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CoSIDA 2012

JANUARY E-DIGEST

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SPECIAL AWARDS

DEADLINE FOR NOMINATIONS IS JANUARY 31, 2012

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

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

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

CoSIDA SPECIAL AWARD DESCRIPTIONS

CoSIDA Hall of Fame

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

25-Year Award

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

Arch Ward Award

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

Warren Berg Award

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

Jake Wade Award

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

Bob Kenworthy

Community Service Award

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

Lester Jordan Award

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

Dick Enberg Award

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

Keith Jackson Eternal Flame Award

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

Trailblazer Award

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

Bud Nangle Award (NEW AWARD)

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

Rising Star Awards

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

CoSIDA Lifetime Achievement Award

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

CoSIDA Distinguished Service Award

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

Bill Esposito Backbone Award

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



THANK YOU CoSIDA

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

ESPN



WHAT ARE THE TOP COMMUNICATIONS/PR TRENDS FOR 2012?

by PR Coach [Jeff Domansky]
via www.theprcoach.com

What are the top five trends that matter to PR pros for 2012? Conveniently, all five start with the letter "C."

Here are my predictions for public relations trends to watch during the next year. All brought to you by the letter C.

CONTENT MARKETING IS HOT

In my view, 2012 will be the year of content. Great content will rule even more and advertising will still drool. PR pros need to master content marketing and take it to higher levels. It's becoming an important strategic weapon as traditional advertising and marketing "push" campaigns fail to get results with jaded or overwhelmed consumers.

Think about how you can use content strategically in traditional and digital or social media channels. Some of the best content marketing strategies include: trends, problem solving, how-tos and case studies. Videos and storytelling also create big impact. All designed to demonstrate leadership, enhance reputation and reach out with real value to important stakeholders.

CURATION – THE NEWEST STRATEGIC PR WEAPON

On the heels of content marketing, curation grows as an essential strategic tool. PR knows how to research and gather intelligence. What we're learning now is the potential impact of packaging, adding value to content from many sources, and presenting it. The value of curation is the quality of what we share. The more substantial and valuable the information, the more we enhance reputations, build influence and gain attention.

CONNECTIONS REMAIN CRITICAL

PR has always been about creating and enhancing connections. Never more so in this era of social media. Look for new people, organizations and allies to connect with in 2012 but don't forget to stay connected with those already closest to you.



COMMUNITY BUILDING COUNTS

Once you have connections, the most important role PR can play is to build substantial communities. Social media offers us so many new ways to build community. Our challenge is to not be overwhelmed. Pick your channels, keep it simple, listen and nurture two-way organizational communication. And remember the value of old-fashioned, face-to-face communications in community building.

COUNSEL MATTERS TO THE C-SUITE

Wise counsel will always win the day particularly in a crisis or in conversations with C-level executives. Management or clients expect communications leadership and it's up to PR pros to deliver.

What's on your PR horizon for the new year? Will any of these letter "Cs" be a factor in your public relations success in 2012? I'd enjoy hearing your predictions.

Let's start the year with one final letter C – great Conversations!

C? that was easy.

Jeff Domansky is The PR Coach, a strategist and PR management consultant in Vancouver, BC Canada.

Follow him at his blog and on Twitter at @ThePRCoach.

FRED STABLEY, SR. WRITING CONTEST

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

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

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

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

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

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

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

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

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

THE CONTEST

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

ENTRIES

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

JUDGING

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

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

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

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

WRITING CONTEST ENTRY FORM

The entry blank is available at www.cosida.com, on page 9 of this PDF or from a district coordinator. Be sure to use one entry blank per story, and remember to attach it to your original entry only, not the photocopies.

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

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

or

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

FREQUENTLY ASKED QUESTIONS

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

FRED STABLEY, SR. WRITING CONTEST

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

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

CATEGORY

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

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

Please list name(s) for award certificates

Signature: _____

School: _____

FRED STABLEY, SR.

WRITING CONTEST

WHERE TO SEND ENTRIES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Photo courtesy Simon Bruty/Sports Illustrated



FIESTA BOWL

The Fiesta Bowl salutes the media professionals of CoSIDA.

FIESTABOWL.ORG

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jwilliams@eclaro.com

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*Source: Nielsen Universe Estimate

Publications Contests

2011-12



CoSIDA Members,

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

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

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

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

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

Publications Contests

GENERAL INFORMATION

Deadline: It is simple. You need to have your entries postmarked by the due date. You have the deadlines well in advance. If it is postmarked after the date it is disqualified from the contest. No exceptions, no excuses.

Entry Forms: Entrants are required to TYPE all information. The entry forms are available in PDF and Word form at CoSIDA.com. Make sure that you type the name of your school and your name how you want it on the certificate. The coordinators have been instructed to copy the names directly on to the results sheet from your entry form.

Contest Types: If it is a sport that has its own contest then the book should be entered in that contest. If you are entering a book that does not have its own contest, then it is to be entered in the Single Sport Contest. Please make sure it is not in the new at-large category. If you are entering a book that is combined men and women you have the choice of putting the book in the sport's contest or you can put it in the multi-sport contest. **YOU MAY NOT ENTER THE SAME BOOK IN TWO DIFFERENT CONTESTS.**

Divisions: We have two divisions this year – college and university. The university division is all Division I schools. The college division is everyone else. We will take books from the NAIA now as well.

HOW TO ENTER

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

DISTRICT BREAKDOWNS

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

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

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

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

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

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

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

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

CONTEST RULES

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

1-3 entries	one place
4-9 entries	two places
10-17 entries	three places
18-25 entries	four places
26-35 entries	five places
36-46 entries	eight places
47+ entries	10 places

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

REASONS YOU COULD BE DISQUALIFIED

1. No official entry form or improperly filled in.
2. Entry form not attached to each entry.
3. Entry postmarked late.
4. Entry sent to the wrong coordinator.
5. Entrant has not paid CoSIDA dues.
6. Entry submitted in the wrong division.
7. Entry has been totally produced by an agency, graphic house or outside entity.
8. Failure to indicate conference affiliation.
9. Not enough publications submitted for judging.

The CoSIDA Publications Committee has provided this list of contest definitions to be printed in the Digest. This should answer any questions about the contest in which your publication should qualify to be judged. Contest coordinators are not required to forward entries which are improperly entered. These entries will be disqualified, therefore please pay close attention to the guidelines and contact the appropriate coordinator if you have additional questions or if you need a clarification.

GAME PROGRAMS

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

CONFERENCE GUIDES

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

FOOTBALL GUIDES

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

MEDIA GUIDE CONTESTS

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

MULTIPLE SPORT GUIDES

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

POSTERS

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

POSTSEASON GUIDES

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

SINGLE SPORT GUIDES

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

SINGLE SPORT PROGRAMS

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

SPECIAL PROGRAMS

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

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

Publications Contests

2011-12 Contest Coordinators

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

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

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

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



Publications Contests

2011-12 Coordinators Mailing List

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



2011-12 CoSIDA Publications Contests Entry Form

(All information must be TYPED)

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

Contest Category: _____

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

Institution: _____

E-mail Address: _____

National Affiliation: _____

Conference (for entered sport): _____

Is this sport an Independent? [circle] Yes No

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

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

1. _____

2. _____

3. _____

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

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

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

Game programs designed by professional agencies will be disqualified.

ENTRY CHECKLIST – Have you ...

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

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STEW SALOWITZ

ILLINOIS WESLEYAN SID TO JOIN HALL OF FAME

Illinois Wesleyan sports information director Stew Salowitz has been selected into the Media category of the Illinois Basketball Coaches Association Hall of Fame and will be inducted at a banquet on April 28, 2012.

A 1976 IWU graduate, Salowitz has been the sports information director at his alma mater since November 1988, currently handling publicity, statistics and the web presence for the school's 18 varsity sports.

He is the 26th Illinois Wesleyan graduate to be honored by the IBCA as a player, coach, media or official. Also in the IBCA Hall of Fame as a Media member is Ed Alsene, Wesleyan's sports information director from 1965 to 1988.

In 23 years at IWU (prior to 2011-12 seasons) Salowitz has handled media arrangements and statistics for 570 home basketball games (291 men's and 279 women's) in addition to a number of College Conference of Illinois and Wisconsin tournaments.

Included in the home games are 22 NCAA Division III women's basketball tournament games; 17 NCAA Division III men's basketball tournament games; and the 2010 and 2011 NCAA Division III women's basketball championships.

From 1989 to 2005 his office served as statistical coordinators for the McLean County Basketball Tournaments and, since 1997, has coordinated media for Illinois High School Association girls' basketball supersectionals at the Shirk Center.

From 1977 to 1988, Salowitz was an announcer for WJBC Radio in Bloomington. His afternoon show was consistently one of the highest-rated in the nation and, as a sportscaster, he broadcast

hundreds of high school and college basketball games as a backup for sports directors Art Kimball and Dick Luedke, both of whom are also members of the Media section of the IBCA Hall of Fame.



For 11 consecutive years (1978-88) Salowitz was the only WJBC sportscaster to provide play-by-play for both Class A and AA boys' tournaments at Champaign's Assembly Hall and, in 1981, he was the first WJBC broadcaster to do play-by-play for a girls' high school state tournament game (Central Catholic vs. Chicago Christian).

In 1976-77, he was the morning disc jockey and play-by-play basketball announcer on WAKC Radio in Normal for an Illinois Wesleyan team that featured Jack Sikma.

A native of Normal, Ill., and a 1972 graduate of Bloomington Central Catholic High School, Salowitz is the co-author of two books on McLean County sports history, served on the selection committee for the Central Catholic Athletic Hall of Fame and is a member of the College Sports Information Directors of America.



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

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SPECIAL AWARDS

DEADLINE FOR NOMINATIONS IS JANUARY 31, 2012

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

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

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

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

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NICHOLAS PETRONE

CENTRAL METHODIST HIRES NEW SPORTS INFORMATION DIRECTOR

Fayette, Mo. – Nicholas Petrone will join Central Methodist University as its sports information director in January, President Marianne Inman has announced.

Petrone (pron. puh-TRO-nee) is in his fourth year as assistant sports information director at Mars Hill (N.C.) College, an NCAA Division II institution. CMU is a member of NAIA Division I and of the Heart of America Athletics Conference.

“I would like to thank the Central Methodist University administration, especially President Inman, Jay Webster, and Kent Propst, for giving me the opportunity to become a part of the Eagle family,” Petrone said. “The dedication and vision of the athletic department will allow me to work at the highest level to promote Central Methodist’s student-athletes and athletic programs.”

A native of Nashville, Tenn., Petrone will direct information services for CMU’s 14 intercollegiate athletics programs. His responsibilities will include sports news, the CMU athletics website, statistics, athletics publications, and photography and video services.

Petrone is a graduate of Indiana’s Hanover College, where he majored in communications. Prior to joining Mars Hill College, he served a sports information internship at Vanderbilt University.

Mars Hill sponsors 19 intercollegiate athletics programs, and Petrone had primary responsibility there for softball, baseball, volleyball, tennis, women’s basketball, and for men’s and



women’s soccer, swimming, track and field, and cross country. He assisted in other areas.

Petrone has considerable experience in broadcasting, video and live webstreaming of athletics contests.

Founded in 1854, Central Methodist programs range from undergraduate and graduate studies to high-school dual credit offerings. Serving more than 5,000 students on its historic main campus in Fayette, through collaborative programs at locations across Missouri, and online, the CMU mission emphasizes academic and professional excellence, ethical leadership, and social responsibility.

UNIVERSITY OF MAINE STAFFERS RECOGNIZED

By Pete Warner, Bangor Daily News

The end of the year is a time for reflection. When looking back at 2011, I can’t help but marvel at the efforts of the University of Maine athletic media relations staff.

Covering UMaine sports is a big job and it is one we do with two reporters. There are some 400 student-athletes competing for the Black Bears and the seasons often overlap, meaning BDN writers must try to keep up with the goings on in two or three programs simultaneously.

The only way we can pull that off is with the capable assistance of the folks in UMaine athletic media relations.

Not long ago, the department was referred to as “sports information,” but the present title more accurately represents the services assistant athletic director Laura Reed and her staff are providing on a daily basis.

We rely heavily on the staff for a variety of things. That includes game preview information, up-to-date statistics and game reports. They also produce the online media guides that include a tremendous wealth of information about each team.

However, they also serve as the liaison between us and UMaine’s coaches and players. They set up interviews, often on relatively short notice, so we can have a pertinent comment or sound bite for a story.

We are in frequent contact, which means their demeanor and personality are keys in working together effectively. Regardless of the situation or what kind of day they are having, these hardworking people are always cordial and willing to respond to requests quickly.



I have had the opportunity to work closely with Drew Mahoney (football, men’s basketball), Tyson McHatten (women’s basketball) and Reed (baseball). And newcomer Alex Comeau has fit right into the mix nicely.

I continue to be amazed by their dedication and resilience despite working long hours that often encompass late nights and weekends. Their compensation, in most cases, is not in line with the quantity and quality of the work they perform and the time they put in.

It takes a special love for sports and working with people to handle the rigors of this critical job. And while there are times when they are not able to share information about sensitive situations, Reed, Mahoney, McHatten and Comeau often provide interesting tidbits of information that lead to compelling stories about UMaine athletes or coaches that might not otherwise be written.

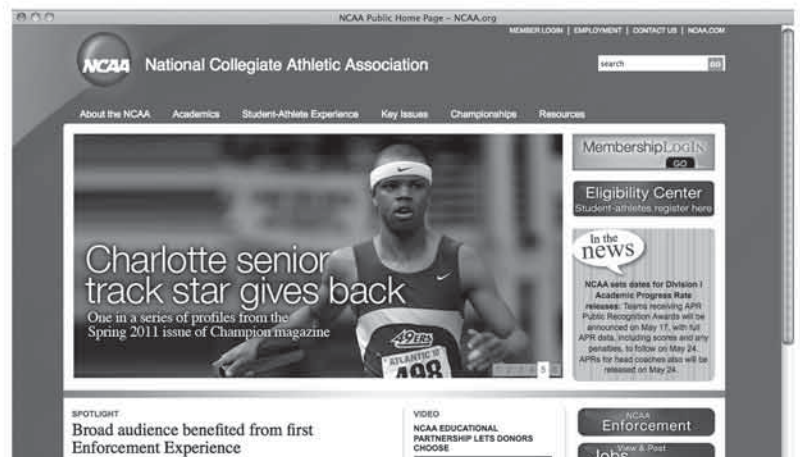
It continues to be a true pleasure to work with folks in UMaine athletic media relations. Without them, my job would be virtually impossible. Through their efforts, the stories of the most deserving student-athletes, coaches and staff members are told and Black Bear fans are kept abreast of the latest developments within the program.



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

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FIVE Questions

With Cassie Arner

Assistant Athletic Director for Public Relations - Auburn University

by Larry Happel, Central College

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

With my most recent move (and hopefully my last) to Auburn, I began work at my sixth university in the media relations/sports information/public relations field. I can honestly say I have enjoyed every place and still follow those schools very closely. I was a student assistant at Southern Miss as an undergrad and got wonderful experience there because of the size of the office. Ultimately my career was furthered by the fact that I traveled with a sport as an undergrad.

Along each stop I have been able to expand my responsibilities and leadership, which is what I think are the best reasons to move from one position to another. I spent the majority of my career at Illinois, 13 years, and I still look at a lot of the work being done there as some of the best in the business. I was lucky that despite not being the director of that office, my bosses Kent Brown and Warren Hood, put me in a lot of leadership situations.

Honestly, I thought my supervisors at Illinois were crazy for putting a 25-year-old in charge of football. I made a lot of mistakes that first year and was lucky to have a somewhat patient head coach, Ron Turner. There were some great, veteran SIDs in the Big Ten at the time – Steve Snapp at Ohio State, Steve Malchow at Wisconsin, Bruce Madej at Michigan, John Lewandowski at MSU - who gave me a lot of direction and treated me like an equal.

I was given an amazing opportunity to be a senior staff member at the University of Houston and worked with one of the best assembled group of people. The Director of Athletics, Mack Rhoades, has that department working as cohesively as I have ever seen.



2. You've been involved in strategic communications planning. What's the biggest challenge in that process?

The challenges come in and there is not a playbook for each scenario, and in most cases there isn't one right answer or solution. I keep notes of everything I have been involved in whether it was a player suspension, an NCAA investigation or a coach hiring or firing. I am a student of controversy. I read and research not only issues in college athletics, but nationally in politics and entertainment as well. There is a lot that can be learned from how any public figure handles themselves during a crisis.

When you are working with your administration on strategy you need two things – their trust and complete transparency. If you don't have those, it doesn't matter how great your strategy, you will fail and lose credibility with your constituents.

3. Few can appreciate all that you go through in such a demanding profession as a single mother. How are you able to be successful in both roles?

I think every parent will say they don't feel very successful balancing both roles and are constantly afraid they are letting one or the other down. When I decided to adopt my son, Cleve, I knew that I worked in a field that could benefit him. Illinois' safety Donsay Har-deman taught him to tie his shoes. Houston's offensive lineman Jacolby Ashworth bribed him with ice cream to make it through a week of school without getting in trouble.

Those are experiences that will mean a lot later in life when I tell him those stories. I have been unbelievably lucky that (Illinois coach) Ron Zook and (Houston head coach) Kevin Sumlin allowed him to be such a big part of the team. He ran around the Houston facility like he owned the place. College athletics really embraces family and that is something you don't get in the corporate world.

4 . *Are there still major obstacles for women choosing athletics communications careers?*

There probably are, but I haven't found them to be insurmountable. I would guess most women hit a point in their career when their decision to have a family and the decision to climb the ladder come into conflict with each other. I have never thought of myself as a woman in college athletics, but more as a professional in college athletics. When you expect to be treated equally, you will be. I have never been in a situation where I felt that because of my gender I was at a disadvantage.

However, there is no doubt that women approach the profession differently. There is a more nurturing aspect to how we deal with the student-athletes and coaches and that is something men can learn from us. We pay closer attention to image, we hope to humanize the student-athletes and the programs we work with.

5 . *What makes it all worthwhile?*

Seeing former student-athletes and feeling like you made an impression. I got a thank you note from a former player once and it brought me to tears. When you have a student-athlete trust you enough to ask for your opinion or confide something in you, there's no better feeling. There is no doubt the student-athletes have an impact on you. Ultimately, I decided to become a foster parent and adopt because at Illinois there was a string of three or four football players who had been in the foster care system. Their stories were a call to action for me.

VOLUNTEERS NEEDED FOR U.S. OLYMPIC TRIALS

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

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

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

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

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

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

2011-12 CoSIDA DIRECTORY PDF VERSION AVAILABLE

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

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

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



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COSIDA CALENDAR

UPCOMING MEMBERSHIP SCHEDULE AND DEADLINES

JANUARY

• TUESDAY: JAN. 10

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

• TUESDAY: JAN. 17

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

• Friday: JAN. 20

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

• TUESDAY: JAN. 31

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

CoSIDA Special Awards nominations close; deadline MIDNIGHT EASTERN

FEBRUARY

• WEDNESDAY: FEB. 1

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

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

• THURSDAY: FEB. 2

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

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

• WEDNESDAY: FEB. 15

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

• MONDAY: FEB. 20

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

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

• TUESDAY: FEB. 21

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

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

• WEDNESDAY: FEB. 22

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

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

• THURSDAY: FEB. 23

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

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

• FRIDAY: FEB. 24

Fred Stabley, Sr. Writing Contest - ENTRY DEADLINE

MARCH

• FRIDAY: MARCH 30

CoSIDA Publication Contests deadline for submissions of:

- media guides for baseball, softball, spring at-large media guides (golf, tennis, track & field, lacrosse), multi-sport guides, single-sport guides, conference guides, college division football,
- posters for basketball, college division posters (all in one category now)
- game programs for single-sports, basketball, special events

Note: All College Division posters are in one category; seperated poster costs for University Division only ... if a contest is not designated College or University, FBS or FCS, there will be a College and University Contest

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

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

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

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

updated July 20, 2011

CoSIDA MEMBERS' SUBMISSIONS NEEDED

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

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



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

Below is a letter from espnW's projects manager.

Members of CoSIDA,

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

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

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

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

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

Warm regards,

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

2012-13 CoSIDA Phil Langan Graduate Internship Grant

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

Basic information:

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

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

Signature of SID _____

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

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

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

APPLICATION DEADLINE IS APRIL 6, 2012

2012-13 CoSIDA Postgraduate Scholarship Application

LANGSTON ROGERS POSTGRADUATE SCHOLARSHIP

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

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

Basic qualifications for the Langston Rogers Scholarship:

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

Terms and conditions:

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

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

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

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

Signature of Applicant _____

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

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

**MAIL APPLICATION AND
ACCOMPANYING MATERIALS TO:**

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

APPLICATION CHECKLIST

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

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

APPLICATION DEADLINE: APRIL 13, 2012



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CoSIDA's Official Continuing Education Video Archive Provider

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

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

Basic qualifications:

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

Terms and conditions:

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

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

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

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

Signature of Applicant _____

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

Signature of Nominating SID _____

APPLICATION CHECKLIST

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

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

MAIL APPLICATION AND ACCOMPANYING MATERIALS TO:

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

APPLICATION DEADLINE IS MAY 4, 2012

2012-13 CoSIDA Postgraduate Scholarship Application

WYLIE SMITH POSTGRADUATE SCHOLARSHIP

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

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

Basic qualifications for the Wylie Smith Scholarship:

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

Terms and conditions:

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

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

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

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

Signature of Applicant _____

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

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

**MAIL APPLICATION AND
ACCOMPANYING MATERIALS TO:**

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

APPLICATION CHECKLIST

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

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

APPLICATION DEADLINE: APRIL 13, 2012

2012 CoSIDA CONVENTION

ST. LOUIS

MISSOURI



June 23-26
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RENAISSANCE
GRAND
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800 Washington Ave.,
St. Louis MO 63101

CoSIDA ANNUAL MEMBERSHIP, WORKSHOP ATTENDANCE

<i>Year</i>	<i>Site</i>	<i>Membership</i>	<i>Workshop</i>	<i>Year</i>	<i>Site</i>	<i>Membership</i>	<i>Workshop</i>
2011	Marco Island	2862	727	1989	Washington, D.C.	1467	1122
2010	San Francisco	2497	614	1988	Kansas City	1361	855
2009	San Antonio	2563	553	1987	Portland	1426	701
2008	Tampa	2397	832	1986	Nashville	1360	836
2007	San Diego	2216	920	1985	Boston	1341	904
2006	Nashville	2143	726	1984	St. Louis	1304	714
2005	Philadelphia	1946	783	1983	San Diego	1170	610
2004	Calgary	1961	496	1982	Dallas	1077	651
2003	Cleveland	1954	780	1981	Philadelphia	984	639
2002	Rochester	1888	748	1980	Kansas City	944	495
2001	San Diego	1877	1065	1979	Chicago	593	458
2000	St. Louis	1855	980	1978	Atlanta	510	415
1999	Orlando	1839	1195	1977	Los Angeles	550	312
1998	Spokane	1812	609	1976	Cincinnati	671	335
1997	New Orleans	1825	1060	1975	Houston	623	303
1996	Boston	1803	1056				
1995	Denver	1772	903				
1994	Chicago	1804	1030				
1993	Atlanta	1810	987				
1992	Lexington	1706	989				
1991	San Francisco	1669	915				
1990	Houston	1627	947				

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