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# COSIDA MARCH DIGEST

## Marco Island Convention on the Horizon



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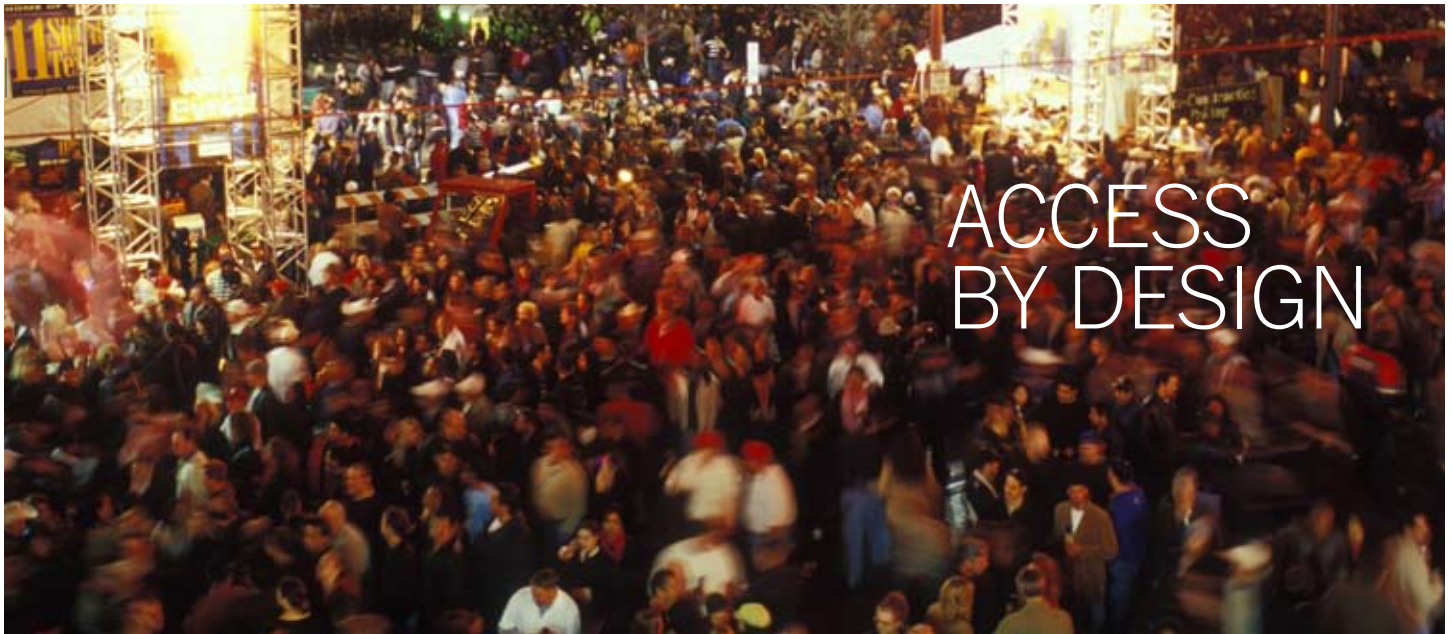
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# 2011 CoSIDA Convention News

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

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

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

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

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

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

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

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

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

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

When you register, Naples Transportation officials will record your flight information, track your flight arrivals and departures, and will meet you at the airport and hotel to guide you and run continuous



service for Convention attendees both days.

You also are able to register for one-way transport as well. Remember, online registration, online hotel reservations under the CoSIDA block and shuttle service reservations to and from the Fort Myers airport are active.

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

### Main Programming/ Schedule Items (as of Feb. 23, subject to change)

- **Sun., June 26:** CoSIDA Divisional/Committee Day; Registration Day; evening kickoff party
- **Mon., June 27:** Registration; Gaining Influence within the Intercollegiate Community; beach social event (afternoon/evening)
- **Tue., June 28:** Today's Collegiate Communications & 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:** Innovative Strategies for a Digital World; Bowl Beach Bash farewell party



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# 2011 CoSIDA SPECIAL AWARDS HONOREES ANNOUNCED

Numerous members of the College Sports Information Directors of America (CoSIDA) organization will receive national awards for outstanding achievements when the organization holds its annual national convention June 26-30 at Marco Island, Fla.

Among the honors, the organization will recognize its top athletic communications personnel as the newest members of its Hall of Fame. Additionally, other awards recognizing emerging leaders, community service and lifetime achievement awards will be presented.

Five current and former sports communications professionals will be inducted into the CoSIDA Hall of Fame at a Hall of Fame Gala dinner and ceremony on Tuesday, June 28. This CoSIDA Hall of Fame honor is presented to members of CoSIDA who have made outstanding contributions to the field of college sports information.

Members of the 2011 Hall of Fame Class include **Charles Bloom**, Southeastern Conference; **Rich Herman**, Clarion University; **Paul Madison**, Western Washington University and **Mark Beckbach**, Ohio Wesleyan University. **Dan McDonald**, the former sports information director at Northwestern State (La.) and Southwestern Louisiana, was selected by the Veterans Selection Committee. The

other five were selected by a vote of over 90 CoSIDA Hall of Famers.

At that same Gala event on June 28, the newest class of the Capital One Academic All-America Hall of Fame also will be inducted. (Those Academic All-America Hall of Famers will be announced at a later date.)

The Arch Ward Award is presented annually to a CoSIDA member who has made outstanding contributions to the field of college sports information, and who, by his or her activities, has brought dignity and prestige to the profession. Immediate past president, **Justin Doherty** of the University of Wisconsin, was voted the 2011 top university division professional and will receive the Arch Ward Award in June.

The college division also recognizes a top professional of the year with the Warren Berg Award. **Rich Herman** of Clarion University, who is also being inducted into the Hall of Fame class of 2011, has been recognized with this award. It is presented annually to a college-division member who has made outstanding contributions to the field of college sports information and who, by his or her activities, has brought dignity and prestige to the profession.

In other awards, **Dr. Bill Smith** of the University of Arkansas will be honored for his community service with the Bob Kenworthy Community Service Award, presented annually to a CoSIDA member for civic



Beckbach



Bloom



Herman



Madison



McDonald

involvement and accomplishments outside the athletic communications profession.

Long-time University of Tennessee Associate Athletics Director for women's media relations, **Debby Jennings**, will be recognized with the Trailblazer Award. This honor is presented annually to an individual who is a pioneer in the profession and who has mentored and helped improve the level of ethnic and gender diversity within CoSIDA.

CoSIDA also recognizes its youthful talent with the Rising Star Awards. This award is presented to both a University Division and a College Division member with 10 years of service or less whose work at their institution and service, dedication, energy and enthusiasm to the profession make that individual a "rising star" in sports information.

**Rob Knox** of Kutztown University was the college division choice and **Chevonne Mansfield** of the Southwestern Athletic Conference (SWAC) was chosen as the university division recipient.

CoSIDA's Lester Jordan Award is presented to an individual for exemplary service to the Academic All-America Award program and the promotion of the ideals of being a student-athlete. This year's recipient is **Kevin Ruple** of Baldwin-Wallace College, who has served as a long-time coordinator on the Academic All-America Committee.

One member, **John A. Pearson** of Kansas Collegiate Athletic Conference, will be recognized with the Lifetime Achievement Award. This award is presented to CoSIDA members who have served at least 25 years in the profession (as of June 2011) who are retiring or leaving the profession.

A member of the media is also annually recognized at this event. ESPN/ABC analyst **Lee Corso**



**Doherty**



**Jennings**



**Smith**



**Ruple**



**Mansfield**



**Knox**



has been selected as the Jake Wade Award winner. Named for the acclaimed North Carolina sports journalist and former UNC SID, this award is presented annually to an individual who has made an outstanding contribution in the media to the field of intercollegiate athletics.

In addition to the special award winners and Hall of Fame induction, the organization also recognizes those who have completed 25 years in the profession. The following individuals will receive a 25-year plaque at the convention:

**Dave Beyer**, Mercer University; **Kent Cherrington**, Plymouth State University; **Jim Daves**, University of Virginia; **Brian DePasquale**, University of Albany; **Ann King**, The

Sage Colleges; **Tom Kroeschell**, Iowa State University; **Brian McCann**, Cleveland State University; **David Moross**, Colorado College; **Thomas Nelson**, St. Cloud State University; **Diane Nordstrom**, University of Wisconsin and **Walt Riddle**, Saint Leo University.

*Individual news releases/feature articles on each honoree will follow in the coming weeks in the CoSIDA E-Digest and on the CoSIDA website (www.CoSIDA.com). Congratulations to all the 2011 CoSIDA Award winners.*

# 2011 CoSIDA AWARD WINNERS

---



## **HALL OF FAME**

Mark Beckenbach, Ohio Wesleyan  
Charles Bloom, Southeastern Conference  
Rich Herman, Clarion  
Paul Madison, Western Washington  
Dan McDonald, Louisiana-Lafayette

## **ARCH WARD AWARD**

Justin Doherty, Wisconsin

## **WARREN BERG AWARD**

Rich Herman, Clarion

## **JAKE WADE AWARD**

Lee Corso, ESPN & ABC

## **TRAILBLAZER AWARD**

Debby Jennings, Tennessee

## **BOB KENWORTHY COMMUNITY SERVICE AWARD**

Dr. Bill Smith, Arkansas

## **RISING STAR AWARDS**

Rob Knox, Kutztown  
Chevonne Mansfield, SWAC

## **LESTER JORDAN AWARD**

Kevin Ruple, Baldwin-Wallace

## **LIFETIME ACHIEVEMENT AWARD**

A. John Pearson

## **25-YEAR AWARDS**

Dave Beyer, Mercer  
Kent Cherrington, Plymouth State  
Jim Daves, Virginia  
Brian DePasquale, Univ. at Albany  
Ann King, The Sage Colleges  
Tom Kroeschell, Iowa State  
Brian McCann, Cleveland State  
David Moross, Colorado College  
Tom Nelson, St. Cloud State  
Diane Nordstrom, Wisconsin  
Walt Riddle, Saint Leo

# CoSIDA Distinguished Alumni

Many who have gone on to prominent careers in broadcasting, professional sports administration, national and international sports, conference offices and other areas of athletic administration can trace their roots to the sports information and athletic media relations field.

On the following pages we feature just a few of CoSIDA's Distinguished Alumni ...

## Conference Commissioners



Numerous current conference commissioners began their careers in collegiate athletics in athletic media relations. Included on that list is Big East Conference Commissioner **John Marinatto**. Earlier in his career he served as Director of Sports Information at Providence College and was later the athletic director at Providence for 14 years. He served as senior associate commissioner of the Big East from 2002-09 before being named commissioner. At right, Marinatto welcomes new Big East Conference member Texas Christian to the league.

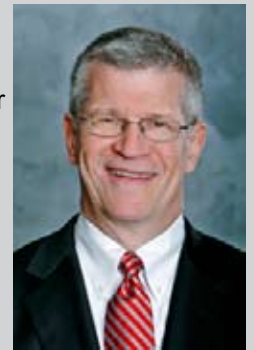


Lone Star Conference Commissioner **Stan Wagnon** worked in the sports information offices at Midwestern State and Tarleton State before

accepting a position as Director of Media Relations at the LSC. In 2007 he was elevated to commissioner of the Division II conference.



**Doug Elgin** is in his 22nd year as Commissioner of Missouri Valley Conference. He was previously the SID at Frostburg State, Miami-Dade Community College South, Lafayette College and Virginia



In Division III, New Jersey Athletic Conference Commissioner **Terry Small** and Centennial Conference Executive Director **Steve Ulrich** are both former SIDs. Small worked at Stevens, Staten Island and John Jay. Ulrich worked in sports information at Franklin & Marshall.



# CoSIDA Distinguished Alumni

## Professional Sports

The late **Pete Rozelle** is best known for his role as commissioner of the National Football League from 1960-89. He was also inducted into the NFL Hall of Fame in 1985. Many may not realize that Rozelle began his professional career as the sports information director at the University of San Francisco.



**Rick Dalrymple's** first job in the media relations field was as sports information director at Otterbein College. He then worked for six years in the sports information office at the University of Miami. Today he is the Director of Public Relations for the Dallas Cowboys, a position that he has held for 20 years. At left, Dalrymple talks with NFL TV analyst John Madden.

**Alex Martins** once worked as a student assistant in the Villanova University Sports Information Office. He later served as assistant SID at Georgetown University before beginning a 23-year career in professional sports management. After serving in a variety of roles in the NBA, NFL and PGA, he was hired as President of the Orlando Magic in 2010. He served as the team's chief operating officer for the previous four years.



**Ernie Accorsi** was an assistant sports information director at St. Joseph's University and Penn State University in the 1960s. He then began a career with professional football teams that included him serving as the general manager of three NFL franchises, the Baltimore Colts (1982-83), the Cleveland Browns (1985-92) and the New York Giants (1998-2007). Accorsi's highest profile personnel move came at the 2004 NFL Draft, where he traded Giants first round draft choice quarterback Philip Rivers and three draft picks to the San Diego Chargers for Number 1 overall draft choice quarterback Eli Manning.



## Olympic Movement

The late **Bob Paul**, **Mike Moran** and **Bob Condron** all worked in collegiate athletic communications before taking on leadership roles with the United States Olympic Committee.

**Paul**, a former CoSIDA President, was the SID at Penn before becoming the USOC Director of Communications.

**Moran** worked at Nebraska-Omaha and Colorado before becoming Chief Communications Officer of the USOC through 13 Olympic Games.

Condron worked at Texas Tech and SMU before becoming Director of Media Services for the USOC.

All three are members of the CoSIDA Hall of Fame.



**Bob Paul**



**Mike Moran**



**Bob Condron**

# CoSIDA Distinguished Alumni

## National Championships

After stints as assistant SID at Oklahoma and as Big 8 Conference Media Relations Director, **Bill Hancock** became

the first fulltime director of the NCAA Final Four. He is now the first Executive Director of Bowl Championship Series



David Worlock spent nine years as the SID at Henderson State University before

accepting a position with the NCAA in the statistics department. He is the current Associate Director of the Division I Men's Basketball Championship

## Athletic Directors



**Ian McCaw**, worked in a variety of athletic administrative posts at the University of Maine from 1986 to 1992 including sports information, marketing and external affairs. He was named Director of Athletics at Baylor in 2003

**Jim Schaus** worked as a graduate assistant in the sports information office at Purdue and is now Director of Athletics at Ohio University



**Scott Stricklin** worked in media relations and marketing positions at Auburn, Tulane, Baylor and Kentucky before becoming AD at his alma mater - Mississippi State



**Greg McGarity** was an assistant SID at the University of Georgia from 1977-82 and was hired as the Bulldog's Director of Athletics in 2010



### Michael Spinner

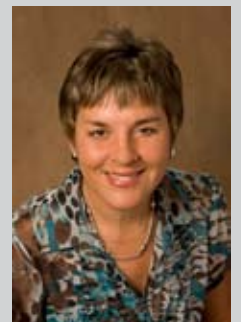
worked in sports information at the College of Mount Saint Vincent and Yeshiva University. He is currently the Director of Athletics at Albertus Magnus College



**Michael Zapolski** was the longtime SID at Pepperdine (1983-99) before he became athletic director at Augustana (Ill.) College

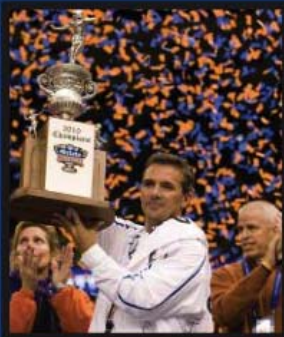


**Chris Plonsky** was a student sports information director at Kent from 1976-79, the women's SID at Iowa State from 1979-81 and first joined the University of Texas Athletics staff in 1982 as women's sports information director. She spent seven years with the Big East Conference in public relations and as assistant/associate commissioner. In 2001 she was named Texas women's athletics director, and also serves as senior women's administrator and as director of men's/women's athletics external services





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# HOW THE NCAA STAYS ON TOP OF THE SOCIAL MEDIA GAME

## INTERVIEW WITH RONNIE RAMOS

*Interview by Meaghan Edelstein  
graphic courtesy of Mashable.com*

As the overarching organization that oversees college athletes and their recruitment, the NCAA has its own set of rules that athletes, coaches and boosters must follow when using social media.

The NCAA's Managing Director of Digital Communications, Ronnie Ramos, sat down to discuss the organization's evolving guidelines for social media - territory the NCAA entered in just the past few years. The NCAA regulates social media particularly to maintain an even playing field when it comes to recruiting student athletes, applying its more traditional recruitment guidelines to the ever-changing social technologies available.

Ramos delves into the NCAA member schools' reasons for doing this, as well as which types of social media use are permissible, and which are

prohibited. He also explains the relationship between the NCAA and its member schools in making and enforcing rules.



### **Why does the NCAA feel it needs to regulate social media?**

RR: While there isn't a ban on social media, the NCAA, of necessity, must attempt to regulate. Otherwise, we would be unable to maintain a level playing field for recruiting consistent with our existing rules. The prevalent use of social is why we began focusing on this issue. Coaches will go where the student athletes are.

### **What role does the NCAA play when it comes to creating and enforcing social media rules?**

RR: There are over 1,000 schools regulated by the NCAA, and every rule is passed by these schools. The NCAA does not create the rules but instead is the one who is responsible for enforcing them. Because of this, schools have a lot of leeway to do what they want the way they want.

Players are allowed to have Twitter and Facebook accounts. And, unlike the NFL, there is no NCAA rule that says players can't use Twitter prior to the game, etc... However, individual schools can establish such bans. Duke allows players to use Twitter; they see it as an educational process, while Miami doesn't allow football players to use Twitter.

### **How does the NCAA keep up with the changing technology?**

RR: There are going to be gaps, but that is a price paid by being a membership program. Some people don't realize that the NCAA is not like the NFL and NBA. It's not a league that unilaterally says one can and cannot do certain things.

**Ronnie Ramos** is the NCAA's managing director of new media strategies and content development. He is in charge of NCAA.org, the association's official website, and the development and implementation of social media applications.



Before joining the NCAA, Ramos was the senior editor for sports and features at the Atlanta Journal-Constitution, responsible for all sports and features content for the newspaper's online and print sections. Prior to that position, he served as the executive editor of The Times at Shreveport (La.) in 2003-2004 and managing editor of the News-Press in Ft. Myers (Fla.) from 1998 to 2002.

---

**Can you give us an example of a restriction that is currently placed on social media?**

RR: Coaches cannot discuss recruiting on a Facebook Page because some coaches simply have a much larger fan base than others, and as a result their audience and persuasion is much larger. Because our goal is to keep things fair, we cannot allow Facebook Pages to be platforms for recruiting.

**Are there any types of social media recruiting that are allowed?**

RR: One-on-one, individual messages, such as direct messages or Facebook messages are viewed as e-mails and therefore are permitted.

**With more than a thousand schools and even more players, how can the NCAA possibly monitor everything?**

RR: Right now each school is responsible for monitoring its students, coaches and boosters. In addition, the nature of social media is public, and this helps keep everyone honest. It's difficult to do anything on social media without someone catching wind of it. When you have that many teams and 430,000 student athletes, most follow the rules and keep each other honest. There isn't a constant breaking of the rules.

**Can there be announcements about coaches visiting particular schools?**

RR: Coaches can announce that they are visiting different regions but not an individual school. The NCAA does this because we want to avoid a media frenzy that can result from a coach saying they are going to a particular school. We go back to making it fair and we want to let the smaller schools have the same opportunities.

**How are student athletes regulated when it comes to social media?**

RR: Student athletes cannot tell a high school student athlete to join their team via social media or any other form of communication. Students generally follow the rules so there isn't a large enforcement issue.

**Are there any areas that present unique problems in regulating collegiate sports?**

RR: Boosters are more difficult to control because they are not as affected when they do break the rules.

**How are you going to keep up with this rapidly emerging communication technology?**

RR: The NCAA will never be as fast as the technology. Right now, we are re-examining our rules in light of Facebook's new messaging.

**Have you seen any major infractions since putting social media rules in place?**

RR: No major infractions. Yes, some make mistakes but not an overwhelming amount of numbers. Social media is an inherently public discourse, so it's difficult to hide what you do via social media. It's very hard for a coach to secretly do something and it not go viral. To date, no one has blatantly violated the rules and gotten caught.

**What are some of the benefits of social media as a tool for the NCAA?**

RR: Social media allows us to get our messages out, directly, to our fans and not be entirely dependent on others to tell our story. For a long time we relied, almost entirely, on traditional media.

**When did the NCAA start focusing on social media as a way to communicate?**

RR: We started our unit less than four months ago. Now we have over 500,000 engaged fans.

## FIVE

# Questions . . .

With  
Chris Day

Associate Athletic Director/Sports Information Director, Adams State College (Colo.)

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

My career path actually started in high school, although I didn't know anything about the field of sports information at the time. I served as a team manager/statistician for our basketball team throughout high school and really enjoyed it. When it was time for college, I had my high school basketball coach call the basketball coach at Mesa State College, where I was going and had an academic scholarship. I met with the Mesa State coach during an orientation weekend over the summer before my freshman year. After talking about the options of being a team manager and doing duties like team laundry, shagging balls, etc., which weren't very interesting to me, he suggested that I meet the sports information director Tish Elliott, who was without a question the biggest influence and supporter in the early years of my career.

Her need for help in the office and as a statistician at games, sounded right up my alley. As part of my academic scholarship to Mesa State, I had to do 100 hours of community or campus service and so I started volunteering for Tish during my first week of college. I loved it and my 100 hours went rather quickly and were done before Christmas. I was pretty bummed thinking that would be it, but Tish saw something in me and was able to hire me with her student assistant budget. Because she was pretty busy and on the road with tennis, especially in the spring, Tish entrusted me and another fellow freshman student to run stats and media operations at baseball games.

I started college wanting to be a math or geography teacher but by the middle of my sophomore year after learning more about media and sports information, I changed my major to mass communications. Thanks to Tish's help, I was able to get on an as intern at the Rocky Mountain Athletic Conference during the summer after my sophomore year in Colorado Springs. It was a crazy summer that saw both the commissioner and the

media relations director both leave for other jobs, leaving me and the operations/office manager alone to run things for a good chunk of it while putting together the RMAC's annual all-sports media guide by myself. Although it was a busy and sometimes stressful time, I really learned a lot.

I also started serving as the official scorer at the NJCAA's JUCO World Series that is held in Grand Junction every summer that year.

After returning to college as a junior and continuing to work for Tish while also completing a heavy load of mass communication classes running the gamut from news writing, public relations, layout and design and photography, I really started to flourish and knew that I'd found my career path.

I then completed my more formal and required mass communications internship at the RMAC office again in the summer between my junior and senior years and could have graduated early. However, I wanted to go back for one more year at Mesa State and was selected as the sports editor at our student and award-winning newspaper for that year.

Around the same time, I was starting my search for graduate assistantships and had a few different offers. I accepted one at the University of Memphis and started the position there in July of 1999. About a month later, I got a call from Jeff Storm, the Adams State SID, and assistant men's basketball coach, who I'd had the opportunity to work with at the RMAC Outdoor Track & Field Championships during my second summer internship. He was moving to a full-time position as an assistant basketball coach and Adams State was in need of a new SID. Because of my reputation of working with Jeff for that weekend and through my time at both Mesa State and the RMAC, the job was mine if I wanted it after a 5-minute phone interview with Larry Mortensen, the men's basketball coach who was taking over as the interim athletic director in which the toughest question was "What do you like to do for fun?"

Having just turned 22 years old, less than a month earlier, it was a relatively easy decision for me to make thinking that I would probably be searching for a similar job after two years. With the chance to move into the conference I was familiar with and within a couple hours of home, I couldn't pass it up and within a week, I found myself back in Colorado living on Jeff's couch in an on-campus apartment for a month or so before my own on-campus apartment opened up.



Having Jeff, who is still at Adams State in a different role, there to support me in the transition to “full-time SID life” was a great luxury that made things a little easier

After a just four years at Adams State at just the age of 26, I was given a promotion and was named as an Associate Athletic Director. I worked very closely with Dr. Jeff Geiser, who had taken over as the A.D. after Larry Mortensen’s year in the interim position. Jeff saw some administrative and leadership talents in me and had me help him in numerous areas, including fundraising, something that I did well with and really enjoyed.

Larry Mortensen was still the basketball coach and when Jeff Geiser moved into transitional retirement, Larry became the A.D. once again, but only did so if I agreed to be his “right-hand” man as he would still be coaching basketball. Because Larry was coaching, I started handling many of the day-to-day duties of an athletic director that year, but continued to oversee sports information as my former graduate assistant Jacquie Scoby moved up to my old position as head SID.

After a year in that role, things naturally worked out for me to return to the daily nuts-and-bolts of sports information as Jacquie, now the SID at Northern State, moved on while Larry gave up the coaching part of his duties. That was great for me as I missed the daily life as an SID. However, I was able to still stay heavily involved with administrative tasks such as fundraising and have enjoyed being able to serve in that dual role during what has been a very successful, exciting and growing time at Adams State over the last few years.

## **2. What has your experience on the CoSIDA board been like?**

Being on the board has been a great experience, although I still feel like I’m getting used to things in this the first year of my term. I think I was prepared for those feelings going in, but with the support of fellow RMAC SIDs and some former board members who really helped me during the nomination process such as Dave Reed (Colorado College) and Max Corbet (Boise State), as well as the mentoring of the current board leadership, I’m really excited about where CoSIDA is headed. It is a big honor to be able to be a leader in those efforts.

I feel that the affiliation with NACDA, and the opportunity for our organization that comes along with that, make this an important time for SIDs to get involved with CoSIDA. The ever-changing and growing technological expertise that it takes to be an SID and the shift in mindset of becoming “strategic communicators” that we collectively need to make in the coming years are both a big challenge but also a tremendous time opportunity for us. I feel that CoSIDA as an organization and member SIDs on their respective campuses are well on the way to becoming the “big winners” in the eyes of the powers that be such as campus presidents, athletic directors and conference commissioners and hope that the trend that I’ve been able to see in the last few months in these regards will continue for both the short and longer-term future.

## **3. How do you utilize social media?**

Like many SIDs that have come from the same background and are of similar age to me, I was initially very hesitant to jump into social media. This was mostly out of fear for both the extra time on our already stressful and busy jobs and the pitfalls that can come out of a mismanaged social media presences. However, with a little push and support from our administration, which allowed me to hire a full time assistant SID for the first time in my 12 years at Adams State, this year was the right time. I really put a lot of emphasis on talents and experiences in these areas in the hiring process knowing that I needed someone to compliment my more “old school” experience and talents. Over the first couple of months with Scott Kretzmann, who has been a tremendous hire, I started to learn more and more about things like Twitter, Facebook and YouTube, and was recently actually accused by a more social media inclined student assistant of “Tweeting” too much, which is very ironic to say considering my fear of the unknown as little as nine months ago.

We’ve really received a lot of compliments on our new social media endeavors and I’m now confident that those type of communication techniques are the wave of the future and an absolutely necessary present way of strategically communicating with fans and student-athletes.

I don’t think anyone has an idea of what exactly the long-term future might hold in regards to social media and technology, but am absolutely confident that video is going to play a significant role for years to come. I really encourage SIDs to become at least proficient in these areas but also to proceed cautiously at a rate that doesn’t take us totally away from the other aspects of our jobs.

## **4. You’ve recently started a family. How has that changed your approach to your job?**

Yes, my wife Beth and I celebrated the birth of our son Noah a little more than eight months ago. The pregnancy was very challenging as my son was prenatally diagnosed with some rare and severe medical conditions that were really mentally and emotionally challenging to my wife and I throughout the pregnancy. The first couple of weeks of Noah’s life were also very challenging to our family as he spent that time in the NICU in Denver, four hours from home, and will likely have some life-long medical issues that we’re still not sure of what that may mean for him as he develops.

I am very thankful to the support that the coaches and fellow athletic administrators at Adams State gave to me during that time, by far the most challenging of my life. Those times have also shaped me and what it means as a good man, which includes being a good husband and a good father and have really put my career in more of a perspective.

Although I still work a lot, and certainly more than my wife would like to see me do, I think I’ve done a good job of balancing work and family life and hope that everyone that knows me, thinks that I’m a good husband and a good father and not just a good SID.

I now realize that the daily routines such as feedings and bedtime stories of being the parent of an infant are very important and have tried to do more evenings and weekends working from home so I can be a part of such things.

There certainly is a long ways to go but I hope to tie my parenting of Noah with my career by taking him to games, summer camps and having him be around the quality young people that are our student-athletes at the Division II level. After all, what better of role model could you ask for as a parent?

## **5. What do you like best about life in Alamosa, Colo.?**

Unquestionably, it’s the people. Life in a small and remote town away from the big city is not for everyone, especially as a single young professional, but the relationships I had with the coaches, other campus employees and community members are what kept me here in my early years before I settled in, got married and bought a house.

Alamosa is incredibly supportive of Adams State College, especially of our athletic endeavors. This makes fund-raising, which Jeff Geiser (see above) taught me is more about friend-raising, relatively easy.

I feel very proud of our athletic successes over the years because I know what they mean to the community as a whole. It’s an absolute blessing to be able to promote those successes and the hard work that our coaches and student-athletes put in while representing Alamosa just as much as the college.

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



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



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

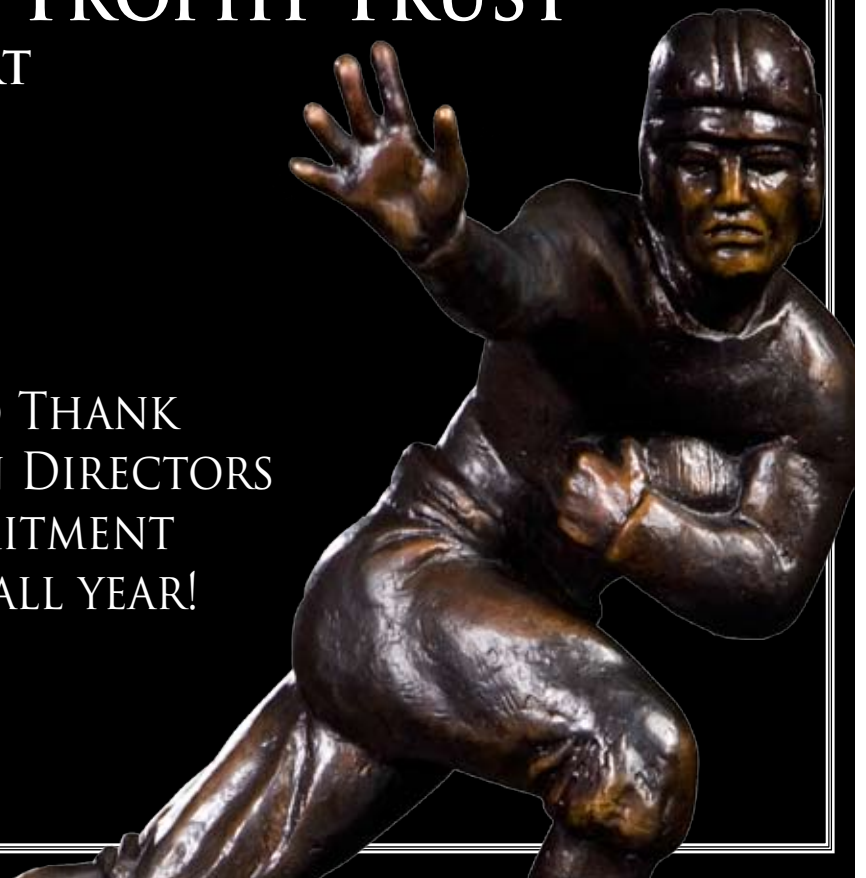


For more information on the Liberty Mutual Coach of the Year Award, visit [www.coachoftheyear.com](http://www.coachoftheyear.com).

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# THE HEISMAN TROPHY TRUST IS PROUD TO SUPPORT CoSIDA

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



# LARRY HYMEL

## Receives 2011 Distinguished Service Award from Louisiana Sports Writers



### NATCHITOCHES

– Two iconic figures on the Louisiana sports media scene who remain active today, acclaimed New Orleans sports

writer/historian Ron Brocato and trailblazing Southeastern Louisiana University sports information director Larry Hymel, are the winners of the 2011 Distinguished Service Award in Sports Journalism from the Louisiana Sports Writers Association.

Brocato has been producing award-winning content since the late 1960s in his hometown, while Hymel was SLU's first SID, serving in that capacity for 28 years and remaining active with the university's alumni association coordinating relations and activities engaging former Lions and Lady Lions. Both have served on the Louisiana Sports Hall of Fame selection committee since its inception in 1982.

The Distinguished Service Award in Sports Journalism is the most prestigious honor offered to sports media in the state. Recipients are chosen by the 30-member Hall of Fame selection committee based on their professional accomplishments in local, state, regional and even national arenas, with leadership in the LSWA a contributing factor and three decades of work in the profession as a requirement.

Distinguished Service Award winners join the "writers and broadcasters wing" of the Hall of Fame and will be recognized in the Hall along with the 285 athletes, coaches and administrators chosen for enshrinement since 1959. Only 48 prominent figures in the state's sports media have been honored with the Distinguished Service Award since its inception in 1982.

Construction on the 27,500-square foot Louisiana Sports Hall of Fame museum in Natchitoches is on pace for a grand opening next summer. It will be a two-story showcase of state sports history managed by the Louisiana State Museums system.

Brocato and Hymel will be among 11 honored guests Saturday night, June 25, at the Natchitoches Events Center for the 2011 Louisiana Sports Hall of Fame Induc-



*The Distinguished Service Award in Sports Journalism is the most prestigious honor offered to sports media in the state.*

tion Dinner and Ceremonies. The event is the culmination of the 2011 Induction Celebration beginning Thursday afternoon and evening, June 23, with the La Capi-tol/Louisiana Sports Hall of Fame Press Conference and Kickoff Reception.

**More information is available at the [www.lasportshall.com](http://www.lasportshall.com) website, the internet home for the Hall of Fame.** Tickets and other event participation opportunities will be available through the website this spring.

"Few have told the story of Louisiana sports as well as Ron Brocato and Larry Hymel," said Lori Lyons, president of the LSWA. "This recognition salutes their continuing contributions and decades of impact throughout Louisiana. They already are legends among their peers in the LSWA, and this honor ensures their rightful place among the greatest names in our state's sports history."

The first full time sports information director for Southeastern, Hymel served in that capacity for 28 years, the first 14 years working without full-time assistants. He was honored by the College Sports Information Directors with a Lifetime Membership upon retirement and cited by the organization for 25-year service to the association.

Hymel was named to Southeastern's Athletic Hall of Fame for Distinguished Service in the 1994-95 year. The LSWA bestowed its coveted Mac Russo Award to him in 1994, recognizing his valuable and varied contributions to the organization.

He received All-American awards from the National Association of Intercollegiate athletics five times for his football game programs, including in 1974 when it was

ranked second best in the nation.

Hymel won two CoSIDA district awards, one in 1990 for Excellence in Writing and in 1988 for the men's basketball brochure, co-edited by assistants Barry Niemeyer and Mickey Triche, as the best in the district. He won LSWA Awards for best football program in 1984 (third) and for feature writing (second) in 1985.

After leaving the SID office, Hymel was director of Southeastern's University Center basketball and events center for 11 years, managing the facility while it became the home for the Louisiana High School Athletic Association's annual state girls basketball championship tournament known originally as the "Sweet 16." The tourney set attendance records and the arena and its staff earned rave reviews for their management skills as fans filed in from around the state year after year.

Upon his retirement from full-time duties at SLU in 2005, he began work as the Alumni Athletic Coordinator for the Southeastern Alumni Association. He coordinates the university's Hall of Fame Day activities.

Hymel managed the LSWA High School and College newspaper writing contests for several years beginning in the 1970s.

As Sports Editor of the Hammond Daily Star in 1966, he won LSWA awards for writing (first, second and third places in different categories), while also gaining recognition for excellence from the Associated Press. Hymel earned an AP La-Miss honorable mention for photography in 1966 and AP La-Miss honorable mention for sports writing in 1966.

# JOHN LEISERING TO BE INDUCTED INTO MERCYHURST HALL OF FAME

John Leisering, who served in a number of different capacities over the span of more than 30 years, is one of five individuals and one team being inducted into the Mercyhurst College (Erie, Pa) Athletic Hall of Fame in the class of 2011. The induction ceremonies will take place on Saturday, June 4 and will include Leisering '81, Stacie Bortz '98 (softball/women's soccer), Justin Shouse '04 (men's basketball), Kevin Sweeney '96 (baseball), Cheryl Tomczak '92 (women's basketball), and the 2004 NCAA National Championship women's rowing team.

Leisering was born in Washington, Pa., but spent most of his time growing up in the Wheeling, WV area. He graduated from Wheeling Central Catholic High School in 1964 as the school's valedictorian and then served in the United States Air Force from 1967-1974. He was an interpreter in both Mandarin Chinese and German, received exemplary proficiency reports, and was honorably discharged.

After his tenure in the Air Force, Leisering moved to Punxsutawney, Pa. and worked as an on-air announcer in the town's radio station, WPME, from 1975-78. He then moved to Erie, Pa., with his wife, the former Katy Manners of Punxsutawney in 1978 where



he worked with the local professional hockey team, the Erie Blades.

He graduated from Mercyhurst College, cum laude, in business administration in 1981 and continued to work with the Blades/Golden Blades until 1986, when he was hired as the Director of Athletics at Mercyhurst College. As the AD, Leisering's efforts elevated the men's ice hockey program to varsity status (now competing in the Division I Atlantic Hockey Association), along with the men's and women's soccer programs (competing in the Division II Pennsylvania State Athletic

Conference). After his stint as director of athletics, he then took on the role of educator where he served as the director of the College's radio station and was an instructor in the communication department until 1997. Leisering also spent time as Mercyhurst's sports information director (1997-2006) and as the director of hockey operations (beginning in 2006), retiring from Mercyhurst and that post at the end of the 2008-09 academic year.

In 2005, Leisering was honored with the Irving T. Marsh Award, which signifies Excellence in Sports Information from the Eastern College Athletic Conference Sports Information Directors Association (ECAC-SIDA), which represents more than 300 colleges/universities from Maine to Virginia and from Pennsylvania to the coast.

Leisering married the former Katy Manners (daughter of Wilma and Harry "Butch" Manners of Cloe) and the two have three children: Doug of Punxsutawney (43), David of Erie (31), and Mary Ellen of Houston, TX (27). The couple also have three grandchildren: Courtney (9), Hailey (5), and Ryleigh (18 months). The Leiserings still reside in Erie, Pa.

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

# SCHOLARSHIP RECIPIENTS

## Their stories and tips for budding communications professionals

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

In the Q&A below, two recent CoSIDA Scholarship recipients - Jim Rodriguez and Andrew Middleman, both Baldwin-Wallace College (Berea, Ohio) graduates, reflect on receiving the Fred Nuesch-Dave Wohlhueter Undergraduate Scholarship and what it meant to them to be selected. They also offer a perspective on their start as athletic communications professionals.

Rodriguez and Middleman both offer great tips for young professionals, particularly those who are looking to break into our profession.

Middleman is in his first year as communications assistant for the Discover Orange Bowl after serving an internship with the ACC (Atlantic Coast Conference) last year. He graduated from Baldwin-Wallace in 2009. Rodriguez is a senior at B-W, working his fourth year in the sports information office. He also has interned with the Mid-American Conference (MAC). A sport management and business administration major, Rodriguez plans to pursue a Master's degree and a career in college athletics following graduation this spring.

Nominations for the 2010-11 CoSIDA Scholarship program are underway. CoSIDA offers undergraduate and postgraduate scholarships to deserving students who are working in athletic media relations/sports information offices and who are intent on pursuing a career in intercollegiate athletic communications. In addition, one media relations/sports information office annually receives a \$10,000 grant to establish a graduate assistantship (guidelines apply). Please refer to the link above for more information on the scholarships, the nomination forms and 2010-11 deadlines (in April and May for these grants).

### Q&A with Jim Rodriguez & Andrew Middleman

On being chosen as CoSIDA Fred Nuesch-Dave Wohlhueter Undergraduate Scholarship recipients ...

**JR:** It was a real honor for me to learn that I had been selected as a recipient of the 2010-11 CoSIDA undergraduate scholarship during the summer before my senior year at Baldwin-Wallace College. I remember being a little surprised to see a New York phone number I didn't recognize appear on my cell phone, but it ended up being (Senior Associate Athletics Director for Communications and CoSIDA Scholarship Committee member) Mark Fratto at St. John's on the other line to deliver the good news.

**AM:** I came into the office one morning in mid-June with a phone call already on hold from [Old Dominion University SID and Scholarship Committee Chair] Carol Hudson with the news. When he told me, I remember saying something like, "I've been waiting for your phone call for a few weeks." It was really exciting because I knew [Baldwin-Wallace College SID Kevin] Ruple would take me to the CoSIDA convention, which was in Tampa. It was 2008.

**JR:** I was proud to be recognized at the annual CoSIDA Convention in San Francisco and grateful to have the opportunity to represent B-W. Personally, being the second B-W student to win the award meant the most to me because you are someone who I learned a lot from as an underclassman, and to be able to follow that example was special.

### Former CoSIDA Scholarship recipients



**AM:** I definitely felt proud of myself to be selected because I felt confident that I had a strong résumé to support my candidacy, but of course didn't know how all the other applicants shaped out. At the same time, I wasn't so much proud of winning as I was to carry on the tradition that Kevin (Ruple) started, with teaching and molding his student assistants to be solid SIDs. I had – and still have -- a certain feeling of camaraderie, to be one of the 20-something odd former B-W guys that are currently in the media relations field.

**JR:** Yeah, I mean the first time I met some of "Rupe's" former guys at CoSIDA, there was an immediate connection and it was easy to relate to them because they were once in my shoes as an undergraduate at B-W. It was great to hear some of their stories about the office and working events with Kevin during their time at B-W and how some things have changed, but others haven't.

**AM:** When I started at B-W, I had aspirations of becoming a play-by-play or color commentator on radio or television, so I started working at the campus radio station, WBWC. My freshman year I got to call a few football and basketball games on the air. Then came the summer, and I thought I should contact Ruple because I thought working in the sports information office would help me along that career path. Then, as my sophomore year ended and I decided to spend the summer at school and continue to work in the sports information office, I really started to think seriously about media relations as a career.

**JR:** I knew I wanted to be involved in athletics, but I just wasn't sure how. I was fortunate to be able to jump in and start working in the sports information department with Kevin as a freshman. After my first two years went by, I began to take more interest in learning about becoming an SID. He gave me the platform to learn and the opportunities to succeed. I was able to work on different projects in the office, experience the game management process of all of B-W's varsity sports and eventually take more of a leadership role as a student assistant during the past two years. For example, last year hosting both the NCAA Division III Cross Country and Outdoor Track & Field Championships, I worked directly with [former B-W assistant SID and current Case Western Reserve SID] Nick [Minerd] on the B-W championship websites from creating event recap pages, to posting photography, video interviews, results and features.

**AM:** As much as the scholarship money helped, just being able to list that on my résumé proved to be invaluable. When I went to the convention in Tampa, Kevin introduced me to Steve Shutt, who is currently at Wake Forest. He was telling me how he hired about five or six former B-W guys who worked under Ruple, including Gary Petit, who is at Wake Forest as well. I kept in touch with Steve over the course of my senior year at B-W, and he was the one who called Brian Morrison at the Atlantic Coast Conference to recommend that he interview me for the ACC's media relations internship. About six weeks later I moved to Greensboro, N.C. and began a year-long internship at the ACC. So the scholarship led to the convention, which led to me meeting Steve, which led to the ACC.

Having been able to see how a major intercollegiate athletic conference operates on a day-to-day basis and take part in high-profile events like the Dr Pepper ACC Championship Game and men's basketball tournament really secured in my heart that I want to pursue a career in intercollegiate athletics. When this opportunity with the Orange Bowl Committee presented itself, I knew it was because of the relationship that the Discover Orange Bowl and ACC have, as well as the work that I did there. Everything over the last two or three years paid off because I felt like working for a Bowl Championship Series game was a once-in-a-lifetime opportunity.

**JR:** I had an outstanding experience at the 2010 convention in San Francisco. Learning more about the field, the CoSIDA organization and meeting professionals in the industry was an invaluable experience. I enjoyed traveling to California for the first time and having the opportunity to attend some great speakers and workshops. I especially liked meeting and interacting with some of the former B-W student assistants who are now successful media relations professionals like Shamus McKnight at Nebraska, Frank Kay at Raycom Sports, Thomas Dick at Texas and Jamie Hall at Youngstown State.

I was able to build on my experiences at Baldwin-Wallace and at the convention with an internship over the summer at the Mid-American Conference office working with Ken Mather and his staff in the media relations department. When I earned the scholarship, it really confirmed my desire to pursue sports information as a career. Not only did it make me realize that I can achieve and become successful in the athletic communications field, but it also has given me an added confidence as a leader both in the classroom and in the SID office. This year during the busy fall sports season at B-W, I had the confidence and knowledge to be able to step in and take an expanded role in the office during the search period for a new Assistant SID. While it wasn't easy at times, I know that having that experience as a student will be beneficial to me in the future.

**AM:** I think that is more of a testament to the type of "shop" Kevin runs, when a student can take over and fill in as, more or less, a full-time assistant, and run events on his or her own. Having that scholarship to my name is important to me, just like it is, I'm sure, to you. But I think it says a little more about Kevin and Baldwin-Wallace than it does us as individuals.

**JR:** I especially appreciate the special opportunity I have at a place like B-W and those who made it possible. In addition to Rupes I have been fortunate enough to work with some other great individuals, including some former student assistants who were not as interested in sports information as a career, as well as the three full-time assistants I've been able to work with in Jeff Miller, Nick Miner and [current Thomas More SID] Cory Blackson.

**AM:** Working with the other SIDs in the Ohio Athletic Conference has been pretty special, too. I would be hard-pressed to find another conference – Division I, II, III, NAIA, it doesn't matter – that can boast the type of camaraderie and teamwork the SIDs in the OAC have built over the years. Actually, at the convention in 2008, Ruple was inducted into the Hall of Fame and Danny May from Marietta was recognized because he, one of his students and their on-campus graphic artist designed the new CoSIDA logo. The OAC racked up three awards at a single convention, so there you go.

**JR:** I couldn't agree more. I'm really grateful that earning this scholarship has helped with some of my educational expenses and I think it's pretty great that CoSIDA recognizes the role that student assistants play in nearly all media relations offices around the country.

**JR: Here are a couple of my tips for students looking to get involved in athletic communications:**

#### **1. Volunteer.**

No matter what area of sports you are looking to get into, supplementing the classroom knowledge with practical experience is vital. It probably won't be paid, but just gaining experience in different areas, meeting

people and finding out what you like and don't like will be worth it in the future.

#### **2. Read**

It might sound obvious, but reading really helps your skills as a writer. Reading the sports section of the Cleveland Plain Dealer was something I did every morning before school growing up because I wanted to be like my dad. But really, I think reading those columns and game recaps and looking at the box scores and statistics is what initially sparked my interest in sports media. Today, I try to read a variety of online sports websites and still take the time to look at the traditional papers like the Plains Dealer and USA Today to get a range of different views and stories and even some ideas to incorporate into my own writing.

#### **3. Take a writing/speaking class**

Most everyone has to take an introductory college writing or public speaking class, but if you can take an advanced class in creative writing or even a class on professional presentations, give it a shot. It might be some work and some of the assignments may take you out of your comfort zone at times, but you will see the benefits, especially in other classes. One of the best classes I took at B-W was business communications because it challenged me to critically look at my own writing and presentation skills and all of the assignments had practical real-world applications.

**AM: To add to that, here are mine:**

#### **1. Make mistakes**

Obviously, don't try to make mistakes, but certainly don't be afraid to make them. I would estimate that 80 percent of what I learned about media relations and/or media operations at events I learned because I made a mistake. There were a ton of times when I made a mistake, learned from it, then actually learned about something else, almost by accident. A lot of good can come from a mistake, so embrace them. One of my sayings I've heard a million times is, "When you start being perfect, let me know so you can pick my lottery numbers."

#### **2. Be efficient**

Find a way you like to do things, anything really...it could be organizing credentials, drafting a press release, etc., but find a comfort zone in which you like to do it, then find a better way. Time always matters in this business, so when you can complete a particular task better than you did before and in less time, that always helps.

#### **3. Build a relationship**

Having a mentor in the field is a huge plus. Find someone you can look up to both professionally and personally and forge a relationship with that person. Get to know that person, his/her background, career path, family, etc. Ninety-nine percent of the world looks inward in conversation, meaning they hear what the other person is saying, but really thinking about what they're going to say next. Build a relationship with someone by listening to, rather than hearing, someone.

The landscape of intercollegiate athletics as a business is an enormous spider web of connections between professionals. That relationship will help you grow, both from a professional standpoint and, more importantly, on a personal level.

#### **4. Please yourself**

Media relations folks have a ton on constituency groups as their stakeholders: student-athletes, coaches, additional support staff, parents, athletic directors, media etc. It's impossible to do your job and please everyone. Of course, some of those groups take precedence over others and you have to prioritize, but the only person you need to please 100 percent of the time is yourself [and probably your AD, too]. Do the job the right way so that when you go home in the evening you can feel satisfied within yourself about the work you put in because rarely, if ever, will all those stakeholders be pleased with you at the same time.



# 2010-11 CoSIDA Phil Langan Graduate Internship Grant

The CoSIDA Phil Langan Graduate Internship Grant Program is designed to assist member institution sports information offices with funds to support the addition of a graduate internships. There will be one CoSIDA Graduate Internship Grant awarded for the 2010-11 school year, providing \$10,000 for a 10-month appointment.

## Basic information:

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

<b>GENERAL INFORMATION</b>	Date of Application	_____	
	Applying SID's Name	_____	
	School	_____	
	Mailing Address	_____ _____	
	E-Mail Address	_____	
	Office Telephone	_____	Office Fax

Signature of SID \_\_\_\_\_

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

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

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

**APPLICATION DEADLINE: April 12, 2011**

# 2010-11 CoSIDA Post-Graduate Scholarship Application

The CoSIDA Post-Graduate Scholarship Program is designed to assist outstanding students in athletic communications/ sports information offices who have expressed an interest in pursuing a career in collegiate sports information and who require some financial assistance for their education. **There will be two \$5,000 Post-Graduate Scholarships — The Langston Rogers Scholarship and the Wylie Smith Scholarship — awarded. DEADLINE IS APRIL 19, 2011.**

**NOTE: The LANGSTON ROGERS Scholarship (formerly the CoSIDA Scholarship) has new criteria: it will be awarded to a FEMALE or ETHNIC MINORITY CANDIDATE ONLY.**

## Basic qualifications:

1. A minimum cumulative GPA of 3.00 (on a 4.00 scale) for all undergraduate (and graduate, if applicable) academic work to date.
2. An intention to pursue a career in sports information (must be active in sports information office at graduate institution).
3. Proof of enrollment in the graduate school of the student's choice before funds will be released (see terms and conditions below).
4. Winners must be college graduates prior to the beginning of the fall, 2010, term, with projected date of completion of graduate work no sooner than the end of the spring, 2010, term (May or June, depending on the respective school's academic calendar)
5. **SPECIAL NOTE: The LANGSTON ROGERS Scholarship has new criteria: it will be awarded to a FEMALE or ETHNIC MINORITY CANDIDATE ONLY.**

## Terms and conditions:

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

Date of Application \_\_\_\_\_

Which Scholarship are you applying for? Langston Rogers Scholarship \_\_\_\_\_ Wylie Smith Scholarship \_\_\_\_\_

Applicant's Name \_\_\_\_\_

Home Address \_\_\_\_\_

E-mail Address \_\_\_\_\_@\_\_\_\_\_

Social Security # \_\_\_\_\_

Campus/Cell Phone \_\_\_\_\_

Permanent Phone \_\_\_\_\_

Undergraduate School \_\_\_\_\_

Major(s) \_\_\_\_\_

Degree \_\_\_\_\_

Overall GPA (4.0 scale) \_\_\_\_\_

Graduate School \_\_\_\_\_

Major(s) \_\_\_\_\_ Grad GPA to date \_\_\_\_\_

## GENERAL

Do your parents provide support in financing your education? (circle one) Yes No

If "Yes," to what degree (circle one) \$0 - \$999 \$1,000 - \$4,999 \$5,000 - \$9,999 \$10,000 +

If "Yes," please provide **parents'** adjusted gross income from 2009 IRS Form 1040 and **total federal income tax paid** below.

If "No," please provide **your** adjusted gross income from 2008 IRS Form 1040 and **total federal income tax paid** below.

Adjusted Gross Income (AGI) \_\_\_\_\_ Total Federal Income Tax Paid \_\_\_\_\_

*-- Scholarship form continued, next page*

Value of other income sources available for graduate school in the 2011-12 school year:

Assistantships \_\_\_\_\_ Scholarships \_\_\_\_\_ Tuition Waivers \_\_\_\_\_

Stipends \_\_\_\_\_ Other Sources \_\_\_\_\_

(Explain "Other Sources": \_\_\_\_\_)

Educational costs for the Tuition \_\_\_\_\_ Books \_\_\_\_\_

2011-12 school year Housing \_\_\_\_\_ Other (fees, etc.) \_\_\_\_\_

**MAIL APPLICATION AND ACCOMPANYING MATERIALS TO:**

**Brian Fremund  
Assistant AD for Media Relations  
University of South Alabama  
1209 Mitchell Center  
Mobile, AL 36688**

**APPLICATION DEADLINE: APRIL 19, 2011**

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

Signature of Applicant \_\_\_\_\_

(If a Dependent, Signature of Parent or Guardian) \_\_\_\_\_

**APPLICATION CHECKLIST**

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

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



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South  
Carolina  
State's

**BILL  
HAMILTON**

a pioneer in  
sports information

by Donald Hunt, ESPN.com

Veteran South Carolina State sports information director Bill Hamilton, now in his 38th year as the Bulldogs' chief athletics communications staffer, is profiled in this ESPN.com piece. Serving at South Carolina State since 1973, the highly-honored Hamilton was inducted into CoSIDA's Hall of Fame in 2009. Among his other CoSIDA honors, Hamilton also received the organization's 2005 Trailblazer Award and the Bob Kenworthy Community Service Award in 1998.

ESPN celebrates Black History Month by showcasing the stories and contributions of sports' biggest athletes and other sports figures from the past, present and future. More

South Carolina State is a very special place for Bill Hamilton, who is an alumnus and the school's only full-time sports information director. Hamilton, 61, is in his 38th year as the Bulldogs' sports publicist at the historically black college in Orangeburg, S.C.

"This is actually the only professional job I've ever had," Hamilton said. "You know once I got my undergraduate degree in May of 1973, it was only two months later that South Carolina State came calling about the position. I was the third person interviewed, and I was lucky enough to get it. That was July of 1973. It was just a few months after Coach [Willie] Jeffries was named the head football coach. He was one of the first people I met when I was hired here."

Hamilton played a major role in publicizing all sports at South Carolina State. He rolled up his sleeves and worked diligently in his office to promote and market the Bulldogs athletic programs. In fact, he put this old-school HBCU on the national sports map. He credits the black newspapers around the country for providing the school with great coverage. During the years, the mainstream newspapers, radio

and television stations were reluctant to cover black college sports. But eventually they had to cover South Carolina State.

"Some of the greatest athletes would have never been known if it wasn't for the black newspapers," Hamilton said. "I'm talking about newspapers like the Afro-American, Journal and Guide in Norfolk, Virginia, The Philadelphia Tribune and the Pittsburgh Courier. The Courier used to select a black college All-American football team every year. The black newspapers allowed the HBCUs to tell our story. Then, the mainstream papers came later to cover our games."

Hamilton got it done by sending press releases, game stories and features on his coaches and athletes all over the country. When he started in the business, he used a typewriter, telecopier and mimeograph. Now, information is being disseminated by e-mail on a daily basis. Schools post press releases and announcements on websites. They're also using Facebook and Twitter. Hamilton is adjusting to the new media with help from his staff.

"It's amazing how things have changed over the years in terms of information," Hamilton said. "Everybody wants things instantly. I'm fortunate to have two great assistants in Romanda Noble and Kendrick Lewis who do a good job with the social media. It's another way for us to get our message out there."

Hamilton, a Baltimore native, grew up in Chesterfield, S.C., where he graduated from Gary High School. He was a good high school basketball player. But when he came to South Carolina State, he quickly found out how much talent the school had in not just basketball but football as well.

---

"I played basketball in high school," Hamilton said. "I played some pickup games in the gym with Tyrone Hill and Phil Stephens who were on the basketball team. They asked me to try out for the team, but I didn't make it. Ed Martin was the basketball coach. He ended up being my physical education teacher. Ed had a good pipeline of basketball players from Philadelphia like Bobby Lewis, Sonny Jackson, Bill Morgan, Frank Card and Tee Shields. Bobby was a classmate of mine for a year.

"I was in school with three NFL greats -- Donnie Shell, Harry Carson and Barney Chavous. Donnie graduated the year after I did. He had a great career with the Pittsburgh Steelers. Harry graduated two years later, and Barney graduated the same year as I did. I can't say enough about those guys."

Shell, Carson and Chavous played for Willie Jeffries, and all three were inducted into the College Football Hall of Fame. Shell, an undrafted free agent, was a five-time Pro Bowler with the Steelers at strong safety. Moreover, he won four Super Bowls (1974, 1975, 1978, 1979). Carson, a brilliant linebacker with the New York Giants, was a nine-time Pro Bowler and is a member of the Pro Football Hall of Fame. He won a Super Bowl with the Giants in 1986. Chavous played defensive end for the Broncos and won two Super Bowls (1997 and 1998) as an assistant coach for Denver.

Hamilton made household names for so many athletes over the years like basketball stars Roderick Blakney and Roberta Williams, but football has always been the big sport. The school has produced a number of NFL players such as Charlie Brown, Robert Porcher, Chartric Darby, Orlando Brown and Barney Bussey.

These players all thrived under the tutelage of Jeffries, the school's legendary head coach, who served for 19 years at South Carolina State in two different segments of his career (1973-1978 and 1989-2001), posting a 128-77-4 record. Jeffries was also the first African-American to be hired at a Division I school. In 1979, Wichita State appointed him as head coach. He spent four years (1979-83) with the Shockers before moving on to Howard (1984-88) and eventually returning to South Carolina State. When the school decided to make Jeffries the head coach emeritus, Hamilton used his contacts to make sure the sports world was aware of this announcement.

He also took great pride in seeing South Carolina State defensive back Phillip Adams become the only Division I HBCU player taken in the NFL draft last year. Adams, who played under coach Buddy Pough, was drafted in the seventh round by the San Francisco 49ers and has recently completed his rookie season.

Hamilton has been enshrined in the Mid-Eastern Athletic Conference, College Sports Information Directors of America and the South Carolina State halls of fame. He has

earned several professional awards during his nearly four decades of publicizing sports, including the All-American Football Foundation Scoop Hudgins Outstanding SID, the Black College Sports Information Directors Association Cal Jacox-Champ Award and the CoSIDA Bob Kenworthy Community Service Award. Hamilton also received the CoSIDA Trailblazer Award. These awards certainly depict his career. Hamilton has been one of the great pioneers in sports information among HBCUs.

"We've had some great SIDs in black colleges like Collie Nicholson, Bennie Thomas, John Holley," Hamilton said. "We have some other good ones today like Ed Hill, Wallace Dooley and Alvin Hollins. We're all very close. We help each other out. They're all really committed to promoting HBCU sports."

Hamilton has been a huge inspiration to many younger sports publicists. Kutztown University sports information director Rob Knox has been able to gain a lot of knowledge from him.

"Bill is very humble and extremely courteous," Knox said. "I remember meeting him in 2005 in Philadelphia and he made me feel welcomed. Even though I was in awe of Bill at the time, he made me feel comfortable.

"Bill also has a great personality. During my time as BC-SIDA president, he has been extremely supportive and he's always around when you need him. In my opinion, Bill is one of the giants of the sports information profession. I am fortunate that I've had the pleasure of learning and working with him. He is an excellent role model. I am a better professional and person for having crossed his path."

Hamilton has traveled with the Bulldogs to the NCAA tournament, FCS playoffs, Penn Relays and San Juan Shootout in Puerto Rico, as well as other major sporting events. He had no idea that he would maintain this position for so many years.

"I grew up in Baltimore reading Sam Lacy, Hall of Fame sportswriter for the Afro-American," Hamilton said. "I thought I was going to be the next Bryant Gumbel. I thought at that time, it was a stepping-stone to some place else. But it turned out to be a lifelong vocation and a lifelong love."

Donald Hunt is a columnist for The Philadelphia Tribune. His HBCU Notebook on ESPN.com can be found here. Got a story idea for Hunt? E-mail him at [dhunt37261@aol.com](mailto:dhunt37261@aol.com).

# KAMRAS JOINS HALL OF FAME

NEW LONDON, N.H. –Colby-Sawyer College inducted its first full-time sports information director, Adam S. Kamras, as a new member of its Athletic Hall of Fame this past fall.

Established in 2006, the Colby-Sawyer Athletic Hall of Fame celebrates the accomplishments of Colby-Sawyer athletes, coaches, teams and supporters who have advanced the college's commitment to excellence.

Appointed the college's first ever, full-time sports information director in 1994, Kamras undertook the task of organizing the college's long athletic history, including records and statistics.



In his decade at the college, Kamras was instrumental in conveying the Colby-Sawyer athletic story and helped many Chargers gain recognition for their accomplishments, including five Academic All-Americans, 19 District I All-Academic selections, five NCAA Women of the Year for New Hampshire, and three Eastern College Athletic Conference (ECAC) Award of Valor recipients.

Kamras was promoted to assistant athletic director in 2001 and was a five-time nominee for the college's Employee of the Year award. He received the 1995-96 ECAC Certificate of Appreciation for loyal support and contributions to the advancement of ECAC services and programs. Kamras, who holds a B.A. from the University of Pittsburgh, is currently the public relations and marketing manager at Cecil College in Maryland. He is also a travel agent and a member of the Wilmington Blue Rocks press box staff.

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

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



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**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>

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# ASSUMPTION MOURNS LOSS OF MERC

*Sports Information Director Steve Morris*

*By Jennifer Toland*  
**TELEGRAM & GAZETTE STAFF**  
*jtoland@telegram.com*

WORCESTER — The back door to Steve Morris' office was always open. There was no need to knock, an appointment was never necessary, everyone was welcome. And through the years, thousands of Assumption College student-athletes, who opportunely had to pass by the school's sports information headquarters to get to the nearby locker rooms, took Morris up on the obvious invitation.

"You'd always see him in there and stop and say hello, joke around or he'd tell you a story," Assumption senior basketball player Mike Baldarelli said.

"It's going to be different."

Morris, known as "Merc" in his Assumption family, died on January 24th in his Worcester home. He was 60.

Morris, who grew up in Shrewsbury, graduated from St. John's High in 1968 and from Assumption in 1972. He was a statistician for the men's basketball team during his four years as a student at Assumption. Legendary Assumption basketball coach and athletic director Andy Laska hired Morris to join the athletic department after graduation and soon promoted him to sports information director, a position he held for almost 40 years.

"That was one of the best moves I ever made," Laska said fondly. "He was the ideal SID. He did so much for the school. No one did more to publicize the school or the athletes than Steve."

Morris had an encyclopedic knowledge of all things Assumption, a zeal for statistics, a knack for storytelling, a passion for sports and most of all a love for all the kids, almost four decades worth, who came in and out of that door.

"He had tremendous personal relationships with our student-athletes," men's basketball coach Serge DeBari said. "He remained constantly in contact with players from the past; not just basketball, he loved every Assumption athletic team and he reveled in their success."

Morris, who had some health concerns in recent years, began experiencing flu-like symptoms about two weeks ago and had been out of work. A number of people who attended the men's and women's basketball doubleheader against Bentley on Jan. 15 at Laska Gym became a bit alarmed when

they didn't see Morris in his usual spot at the scorer's table.

"He was a fixture at Assumption," said Tim Connolly, a 1977 Assumption graduate who worked with Morris on the college's Athletic Hall of Fame committee. "No matter what time of day, if you were on campus you'd see his van with the 'MERC72' license plate in his parking spot next to Laska Gym."

No one, Laska said, spent more time in Laska Gym than Morris.

"He practically lived there," Laska said.

Connolly, the communications director for the Worcester District Attorney's Office and a former Telegram & Gazette reporter, was one of many Assumption students to work in Morris' office, honing his writing and marketing skills.

"He gave me some valuable advice," Connolly said.

Morris helped a number of others in their careers as well.

In later years, Morris gave new work-study students an added responsibility – dusting his collection of about 700 mugs from colleges, universities and sports teams that lined the shelves of his office.

Jim Mullen, Assumption's assistant athletic director of operations and one of Morris' best friends, said at one point Morris had all the mugs inventoried and arranged alphabetically.

The closet of Morris' office is filled with boxes of old scorebooks, some dating back to the 1950s. Statistics and other information are now, of course, just a click away, but sometimes it was faster just to ask Merc.

"When I played there, it was before the Internet, before all the instant access," said Assumption Hall of Famer Ann McInerney '89. "But Merc always knew. He always knew everything, he always remembered everything. He was a wealth of knowledge and a great supporter of student-athletes. What he did wasn't his job, it was his passion."

Morris was a Red Sox and Patriots season-ticket holder. He, Mullen and Fr. Ed Chalmers, pastor at St. Stephen's Church in Worcester and one of Morris' closest friends, were a longtime traveling trio to the old Foxboro Stadium.

Iconic Assumption basketball coach Joe O'Brien gave Morris his nickname, after Miami Dolphins running back Mercury Morris, one day in physical education class. It stuck.



Morris was well-respected among sports information directors across the country and served as a mentor to many in the profession.

"We'd be at dinners, conventions, and everyone would gravitate to him," Mass. Maritime and former Nichols SID Jim Seavey said. "No one in this business did more for student-athletes than Merc. As good an SID he was, he was a better person. The world is a much sadder place today."

At Morris' request, there are no formal funeral arrangements. Assumption director of athletics Ted Paulauskas said an on-campus memorial service will be held, likely in March.

"It will be a celebration," Paulauskas said. "This was a person who was 100 percent invested his entire adult life in Assumption. He lived and breathed it. You go through the athletic experience and sometimes teams are good and sometimes they're not so good. He always found a way to see something positive – a big hit in a losing baseball game, a great steal when a basketball team got thumped. He was always positive."

Morris missed those Bentley games, but he quickly received word that the men's team upset the nationally-ranked Falcons, 77-64.

"He was elated," DeBari said. "If there was one thing about Merc, it was he wanted us to win real bad. He was our biggest fan and that was never, ever in doubt."

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# Tulane Family Mourns the Passing of **M.L. LAGARDE**

by *Katie Urbaszewski, The Times-Picayune*

New Orleans - Legendary Tulanian M.L. LaGarde, a former TU student-athlete and long-time Green Wave administrator, passed away on Saturday, Jan. 22. He was 82.

Born September 8, 1928 in New Orleans, Lagarde was a fixture in his native city and around Tulane University for 31 years, first as the school's sports information director and later as assistant athletic director, associate athletic director and special assistant to the athletic director, before retiring in June 2005.

"We are saddened to learn the news of the passing of M.L. Lagarde," Tulane Director of Athletics Rick Dickson said. "He was beloved by Tulane student-athletes, coaches and administrators for many generations, and was always a true friend to all. We have lost a good friend."

Lagarde graduated from St. Aloysius High School in 1945 and moved on to Tulane, where he became a part of Emmett Pare's nationally renowned tennis program. Health issues limited Lagarde to play just one season at Tulane, but before his playing career was halted, he was named to the U.S. Junior Davis Cup team and was nationally ranked among junior players.

Lagarde earned his bachelor's degree in history from Tulane in 1952 and went on to earn a master's in education from Loyola University. While still in college, he began a successful high school coaching career as a high school basketball, baseball and football coach at St. Aloysius and Jesuit high schools. In all, he was a part of six city and four state championships in baseball, four city and state titles in basketball and two city championships in football.

In 1959, Lagarde retired from coaching to open Lakewood School, where he served as headmaster for 15 years. During that time, he also covered Tulane athletics and high school sports for the Times-Picayune. He also co-founded the Catholic's Youth Organization and

New Orleans Recreation Department's tennis programs.

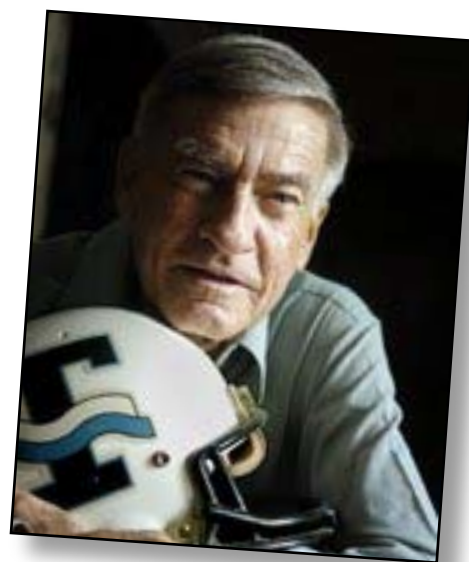
His life's journey led him back to his alma mater when he joined the Green Wave staff in a full time capacity in 1974 as the sports information director and served as the SID for 10 years before being named an assistant athletic director in 1984. He was later promoted to associate athletic director in 1992.

Lagarde's work at Tulane did not go unnoticed by his peers. He received the Mac Russo Award from the Louisiana Sports Writers Association in 1984 and earned the Louisiana Sports Hall of Fame Distinguished Service Award in sports journalism in 1993. Lagarde received the Scoop Hudgins SID lifetime Achievement Award from the All-America Football Foundation in 1999.

He coordinated media and press box activities for the Sugar Bowl for 12 years, spent 10 years on the NCAA Final Four's media committee and another four years working with CBS' coverage of the event. He also served as media coordinator for the first Final Four in the Superdome in 1982, part of his role at Tulane. On Tulane's behalf, Lagarde worked behind the scenes to secure legislative approval of the New Orleans Arena in 1993.

He was elected to the Tulane Athletics Hall of Fame in 2003 and the Greater New Orleans Sports Hall of Fame in 2006.

Lagarde is survived by his wife, Jean, and two sons, Mel and Gary. The family has requested a private funeral service and asks that donations be directed to the American Heart Association and correspondence to rememberingml@gmail.com .



# 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

### 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).

### APRIL

#### Tuesday, April 5

- Capital One Academic All-District nominations for Baseball and Softball begins; nomination deadline is Tuesday, April 19 (6 p.m., ET)

#### Tuesday, April 12

- deadline for CoSIDA's Phil Langan Postgraduate Internship Grant nominations

#### Tuesday, April 19

- Capital One Academic All-District nominations END for Baseball and Softball; deadline is 6 p.m., ET

#### Tuesday, April 19

- deadline for CoSIDA Langston Rogers Postgraduate Scholarship nominations

#### Friday, April 22

- Capital One Academic All-District voting BEGINS for Baseball and Softball; voting deadline is Tuesday, May 3 at 6 p.m., ET

# ACADEMIC ALL-AMERICA

## WINTER TEAMS HAVE BEEN ANNOUNCED

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

### Maya Moore of UConn and Tori Hansen of West Liberty headline Capital One Academic All-America® Women's Basketball Teams



  
**ACADEMIC ALL-AMERICA TEAM**  
SELECTED BY CoSIDA

**2010-11**  
**Women's Basketball Academic All-Americans of the Year**

**Tori Hansen, West Liberty**  
**Maya Moore, Connecticut**

**STORY HIGHLIGHTS**  
 Moore and Hansen selected as the Academic All-America® of the Year award winners in the University and College Divisions, respectively. This is the second consecutive honor for Moore.

### Matt Howard of Butler, Austin Meier of MSOE lead Capital One Academic All-America® Men's Basketball Teams

**STORY HIGHLIGHTS**  
 Howard and Meier selected as the Academic All-America® of the Year award winners in the University and College Divisions, respectively.

  
**ACADEMIC ALL-AMERICA TEAM**  
SELECTED BY CoSIDA

**Men's Basketball Academic All-Americans of the Year**



Austin Meier  
 Milwaukee School of Engineering



Matt Howard  
 Butler University

# 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" pulldown menu (see breakdown of district lists above). NO P.O. Box addresses will be accepted this year; please use your shipping/package delivery address.

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

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

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

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

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

• Login to pay dues online: Go to [www.CoSIDA.com](http://www.CoSIDA.com) and select the "Membership" link on the upper bar. At the pulldown 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

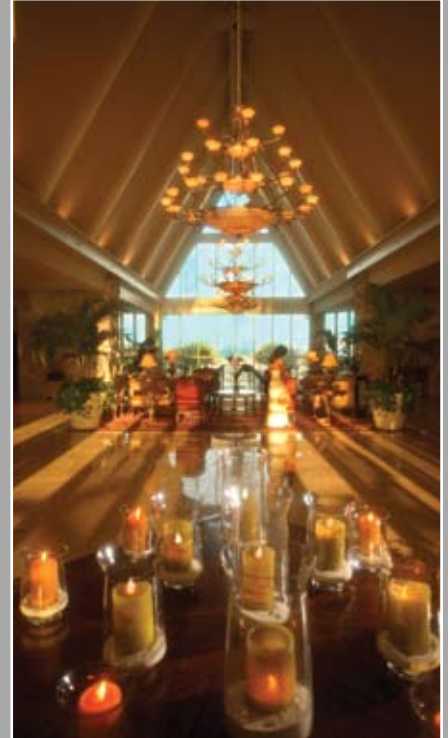
- Continue to aggressively build and enhance CoSIDA's strategic resource mission and value brand ("Strategic Communicators for College Athletics") throughout all levels of the intercollegiate athletics community.
- Develop and implement over the course of the year several specific "Continuing Education" 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**

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COSIDA,  
FOR ALL YOU DO**



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