, golf, men's lacrosse, women's lacrosse, softball, tennis, track & field); also submission deadline for spring sports posters - university & college divisions).

- Entry deadline for 2010-11 Publications Contest Special Contests (Single sports programs, conference guides, single-sport guides, multi-sport guides, postseason guides and special event programs).

# COSIDA CORNER

## THE IMPORTANCE OF COSIDA'S CONTINUING EDUCATION PROGRAMS



This month's CoSIDA Corner, which appeared in the December issue of the National Association of Collegiate Directors of Athletics (NACDA) Athletics Administration Magazine, was written by Shelly Poe. Poe is the director of athletics communications at Ohio State and CoSIDA's 3rd VP. Her column talks about the importance of CoSIDA's continuing education programs and the strengthening of those outreaches.

Beginning with the 2009-10 academic year and with its new partnership with NACDA at that time, the CoSIDA leadership was invited to contribute to each issue of the Athletics Administration Magazine. In October of 2009, CoSIDA President Justin Doherty penned the first "CoSIDA Column."

This academic year, the CoSIDA Corner authorships will rotate. The first two "CoSIDA Corner" columns were penned by CoSIDA President Larry Dougherty of Temple University (in October) and Eric McDowell (Union College), Chair of the CoSIDA College Division Management Advisory Committee (in November).

Each Athletics Administration issue is sent to over 10,000 university and athletics administrators, with CoSIDA's voice, thoughts and expertise shared with these key constituents. The magazine is published each October, November, December, February, March, April, June and August.

What did you know 10 years ago about social media? Or Flip cams or FTPs? Did you think you would be checking e-mail on your phone, or shooting photos, or uploading information for world-wide distribution from the palm of your hand?

Just a decade ago, would you have predicted that your local newspaper wouldn't print daily? That conferences and institutions would establish their own broadcast and information portals? That placement of your brand would be as critical as content of your message? There's nothing as consistent as change — and it's equally certain that when these transitions come, you look toward the sports information professionals on your staff to decipher and navigate the evolutions.

That's why CoSIDA continues to place an emphasis on strengthening its continuing education program year-round, making available to its members the latest information on technical, social and visibility developments and trends. We're looking for the newest and most effective innovations in technology to help us tell the stories of our athletes and programs, and searching out the most economical routes to do so, saving us all in terms of money and time. We want to be alert to what's on the horizon, so we don't purchase and train on something today that will be obsolete before this year's freshmen are seniors.

We want our members to stay current on effectual media strategies, incorporating best practices from across the communications industry on everything from viral marketing to virtual press conferences. The media, too, are in transition; we are planning programming to survey what current journalists are being taught, and what trends will shape the business of media in the near future.

We want to glean resources from the web and beyond that will not only spread the messages of our teams, but offer an educational

component to our student-athletes — giving them vivid examples of excellent interviews and public speaking, as well as memorable illustrations of the real perils of "telling all" in this social media-driven climate. We work daily to invent, identify and implement the very best tools and techniques available to help our studentathletes and athletics staff members become more effective communicators. Continuing education is the key to that effort.

We're looking forward this year to giving our members a chance to learn and discuss what's new and what's happening across the communications spectrum, through webinars, teleconferences and replayable video sessions. Experts will present the latest in theory and practices from the worlds of professional sports, business, media and non-profit entities. Our IT committee will bring us up to speed on ways to get the broadest and most efficient use of the key gadgets and technologies flooding our industry. And we will hold special sessions pertinent to our younger and student members on media synergies and cross-branding, professionalism and ethics.

Communications is the fastest-shifting segment of our society, and few topics have broader appeal than collegiate athletics. As professionals, our curiosity is constantly whetted. It's exciting to come in each day and investigate: "What's next? How can we run with it?" We don't want to miss out!

If you want to know more about what's happening on the cutting edge of strategic athletics communications, please visit our website any time at [www.CoSIDA.com](http://www.CoSIDA.com). As we look toward joining our NACDA partners for conventions each summer, we hope you will feel free to visit with us throughout the year and participate in our programming.

# ACADEMIC ALL-AMERICA

## EIGHT FALL TEAMS HAVE BEEN ANNOUNCED

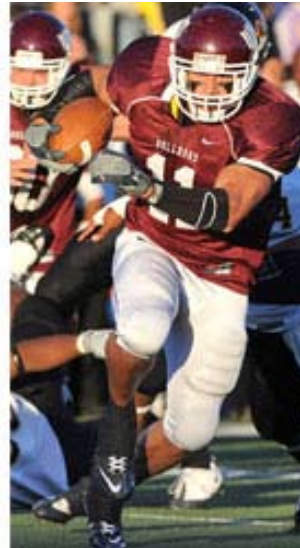
See complete stories online at [www.cosida.com](http://www.cosida.com)

### Alabama quarterback Greg McElroy, Minnesota Duluth running back Isaac Odim lead ESPN Academic All-America® Football Teams



**Greg McElroy**  
University of Alabama  
University Division  
Football AAA of the Year

**Isaac Odim**  
Minnesota Duluth  
College Division  
Football AAA of the Year



#### STORY HIGHLIGHTS

Alabama quarterback Greg McElroy, a graduate student and Rhodes Scholar finalist with a 4.0 GPA in sports administration, and Minnesota Duluth running back Isaac Odim, a mechanical engineering major with a 3.85 GPA, were named University Division AAA of the Year and College AAA of the Year in football, respectively.

### Alix Klineman of Stanford, Brittany Donelan of Heidelberg lead ESPN Academic All-America® Volleyball Team



**Alix Klineman**  
Stanford University  
University Division  
AAA of the Year

**Brittany Donelan**  
Heidelberg University  
College Division  
AAA of the Year



#### STORY HIGHLIGHTS

Klineman is named as the Academic All-America® of the Year for the volleyball University Division. An art major with a minor in political science who carries a 3.53 G.P.A., Klineman also is a three-time American Volleyball Coaches Association (AVCA) All-American. Donelan, a senior libero and the Academic All-America® of the Year for the College Division, is a two-time AVCA All-American as well who holds a 3.96 GPA with a double major in accounting and business administration.

# ACADEMIC ALL-AMERICA

## EIGHT FALL TEAMS HAVE BEEN ANNOUNCED

See complete stories online at [www.cosida.com](http://www.cosida.com)

### Northern Arizona senior defender Kristi Andreassen, Otterbein senior goalkeeper Tara Carter headline ESPN Academic All-America® Women's Soccer Teams



Kristi Andreassen  
Northern Arizona  
University Division  
Soccer AAA of the Year

Tara Carter  
Otterbein  
College Division  
Soccer AAA of the Year



#### STORY HIGHLIGHTS

Northern Arizona senior defender Kristi Andreassen, an exercise science major with a perfect 4.0 GPA, was named University Division AAA of the Year for women's soccer. Otterbein senior goalkeeper Tara Carter, an art major who also carries a perfect 4.0 GPA, is the College Division AAA of the Year.

### Junior Kofi Sarkodie of No. 2 Akron, Stevens Tech senior Zach Carr top 2010 ESPN Academic All-America® Men's Soccer teams



Kofi Sarkodie  
University of Akron  
University Division AAA  
of the Year

Zach Carr  
Stevens Tech  
College Division AAA  
of the Year



#### STORY HIGHLIGHTS

Akron's junior Kofi Sarkodie, a biology major with a 3.96 GPA, was named University Division AAA of the Year for men's soccer, while Stevens Tech senior goalkeeper Zach Carr, a biomedical engineering major with a 3.92, is the College Division AAA of the Year.

# Publications Contests

## 2010-11



### CoSIDA Members,

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

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

With that in mind we have made a few changes.

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

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

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

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

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

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

# Publications Contests

## GENERAL INFORMATION

- **Deadlines:** It is simple have your entries postmarked by the due date. You have the deadlines well in advance. If it is postmarked after the date it is disqualified from the contest. No exceptions, no excuses.
- **Entry Forms:** Entrants are required to TYPE all information. The entry forms are available in PDF and Word form at CoSIDA.com. Make sure that you type the name of your school and your name how you want it on the certificate. The coordinators have been instructed to copy the names directly on to the results sheet from your entry form.
- **Contest Types:** If it is a sport that has its own contest then the book should be entered in that contest. Our bigger contests we have separate divisions for men's and women's. It is possible in some sports that are not separated by men's and women's (like tennis and golf), for you to have a women's book win and a men's book win. If you are entering a book that does not have its own contest, then it is to be entered in the Single Sport Contest. If you are entering a book that is combined men and women you have the choice of putting the book in the sport's contest or you can put it in the multi-sport contest. **YOU MAY NOT ENTER THE SAME BOOK IN TWO DIFFERENT CONTESTS.**
- **Divisions:** We have two divisions this year – college and university. The university division is all Division I schools. The college division is everyone else. We will take books from the NAIA now as well.

## HOW TO ENTER

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

## DISTRICT BREAKDOWNS

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

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

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

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

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

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

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

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

## CONTEST RULES

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

1-3 entries	one place
4-9 entries	two places
10-17 entries	three places
18-25 entries	four places
26-35 entries	five places
36-46 entries	eight places
47+ entries	10 places
- Ties are broken using the score from Judge #1.
- An entry must be submitted according to the division in which that sport actually competes. For instance, if a school is NCAA-I in ice hockey and NCAA-II in all other sports, it must enter its ice hockey in Division A and its other publications in Division B.
- All entries must be mailed to the appropriate contest coordinator. Only the entrant is responsible for assuring the entry is properly submitted.
- **THE NUMBER OF NAMES ON THE AWARD CERTIFICATE IS LIMITED TO THREE.** Should more than three names appear on the entry form, the certificate will be made out to the first three names listed. No additional certificates will be printed. No artists, companies or university departments other than Sports Information or Athletics will be allowed. Only SID types.
- Best Cover will be awarded in all contests (except posters).
- The SID at the school entering a guide, or the winner on the certificate, must be a CoSIDA member to win an award.
- All guides produced solely by advertising agencies, graphic design houses or other companies outside of the athletic department will not be eligible for awards. An SID must have control over the publication.
- Any game program designed by an outside agency (i.e. Pro Sports, etc.) will be disqualified.

## REASONS YOU COULD BE DISQUALIFIED

1. No official entry form or improperly filled in.
  2. Entry form not attached to each entry.
  3. Entry postmarked late.
  4. Entry sent to the wrong coordinator.
  5. Entrant has not paid CoSIDA dues.
  6. Entry submitted in the wrong division.
  7. Entry has been totally produced by an agency, graphic house or outside entity.
  8. Failure to indicate conference affiliation.
  9. Not enough publications submitted for judging.
- The CoSIDA Publications Committee has provided this list of contest definitions to be printed in the Digest. This should answer any questions about the contest in which your publication should qualify to be judged. Contest coordinators are not required to forward entries which are improperly entered. These entries will be disqualified, therefore please pay close attention to the guidelines and contact the appropriate coordinator if you have additional questions or if you need a clarification.

## **GAME PROGRAMS**

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

## **CONFERENCE GUIDES**

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

## **FOOTBALL GUIDES**

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

## **MEDIA GUIDE CONTESTS**

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

## **MULTIPLE SPORT GUIDES**

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

## **POSTERS**

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

## **POSTSEASON GUIDES**

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

## **SINGLE SPORT GUIDES**

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

## **SINGLE SPORT PROGRAMS**

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

## **SPECIAL PROGRAMS**

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

# 2010-11 Contest Coordinators

## **WINTER CONTESTS - Vice Chair Jeri Thorpe (Arkansas)**

Men's Basketball Guides	Mat Kanan	Western Michigan	March 15	May 15
Women's Basketball Guides	Steve Marovich	Carthage College	March 15	May 15
Basketball Programs	Travis Jarome	Troy	March 15	May 15
Gymnastics	Taylor Flatt	West Alabama	Jan. 15	March 15
Swimming	Patrick Moore	Madonna	Jan. 15	March 15
Men's Ice Hockey	Jason Yellin	Massachusetts	Jan. 15	March 15
Women's Ice Hockey	Jeff Sutton	Houston Baptist	Jan. 15	March 15
Wrestling	Ernie Larossa	Johns Hopkins	Jan. 15	March 15

## **SPRING CONTESTS - Vice Chair Tyler Cundith (Johnson County CC)**

Baseball	Blake Freeland	Charleston Southern	March 30	May 15
Golf	Christy Kramer	North Dakota	March 30	May 15
Men's Lacrosse	Jenny Beam	North Dakota State	March 30	May 15
Women's Lacrosse	Gene Cassell	Washburn	March 30	May 15
Softball	Patrick Pierson	Florida Golf Coast	March 30	May 15
Tennis	Micah McDaniel	California Baptist	March 30	May 15
Track and Field	Sarah Meier	Rocky Mountain Athletic Conference	March 30	May 15

## **POSTERS - Vice Chair Bruce Unrue (Texas-Dallas)**

Fall Sport Posters (University Division)	Patrick Welker	Alfred State	Dec. 1	Feb. 1
Football Posters (University Division)	Deanna Werner	Texas A&M	Dec. 1	Feb. 1
Basketball Posters (University Division)	Tina Price	Old Dominion	Feb. 15	April 15
Winter Sports Posters (University Division)	Alan Grosbach	McPherson College	Feb. 15	April 15
Spring Sports Posters (University Division)	Patty Constantin	Our Lady of the Lake	March 30	May 15
Posters (College Division)	Terry Owens	Beloit	March 30	May 15

## **SPECIAL CONTESTS - Vice Chair Rich Herman (Clarion)**

Single Sport Programs	Logan Lawrence	St. Edwards	March 30	May 15
Conference Guides	Dan Ruede	Hartford	March 30	May 15
Single-Sport Guides	MeKale Jackson	St. John's	March 30	May 15
Multi-Sport Guides	Ryan Finney	UCLA	March 30	May 15
Postseason Guides	Kelly Vergin	Brockport State	March 30	May 15
Special Event Programs	Rich Tortorelli	Oklahoma City	March 30	May 15

# 2010-11 Mailing Directory

## Vice Chairs

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

## Contest Coordinators

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

# 2010-11 CoSIDA Publications Contests Entry Form

(All information must be TYPED)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Game programs designed by professional agencies will be disqualified.

## ENTRY CHECKLIST – Have you ...

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



## ACADEMIC ALL-AMERICA PROCESS IS UNDERWAY

### SPRING DEADLINES IN APRIL

Capital One Academic All-America nominations for Baseball and Softball will open April 5.

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

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

Those final nomination deadlines are as follows: Baseball and Softball close at 6 pm ET on April 19th, Men's At-Large and Women's At-Large open from April 19 to May 3 and Men's Track & Field/Cross Country and Women's Track & Field/Cross Country open from May 3-17.

These deadlines will be strictly adhered to. There will be no extensions and no exceptions if the deadline is missed. Please plan appropriately now to make sure you have information in place to meet the respective deadlines.

#### **Note:**

**The AAA program is now called Capital One Academic All-America.**

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

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

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

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

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

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

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

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

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

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

Only 2010-11 CoSIDA members may nominate and vote. Per CoSIDA policy, you must be a current 2010-11 dues-paying

member of our organization in order to nominate your student-athletes for AAA honors. If you have yet to pay 2010-11 dues, your options are listed below.

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

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

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

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

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

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

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

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

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



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



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

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

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



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

# COSIDA COMMITTEES

## 2010-11 GOALS AND OBJECTIVES

*As provided by the respective Committee Chair*

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

**Chair- Dick Lipe (Bentley)**

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

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

### **Allied Organizations Committee**

**Chair- Robert McKinney (Willamette)**

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

#### **Goals**

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

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

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

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

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

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

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

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

## **Committee on Committees**

**Chair- Debbie Copp (Oklahoma)**

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

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

## **Ethics Committee**

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

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

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

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

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

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

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

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

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

## **Goodwill Committee**

**Chair- Sam Atkinson (Gallaudet)**

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

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

## **Job Seekers Committee**

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

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

### **Objectives**

1.) Continue working in concert with Barb Kowal, Director of External Affairs, and the Board of Directors on integrating the Committee's email service and Career Center segment of [www.cosida.com](http://www.cosida.com).

2.) Remain a resource for members, future members, full-time and fixed-term professionals who have employment-related issues.

### **Goals**

1.) Provide necessary support should the organization participate in the 2011 NCAA Student-Athlete Career Forum.

2.) Further enhance the Committee's Job Seeker Primer. The Primer was originated in Spring 2007 prior to the CoSIDA Workshop. Since then, the Primer has grown and now includes 20 written articles by committee members on job-related activities.

3.) Continue dialogue with agencies such as the National Football League to provide members with employment options in the sports communications field.

4.) Determine the best possible experience for job seekers and job holders at the 2011 Workshop in Marco Island, Florida.

## **Membership Services Committee**

**Chair- Blake Timm (Pacific)**

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

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

- Work directly with Dir. Of External Affairs (Barb Kowal) to develop and execute plan to follow-up on membership updates of directory information.

- After Sept. 15, use committee members to make direct contact with membership to make directory updates. Committee will begin with conference contacts using e-mail and phone communication. After that, additional follow-up will be made with individual schools (this will allow us to update schools for which there is no CoSIDA member in the shop).

- Enlist the help of the Allied Organizations Committee to update information in section of directory that pertains to national sports governing organizations, bowls, media, etc.

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

- This is a project in development where Blake Timm is working directly with Barb Kowal and Mark Beckenbach on creating an FAQ section for frequently asked questions on the CoSIDA site, including instructions on changing passwords, paying dues, updating directory information and Academic All-America troubleshooting.

- If a member is still unable to get the answer to their question, it will be directed to an e-mail link where it can send their query to the appropriate contact. General web questions would go to Barb, while AAA questions would be directed to Mark.

- Providing easy-to-follow, step-by-step answers to common questions should reduce the amount of time Barb & Mark spend answering them.

- The framework was developed at the San Francisco Convention and can be viewed at [www.cosida.com/help/index.aspx](http://www.cosida.com/help/index.aspx).

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

- Work to populate the Membership Resource Library framework that was included in the CoSIDA.com redesign.

- Develop the site architecture for this portion of the site, including use of keywords, HTML vs. PDF issues and the process by which members can submit articles for the library.

## **New Media/Technology Committee**

**Chair- Chris Syme, Montana State**

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

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

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

2. It is our goal to take an active part in discussion boards such as LinkedIn's CoSIDA group, the SID Board, and blogs related to new media.

3. It is our goal to become active curators of relevant information that can be pushed out through personal social media and CoSIDA channels.

4. It is our goal to become more involved in the bigger picture using our personal resources to further new media in our departments, our institutions and our communities.

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

1. Assist [www.cosida.com](http://www.cosida.com) in developing content for the resource center, the new blog, the YouTube Channel, and webinars.

2. Develop the discussion board on LinkedIn as a place for discussion topics for SIDs. Get a graphic link on the CoSIDA website to the discussion board on LinkedIn to further encourage CoSIDA members to become involved.

3. Begin the discussion of the possibility of web streaming next year's convention for revenue generation or, at the very least, recording the audio for podcasts with PowerPoint presentations to be uploaded to a share site such as Slide-share.

4. Generate content for a series of basic "how-to's" for use on [www.cosida.com](http://www.cosida.com) which include basic information for SIDs in need of resources and help. Concentrate on the small department angle.

5. Creation of a social media "center" at [www.cosida.com](http://www.cosida.com) –this could possibly be an arm of the resource center or the trends, tips and tools section, but a highly visible location.

6. Become a resource center of speakers and presenters that can present on the subject of new media at venues outside CoSIDA such as NACDA, PRSA, NCAA, NAIA and others.

## **Program Committee**

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

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

### **Objectives:**

- \* Strive to meet the ever-changing needs of athletics communications professionals, recognizing that there are different responsibilities and needs at every division and at every institution

- \* Recruit and assign moderators and speakers for panel discussions, lectures, and table topics. Make sure there is diversity in the areas of age, gender, race, divisional representation, and experience.

- \* Work hand-in-hand with other appropriate CoSIDA committees to create an 'experts' list of SIDs who can assist colleagues in a given area (desktop publishing, photography, web streaming, and so on). If a CoSIDA member runs into difficulty with a given area (Photoshop for example), that member can call a Photoshop expert for help in solving the problem.

### **Goals:**

- \* Develop a theme for each day of the Workshop Program. All sessions for that day should be tied to that theme.

- \* Recognize that CoSIDA will join with NACDA for the 2012-13 academic year. Sessions for both the 2011 and 2012 workshops should include topics that will help athletics communications professionals to make a smooth transition to NACDA.

- \* Work in conjunction with the management advisory committees for both the University Division and College Division to ensure that division-specific programming is included

- \* As speakers and panels are arranged, utilize the CoSIDA Website and the CoSIDA on-line Digest to publicize the Workshop Program in hopes of encouraging the membership to attend the Convention.

- \* When speakers are in place for panel discussions, lectures, and table topics, brief them on the objectives to be addressed and provide details on the audience (speaking to a very specific group as opposed to a general session)

- \* Have outside speakers use their professional expertise in their specialty to provide information in regard to professional development.

- \* In conjunction with CoSIDA's Director of External Affairs, develop a method by which the membership can evaluate the current Workshop Program and suggest possible topics for programming in succeeding years.

## **Publications Contest Committee**

*Chair- Chad Grubbs (Hardin Simmons)*

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

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

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

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

### **2010-11 Goals**

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

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

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

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

## **Scholarship Committee**

*Chair-Carol Hudson (Old Dominion)*

*Board Liaison- Chris Day (Adams State)*

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

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

## **Writing Contest Committee**

*Chair- Wade Steinlage of William Penn*

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

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

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

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

### **Goals**

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

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

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

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

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

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

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

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

# COSIDA BOARD OF DIRECTORS

## 2010-11 INITIATIVES

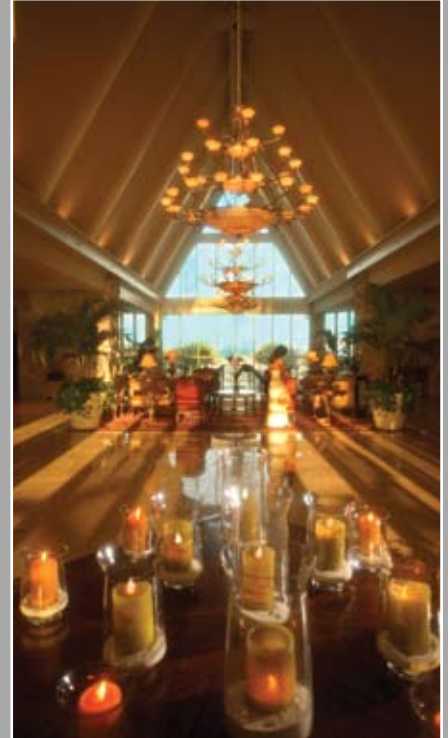
- Continue to aggressively build and enhance CoSIDA's strategic resource mission and value brand ("Strategic Communicators for College Athletics") throughout all levels of the intercollegiate athletics community.
- Develop and implement over the course of the year several specific "Continuing Education"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



# 2011 CoSIDA CONVENTION

# MARCO ISLAND

## FLORIDA



**June 26-29**  
**MARRIOTT**  
**MARCO ISLAND**  
**FLORIDA RESORT**  
**AND SPA**

## *Contact Information*

# **THE 2010-11 COSIDA BOARD OF DIRECTORS**

<i>Office</i>	<i>Name</i>	<i>Office Phone</i>	<i>Fax Number</i>	<i>Email</i>
President	Larry Dougherty Temple	(215) 204-3850	(215) 204-2588	larrydoc@temple.edu
First Vice-President	Tom DiCamillo Pac West Conference	(480) 983-6605	(480) 983-6605	pacifwestconference@msn.com
Second Vice-President	Joe Hornstein Central Florida	(407) 823-2729	(407) 823-5266	joehorn@athletics.ucf.edu
Third Vice-President	Shelly Poe Ohio State	(614) 247-7023	(614) 292-8547	poe.45@osu.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. West	Chris Day Adams State	(719) 587-7825	(719) 587-7276	clday@adams.edu
College Division Rep. South	Bob Lowe Greensboro	(336) 272-7102 ext. 279	(336) 217-7237	blowe@greensborocollege.edu
College Division Rep. At-Large	Rob Knox Kutztown	(610) 683-4182	(610) 683-4676	Knox@kutztown.edu
College Division Rep. At-Large	Dave Wrath Augustana (Ill.)	(309) 794-7265	(309) 794-7525	davewrath@augustana.edu
College Division Rep. Central	Anne Abicht St. Cloud State	(320) 308-2141	(320) 255-2099	aabicht@stcloudstate.edu
College Division Rep. Northeast	Geoff Hassard SUNY-Oneonta	(607) 436-2106	(607) 436-3088	hassargi@oneonta.edu
Past President	Justin Doherty Wisconsin	(608) 262-1811	(608) 262-8184	jmd@athletics.wisc.edu
Past President	Nick Joos Baylor	(254) 710-3043	(254) 710-1369	nicholas_joos@baylor.edu
Past President	Charles Bloom Southeastern Conference	(205) 458-3010	(205) 458-3030	cbloom@sec.org
<b><i>Ex-Officio Members</i></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



**THANK YOU,  
COSIDA,  
FOR ALL YOU DO**



**Looking Forward to Another  
Great Season of Covering Collegiate  
Athletics Across All Our Entities**

**ESPN HD**

**ESPN2 HD**



**ESPN360.com**

**ESPN  
(RADIO)**

**ESPN  
MOBILE TV**

**ESPN  
Classic**

**ESPN  
.COM**

**ESPN  
DEPORTES**

**ESPN  
INTERNATIONAL**

**ESPN  
THE MAGAZINE**

**ESPN NEWS**

**ESPN  
REGIONAL TELEVISION**