

November 2012 E-Digest

COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA

CoSIDA

Strategic Communicators for College Athletics



IT'S AN ELECTION YEAR

AND WE ARE LOOKING FOR
CANDIDATES FOR CoSIDA's
SPECIAL AWARDS

CoSIDA Membership Tops 2,900 for New Record . . .

CoSIDA Strategic Branding Review Survey Headed Your Way in November . . .

PUSH-UPS. CRUNCHES. TERM PAPERS. YOU HAVE TO TRAIN EXTRA HARD TO MAKE OUR TEAM.

EACH YEAR, OUT OF 500,000+
REGISTERED STUDENT-ATHLETES
FROM ACROSS THE COUNTRY



 **1,632** DISTINGUISHED
STUDENT-ATHLETES

WHO MAINTAIN A **3.30 GPA** AND

PARTICIPATE IN AT LEAST **50% OF THE GAMES**

ARE SELECTED TO BECOME PART OF
AN HONORARY TEAM



EVERY STUDENT-ATHLETE WE SELECT
BRINGS SOMETHING SPECIAL TO THE TEAM.
GET TO KNOW THEM AND BE INSPIRED AT:

CapitalOneAcademicAllAmerica.com



Official Corporate Champion of the NCAA®



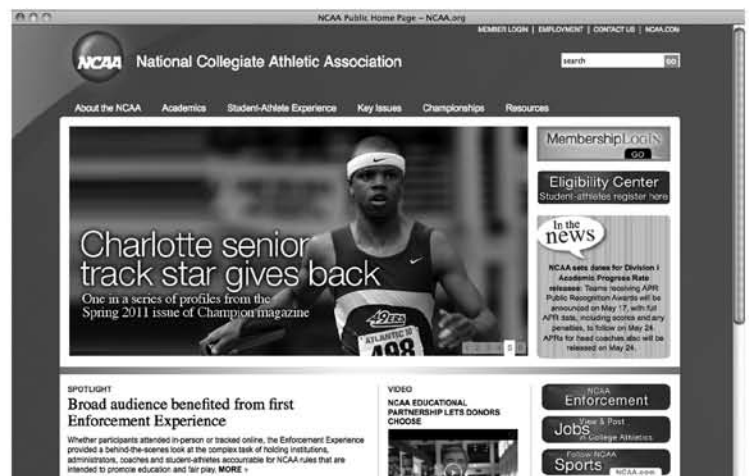
NCAA is a registered trademark of the National Collegiate Athletic Association, 303-996 registered student-athletes, including NCAA, NAIA, CCI and NCAA student-athletes. © 2012 Capital One.



More news. More topics. More for you.

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

NCAA.org. You'll get more than the score.



2012 CoSIDA

NOVEMBER E-DIGEST



Special Awards Nomination Deadline January

Table of Contents . . .

Nominate for 2013 CoSIDA Awards	6
Strategic Branding Review with Cryder Rinebold.....	7
CoSIDA Resource Library Is Now Open.....	8
Information on the 2013 CoSIDA Convention.....	10
Why Attend the 2013 CoSIDA Convention ?	11-14
CoSIDA/NACDA Convention Frequently Asked Questions	15-19
NACDA CoSIDA Corner by Joe Hornstein	21-22
CoSIDA Sets Membership Record	22
SIDEARM SPORTS Movember Campaign for Rex Fleming.....	23
Continuing Education On-Demand Video Series	25-25
CoSIDA Calendar	28-29
Fran Elia Honored by SUNY Cortland	31
LUCKY 13: Mobile Apps Every PR Pro Must Have	33
Crisis Communications.....	34
Reminders When Promoting Capital One Academic All-America.....	37
2012-13 Capital One Academic All-America® Schedule	38
CoSIDA Sponsors and Providers	39
CoSIDA Convention Exhibitors.....	40
Five Questions with Brad Nadeau (Middlebury College).....	42-43
2012-13 CoSIDA Board Initiatives	44-45
Committee Descriptions	46-47
All-Time CoSIDA Presidents.....	48
CoSIDA Board Contact Information.....	49



Supporting CoSIDA >

- Allstate Sugar Bowl40
- ASAP Sports23
- Capital One.....2
- CBS Sports Network/Stat Crew 27
- CoSIDA's "Service Providers" ...30
- ESPN9
- Fiesta Bowl.....36
- Fox Sports35
- Heisman Trophy.....27
- IQ Media27
- NCAA3
- NewTek32
- NFL.....35
- Orange Bowl27
- Populous20
- Rose Bowl Game 20
- SIDEARM Sports.....5
- Sports Systems.....40
- TRZ Sports/TEAMLINe20
- Turner Sports47



SIDEARMSPORTS

OFFICIAL PROVIDER FOR MORE THAN 575 COLLEGIATE ATHLETIC WEBSITES



MOBILE SOLUTIONS



SOCIAL MEDIA



REVENUE GENERATION

24
HOURS

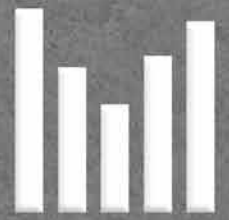
7
DAYS/WEEK

365
DAYS/YEAR

CUSTOMER SUPPORT



LIVE STREAMING



LIVE STATS



SIDEARMSPORTS.COM | sales@sidearmsports.com | 315.443.1872



NOMINATE FOR SPECIAL AWARDS

DEADLINE IS JANUARY 31, 2013

Nominations for CoSIDA's annual special awards are now accepted year-round at www.cosida.com. You may nominate online for all of CoSIDA's 15 special award categories with a deadline for the 2013 awards of **MONDAY, JANUARY 31, 2013 (Midnight ET)**.

Under the drop down Membership link at www.cosida.com, go to Special Awards Online Nomination/Voting to begin the nomination process.

The deadline is earlier than in past years so **NOMINATE TODAY**.

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 Recipients

The CoSIDA 25-Year Award is presented to members who have completed 25 years in the profession (as of July, 2013).

Arch Ward Award Recipients

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 Recipients

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 Recipients

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 Recipients

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 Recipients

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 Recipients

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 a special committee and Dick Enberg.

Keith Jackson Eternal Flame Award Recipients

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

Trailblazer Award Recipients

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

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 Special Awards Committee with approval of the CoSIDA Board.

Rising Star Award Recipients

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 Recipients

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 Recipients

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 Recipients

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.



CoSIDA embarks on extensive, yearlong strategic branding review of organization in conjunction with Cryder Rinebold

In May of 2012, the College Sports Information Directors of America embarked on an extensive, yearlong strategic branding review of the entire organization from top to bottom.

The purpose of this review is to take a good, long look at our organization through the eyes of the many constituents we serve and with whom we interact.

We need this information - this reflection - to help guide our organization into the future.

The CoSIDA Board has selected the **Cryder Rinebold Company** - a company with a deep understanding of collegiate athletic organizations and higher education - to coordinate the entire process.

The CoSIDA Board asks each of you - if and when you are called upon - to participate in the process of positioning CoSIDA for the future.

Cryder Rinebold will be reaching out to organizations within the sports information community, as well as outside organizations, to gather the data, feedback and information we need for future strategic plans and sound decision-making.

What has spurred this course of action? CoSIDA needed a fresh approach from an external organization in providing a strategic branding review of our organization.

Major changes in CoSIDA such as the convention moving to NACDA, the hiring of full-time employees and the change of the Capital One Academic All-America® program all have caused a shift in how we conduct business, how we are viewed by peer organizations, and how we plan for the future.

Discussions on changing the organization's name, altering the structure of the board, and developing a new strategic plan are at our doorstep. But without a clear and common purpose that galvanizes the diverse CoSIDA membership, these decisions will be

purely administrative in nature rather than strategic and future-focused.

The Cryder Rinebold Company's review will confirm things we know about our organization, reveal items we did not know, and unveil challenges that we will need to tackle.

Everything is on the proverbial table for discussion and change. Consider this our accreditation review.

Let's also be crystal clear that doing this type of review comes with a commitment from CoSIDA - on a practical level, this strategic review and positioning comes with a price tag that will range from \$60,000-

\$100,000. But more importantly, going through this type of exercise requires our unwavering commitment to engage, contribute and in turn be prepared to consider and act upon the recommendations that come as a result. The entire CoSIDA Board leadership that is comprised of members from across divisions and organizations had an opportunity to contribute in these discussions and all agreed that the right decision was to move forward with this course of action.

What is the cost of NOT doing this review? Infinitely higher while the organization remains status quo. The role of the athletic communications professional and the surrounding environment grow exponentially more complex with each passing academic year. In order to provide value and relevancy to our respective institutions and conferences, we need to be clear about where our role currently rests but more importantly where it should be in the long-term on their behalf.

Cryder Rinebold held extensive interviews with many CoSIDA members during the St. Louis Convention. In the next step for our member stakeholders and other athletic colleagues, they will be asked to complete a survey in November.



CoSIDA Strategic Branding Survey Headed Your Way in November . . .

CoSIDA Resource Library

IS NOW OPEN

The CoSIDA online Resource Library, a new online learning center, opened in September and is available to all CoSIDA members and other athletic professionals.

This new subject-categorized directory is available at the following link:
<http://cosida.com/resourcelibrary/indexpage.aspx>.

In today's ever-changing complex world of communications, we know that developing, planning and communicating your message effectively is critical.

The CoSIDA Resource Library is designed to be a growing resource which provides best practices, articles, white papers, commentary, tutorials, videos, how-to's, tips and tools for athletics communications professionals and other leaders in collegiate athletics. We are providing this Resource Library with the intention to help all athletic professionals develop the strategies and effective communications expertise to achieve their vision and promote their organizations.

The library includes CoSIDA's collection of downloadable publications and articles such as case studies, best practices and how-to's in all areas of athletic communications.

The Resource Library will be ever-changing, with new information added as needed, especially as the area of digital communications changes and evolves rapidly.

The project was initiated by CoSIDA Executive Director John Humenik and Director of External Affairs Barb Kowal. The CoSIDA Membership Services Committee, headed by chair Blake Timm, Sports Information Director at Pacific (Ore.), and the CoSIDA New Media/Technology Committee, chaired by Chris Syme, were heavily involved in the collection of publications and articles.

Timm and Kowal developed the online structure and sub-categories.

This concept was also reviewed with groups outside of CoSIDA, especially the national athletic director associations, so that the Resource Library can be helpful to them as it relates to concepts as crisis planning and crisis management. Kowal and John Humenik have worked with Dutch Baughman, Executive Director of the D1-A Athletic Directors' Association, after he had indicated there was a strong desire for AD's to work with CoSIDA in this type of a resource manner.

"The Resource Library has been a collaborative effort between CoSIDA's staff members and the Membership Services and New Media/Technology Committees with the effort led by (External Affairs Director) Barb Kowal and Membership Committee chair Blake Timm. We thank both committee groups for the effort in helping build such a comprehensive reference library," noted CoSIDA President Joe Hornstein of FIU.

"We hope our CoSIDA members will visit this online learning center, and we anticipate other athletic leaders, such as athletic directors, marketing directors, etc., will be interested in our topics. We believe the information on strategic communications planning and crisis management, for example, will be especially useful to athletic administrators. In meetings and discussions with ADs and commissioners, they've expressed the desire to have access to such a resource, and we are happy to provide this information in a comprehensive, one-stop fashion," Hornstein concluded.

"Our athletic media relations business has always been a share and share alike business," noted Timm, who also serves as chair of the CoSIDA College Division Management Advisory Committee (CDMAC). "We're always ready and willing to share tips of the trade and new communications ideas with our fellow professionals. The goal of the CoSIDA resource library is to be an extension of that sharing and make information available to many in one easy to find location."

"The members of the Membership Services Committee have put a great deal of time and effort into building the base of the resource center, but the true authors of this resource are the CoSIDA leadership," Timm concluded. "We want this to be a resource for our members and for other athletic leaders, such as AD's and marketing directors, to visit. Active membership participation will keep the Library a living document."



Those who have comments or suggestions for the Resource Library are asked to contact Kowal at the following email (barbkowal@cosida.com).



Thank You CoSIDA

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

ESPN

2013 CoSIDA Orlando Convention

INFORMATION

Wednesday-Saturday, June 12-15
2013 World Center Marriott Resort, Orlando, Fla.

#cosida13

PREREGISTRATION FEES:

Current CoSIDA member (\$195.00)

CoSIDA member spouse/family/friend (\$195.00)

Non-CoSIDA member (\$280.00)

- CoSIDA's online registration portal will be separate from the NACDA & Affiliates online registration. CoSIDA registration rates include one entrance/ticket to Capital One Academic All-America Hall of Fame Induction Ceremony (June 12), CoSIDA Welcome/Kickoff Reception (June 12), CoSIDA Hall of Fame Luncheon (June 13), CoSIDA Special Awards Luncheon (June 14), CoSIDA Farewell Party (June 15); entrance to all CoSIDA-sponsored programming; and entrance to programming at the NACDA & Affiliates Convention which is designated as "open to all attendees"
- CoSIDA's preregistration rate is a flat fee and will not be subject to "early bird" discounts, even though the NACDA and Affiliates attendees will have early bird discounts and a tiered refund structure.
- Onsite Registration
Will take place June 12-13 at the World Center Marriott (at higher registration rates than listed above)

- CoSIDA will have its own onsite registration area in Orlando and CoSIDA members will receive all that information later.
- Convention Hotel Reservations
Open FEBRUARY 1, 2013
Note: Please make sure to use the reservation link which will be available on Feb. 1 to ensure you get the CoSIDA/NACDA room rate
- CoSIDA/NACDA Partnership
- View the current Frequently Asked Questions (FAQ) document on the following pages
- CoSIDA off-site social events, family events/attractions, CoSIDA 5k fun/run and charity support information to come

ORLANDO WEBSITES

VisitOrlando.com

<http://www.visitorlando.com/>

Orlando World Center Marriott

<http://www.marriottworldcenter.com/>

Orlando International Airport (MCO)

<http://www.orlandoairports.net/>



Why Attend the 2013 CoSIDA Convention?

**Wednesday-Saturday
June 12-15, 2013
World Center Marriott, Orlando, Fla.**

CoSIDA's annual Convention, workshop sessions and networking opportunities are designed to help you think and grow as a professional. Our CoSIDA Conference is designed to make athletic communicators "think together."

In 2013, CoSIDA joins the NACDA & Affiliates Convention in Orlando, which presents the highest level of networking and joint programming opportunities in CoSIDA convention history.

Justifying your conference attendance to management can be challenging. With the current economy and athletic department cutbacks in professional development travel, much discussion is focused on the legitimacy of attending conferences.

The reality: conferences are among the most cost-effective methods to obtain education, information, networking opportunities, and professional connections; discuss real-world communications concerns; share best practice information. Given all the constraints on our time and money, these are key reasons that make conference attendance worthwhile.

The 2010 San Francisco Convention, 2011 Marco Island (Fla.) Convention and 2012 St. Louis Convention created great buzz among

participants and presenters with a tremendous strategic and digital communications-based workshop program great settings. And, in the last three-plus years, we have shattered our annual membership totals and now have a record membership close to 2,800.

There is great momentum within our national organization, and opportunities exist year-round for professional development ... help us carry this momentum to Orlando for the June 2013 national workshop! You will be challenged to consider new ideas, new strategies, new technologies. That's an invaluable investment towards your growth as an athletic communications professional.

When that happens, you will leave feeling energized, invigorated, and inspired.

The 2013 CoSIDA Convention which is part of the NACDA & Affiliates Convention gives you the best opportunity to:

- * Incorporate the ideas and information shared into becoming a better "intercollegiate athletic strategic communicator" in today's challenging and always-changing times – and hear from many experts in the process
 - Anticipate and adapt to the challenges of tomorrow's opportunities
 - Help build an organizational culture that allows for continued success in our profession
 - Refresh your analytical skills and update your professional toolkit
 - See case studies and best practices from communications and athletic management leaders
 - Meet the top communicators in our field, top collegiate athletic leaders and national figures. Ask them what keeps them motivated and rejuvenated on the job and glean valuable insight on their journey to the top. The conference is your golden opportunity to cultivate relationships with these industry leaders – what could be more motivating than that?
 - Working with other NACDA management groups as we co-host panels and breakout sessions, expand your knowledge base, improve your

personal skills and network. See what your peers are doing, what are new trends in the industry, and where there's room for movement and improvement.

- Participate in these break-out sessions specifically designed to stimulate your personal and professional growth. These will help you increase your ability to step up as a leader, influence others through powerful communication skills and develop a personal brand that is distinctly your own while vastly improve your chances for success.
- Focus on your critical NCAA/NAIA/CIS/NJCAA divisional issues and attend breakout sessions with a special focus on these divisional issues.
- Join our special luncheons and induction ceremonies to recognize CoSIDA Hall of Fame, Capital One Academic All-America Hall of Fame and other Special Award honorees.
- Use the job placement services via the CoSIDA Career Center and Job Seekers Committee job boards and on-site interviews.
- Attend the annual business meeting.
- Interact with the Board of Directors and divisional representatives to discuss CoSIDA programs, affairs, concerns, and future meetings.
- Join in social events, both planned and informal. Some of these will be CoSIDA-members only and others will be with our peers from marketing, fundraising, development and other senior athletic leaders in attendance at the NACDA & Affiliates convention.
- Carry out an important personal professional role – be a “participant” within your professional group
- The convention provides a wonderful opportunity for you to not only receive the benefits of being there but also provides you the opportunity “to give” as well to your colleagues and profession.

The Convention is AFFORDABLE

CoSIDA recognizes that membership resources vary from campus to campus, office to office, division to division. Annually, the CoSIDA Conference, with its high quality and interactive programming, **is arguably the most-affordable national conference in intercollegiate athletics.** Other conferences in athletics cost upwards of 2-3 times the amount that the CoSIDA conference does.

Our Board of Directors works diligently to help keep the CoSIDA registration fee affordable for everyone. The 2013 pre-registration fee remains the same as last two years - \$195.00 for CoSIDA members. ***This is the lowest among all the collegiate associations- by \$100 dollars.*** Those registering with NACDA will pay substantially more in Orlando.

- Enjoy the beautiful award-winning Orlando World Center Marriott – in a vibrant Orlando area.

Enhance Your Leadership Skills

- Get multiple perspectives on leadership in workshop sessions
- Conduct an interactive workshop session in the table topic format or at the digital technology summit. Present before your peers and share your interest and expertise
- Plan, coordinate and serve on a panel
- Serve on a CoSIDA Committee and meet during the Convention to review year-long goals and objectives and set new agendas for the next academic year.

Connect and Learn with Your Peers

- Be among the thousands of CoSIDA and NACDA & Affiliate participants from diverse institutional and regional backgrounds
- Convention maximizes interactivity with a high ratio between speakers and participants and with breakout sessions for small-group work and discussion
- Network, network, network. Meet experts and colleagues to share tips to solve real-world communications issues and problems.

Enjoy the Orlando Experience

- Interact and socialize with leaders, colleagues and friends in a beautiful hotel setting within numerous first-class amenities and activities with the popular Orlando entertainment and attractions close by. Take time to tour and to gain impressions of the region and city of our conference. Recent cities like San Antonio (2009), San Francisco (2010) and St. Louis (2012) were wonderful urban areas to visit. Our time on the ocean at Marco Island (2011) was unlike any other Convention location we've had. Now, we return to Orlando which was the site of our most popular CoSIDA Convention in history years ago.
- In your free time, enjoy the sprawling hotel indoor and outdoor amenities, shopping, and a great entertainment district nearby with Disney and other world-renown attractions. Gather indoors and outdoors to enjoy CoSIDA informal and social outdoor receptions and gatherings.

Excellent Networking Opportunities

CoSIDA conferences are attended by people all over North America representing college and university institutions and organizations. Take the time to meet new people and enlarge your circle of professional connections.

This is an excellent opportunity to find out what others are doing, obtain tips, troubleshoot problems, bounce ideas around, and make friends so that when you go back home you've extended the number of people you can collaborate with. There are endless opportunities to talk to other athletic communicators who face the exact same problems as you do. As you learn from others, you can form networks of people to talk with throughout the year.

Diverse Workshop Programming and Content

There's content for everyone! We've got presentations for newbies, experienced communications leaders, assistant directors and Assistant ADs, who come from small and large schools, public and private. From presentations

on management styles, leadership, crisis and strategic communications, digital communications, social media tools and tactics, you'll find something you can take back and use in your everyday work.

Hear inspiring Keynote Presenters

The CoSIDA Convention has a tradition of impressive keynote presentations and speakers who are industry leaders. Recent keynote presentations were given by former NCAA President Myles Brand, former White House press secretaries and strategic/crisis communication experts Kevin Sullivan (2009) and Ari Fleischer (2010) while noted football coaching legend and motivational speaker Lou Holtz (2011) addressed a standing-room only crowd in Marco Island.

Meet leaders in the field.

Shake hands, listen, exchange contact information. Meet the current and previous Presidents of the organizations, national athletic figures, speakers, presenters, CoSIDA leaders and our special guests and presenters who are leaders in intercollegiate athletics. These are the people who set the tone and tenor for our industry.

Share Like Experiences

CoSIDA meetings, sessions and social opportunities offer you the ultimate in networking and learning - the opportunity to exchange information, ideas, and perspectives in person, face to face, with your colleagues, sponsors and key presenters from PR and athletic leaders.

Innovative & diverse workshop programming, focusing on communications best practices and professional development

- Innovative programming: learn firsthand from industry experts in communications/journalism, writing, leadership, social media strategy
- Hear from national athletic leaders (AD's, NCAA, NAIA senior leaders and representatives) and noted speakers from business, entertainment and the like as they discuss global and national communications issues, review the role, challenges and expectations facing athletic communicators while offering solutions and assistance to help us with our every day concerns

- Interact with peers who share many of your same challenges and goals
- Keep up to date on new and emerging technologies
- Get immediate answers and solutions to issues within your organization (staffing, budget, time management, strategic communications, crisis communications, how to keep abreast of the social media/digital media explosion)
- Discover new products that can decrease expense, assist in raising awareness and exposure for your program/student-athletes and increase marketing revenue
- Walk away with "action ideas" that you can immediately implement once you return to work

The Exhibitor Trade Show

Making personal connections with the exhibitors is another huge benefit to attending the conference. One quick conversation could solve what you've been trying to resolve for months. Attendees can get free trials and hands-on training resources, learn about the latest technology software and hardware, and meet people they had previously only dealt with by email or phone.

- See the latest in technology and take part in hands-on demonstrations
- Hear new product announcements
- Get answers directly from CoSIDA sponsors and vendors on the exhibition floor
- Do some comparison shopping; compare products side-by-side in the exhibitor area
- Seek solutions and find new technologies
- Talk with others who are using or considering a product or service you are researching

Who Should Attend?

Everyone. There is something for every athletic communicators, regardless of your level of experience and tenure.

Again, the CoSIDA Convention is **affordable** and gives you a tremendous content-to-amount-paid ratio.

There's plenty of content for all levels of athletic communications to learn and apply ... You also might find that another organization is doing something similar to what you're doing and collaborate.

TOP FIVE reasons why you would send staffers to the Convention:

- Chances are very good it will make them better athletic communicators
- It's an event that inspires members. There are constant opportunities for professional growth; to enhance your department, your athletic communicator will benefit from this experience, especially after a rigorous academic year and heavy workload
- It's an event where athletic communicators learn about the best practices that work on like campuses and conferences, about relevant surveys, research and trends, and have opportunities for hands-on learning and training
- Attendees share what they learned with other CoSIDA members and NACDA attendees during the conference and after the conference.
- **Networking, networking, networking!**

Be a part of the solution! Create a stronger future for yourself, your department, institution or conference by attending the 2013 CoSIDA Orlando Convention!

CoSIDA/NACDA FAQ Document

(As of 9.19.2012)

Q- What are the dates and sites for the 2013 CoSIDA Convention, which will be the first held in conjunction with the NACDA & Affiliates Convention?

A: The 2013 CoSIDA Convention takes place in Orlando, Fla. at the Orlando World Center Marriott (www.marriottworldcenter.com) from Wednesday-Saturday, June 12-15. Information is available at www.NACDA.com.

Q- What other collegiate management associations attend the NACDA & Affiliates Convention?

A: Under the NACDA "convention umbrella" are general NACDA convention programming and programming for:

- College Athletic Business Management Association (CAMBA)
- Collegiate Event and Facility Management Association (CEFMA)
- Division I-AAA Athletic Directors Association (DI-AAA ADA)
- Division II Athletic Directors Association (DII ADA)
- Football Championship Subdivision Athletic Directors Association (FCS ADA)
- International Collegiate Licensing Association (ICLA)
- Minority Opportunities Athletic Association (MOAA)
- National Association for Athletics Compliance (NAAC)
- National Association of Athletics Development Directors (NAADD)
- National Association of Collegiate Marketing Administrators (NACMA)
- National Alliance of Two-year College Athletic Administrators (NATYCAA)
- Other groups in attendance include: NCAA Division I, II and III athletic administrators and leadership, NAIA leadership

Q- Where are the NACDA & Affiliates Conventions usually held?

A: Unlike former CoSIDA Conventions, the NACDA Conventions do not rotate around all regions of the country due to the sheer size and scope of the Convention. There are not many convention centers/hotels that can hold the large amount of NACDA attendees and exhibitors. The 2012 NACDA Convention, for instance, took place in Dallas. The 2013, 2014, 2015 Conventions are set for Orlando, and the 2016 NACDA Convention is set for Dallas.



Q- I'm concerned that with NACDA coordinating the convention that our programming will suffer and not be specifically directed to CoSIDA members as it is with our current convention setup.

A: This is a totally unfounded concern. **CoSIDA's Board leadership team, full-time staff, respective committees and divisional leadership groups will put together the convention program for Orlando as it has always done.** CoSIDA's leadership team is 100% responsible for the convention program. NACDA's staff will simply assist the CoSIDA staff with room assignments, room setups, A/V needs, on-site registration area etc. but CoSIDA will fully determine "the CoSIDA Convention program."

Q- I've been told that having our convention with NACDA will cost more.

A: That is not correct. In fact, the convention could very well cost you less. For many decades, our CoSIDA conventions were a five-night convention if you came for the full program. Our convention within the NACDA concept will now be a maximum of four nights in length, thus saving one night of hotel costs. In addition, **Orlando is considered one of the most competitive flight destination cities in the nation** so flight costs might very well be less for many of our members than has been the case at former convention sites.

Q- There is a concern that the CoSIDA convention registration fee in 2013 will be raised to be more in line with other NACDA affiliate groups.

A: Again, that is not true. CoSIDA's registration fee for the 2013 convention in Orlando will be \$195, a fee that will be significantly below any of the other NACDA

groups at the Orlando convention in June of 2013. All of the other groups will have registration fee between \$325- \$400 per person. CoSIDA's \$195 price is the same registration rate as our 2011 (Marco Island) and 2012 (St. Louis) conventions.

Q- Many in CoSIDA understand that moving our convention within the NACDA convention provides more opportunities for expanded continuing education, but they are not sure that they – or their organization - would be willing to pay for this.

A: This is an unfounded concern. In September of 2009, CoSIDA staff members John Humenik and Barb Kowal met with the NACDA staff in Cleveland and got a commitment from NACDA which allows *all CoSIDA badge registration carriers to attend, at NO COST, any of the open seminars/ presentation for the other NACDA affiliates groups like the marketing, compliance, fundraising and AD groups.* All of those group members can attend our sessions as well at no cost.

In summary, your \$195 CoSIDA registration fee gets you into all of CoSIDA's programming sessions and also into ALL of the open sessions for these other NACDA groups. This makes the overall value of your convention registration fee a higher value than if you were attending a CoSIDA stand-alone convention.

Q- How will CoSIDA members register if the rates are different for CoSIDA than other NACDA registrants? I noticed that the NACDA affiliates have an "Early Bird Registration Rate" for their conventions and that there is a cancellation fee (\$50.00) if you registered for the 2012 Convention and cancelled before June 1; after that date, no registration monies were refunded. Will this also hold true for CoSIDA registration in 2013 for the Orlando convention?

A: As mentioned above, the CoSIDA convention rate for 2013 will be \$195 – a flat fee and not subject to "early bird" discounts. CoSIDA will have its own online registration portal and CoSIDA members will receive all that information later. As far as CoSIDA registration cancellation policies, the date to cancel your registration for the 2013 Convention is TBA.

Q- Are there any other changes to the registration and hotel reservation processes for the 2013 Orlando convention?

A: YES. One major change for CoSIDA members is that the 2013 registration and room reservations will have a much-earlier cutoff/deadline date than previous CoSIDA Conventions. CoSIDA members are going to be reminded often - via CoSIDA social media channels, membership emails, CoSIDA.com - of the impending earlier deadlines for both registration and hotel reservations. **NACDA's proposed cutoff date for hotel reservations is MAY 1, 2013. The price per night for a single/double at the Marriott World Center for the 2013 is \$171.00. There also will be much earlier deadlines for CoSIDA to finalize its convention programming than have been in the past.**

NACDA will need CoSIDA's programming information (sessions, presenters, moderators and AV/technical needs) by MID-FEBRUARY for review and room assignments. After review, edits/changes (NOT new submissions) may be made through March as the printing deadline is early April.

NACDA also plans to work with a sponsor/vendor to produce a mobile app (with a digital agenda and Convention info), and that also plays into the earlier deadlines.

Q- I understand the main NACDA hotel has been in a sellout situation in past years. What if there is a sellout situation for the 2013 Orlando convention?

A: There will be overflow hotels that NACDA/ CoSIDA will work with and contract with to accommodate an overflow situation if that arises. For instance – there are several Marriott properties located one mile to 1.5 miles away from the World Center and if convention attendees stay there, there will be a shuttle service available between these hotels and the World Center. **AGAIN, MAKING EARLY RESERVATIONS IS KEY IN ORDER TO STAY AT THE MAIN HOTEL.**

Q- Some CoSIDA members say that their AD/organization might not send them to this convention and that is why they have had a hard time supporting this decision to move to the NACDA convention model.

A: Most of this thinking is coming from concerns in the college division ranks. If your AD/school/ conference sent you to the CoSIDA convention because you and they believed it was an excellent

place for your continuing education, then there is no reason to change that thinking in 2013. Continuing education for our convention within the NACDA convention will be *totally determined* by the CoSIDA Board and program committee which historically has been the case.

Not only will you get the same type of sessions as you have become used to, but you can also attend - at no additional cost - any of the open seminar sessions for the marketing, compliance, development, licensing and AD groups if you want. That, in addition to your normal CoSIDA convention experience makes it a value added continuing education experience. (Please see the Q&As below for more elaboration).

Q- It seems that many in CoSIDA believe that this decision to combine our convention under the NACDA umbrella will benefit our Division I membership the most.

A: Actually, due to the input of college division representatives who have attended the NACDA convention in the past, CoSIDA's leadership came to the realization that CoSIDA's college division membership might have the most to gain. Simply put, our College Division members have to wear more hats than do many in the DI ranks.

In addition to being communications/ information directors, they are also heavily involved in marketing, fundraising and compliance. As a result, a CD member can now come to the CoSIDA convention at NACDA and take part in the CoSIDA programming that interests them - AND also attend sessions in these other managerial areas. They can have a much more expanded continuing education experience. CoSIDA's leadership believes that this situation provides a "valued added" and "bang for the buck" scenario for that membership contingent.

Q- What are the main benefits of the CoSIDA Convention becoming a part of the NACDA & Affiliates Convention?

- It places CoSIDA's Convention within the most influential gathering of management executives in intercollegiate athletics each year. This cannot be overstated, as it relates to the multiple benefits that can be generated for CoSIDA and its membership. Those cumulative benefits (both formal and information) and networking opportunities

that will take place will assist CoSIDA in advancing many aspects of our profession and organization.

- For decades, we have been talking amongst ourselves about the issues facing our profession. We have become quite good at "preaching to the choir," yet our CoSIDA leadership came to the realization that we need to "preach to the congregation." That can happen with this NACDA relationship since we are now around all of the other groups in a face-to-face environment.
- It provides CoSIDA with a much higher profile among - and more direct access to - the decision-makers in college athletics than we now have. This is of utmost importance and urgency to the CoSIDA leadership as it seeks to advance professional and membership based objectives.
- Placing the CoSIDA Convention within the NACDA function provides CoSIDA members an expanded opportunity for "cross-over" panels and seminar participation. AD's and marketing administrators can attend and participate in CoSIDA panels, and vice-versa. CoSIDA members will gain a continuing education experience due to this, and that experience will greatly expand their personal and professional convention experience. Being aligned with NACDA greatly enhances CoSIDA's ability (organizationally and individually) to be better understood and provide its perspective to others in athletics that it cannot with the current "stand-alone" convention format.
- It enables CoSIDA and its membership to significantly improve the "networking" aspects and benefits of the convention as we will be in communication with AD's, marketing, compliance and development staffs. This gives us much more opportunity to enhance our visibility and advance our initiatives and have other athletic personnel gain a better understanding of CoSIDA members and our roles.
- So much of what we do as professionals, especially at the D2, D3 and NAIA levels, overlaps into many other areas like marketing, compliance, promotions, fundraising, etc. It makes good sense to be placed into an all-

encompassing convention for our professional needs and growth. Hearing and discussing what others do in these areas and exchanging thoughts and perspectives will result in a major “add-on value” in attending.

- This gives CoSIDA a tremendous opportunity to significantly advance the profile of the Capital One Academic All-America program and its Hall of Fame. The Capital One Academic All-America Hall of Fame Induction Ceremony could now be open to over 3,000 convention attendees instead of 800, and the ceremony can be attended by a new group of people (Presidents, AD’s, marketing directors, etc.) That ceremony at the NACDA Convention will provide heightened goodwill for this AAA program and CoSIDA’s singular role in its advancement. In addition, this will provide a boost for CoSIDA’s goodwill and PR throughout all segments of the collegiate community.
- CoSIDA’s divisional leadership groups will now be in a position to approach the athletic director leadership groups from D1, D2, D3 and NAIA about attending CoSIDA “divisional meetings” and ‘divisional based programming” for those groups, something that does not take place now.

Q- What are the basic components of the CoSIDA/NACDA partnership?

A: In June of 2008 the CoSIDA Board approved the organization's first-ever master strategic plan. Key components of that plan were: building much higher visibility throughout the intercollegiate athletics community; evolving CoSIDA from an organization primarily focused on the annual convention to one that is a 365-day based organization; building productive relationships and partnerships with other organizations and gaining more direct access to the leadership for those organizations.

The partnership with NACDA - approved by the CoSIDA Board in December 2008 - provides many of the components necessary to carry out that strategic plan. It enables CoSIDA's news to now be a part of the daily NACDA email blast (Daily Review) that reaches over 10,000 university/athletics administrators, thus ensuring that CoSIDA news and information reaches influential athletic leaders.

CoSIDA now has a monthly column in NACDA's *Athletics Management* magazine to discuss issues and developments in our organization and profession. Like the NACDA Daily Review e-blast, this column reaches thousands of administrators throughout intercollegiate athletics.

In addition, the partnership provides for CoSIDA's leadership to participate at NACDA's annual Mid-Year Affiliates Meeting which brings together all of the groups' Presidents and Executive Directors each January. The leaders update each other and discuss possible partnerships on projects. Until CoSIDA's first appearance at this event (in January of 2009), CoSIDA was the only management association not invited to this key event. This annual meeting has proved to be of high value to advancing CoSIDA initiatives.

CoSIDA's leadership also gets the opportunity to visit with other organizational leaders at the NACDA Convention and participate in leadership conference calls throughout the year. These provide CoSIDA with a key strategic need and the opportunity to be part of this collegiate leadership group - something that was not the case prior to the CoSIDA-NACDA partnership agreement of December 2008.

This direct access has resulted in a vastly improved situation for CoSIDA to build partnerships and pursue strategic initiatives. This has resulted in CoSIDA obtaining a dramatically increased profile within the intercollegiate community.

The final component of the partnership agreement is that CoSIDA [per NACDA's request in order for CoSIDA to gain the things mentioned above] bring its convention to the NACDA & Affiliates Convention beginning in June of 2013.

By the time the 2013 CoSIDA Convention at the NACDA convention comes about, the CoSIDA/NACDA partnership agreement will already be 4 1/2 years along. The 2013 convention will represent just a few days of several hundreds of days of benefits that CoSIDA has already gained via this partnership.

Q- Will CoSIDA still have its own social activities and exhibitor area at the 2013 NACDA and Affiliates Convention? I understand that NACDA has a large exhibition area and its convention registrants attend social events in that exhibition area.

A: Yes to both. CoSIDA will hold social receptions as in the past, open to CoSIDA convention registrants. CoSIDA also will have its own exhibitors. The NACDA exhibition hall and its vendors also will be on site and those open hours will be different than the CoSIDA exhibitor area hours. CoSIDA's staff is finalizing plans for CoSIDA registrants to attend ONE NACDA exhibitors social during the convention; at all other times, the CoSIDA badge/credential will not allow access to the NACDA exhibition area.

Q- Will CoSIDA continue to do the Convention community-service outreach and have an event like the 5K fun run while in Orlando?

A: Yes. The CoSIDA Goodwill and Wellness Committee is committed to community service projects and a health-oriented event (like a fun run/walk), although the logistics for an activity like a fun run/walk need to be worked out with the hotel and NACDA staffs. Again, the plan is to continue these special elements of the CoSIDA Convention as long as interest and commitment remain high. In fact, there is discussion to collaborate with other associations at NACDA to hold the community outreach and run/walk activity.

Q- Will there be an opportunity to play golf at a local course? Since Orlando is such a vacation and tourist destination, will any discounts be offered so that CoSIDA members might go to places like EPCOT, Downtown Disney, Disney World, amusement parks, etc?

A: A discounted golf rate at the Orlando World Center Marriott will be extended to CoSIDA convention attendees. There will be some discounts to local attractions which are TBA. See next question, below.

Q- Are there special "family" activities that NACDA sponsors during its convention?

A: At the St. Louis Convention, the CoSIDA Board of Directors will discuss "CoSIDA family/group activities" in Orlando. More details will follow throughout the next few months. CoSIDA members are reminded that the World Center is located close to many Disney

parks and other family entertainment. NACDA does not hold such events, but for NACDA & Affiliates Convention attendees, there are tickets available, at a discounted admission, to Disney attractions. (There usually is a 7-10 day window around the Convention to use those tickets.) On the World Center property, a lazy river is being constructed and will be operational at the 2013 convention.

Q- Are there any special shuttle services or car rental promotions associated with the 2013 Convention?

A: There will not be a direct NACDA/CoSIDA shuttle service to and from Orlando International Airport, but there are shuttle services available. Those services will be outlined later. As far as car rentals, NACDA has an agreement with Hertz and those details will be announced prior to the 2013 Convention.

Q- What information on the NACDA & Affiliates Convention and any discussions of the 2013 plans took place at the 2012 St. Louis Convention?

A: Materials available in St. Louis included this FAQ document, some agenda/program notebook samples from the 2013 NACDA Convention in Dallas, and a video from NACDA officials shown during the "CoSIDA Today and Beyond" town meeting session which was standing-room only. There also was a CoSIDA/NACDA booth in the exhibition area manned by CoSIDA leadership for certain times during the Convention.

Due to the fact that the NACDA Convention ran at the same time as our St. Louis Convention, no NACDA representatives were able to attend and address the CoSIDA attendees, so that is why the video from NACDA Executive Director Bob Vecchione to CoSIDA members was prepared.

CoSIDA and NACDA also plan to distribute and update this FAQ throughout the fall/winter, and plan to hold a joint membership call in the fall/early winter to discuss any issues with, and questions on, the CoSIDA/NACDA alliance.



by Joe Hornstein, 2012-13 CoSIDA President

In May, CoSIDA's Board of Directors entered into an agreement with brand/communications/strategic marketing consultants Cryder Rinebold to conduct an in-depth study of the CoSIDA brand during a 15-month period.

CoSIDA and Cryder Rinebold, which are based in Indianapolis, are presently undertaking this thorough brand-based review of its entire organization, from insights internally to external perceptions that ultimately gauge effectiveness.

More closely, the purpose of this truly important appraisal is to take a comprehensive view at our organization through the eyes of our many constituents whom we serve and with whom we interact on a daily basis. As CoSIDA approaches its 60th anniversary, and upcoming convention move to NACDA, this should prove to be one of the healthiest organizational exercises we've undertaken to date.

The role of the athletics communications strategist and our college environment grow exponentially and more complex each and every year. This we all know. To provide value and relevancy to our respective institutions and conferences, we need to be clear about what our role currently is — but more important, where it should be in the long-term.

Ours is a very diverse membership and we want to see what connects and galvanizes members of the organization. Additionally, we want to identify CoSIDA's core role(s) within intercollegiate athletics and higher education; clarify the perceived and real value that athletics communicators bring to their department and to the university/conference and their relationships with other communications professionals in their organization; and identify continuing education programs and strategic programming to assist our professionals and ultimately, their roles in their organizations.

Some of the components many of our peers will see come out of this study will be recommendations on the follow-up to CoSIDA's documented strategic plan, which we successfully unveiled in 2008, in addition to feedback on the relevancy, equity and value of our organizational name, College Sports Information Directors of America (CoSIDA), logo and appearance.

This self-study, admittedly with high goals, is two-fold. First, this is a membership-driven strategic review, as interviews with hundreds of members have already taken place.

Second, CoSIDA also will rely on the important input of collegiate athletics leaders across the country as your opinions and data will assist CoSIDA in its future strategic planning.

NACDA CoSIDA Corner:

CoSIDA seeks involvement of collegiate athletic community in strategic branding review

The column at right was penned by 2012-13 CoSIDA President Joe Hornstein, the FIU Sports Information Director. This column appeared in the October 2012 issue of NACDA's *Athletics Administration Magazine* and talks about the strategic branding strategy analysis that CoSIDA is undergoing with the assistance of consultants Cryder Rinebold.

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

Hornstein's article is the first CoSIDA Column of the 2012-13 academic year.

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

We need this information — this reflection — to help guide our organization into the future. Major changes are taking place in CoSIDA:

- our aforementioned annual Convention moving to the NACDA & Affiliates Convention (beginning in June 2013)
- the hiring of full-time employees to steward our daily operations; and the expansion and changes in our signature effort, the Capital One Academic All-America® program.

In addition, the ever-changing communications roles have caused a shift in how we conduct business, how we are viewed by peer organizations and how we plan for the future.

Several years ago, we did an internal study of our organization, but frankly realized as the active leaders of the organization that we were too close to the subject at hand and that CoSIDA needed a different approach in its review. So, we enlisted the services of Dennis Cryder and JoJo Rinebold, whose company has a deep understanding and working history with collegiate athletics organizations and higher education.

At our June 2012 Convention in St. Louis, Cryder Reinbold held informative, and somewhat passionate, discussions with CoSIDA members present. These Convention attendees represented the gender and ethnic diversity of our organization, along with every component of our organization (Division I, II, III, NAIA, Canada, past presidents) and the nine CoSIDA divisional/advocacy boards.

Interviews were also conducted at the June ECAC-SIDA annual convention (for athletics media relations professionals on the East Coast/Northeast).

We are now in the midst of the next phase of our review — asking collegiate athletics leaders to participate in focus groups and interview sessions conducted by Cryder Rinebold. Cryder Rinebold and CoSIDA Executive Director John Humenik have scheduled these interviews and Cryder Rinebold is now meeting with athletics directors, conference commissioners, leaders in NACDA affiliates, NCAA and NAIA leaders, et al, to discuss CoSIDA and the athletic communications profession from their perspective.

We greatly appreciate those who have given their time and look forward to holding these educational, candid and beneficial discussions with many others.

Following these sessions, an online survey will be constructed for our full membership of nearly 2,800 to participate in. Working with Cryder Rinebold to build and distribute this survey is the Fondulas Research group. During the 2012-13 spring semester and summer, Cryder Rinebold plans to present its findings and recommendations to the CoSIDA membership and to athletics leaders.

I foresee that this study will confirm things we know about our organization, reveal items we did not know, and unveil challenges and opportunities that we will need to tackle in the academic years to come.

It is our aim to be highly-strategic with the ultimate focus as we ask for your support and input moving forward. This is a paramount initiative that will successfully position the members of CoSIDA inside their respective institutions, schools, programs and conferences — a benefit to the entire intercollegiate athletics community.

CoSIDA sets membership record Association boasts more than 2,900 members

For the first time in its 55-year history, membership in CoSIDA has exceeded 2,900, boasting a record 2,906 members as of Nov. 5, 2012.

That breaks the previous record of 2,862 set in 2010-11.

Memberships for 2012-13 can still be purchased through Jan. 31, 2013, at which time the official membership total for 2012-13 will be finalized. Membership registration for 2013-14 and 2013 convention registration will open on Feb. 1.

Remember that you must be an active member of CoSIDA to nominate and vote for Capital One Academic All-America honors.

Got Content?

It does a website SEO good.

Instant transcript text is the
best way to send information
quickly & accurately.

ASAP Sports

Your instant transcript source.

Web & stadium captioning available.



... CoSIDA's official transcript provider.

The Instant Text Company

225 Broadway Suite 700 New York, NY 10007

www.asapsports.com 800.266.2350 • 212.385.0297

Your partner in the evolution of news media.

SIGN UP NOW!

Support 2nd annual "Movember" campaign from SIDEARM Sports and assist the family of CoSIDA member Lance Fleming

Here is the message from Jeff Rubin, President and CEO of SIDEARM Sports:

To all CoSIDA members,

Thank you for taking the time to read this.

Abilene Christian SID Lance Fleming and his family have received some of the hardest news a family could ever face. In 2010, his son Rex was diagnosed with brain cancer. Over the past two years, Rex has been battling this disease; however, his latest treatments did not go as hoped and the doctors feel his time could be limited.

As we are set to kick off our 2nd annual Movember campaign, we decided to have 100% of the proceeds raised this year, go to honor Rex.

The Movember Foundation defines "Movember" as a time when men across the world to grow their mustaches for the month of November to raise vital awareness and funds for men's health issues, specifically prostate and testicular cancer initiatives.

SIDEARM Movember is open to all members of the collegiate athletic community. Are YOU ready to commit to growing your 'stache for 30 days to create awareness and raise some funds to fight cancer? For those who wish to contribute donations in lieu of growing a 'stache, we are also taking donations.

Please help us in our efforts this year to help out one of our own. Not only can you show your support for a great cause, but you also get a free t-shirt, plus have the possibility to win an iPad Mini or Visa gift cards.

Learn more and sign up today! Please pass this on to everyone in your department!

PLEASE SIGN UP IMMEDIATELY TO TAKE PART IN THIS FUNDRAISER!

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

IF YOU WISH TO DONATE TO THE SIDEARM MOVEMBER CAMPAIGN YOU CAN DO SO HERE:

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

Sincerely,
Jeff Rubin and the SIDEARM Staff

**SIDEARMSPORTS
MOVEMBER**

IT'S MUSTACHE TIME AGAIN!

This year, the entirety of our Movember effort will be in place to honor one of our own - Rex Fleming, the 10 year old son of Abilene Christian University's Assistant Director of Athletics for Media Relations Lance Fleming. In November of 2010, Rex was diagnosed with brain cancer, and has spent the last two years going through treatments as he fights back against this awful disease. Please, join us as we take a stand against cancer, and honor one amazing little boy.

To learn more about Rex, and to sign up to grow a stache - [click here.](#)

**GROW
GET
FREE**

SCHWAG

+ SIGNUP TODAY +



CoSIDA
On-Demand
Video
Series

FALL 2012

<http://www.youtube.com/cosidatube>

Fall 2012 CoSIDA online continuing education schedule (on-demand)

Following is the CoSIDA on-demand continuing education session schedule for the Fall of 2012. Each session was video-taped at the 2012 CoSIDA St. Louis Convention and the series is a prominent piece of our fall continuing ed initiatives.

CoSIDA thanks our corporate partner NewTek, CoSIDA's Official Continuing Education Video Production Provider, for the video services provided in St. Louis and for their support of our continuing education program.

CoSIDA 3rd Vice President Judy Willson (Mountain West Conference) is coordinating our live conference call/webinar continuing education program this year. If you have ideas or want to present on a call/webcast, Judy can be contacted via jwillson@themwc.com. Following their launch date, each video will be housed on CoSIDA.com for on-demand viewing.

Fall 2012 CoSIDA Online Continuing Education Schedule (on-demand)

Note: Links to each session are available on the dates below; once a session is launched, it will be archived on CoSIDA.com's YouTube video channel.

NOVEMBER

Tue. 20: Social Media 2.0: How social media can help you in a crisis

Presenters: Chris Syme, Chair, CoSIDA New Media/Technology Committee [CKSyme.org]; Bill Smith, Northwestern State University Director of Marketing & Branding

Discussed: How to develop an effective crisis communications plan that will build a strong base of advocates on your social media channels, covering monitoring, engagement strategies, messaging do's and do not's, including how to best handle negative posters, case studies and research results.



DECEMBER

Tue. 4: Impact of New and Social Media on College Athletic Communications

Presenters: G. Clayton Stoldt, Chair, Wichita State Sport Management program; Derrick Dockett, Missouri Valley Conference; Murray Evans, Oklahoma Christian; Susan Lax, University of Kentucky

Presenting results from the 2012 survey of CoSIDA members on the usage and impact of social media in college athletic communications. In addition to the key results from the survey being shared, practitioners will educate us on the implications of the findings.

Tue., 18: Beyond The Labels - Bias and Stereotypes in Coverage

Presenters: Carol Stiff, ESPN Vice President, Programming & Acquisitions (NCAA, WBB); Laura Gentile, Vice President, espnW; Katie Richman, Director of Social Media Strategy, ESPN; Mechelle Voepel, ESPN.com
Moderator: Chevonne Mansfield, Southeastern Conference

In celebrating the 40th anniversary of Title IX, a look at bias and stereotyping in sports coverage, and a discussion of how to foster respectful personal expression from your athletes and coaches.

The sessions on the following page aired in September and October and are now posted on CoSIDA's YouTube channel.

<http://www.youtube.com/cosidatube>

The following sessions aired in September and October and are now posted on CoSIDA's YouTube channel.

<http://www.youtube.com/cosidatube>

Social media 2.0: Content Engagement: What your audience wants, what is working today and what's trending

Presenters: Ronnie Ramos, NCAA Managing Director of Digital Communications; Dana Thomas, NCAA Assistant Director of Social Media Strategies; Jeff Rubin, Syracuse University iSchool Associate Professor of Practice and SIDEARM Sports CEO; Spencer Kitley, CoverItLive Event Specialist

Using best practices and case studies from intercollegiate athletics, the discussion focuses on what is - and is not - working today in athletic social media; making sure stakeholders are getting content from you that they cannot get elsewhere; how to best engage and listen to your audience; and best use of your athletic staff manpower to manage social media.

Serving student-athletes: Are we getting it right?

Presenters: SAAC student-athletes: Alex Mendez (University of South Florida, NCAA Division I baseball); David Pillen (Abilene Christian, NCAA Division II football); Nafeesa Connolly (Simmons College, NCAA Division III volleyball); and Julie Teeple (Columbia College, NAIA basketball and volleyball)
Moderator: Eric McDowell, Union College-N.Y. (CoSIDA 2nd VP)

Student-Athlete Advisory Committee (SAAC) representatives from all divisions discuss communications challenges from their perspective and engage in a thoughtful Q&A session with CoSIDA members.

Paperless game notes? How to service the media and public in an online age

Presenters: Chris Yandle, University of Miami/formerly of Baylor; Ted Gangi, CollegePressBox.com; Chris Freet, University of Miami

When is providing too much information a bad thing? Who has time to read a 100-page note packet for a non-televised, non-conference game? Not the media. It's time to streamline your notes and promote the best. Our job is to make the media's job of covering our schools easier, not harder (and make our jobs easier as well). In the social media age, less is definitely more.

Sourcing: The ever-changing media sources of today

Presenters: Joe Schad, ESPN; Kirk Wessler, Peoria Journal-Star; Pat Coleman, D3Sports.com; Bryan Burwell, St. Louis Post-Dispatch
Moderator: John Paquette, Big East Conference/former CoSIDA Board member

A discussion with the media about the ever-changing sourcing standards of today, including use of anonymous sources, social media as sourcing, editorial fact-checking.

Social Media 2.0: How the student-athlete fits into your institution's overall digital communications strategies

Presenters: Kevin DeShazo, Fieldhouse Media; Patrick Powers, Webster University Director of Digital Marketing and Communications
Moderator: Joe Browning, UNC Wilmington/former CoSIDA Board member

Discussion on the reputation, protection and future of your student-athletes, with example on working with student-athletes and instructing them - along with coaches - on privacy, transparency, fake accounts, and other issues. There also will be discussion on building an engaged social community and its benefits.

Dick Enberg, Academic All-America Hall of Famers discuss The Capital One Academic All-America® program

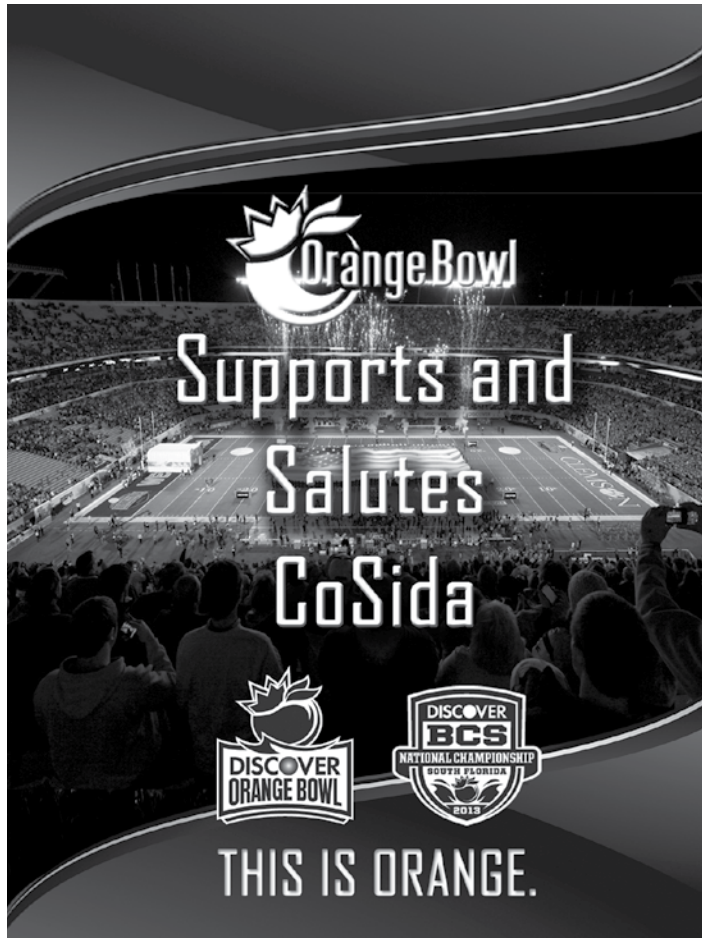
Presenters: Dick Enberg, San Diego Padres play-by-play announcer; with special guest Pat Haden, University of Southern California Athletics Director and Capital One Academic All-America® Hall of Famer
Moderator: Jim Seavey, Massachusetts Maritime

The award-winning sportscaster Enberg, a long-time ardent supporter of the Academic All-America® program, and Haden, a Capital One Academic All-America® Hall of Famer, will talk about the history and growth of the program. Other discussion focuses on how Enberg became involved and personally committed to the effort as he shares his stories of some of the remarkable AAA Hall of Famers.

THE HEISMAN TROPHY TRUST
IS PROUD
TO SPONSOR THE
2012 COSIDA CONVENTION

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

WWW.HEISMAN.COM



Orange Bowl
Supports and
Salutes
CoSida

DISCOVER ORANGE BOWL
DISCOVER BCS NATIONAL CHAMPIONSHIP FOOTBALL 2013

THIS IS ORANGE.



Media
Power Tools
for Sports Information

Fuel your outbound
communications with cliQ,
the industry's first media
intelligence platform.

iQ media

Check us out at www.iqmediacorp.com follow us:   



Fouls 17 - 34
Balls 16:00
76 - 83
1st Dn

STATCREW
SOFTWARE

Kicking Off
Another Season
with CoSIDA

©CBSSPORTS.com
COLLEGE NETWORK

COSIDA CALENDAR

UPCOMING MEMBERSHIP SCHEDULE AND DEADLINES

NOVEMBER

• TUESDAY 6

CAPITAL ONE ACADEMIC ALL-DISTRICT FOOTBALL VOTING ENDS (6 PM, ET)

CAPITAL ONE ACADEMIC ALL-DISTRICT WOMEN'S VOLLEYBALL VOTING ENDS (6 P.M., ET)

• TUESDAY 6

ON-DEMAND CONTINUING ED SESSION: DICK ENBERG, ACADEMIC ALL-AMERICA HALL OF FAMERS DISCUSS THE CAPITAL ONE ACADEMIC ALL-AMERICA® PROGRAM (SOURCE: 2012 COSIDA ST. LOUIS CONVENTION SESSION)

PRESENTERS: DICK ENBERG, SAN DIEGO PADRES PLAY-BY-PLAY ANNOUNCER; WITH SPECIAL GUEST PAT HADEN, UNIVERSITY OF SOUTHERN CALIFORNIA ATHLETICS DIRECTOR AND CAPITAL ONE ACADEMIC ALL-AMERICA® HALL OF FAMER

MODERATOR: JIM SEAVEY, MASSACHUSETTS MARITIME

AWARD-WINNING SPORTSCASTER ENBERG, A LONG-TIME ARDENT SUPPORTER OF THE ACADEMIC ALL-AMERICA® PROGRAM, AND HADEN, A CAPITAL ONE ACADEMIC ALL-AMERICA HALL OF FAMER, TALK ABOUT THE HISTORY AND GROWTH OF THE PROGRAM. OTHER DISCUSSION FOCUSES ON HOW ENBERG BECAME INVOLVED AND PERSONALLY COMMITTED TO THE EFFORT AS HE SHARES HIS STORIES OF SOME OF THE REMARKABLE AAA HALL OF FAMERS.

• THURSDAY 8

CAPITAL ONE ACADEMIC ALL-DISTRICT FOOTBALL TEAMS ANNOUNCED (NOON, ET)
COSIDA MEMBERS WITH FIRST TEAM HONOREES MUST UPDATE BIO INFO BY MONDAY, NOV. 12 AT NOON ET

CAPITAL ONE ACADEMIC ALL-DISTRICT VOLLEYBALL TEAMS ANNOUNCED (NOON, ET)
COSIDA MEMBERS WITH FIRST TEAM HONOREES MUST UPDATE BIO INFO BY MONDAY, NOV. 12 AT NOON ET

• TUESDAY 20

ON-DEMAND CONTINUING ED SESSION: SOCIAL MEDIA 2.0: HOW SOCIAL MEDIA CAN HELP YOU IN A CRISIS

PRESENTERS: CHRIS SYME, CHAIR, COSIDA NEW MEDIA/TECHNOLOGY COMMITTEE [CKSYME.ORG]; BILL SMITH, NORTHWESTERN STATE UNIVERSITY DIRECTOR OF MARKETING & BRANDING (SOURCE:

HOW TO DEVELOP AN EFFECTIVE CRISIS COMMUNICATIONS PLAN THAT WILL BUILD A STRONG BASE OF ADVOCATES ON YOUR SOCIAL MEDIA CHANNELS, COVERING MONITORING, ENGAGEMENT STRATEGIES, MESSAGING DO'S AND DO NOT'S, INCLUDING HOW TO BEST HANDLE NEGATIVE POSTERS, CASE STUDIES AND RESEARCH RESULTS (COSIDA AND CASE) ARE INCLUDED.

• MONDAY 26

CAPITAL ONE ACADEMIC ALL-AMERICA® MEN'S AND WOMEN'S SOCCER TEAMS ANNOUNCED FOR COLLEGE DIVISION (NOON, ET)

• TUESDAY 27

CAPITAL ONE ACADEMIC ALL-AMERICA® MEN'S AND WOMEN'S SOCCER TEAMS ANNOUNCED FOR DIVISION III (NOON, ET)

• WEDNESDAY 28

CAPITAL ONE ACADEMIC ALL-AMERICA® MEN'S AND WOMEN'S SOCCER TEAMS ANNOUNCED FOR DIVISION II (NOON, ET)

• THURSDAY 29

CAPITAL ONE ACADEMIC ALL-AMERICA® MEN'S AND WOMEN'S SOCCER TEAMS ANNOUNCED FOR DIVISION I (NOON, ET)

DECEMBER

• MONDAY 3

CAPITAL ONE ACADEMIC ALL-AMERICA® COLLEGE DIVISION FOOTBALL TEAM ANNOUNCED (NOON, ET)

• TUESDAY 4

CAPITAL ONE ACADEMIC ALL-AMERICA® DIVISION III FOOTBALL TEAM ANNOUNCED (NOON, ET)

• TUESDAY 4

ON-DEMAND CONTINUING ED SESSION: IMPACT OF NEW AND SOCIAL MEDIA ON COLLEGE ATHLETIC COMMUNICATIONS

PRESENTERS: G. CLAYTON STOLDT (CHAIR, WICHITA STATE SPORT MANAGEMENT PROGRAM); DERRICK DOCKETT (MISSOURI VALLEY CONFERENCE); MURRAY EVANS (OKLAHOMA CHRISTIAN); SUSAN LAX (UNIVERSITY OF KENTUCKY)

PRESENTING RESULTS FROM THE 2012 SURVEY OF COSIDA MEMBERS ON THE USAGE AND IMPACT OF SOCIAL MEDIA IN COLLEGE ATHLETIC COMMUNICATIONS. IN ADDITION TO THE KEY RESULTS FROM THE SURVEY BEING SHARED, PRACTITIONERS WILL EDUCATE US ON THE IMPLICATIONS OF THE FINDINGS. HOW TO DEVELOP AN EFFECTIVE CRISIS COMMUNICATIONS PLAN THAT WILL BUILD A STRONG BASE OF ADVOCATES ON YOUR SOCIAL MEDIA CHANNELS, COVERING MONITORING, ENGAGEMENT STRATEGIES, MESSAGING DO'S AND DO NOT'S, INCLUDING HOW TO BEST HANDLE NEGATIVE POSTERS, CASE STUDIES AND RESEARCH RESULTS (COSIDA AND CASE) ARE INCLUDED.

• WEDNESDAY 5

CAPITAL ONE ACADEMIC ALL-AMERICA® DIVISION II FOOTBALL TEAM ANNOUNCED (NOON, ET)

• THURSDAY 6

CAPITAL ONE ACADEMIC ALL-AMERICA® DIVISION I FOOTBALL TEAM ANNOUNCED (NOON, ET)

• MONDAY 10

CAPITAL ONE ACADEMIC ALL-AMERICA® COLLEGE DIVISION VOLLEYBALL TEAM ANNOUNCED (NOON, ET)

• TUESDAY 11

CAPITAL ONE ACADEMIC ALL-AMERICA® DIVISION III VOLLEYBALL TEAM ANNOUNCED (NOON, ET)

• WEDNESDAY 12

CAPITAL ONE ACADEMIC ALL-AMERICA® DIVISION II VOLLEYBALL TEAM ANNOUNCED (NOON, ET)

• THURSDAY 13

CAPITAL ONE ACADEMIC ALL-AMERICA® DIVISION I VOLLEYBALL TEAM ANNOUNCED (NOON, ET)

• TUESDAY 18

ON-DEMAND CONTINUING ED SESSION: BEYOND THE LABELS - BIAS AND STEREOTYPES IN COVERAGE

PRESENTERS: CAROL STIFF, ESPN VICE PRESIDENT, PROGRAMMING & ACQUISITIONS (NCAA, WBB); LAURA GENTILE, VICE PRESIDENT, ESPNW; KATIE RICHMAN, DIRECTOR OF SOCIAL MEDIA STRATEGY, ESPN; MECHELLE VOEPEL, ESPN.COM MODERATOR; CHEVONNE MANSFIELD, SOUTHEASTERN CONFERENCE

IN CELEBRATING THE 40TH ANNIVERSARY OF TITLE X, A LOOK AT BIAS AND STEREOTYPING IN SPORTS COVERAGE, AND A DISCUSSION OF HOW TO FOSTER RESPECTFUL PERSONAL EXPRESSION FROM YOUR ATHLETES AND COACHES.

JANUARY

• WEDNESDAY 2

CAPITAL ONE ACADEMIC ALL-DISTRICT MEN'S & WOMEN'S BASKETBALL NOMINATIONS BEGIN; NOMINATION DEADLINE IS TUESDAY, JAN. 15 (6 P.M., ET)

• TUESDAY 15

CAPITAL ONE ACADEMIC ALL-DISTRICT MEN'S & WOMEN'S BASKETBALL NOMINATIONS END; DEADLINE IS 6 P.M., ET

• FRIDAY 18

CAPITAL ONE ACADEMIC ALL-DISTRICT MEN'S & WOMEN'S BASKETBALL VOTING BEGINS; DEADLINE IS TUE., JAN. 29 (6 P.M., ET)

• TUESDAY 29

CAPITAL ONE ACADEMIC ALL-DISTRICT MEN'S & WOMEN'S BASKETBALL VOTING ENDS; DEADLINE IS 6 P.M., ET

• THURSDAY 31

CAPITAL ONE ACADEMIC ALL-DISTRICT MEN'S & WOMEN'S BASKETBALL TEAMS ANNOUNCED; (NOON, ET)

• THURSDAY 31

COSIDA SPECIAL AWARDS NOMINATION DEADLINE

***The following companies/sponsors have
CoSIDA “official provider”
recognition for the convention
and 2012-13 academic year***

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

SIDEARM - Official provider of CoSIDA’s website (including Academic All-America® online nomination and selection system, Career Center, Online Directory, awards and online membership systems)

ASAP Sports - CoSIDA’s official instant transcripts provider

NewTek - CoSIDA’s official continuing education video production provider

TRZ Sports/TEAMLINE - CoSIDA’s official conference call provider

Sports Systems - CoSIDA’s official online convention registration provider

Populous - CoSIDA’s official convention registration badge printer and provider

XOS Digital - CoSIDA’s official legal services provider
for the Academic All-America® program





SUNY Cortland Sports Information Director FRAN ELIA inducted into College's C-Club Athletic Hall of Fame

On Saturday, Oct. 20, SUNY Cortland's long-time and distinguished Sports Information Director Fran Elia was inducted as an honorary member into the College's C-Club Hall of Fame.

In his 22-year tenure, Elia has overseen the athletic media relations effort of Cortland's 25 varsity sports teams. In 2009, he received the prestigious Irving T. Marsh Service Award (College Division) for exhibiting excellence in the field of sports information from the Eastern Collegiate Athletic Conference (ECAC).

Fran Elia was one of seven new members inducted into the SUNY Cortland C-Club Hall of Fame during its 44th annual banquet and ceremonies on Oct. 20, in the College's Corey Union. In addition to the official ceremony, the inductees were introduced at halftime of the Cortland-Rowan football game earlier that afternoon.

Elia was the Honorary selection in the 2012 Hall of Fame.

Established in 1969, the C-Club Hall of Fame recognizes Cortland alumni who competed as athletes at the College and who since have distinguished themselves in their professions and within their communities. Honorary members are recognized for their long and significant contributions to SUNY Cortland athletics.

MORE ON ELIA:

Fran Elia (Honorary)
New Woodstock, N.Y.

The senior sports information director (SID) of the State University of New York Athletic Conference (SUNYAC), Fran Elia is in his 22nd year at SUNY Cortland in 2012-13. He started in the profession as a volunteer assistant at Siena College, his alma mater, during the 1990-91 school year before accepting a one-year internship as the assistant SID at Cortland the following year. In 1992, he was hired as Cortland's SID replacing Peter Koryzno, who became the College's director of public relations.

Elia oversees the publicity of Cortland's 25 varsity athletic teams. During his tenure, Cortland has hosted numerous conference and national tournaments, including the 1996 NCAA Division III Wrestling Championships and two National Collegiate Gymnastics Association Division III Championships. Elia also serves on Cortland's C-Club Board of Directors.

Elia received the Fraser Stokes Award for dedication to SUNY Cortland Athletics in 1996. He was named the inaugural chair of the SUNYAC Sports Information Directors Committee during the 2004-05 school year, and in 2009 he earned the Eastern College Athletic Conference – Sports Information Directors Association's (ECAC-SIDA) Irving T. Marsh Service Bureau Award for excellence in the profession.

In addition to his duties at Cortland, Elia oversaw the Upstate New York Division III Football Statistical Bureau from 1993-94, assisted with the compilation of weekly Intercollegiate Soccer Association of America women's soccer polls from 1992-94, and coordinated ECAC Upstate New York women's basketball all-star selections from 1995-97. He wrote a weekly regional column for the Web site D3football.com in 2000 and is currently a D3hoops.com Top 25 women's basketball poll voter. Elia also served as a results auditor in the Empire State Games media headquarters every summer from 1991-2001.

The Schenectady, N.Y., native graduated from Siena in 1988 and worked four years as a men's basketball student team manager at the school. He served as a staff auditor for the Big Eight accounting firm Coopers and Lybrand and took graduate courses in Communication Studies at The University at Albany prior to coming to Cortland.



Tell your story. Touch your fans. Everywhere.

With more than 60 hours of video content uploaded to YouTube every minute*, people are producing high-quality video content in new ways every day. The good news is, you don't have to be a major TV studio to get in the game.

NewTek Live Production Solutions allow you to produce HD quality television. No more complex hardware, software or process diagrams. Spend more time getting your story to your fans, and less time worrying about how to reach them.

- Volumes of signature looks to make each program distinct.
- High-capacity media storage for a high volume of project work.
- Flexibility to add up to eight camera angles from show, to show.
- Built-in live streaming at the push of a button.
- Stream, record, project and broadcast—all at once.

LUCKY 13:

Mobile apps every PR pro must have



This article appeared on the PR News website, prnewsonline.com, written by Jamar Hudson

A superhero never leaves home without its most valuable tool. Captain America always had his shield. The Batmobile had, well, everything. Wonderwoman had the lasso of truth. Over the course of the daily grind, PR pros may at times feel like superheroes. And even though communicators aren't out saving the world, having a mobile device in hand at all times can provide that invincible feeling.

However, in that mobile device, it's important to have the right apps. As PR pros are never really off, we here at PR News came up with 13 mobile apps every PR pro should possess.

AP Mobile: Want to know what's hot in the news? The Associated Press news app is your one-stop app for instant coverage of any news around the world.

Dropbox: Those files you have on your computer at the office? They can be shared and taken with you on the road with the Dropbox app. With 2GB of space, all of your documents can be right in your hand.

Evernote: One of the New York Times "top 10 Must-Have" apps, Evernote allows users to take notes, photos, create to-do lists and record voice reminders – all of which are important to PR pros to stay on top of their daily schedule.

Facebook: With all the talk about Facebook engagement and using the social media giant to promote your brand, having the Facebook app is essential, especially if you're responsible for managing your company's page.

Free Wi-Fi Finder: Finding an Internet connection, especially a strong one, can be a hassle when faced with having to log on to get some work done when you're out of the office.

Instagram: If your brand posts pictures to promote their products, having Instagram to share your visual content is an important tool to have.

LinkedIn: The professional networking app will provide quick info on a person's work and educational background. Meeting a client over lunch for the first time? Knowing where they went to school could be a good conversation starter.

Open table: This app is good to have in the event you're in a situation where you need to make a last-minute reservation to discuss a campaign over dinner.

Pinterest: Like Instagram, the visual aspect of PR is increasing and "pinning" has become a popular tool for PR pros.

Pulse: According to its description, the Pulse app brings all of your favorite blogs, magazines, social networks and newspapers in one place for free. Having an aggregate of info in one place is beneficial.

Twitter: Do we need to explain this one? Every PR pro needs access to Twitter at all times.

Skype: When out of the office, there may be times where you need to sit in on a meeting back at the office, or have a one-on-one talk with a client. Having Skype on your smartphone provides the options to connect visually wherever you are.

TripIt: If you're on the go often, as a lot of PR pros are, the TripIt app will make travels easier. The app automatically puts all your trip details into one itinerary.

Crisis Communications:

5 ways to help the media stay accountable in a crisis

Chris Syme, chair of the New Media/Technology Committee, authored this article on how to work effectively with the media who are covering a crisis - and might not be on-point with fact-checking as they race to get the word out. See this post at cksyme.org.

You can follow Syme on her website (<http://cksyme.org/>) and Twitter account (<http://twitter.com/cksyme>).

When a business or organization has a crisis, media members scramble to be the first to report the news. Today, every journalist - print, digital, and television - has access to social media in real-time. The added pressure to hurry sometimes causes journalists to shortcut fact checking, use limited sources, and misquote people in their race to be first. How can you help the media be more accountable? Here are five quick tips. This is by no means an exhaustive list, and you are encouraged to add to the list.

1. Keep basic information on the event housed somewhere online so you don't have to answer every request personally.

Put up a dark website page if you have one prepared, populate your Facebook page with information, or put a press kit portal on your present website so you don't have to waste everybody's time answering questions about information that is already public. You can refer most media members to this information first.

2. Keep a media log.

When I took the FEMA online training years ago, one of the first things I learned was the importance of keeping records in a crisis. People that are monitoring the phones, email, and social media should be keeping a chronological log of every contact point with the media. Who contacted you? What media outlet? When? What was their need/deadline? Did you follow-up? When? Do they need to be connected with someone for information?

Whoever is vetting media requests should also have a real-time sheet of important information including frequently asked questions, and be able to point media members to a website, spokesperson, or other digital sites where their questions can be answered. If there are press conferences or a press release schedule concerning the event, that should be made known to media as well. Follow up on all requests that need additional information.

3. If a member media still requests quotes or an interview, ask for a list of questions along with a deadline.

It's important to honor deadlines. Stonewalling is not a good tactic. If you truly don't have the information they need at that time or it's a matter of legal issues, tell them. Also, tell them if there will be an update so they can check your online media. If you are answering your own phone calls, when a media member calls, tell them you'll call them back. Get a name, a number, and the name of an organization. Don't grant an interview on the fly. Assure them you will get back to them and tell them when. Ask about the nature of their questions, but be warned they may say they're not sure. If they say their deadline is immediate, tell them politely that you can't talk at the moment, but would be glad to call them back or answer any questions via email.



4. If you do grant interviews, be sure and record the conversation.

Purchase an inexpensive digital recorder and keep it with you during a crisis. Most are small—about 1/3 the size of a cell phone. To prepare for a phone interview, make sure and test it to find out where the optimal location is to record the conversation. Have someone call you, put them on speakerphone, and do a dry run. If your office does not have a speakerphone option, Olympus makes an inexpensive earpiece device that can plug directly into your digital recorder. Always tell the media member politely that you are recording the conversation before you begin. If they ask why, just let them know you want to keep a record of your interviews. Simple as that.

5. Ask the media member when and where the interview will appear and make sure you record it (TV or audio) or save it (print or online).

If they tell you they don't know, make sure you or someone else finds the piece. I often ask media members to send me a courtesy email when the item is published. Save copies of all television, audio, and published pieces on the subject of your crisis, including ones where you are not quoted. This should be part of your overall monitoring/management plan for a crisis.

If you find you have been misquoted and it is minor, don't worry about it. If you feel you've been misrepresented or grossly misquoted, you may want to reach out to the media member politely through an email and ask about the incident. Just remember that media members are not obligated to print everything you say. They can cut and paste to present the interview however they please. Misquoting is not contextual—it is just verbatim. Stay on message, be brief, be responsive and cooperative. Here are some tips on how to deal with a biased reporter from media trainer Brad Phillips (www.MrMediaTraining.com).

Working with the media can be frustrating and it can be enlightening. Remember to use your own media channels to get your message out there. As John Wooden said, "be quick, but don't hurry." I like the Boy Scout motto the best—"be prepared."

A good source for how-to information on working with the media is Brad Phillips' blog, Mr. Media Training. A search of the word "interview" will produce many helpful articles on how to handle media interviews.

COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA
Future Convention Sites



2013
2014
2015
ORLANDO

Orlando
World Center
Marriott Resort &
Convention Center

2016
DALLAS



SCOUT.COM

IS NOW

FOX SPORTS NEXT

A DIVISION OF FOX SPORTS MEDIA GROUP

OFFERING THE MOST COMPREHENSIVE
COLLEGE FOOTBALL COVERAGE



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

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>
2012	St. Louis	2786	859	1993	Atlanta	1810	987
2011	Marco Island	2862	727	1992	Lexington	1706	989
2010	San Francisco	2497	614	1991	San Francisco	1669	915
2009	San Antonio	2563	553	1990	Houston	1627	947
2008	Tampa	2397	832	1989	Washington, D.C.	1467	1122
2007	San Diego	2216	920	1988	Kansas City	1361	855
2006	Nashville	2143	726	1987	Portland	1426	701
2005	Philadelphia	1946	783	1986	Nashville	1360	836
2004	Calgary	1961	496	1985	Boston	1341	904
2003	Cleveland	1954	780	1984	St. Louis	1304	714
2002	Rochester	1888	748	1983	San Diego	1170	610
2001	San Diego	1877	1065	1982	Dallas	1077	651
2000	St. Louis	1855	980	1981	Philadelphia	984	639
1999	Orlando	1839	1195	1980	Kansas City	944	495
1998	Spokane	1812	609	1979	Chicago	593	458
1997	New Orleans	1825	1060	1978	Atlanta	510	415
1996	Boston	1803	1056	1977	Los Angeles	550	312
1995	Denver	1772	903	1976	Cincinnati	671	335
1994	Chicago	1804	1030	1975	Houston	623	303



Photo courtesy Slingshot Photography



The Fiesta Bowl salutes the media professionals of CoSIDA.

FIESTABOWL.ORG



2013

CoSIDA CONVENTION

at NACDA Affiliates

Convention

June 12-15

Orlando Marriott

World Center

Key reminders when publicizing student-athletes who earn Capital One Academic All-District and All-America® honors

CoSIDA Members:

As the first Capital One Academic All-America® teams of the season are selected in the coming weeks, I'm writing with a few helpful reminders on using proper terms and marks when publicizing the accomplishments of your student-athletes.

CoSIDA and Capital One are proud to continue their partnership in presenting the Capital One Academic All-America® Teams as selected by CoSIDA.

Capital One is in its third year as the presenting sponsor of our program, which honors nearly 2,000 student-athletes at the national level and 4,000 student-athletes at the district level for their all-around accomplishments in the classroom, in the community and in competition.

Here are some helpful reminders on properly publicizing your honorees:

*Please remember to refer to teams as the "Capital One Academic All-America® Team as selected by CoSIDA (or the College Sports Information Directors of America). This tagline must be used when referring to either the district or national teams in all instances without exception. Please use the registered trademark (®) symbol whenever possible as well.

*Capital One has launched a website devoted to the Academic All-America® program which we also ask to help promote throughout the year, and that URL is www.CapitalOneAcademicAllAmerica.com. If you have a student-athlete selected as the Academic All-America® of the Year in his or her respective program, you will be contacted directly by members of the Academic All-America® Committee on additional promotional materials.

*CoSIDA and Capital One hold the exclusive trademark on the term "Academic All-America®". With that in mind, please do not refer to any coaches



association's team or any other collegiate organization's programs with the term "Academic All-America®". For example, the National Field Hockey Coaches Association selects an All-Academic team, not an Academic All-America® team. Your help and cooperation in maintaining the exclusive trademark is greatly appreciated. We ask that you be diligent about enforcing proper use of the term, and if you see any organization or school infringing upon that trademark, please contact Academic All-America® Committee Chair

Emeritus Dick Lipe (rlipe@bentley.edu) or CoSIDA Executive Director John Humenik (jhumenik@bellsouth.net) immediately.

*Capital One has developed a specific mark (logo) for use in publicizing all teams at both the district and national levels. If you would like to receive a copy of this mark, please e-mail either myself (jseavey@maritime.edu) or Barb Kowal, CoSIDA's Director of External Affairs (barbkowal@cosida.com).

*Additional information on the Academic All-America® program can be found on the CoSIDA homepage at <http://www.cosida.com/Awards/allamerica.aspx>.

Once again, thank you for your continued support of the Capital One Academic All-America®. Please remember to nominate deserving student-athletes in all of our programs throughout the year, and keep in mind that all nominations for the Capital One Academic All-America® Hall of Fame must be submitted within the next 10 days. Please feel free to contact me at any time if you have additional questions.

Sincerely,

Jim Seavey
Massachusetts Maritime Academy
Associate Chair, Marketing/Hall of Fame
Event Operations
CoSIDA Academic All-America® Committee

2012-13 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. 2	Tues. Oct. 9	Tues. Oct. 9	Wed. Jan. 2	Tues. April 2	Tues. April 16	Tues. April 30
Nomination Deadline	6 p.m. ET Tues. Oct. 16	6 p.m. ET Tues. Oct. 23	6 p.m. ET Tues. Oct. 23	6 p.m. ET Tues. Jan. 15	6 p.m. ET Tues. April 16	6 p.m. ET Tues. April 30	6 p.m. ET Tues. May 14
DCs Finalize Ballots	Fri. Oct. 19	Fri. Oct. 26	Fri. Oct. 26	Fri. Jan. 18	Fri. April 19	Fri. May 3	Fri. May 17
District Voting Deadline	6 p.m. ET Tues. Oct. 30	6 p.m. ET Tues. Nov. 6	6 p.m. ET Tues. Nov. 6	6 p.m. ET Tues. Jan. 29	6 p.m. ET Tues. April 30	6 p.m. ET Tues. May 14	6 p.m. ET Tues. May 28
Academic All-District® Team Release Date	noon ET Thurs. Nov. 1	noon ET Thurs. Nov. 8	noon ET Thurs. Nov. 8	noon ET Thurs. Jan. 31	noon ET Thurs. May 2	noon ET Thurs. May 16	noon ET Thurs. May 30
Updating Deadline for First-Team All-District Selections	noon ET Mon. Nov. 5	noon ET Mon. Nov. 12	noon ET Mon. Nov. 12	noon ET Mon. Feb. 4	noon ET Mon. May 6	noon ET Mon. May 20	noon ET Mon. June 3
NC OKs National Ballot	Tues. Nov. 6	Tues. Nov. 13	Tues. Nov. 13	Tues. Feb. 5	Tues. May 7	Tues. May 21	Tues. June 4
National Ballot Voting Deadline	6 p.m. ET Tues. Nov. 13	6 p.m. ET Tues. Nov. 20	6 p.m. ET Tues. Nov. 20	6 p.m. ET Tues. Feb. 12	6 p.m. ET Tues. May 14	6 p.m. ET Tues. May 28	6 p.m. ET Tues. June 11
AAA Teams to Vice-Chair	Wed. Nov. 14	Wed. Nov. 21	Wed. Nov. 21	Wed. Feb. 13	Wed. May 15	Wed. May 29	Mon. June 17
Academic All-America® Team Release Date(s)	noon ET M. Nov. 26 (C) T. Nov. 27 (3) W. Nov. 28 (2) Th. Nov. 29 (1)	noon ET M. Dec. 3 (C) T. Dec. 4 (3) W. Dec. 5 (2) Th. Dec. 6 (1)	noon ET M. Dec. 10 (C) T. Dec. 11 (3) W. Dec. 12 (2) Th. Dec. 13 (1)	noon ET M. Feb. 18 (C) T. Feb. 19 (3) W. Feb. 20 (2) Th. Feb. 21 (1)	noon ET SB BA M. 5/20 (C) T. 5/28 T. 5/21 (3) W. 5/29 W. 5/22(2)Th. 5/30 Th. 5/23 (1) F. 5/31	noon ET M. June 3 (C) T. June 4 (3) W. June 5 (2) Th. June 6 (1)	noon ET M. June 24 (C) T. June 25 (3) W. June 26 (2) Th. June 27 (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 3, 2012

CoSIDA says Thank You

Alphabetical Roster of Sponsors/Providers for 2012 Convention

Alamo Bowl
Allstate Sugar Bowl **
American Baseball Coaches Association
American Football Coaches Association
ARA Sportsmanship Award
ASAP Sports **
Atlantic Coast Conference
AT&T Cotton Bowl Classic
BFish, Inc.
Big East Conference
Big Ten Conference
Big Ten Network
Big 12 Conference
Capital One **
Colonial Athletic Association
College Press Box.com
Conference USA
ESPN **
Fiesta Bowl **
Football Bowl Association
Football Writers Association of America
FOX Sports Networks **
Front Row Marketing Services
Heisman Trophy
Horizon League
Paul Hornung Award
Jostens / MTM Recognition
Licensing Resource Group
Lindy's Publications
Lott IMPACT Trophy
Missouri Valley Conference
National Association of Basketball Coaches

NCAA **
NCAA Football
National Fastpitch Coaches Association
National Football Foundation
National Football League **
NewTek **
Orange Bowl **
Pac-12 Conference
PlayUp
Populous **
Proventions Group
Rose Bowl Game **
SIDARM Sports **
Southeastern Conference
Sporting News
Sports Systems **
Stat Crew **
(Part of CBS Sports Interactive)
TextCaster **
TRZ Sports/TEAMLINe **
Turner Sports **
USA Basketball
United States Basketball Writers Association
Women's Basketball Coaches Association
Wuerffel Trophy
XOS Digital **

**** - refers to groups that are considered a
2012 Convention and
2012-13 academic year supporter**

Who uses Sports Systems to manage credentials?

- ◆ More than 40 colleges/universities
- ◆ 22 conferences
- ◆ 32 bowls
- ◆ The NCAA

PressPass has become the industry standard. Let us show you how we can forever change that arduous credential management task that drains staff time.

sports systems

online innovations for events

For a quarter century, **Sports Systems** has been the SID's outsourcing leader, providing school, conference and bowl media relations directors with *press release distribution, postseason awards voting, conference calling, and performance list scoring systems.*

Let us show you how we can help you manage guests, events and tickets via our innovative **GuestPass** and **TicketTracker** systems. Former SID **Brian Binette** is here in St. Louis to show you how we can help you be more effective!

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



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

January 2, 2013

79th Annual Allstate Sugar Bowl

Mercedes-Benz Superdome - New Orleans, La.



Thanks to our Exhibitors

CoSIDA thanks the following 2012 Convention Exhibitors for their support

Major CoSIDA Sponsors who are also Exhibitors

ASAP Sports

ESPN

NewTek

SIDEARM Sports

Sports Systems

Stat Crew Software

TextCaster

Other Exhibitors

BoxCast

Daktronics

Fieldhouse Media

Identive Group, Inc.

Jostens/MTM Recognition

MomentumMedia

Presto Sports

Proforma

SIDHelp

Sound Director, Inc.

Sport Productions

Streamline Technologies

Stretch Internet

The Name Engine

The Rush

TVEyes, Inc.

Watchfire

**2013 CoSIDA CONVENTION
AS PART OF NACDA & AFFILIATES CONVENTION**

ORLANDO



**June 12-15, 2013
ORLANDO MARRIOTT WORLD CENTER**

FIVE

Questions . . .

With Brad Nadeau

Director of Athletics Communications, Middlebury College (Vt.)

by Larry Happel, Central College

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

I was hired at Middlebury right out of college in the fall of '94 and have never left. I worked as a student assistant at the University of Maine as an undergraduate for three years, before getting a one-year internship here at Middlebury. I returned to Middlebury for a second year, and the position became full-time that spring.

I worked for Matt Bourque (America East) and Joe Roberts while I was at UMaine. I learned many things from both of them that have helped me in my current position today. Professionalism, promptness and doing the job right are just a few of the qualities that I learned from Matt and Joe.

Coming to Middlebury right out of college required me to learn on the fly for many tasks. Three months after I was hired I was attending the NCAA Field Hockey Championship, while four months later I was hosting the NCAA Hockey Championship.



2. *Thirty-one sports, one SID. And an athletics program with 23 NCAA Division III team championships since 2000 as well as the 2011-12 Directors' Cup. Every SID is busy, but seriously, there aren't many that serve as the primary contact for 31 largely successful sports. How do you prioritize your time?*

That's a very good question and one I get all the time. I am a very organized person, which I think you have to be if you're in my position. Over the years I have become very efficient at processing through a lot of information in a short period of time. Admittedly, I'm not able to spend as much time on each game story as I would like, but when you're handling 11 events and stories on a Saturday, time does not allow for that. I feel like I do a good job with my game stories with details, goal descriptions etc., but I do wish I had more time to spend on them.

As far as priorities go, my first priority is to always get the opposing SID the information they need as soon as possible so they can do their job. Obviously getting our scores posted when games are completed is a priority, as well as posting the information to our website and emailing it out to the media.

Carolyn LaRose has provided administrative support for me since I arrived at Middlebury, I certainly couldn't do this job without her help. I do have some part-time help that helps me get through the winter and spring seasons. One of our assistant football coaches, Joe Early, has worked winter and spring events for me for the past eight years, while

Susanna Mason has helped with hockey and tennis for nine years. I do use students to staff many of our home games, but I do all the writing and post-game summaries.

3. Most Division III schools receive little media coverage. Who is your primary target audience and how does that impact how you approach your work?

We actually do very well in the Burlington, Vermont market (45 minutes away). The three television affiliates are often on campus covering events as well as doing feature stories. We seem to get less and less newspaper coverage, as they tend to cater to the local high schools to aid in their advertising sales. At this stage of the game, I'm pretty comfortable with the fact that if people want to read about our teams, they will visit www.gomidd.com.

4. What are the biggest challenges ahead for Division III athletics communication professionals?

I think a lot of the challenges that are facing us revolve around social media and webcasting. These two things have evolved so much over that past five years, that at times it can be challenging to figure out the best way to implement them on each of our campuses.

Webcasting home events has now almost become the norm at so many levels in collegiate athletics. Most of the time this ends up falling on the SID who has many other game day duties to handle, creating a greater workload. I am lucky enough here that after three years of handling the webcasting responsibilities on my own, we were able to sign a contract with a local company who is producing games at several colleges in Vermont. I know this doesn't happen often at other schools, but finding a way to get webcasting off the laps of SIDs has to be a priority.

Everyone seems to have different thoughts and theories on how best to use Facebook and Twitter. I think as long as we're all taking advantage of these tools in some way or form, good things will come from it.

5. What's kept you at Middlebury for 19 years?

At the end of the day, I'm getting paid to watch sporting events – not a bad gig. I think every one of us has our ups and downs, with the enormous amounts of hours that we work during the school year. I'm able to take quite a bit of time off in the summer to recuperate and get ready for another year.

I also love Vermont and the Middlebury area and I work with a lot of great people in athletics as well as communications. The landscape and facilities here are amazing, and winning certainly promotes a positive vibe in the department. This is the only job I've ever had and might be the only one I ever have - although a full-time assistant sure would be nice! ☺



2013
CoSIDA CONVENTION
at NACDA Affiliates
Convention
June 12-15
Orlando Marriott
World Center

COSIDA BOARD OF DIRECTORS

2012-13 INITIATIVES

BRANDING

- Continue to enhance CoSIDA's strategic resource mission and value brand ("Strategic Communicators for College Athletics") throughout all levels of the intercollegiate athletics community.
- Work with Cryder Rinebold to conduct a pertinent evaluation- external and internal- of CoSIDA's brand awareness / perception to determine if its effectiveness is being met, and is in-line with industry goals, organizational goals and initiatives.
- Continue to develop, refine and market organizational communications documents that addresses a list of emphasis points:
 - What and who is CoSIDA
 - Why a CoSIDA membership has value
 - The benefits of CoSIDA membership, participation and leadership participation/building within CoSIDA
 - The value of supporting and attending the annual CoSIDA Convention
 - Continue to build our relationships with the appropriate contacts at the NCAA/ NACDA so that those daily email blasts include CoSIDA/professional news being directly delivered to thousands of folks within other administrative/ management components of the collegiate athletics industry- a key outreach aspect of our strategic branding.

MEMBERSHIP SERVICES

- Develop and implement over the course of the year relevant, informational and innovative "Continuing Education" programs for our membership via conference calls/webinars.
- 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.
- Continue to develop a proactive website that a growing number of CoSIDA's membership will view as a key place to come for professional development and continuing education based information.
- Continue to develop and advance a relevant "online resource library" within cosida.com that will provide a place for membership to come to gain information and direction regarding a variety of areas and topics in the athletics communications-based realm.

- 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 informative, timely, relevant and pro-active in its approach.

- Continue to evaluate and strive to make all of our membership newsletters (Communications Watch, Job Center, News and Information, Monthly Calendar, etc) information, timely and relevant.

ORGANIZATIONAL MANAGEMENT/ LEADERSHIP STRUCTURE

- Work closely with all appropriate divisional leadership groups to grow CoSIDA membership at all levels, utilizing- as needed/appropriate- specialized division- specific communications strategies. What is appropriate/important at one level might not be necessarily so at another.
- Continue to evaluate CoSIDA's management structure to determine if is appropriate and relevant in regard to the constant changes within our profession and its membership.
- Work with the CoSIDA Division I leadership to strengthen its management and leadership organization. Seek to show positive movement with regard to Division I involvement with CoSIDA and increased attendance at the annual CoSIDA Convention.
- Evaluate the structure, communications and effectiveness of the convention program committee/schedule to ensure it is meeting the needs, desires and continuing education aspects of a diverse representative membership.
- Continue to build upon the progress and positive leadership role that the divisional management advisory committee concept (UDMAC/CDMAC) has had within the CoSIDA management structure while also addressing with solutions any lack of progress in that regard.
- Continue to have the Board's leadership work with the committee leadership build a committee structure that is jointly viewed as effective.
- Review and evolve the internal job performance evolutions/process created for CoSIDA's full-time staff during the 2011-12 year, ensuring its goals and benchmarks are accurate, attainable and recognizable.
- Address any questions/concerns that have developed due to the recent growth and expansion of the Academic All-America program to continue to ensure its lofty status within the intercollegiate athletics community.

OUTREACH - INTERNAL AND EXTERNAL

- Work with our individual SIDA/MAC organizations within the CoSIDA organizational umbrella in addressing present and future growth concerns within the organization and with peer industry groups.
- Work with our individual SIDA/MAC organizations within the CoSIDA organizational umbrella to assist them with building productive working relationships with their peer groups both within the profession and the industry community at-large.
- Continue to work, via our partnership with NACDA, to build productive relationships and partnerships with all of the Athletic Directors Associations, Conference Commissioner Groups and other management functions (NACMA, etc.) that are aligned within the NACDA umbrella.
- Continue to strive to have purposeful and positive presence at all appropriate national conventions, national meetings/conferences/ events as well as at important conference and regional meetings.

- Continue to build appropriate and productive relationships and partnerships with NCAA senior leadership staff in Indianapolis at all divisional levels.
- Continue to build appropriate and productive relationships and partnerships with NAIA senior leadership staff in Kansas City.

CONVENTION BASED

- Through the CoSIDA/NACDA Transition Team finalize messaging and public relations concepts to promote the CoSIDA Convention at NACDA experience as it merges within the NACDA Convention umbrella. Promote the positive points of this arrangement while also addressing pertinent concerns.
- Continue to strive to close the negative financial gap that exists with our annual convention in terms of per person registration fee and per person cost.



2013
CoSIDA CONVENTION
at NACDA Affiliates
Convention
June 12-15
Orlando Marriott
World Center

COSIDA COMMITTEES

2012-13 INFORMATION

To the CoSIDA Membership:

Below you will find 2012-13 CoSIDA Committees listed, with chairs, Board of Director liaisons and committee descriptions. We have committees looking for volunteers as well. Please get involved today with CoSIDA -- we are as strong a national organization as YOU make us!

If you are not on a committee and are interested in serving on a committee for 2012-13, please contact Debbie Copp, Chair, Committee on Committees, at dcopp@ou.edu, to indicate your interest.

2012-13 CoSIDA Committees

(Committee Chairs, Board Liaisons & Committee Descriptions)

• Academic All-America

Co-chaired by Bernie Cafarelli, Notre Dame [cafarelli.1@nd.edu] and Mark Beckenbach, Ohio Wesleyan [mlbecken@owu.edu] Board Liaison: Mark Fleming, Moravian and John Humenik, CoSIDA Executive Director

The Academic All-America® program was initiated in 1952 and stands as CoSIDA's largest committee. The corporate sponsor of the AAA program is Capital One. To be considered a student-athlete must be nominated by an active member of CoSIDA. The core program of the Capital One Academic All-America® committee entails that after a district vote, the elected candidates form a national ballot for vote by a national committee. The national committee votes to select a first, second and third team (except in football) as well as an Academic All-America® of the Year.

Capital One Academic All-America® Teams are selected at the NCAA Division I, II and III levels plus a college division team that includes NAIA, Canadian and two-year schools in the following sports: Men's Soccer, Women's Soccer, Football, Women's Volleyball, Men's Basketball, Women's Basketball, Baseball, Softball, Men's At-Large, Women's At-Large, Men's Track & Field/Cross Country and Women's Track & Field/Cross Country.

Along with the committee's core program, the Academic All-America® committee also oversees the Academic® All-America Hall of Fame Program.

• Allied Organizations

Chaired by Robert McKinney [rmckinne@willamette.edu] Board Liaison: Kent Brown, Illinois

The purpose of this committee is to act as a liaison between CoSIDA and organizations which can make use of the expertise of any or all its members. The goals of this committee will be achieved through various means like the creation of a CoSIDA Experts and Speakers guide plus compiling lists of public relations professionals in athletics outside of CoSIDA.

• Committee on Committees

Chaired by Debbie Copp [dcopp@ou.edu] Board Liaison: Mark Fleming, Moravian

The purpose is to determine staffing assignments for all committees. This will be done through interaction with the CoSIDA membership as to their interests in service plus working with committee chairs as find out what their staffing needs are. This committee will also work with the CoSIDA Board of Directors and membership to keep the committees of the organization relevant to our diverse profession.

• Convention Program

Chaired by Board Liaison: Eric McDowell, Union (N.Y.), CoSIDA 2nd VP [mcdowe@union.edu]

The purpose of this committee is to plan and organize the educational program for the annual CoSIDA Convention, working with the Board of Directors and divisional leadership to plan a relevant program that represents the diversity of our organization. In addition, this committee works with the CoSIDA Board of Directors and divisional leadership to provide a series of continuing education topics for the membership outside of the time of the CoSIDA Convention.

• Convention Operations Committee (new committee being formed in 2012-13) **Board Liaison: Will Roleson, Director of Internal Operations/Treasurer**

The purpose of the committee is to assist with local site preparations and on-site logistics during the annual Convention. Included among the committee's responsibilities are signage and room set-up, registration operations, special event coordination and other duties to be determined. This committee has been re-formed and re-purposed from the former Social Committee.

• Goodwill and Wellness

Chaired by Sam Atkinson [john-samuel.atkinson@gallaudet.edu] Board Liaison: Cindy Fotti, Columbia (Mo.)

Previously known as the Charity Committee, this group is involved in fundraising for worthy organizations and community service activities during the CoSIDA Workshop and during the academic year. This committee conveys the organization's desire to help those in need while at the same time fostering social awareness and togetherness within its membership. Wellness was added to this committee's name and mission in 2011-12. The group will provide the CoSIDA membership with a variety of tools and programming to help promote total body and mind wellness.

• Job Seekers

Chaired by Lawrence Fan [lawrence.fan@sjsu.edu] Board Liaison: Steve Flegel, Whitworth

This committee acts as CoSIDA's main career center, handling information on the most current job transactions and current position openings within collegiate athletics communications. This committee will assist qualified candidates to find employment within collegiate athletics communications and will help employers find qualified candidates to fill open positions. This committee will also provide interested members with a job seekers primer with information on job-related activities.

• Membership Services

Chaired by Blake Timm [timmb@pacificu.edu]
Board Liaison: Dave Walters, Guilford

The Membership Services Committee's charge is to develop avenues by which to help CoSIDA members excel as professionals. The committee is charged with the development and maintenance of the organization's online Membership Resource Library, assisting CoSIDA staff with the maintenance of the CoSIDA Directory and in developing new avenues to welcome new members to both the organization and the profession. The Membership Services group has an ultimate goal of securing 100 percent membership nationwide and in Canada.

• New Media/Technology

Chaired by Chris Syme [2cksyme@gmail.com]
Board Liaison: Rob Carolla, Big 12 Conference & Barb Kowal, CoSIDA Director of External Affairs

The committee formulated its principal goal as one of educating the overall membership on the strategic use of new media and its technology in the athletic communications profession. The committee also serves as an information resource bank for the CoSIDA website. It is hoped the committee can serve as an ongoing reference source for the membership and for the broader field of college athletics professionals.

• Nominating

Chair & Board Liaison: Justin Doherty, University of Wisconsin (CoSIDA Past President) [jmd@athletics.wisc.edu]

Committee reviews and votes at each convention on the upcoming slate of Board of Directors and officers candidates. Committee is comprised of past presidents, out-going CoSIDA president and out-going Board members.

• Publications Contest

Chair: TBA
Board Liaison: Dan Drutz, Arcadia

The committee serves as a means of recognizing outstanding work by CoSIDA members. Any company or business is motivated by a desire to excel and the publications contest serves this purpose. This committee will judge online media guide publications as well as posters.

• Scholarship

Chaired by Carol Hudson [chudson@odu.edu]
Board Liaison: Ed Hill, Howard University

This committee was formulated to be the decision-making group in terms of determining worthy candidates for CoSIDA-based scholarships. CoSIDA has been fortunate to provide financial help for those newcomers and up-and-coming individuals who need opportunities to further themselves in this profession.

The organization will distribute a total of \$25,000 to scholarship winners during the academic year after choosing a pair of \$5,000 postgraduate scholarship recipients, two more \$2,500 undergraduate scholarship winners, and one school to receive a \$10,000 Graduate internship grant.

• Special Awards

Chaired by Tam Flarup [tjf@athletics.wisc.edu]
Board Liaison: Justin Doherty, University of Wisconsin

This committee is responsible for selection of the annual awards presented at the CoSIDA Workshop. Those awards include the Hall of Fame, 25-Year, Arch Ward, Jake Wade, Warren Berg, Bob Kenworthy, Keith Jackson, Trailblazer, Bud Nangle, Rising Star, Lifetime Achievement, and Bill Esposito Backbone awards.

Online nominations are open year round, closing only from January 31 to March 1 to allow the committee to vote on nominees. Committee members will be provided the nominating information by the chair. The committee, which is comprised of CoSIDA members with 10 or more years of experience in the field, will vote online to select the award winners. These winners will be honored at the site of the annual CoSIDA Convention.

• Writing Contest

Chaired by Wade Steinlage [steinlagew@wmpenn.edu]
Board Liaison: Ed Hill, Howard University

The purpose of the CoSIDA Writing Committee is to encourage, honor and improve the quality of writing within the profession. The committee sponsors an annual writing contest with multiple categories open to all CoSIDA members.



COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA PRESIDENTS

2012-13	Joe Hornstein	FIU
2011-12	Tom Di Camillo	Pacific West Conference & Central Arizona College
2010-11	Larry Dougherty	Temple
2009-10	Justin Doherty	Wisconsin
2008-09	Nick Joos	Baylor
2007-08	Charles Bloom	Southeastern Conference
2006-07	Doug Dull	Maryland
2005-06	Joe Hernandez	Ball State
2004-05	Rod Commons	Washington State
2003-04	Tammy Bocclair	Vanderbilt
2002-03	Alan Cannon	Texas A&M
2001-02	Pete Moore	Syracuse
2000-01	Fred Stabley Jr.	Central Michigan
1999-00	Max Corbet	Boise State
1998-99	Maxey Parrish	Baylor
1997-98	Pete Kowalski	Rutgers
1996-97	Jim Vrugink	Purdue
1995-96	Rick Brewer	North Carolina
1994-95	Hal Cowan	Oregon State
1993-94	Doug Vance	Kansas
1992-93	Ed Carpenter	Boston University
1991-92	George Wine	Iowa
1990-91	June Stewart	Vanderbilt
1989-90	Arnie Sgalio	Big Sky Conference
1988-89	Bill Little	Texas
1987-88	Bob Smith	Rutgers
1986-87	Roger Valdiserri	Notre Dame
1985-86	Jack Zane	Maryland
1984-85	Nordy Jenson	Western Athletic Conference
1983-84	Bill Whitmore	Rice
1982-83	Howie Davis	Massachusetts
1981-82	Nick Vista	Michigan State
1980-81	Langston Rogers	Delta State
1979-80	Dave Schulthess	Brigham Young
1978-79	Don Bryant	Nebraska
1977-78	Bob Peterson	Minnesota
1976-77	Bill Esposito	St. John's
1975-76	Bob Bradley	Clemson
1974-75	Hal Bateman	Air Force
1973-74	Jones Ramsey	Texas
1972-73	Jim Mott	Wisconsin
1971-72	Dick Page	Massachusetts
1970-71	Elmore Hudgins	Southeastern Conference
1969-70	Harry Burrell	Iowa State
1968-69	Tom Miller	Indiana
1967-68	Bill Young	Wyoming
1966-67	Marvin Francis	Wake Forest
1965-66	Bob Culp	Western Michigan
1965-66	Val Pinchbeck	Syracuse

1964-65	Harold Keith	Oklahoma
1963-64	Warren Berg	Luther
1962-63	Bob Hartley	Mississippi State
1961-62	John Cox	Navy
1960-61	Marty Reisch	Air Force
1959-60	Wilbur Evans	Southwest Athletic Conf.
1958-59	Fred Stabley Sr.	Michigan State
1957-58	Ted Mann	Duke



**CoSIDA's 57th President
Joe Hornstein (right)
of FIU accepts the gavel
from 2011-12 President
Tom Di Camillo**



Contact Information
THE 2012-13 COSIDA BOARD OF DIRECTORS

Office	Name	Office Phone	Email
President	Joe Hornstein Florida International	(305) 348-6666	jhornste@fiu.edu
First Vice-President	Shelly Poe Auburn	(334) 844-9703	slp0019@auburn.edu
Second Vice-President	Eric McDowell Union College (N.Y.)	(518) 388-6170	mcdowe@union.edu
Third Vice President	Judy Willson Mountain West Conference	(719) 488-4052	jwillson@themwc.com
Secretary	Jeff Hodges North Alabama	(256) 765-4595	sportsinformation@una.edu
At-Large Representative	Dan Drutz Arcadia	(215) 572-4048	drutzd@arcadia.edu
At-Large Representative	Rob Carolla Big 12 Conference	(469) 524-1011	rcarolla@big12sports.com
At-Large Representative	Ed Hill Howard	(202) 806-7184	ehill1950@aol.com
At-Large Representative	Kent Brown Illinois	(217) 244-6533	kwbrown3@illinois.edu
College Division Rep. Central	Cindy Fotti Potter Columbia (Mo.)	(573) 875-7454	cnfotti@ccis.edu
College Division Rep. Northeast	Mark Fleming Moravian	(610) 861-1472	sportsinfo@moravian.edu
College Division Rep. South	Dave Walters Guilford	(336) 316-2107	dwalters@guilford.edu
College Division Rep. West	Steve Flegel Whitworth	(509) 777-3239	sflegel@whitworth.edu
College Division Rep. At-Large	Greg Goings Bowie State	(301) 860-3574	ggoings@bowiestate.edu
College Division Rep. At-Large	Mark Adkins Manchester	(260) 982-5035	mtadkins@manchester.edu
First Past President	Tom Di Camillo Pac West Conference	(480) 983-6605	tomdicamillo@thepacwest.com
Second Past President	Larry Dougherty Temple	(215) 204-3850	larrydoc@temple.edu
Third Past President	Justin Doherty Wisconsin	(608) 262-1811	jmd@athletics.wisc.edu
Ex-Officio Members			
Executive Director	John Humenik	(352) 377-1908	johnhumenik@cosida.com jhumenik@bellsouth.net
Director of External Affairs	Barb Kowal	(512) 739-1234	barbkowal@cosida.com
Director of Internal Operations	Will Roleson	(317) 490-2905	willroleson@cosida.com