

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

OPEN
for Nominations

Nominations for CoSIDA Special Awards . . .

Submissions for Fred Stabley, Sr. Writing Contest . . .

Applications for 2013 Scholarship Awards . . .

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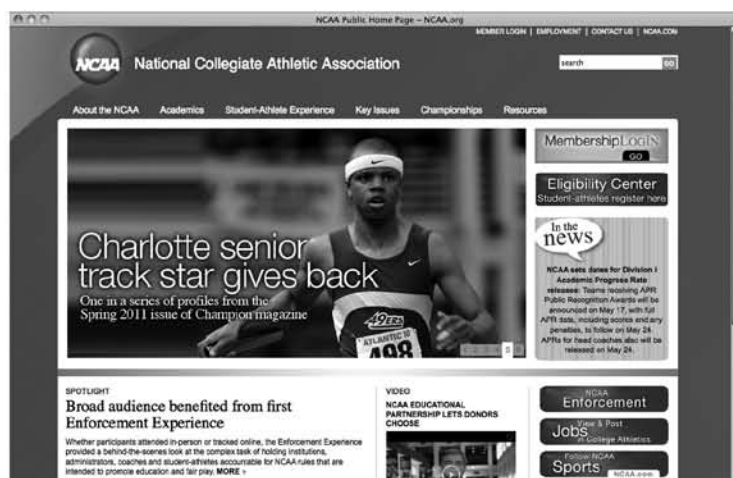
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College sports are always fun — and sometimes complicated. If you want reliable information about the issues surrounding intercollegiate athletics, visit NCAA.org

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



2012 CoSIDA

DECEMBER E-DIGEST



**Special Awards Nominations OPEN until January 31...
Fred Stabley, Sr. Writing Contest OPEN until Feb. 22...
CoSIDA Scholarship Application Process Open Soon...**

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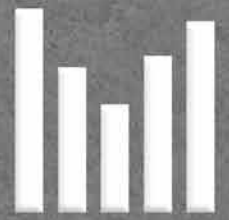
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NOMINATE FOR SPECIAL AWARDS

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.



FRED STABLEY, SR.

WRITING CONTEST

The annual CoSIDA Fred Stabley, Sr. Writing Contest is open to all 2012-13 dues-paying members of CoSIDA. It recognizes excellence in feature writing, historical features, administrator/coach profiles and event coverage writing. Entries will be judged on overall writing style, correct use of English, inventiveness, written presentation and the ease with which the read acquires the information.

Beginning in 2012-13, all nominations can be submitted ONLINE.

Please go the link below and submit your features/articles:
<http://www.cosida.com/fswcontest.aspx>

All entries are considered to be on a level playing field. Entries are not categorized by budget, athletic competition, division or size of staff. The Contest is comprised of seven categories (athlete, general feature, coach/administrator/historical, event, blog/interview, season preview/recap, and story with video). Members may submit up to three stories per category.

The deadline for submission is February 22, 2013.

Entries must have been written between January 1, 2012 and December 31, 2012.

Non-CoSIDA members who work in an athletic media relations office (graduate assistants, interns, student assistants, volunteers) may submit entries, provided each entry is sponsored by a dues-paying member of that office.

CONTEST CATEGORIES

Athlete Profile
Coach/Administrator Profile/Historical Feature
Event Coverage
General Feature
Blog/Interview
Story With Video
Season Recap/Preview



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/>

2013 CoSIDA Convention during NACDA & Affiliates Convention Week to feature productivity and employee performance expert Laura Stack as a keynote speaker

Collegiate sports communications professionals will be truly impressed with the “Kickoff Session” of the 2013 CoSIDA Convention in Orlando next June.

Laura Stack, MBA, CSP, a leading expert in time management, work/life balance, stress management and other areas that are essential to the success of SIDs nationwide, will provide her presentation at 3:00 p.m. on Wednesday, June 12 at the Orlando Marriott. The announcement was made by CoSIDA Second Vice President Eric McDowell (Union College - N.Y.), who is overseeing the 2013 convention programming.

For the first time in CoSIDA history, the annual CoSIDA Convention will be held in association with the NACDA and Affiliates Convention.

Although CoSIDA will hold its convention activities in conjunction with NACDA and share programming and a social event (TBA), the CoSIDA leadership is running the convention - and its other social activities - independently.

Stack has consulted with Fortune 500 corporations for nearly 20 years in the field of personal productivity. She helps her clients achieve Maximum Results in Minimum Time® and develop high-performance cultures. She is the president of The Productivity Pro®, Inc., which specializes in productivity improvement in high-stress organizations.

Since 1992, Laura has presented keynotes and seminars on improving output, lowering stress, and saving time in today's workplaces. She is one of a handful of professional speakers whose business focuses solely on time management and productivity topics. Laura is a high-energy, high-content speaker, who educates, entertains, and motivates professionals to improve workplace productivity.

Laura has been a spokesperson for Microsoft, 3M, Skillsoft, Office Depot, and Xerox, and she is the creator of The Productivity Pro® planner by Day-Timer. Her client list includes top Fortune 500 companies, including Starbucks, Wal-Mart, IBM, GM, MillerCoors, Lockheed Martin, Wells Fargo, and Time Warner, plus a multitude of associations and governmental agencies.

Stack is the bestselling author of four books, including *SuperCompetent: The Six Keys to Perform at Your*



Productive Best (Wiley, 2010); *The Exhaustion Cure* (Broadway Books, 2008), *Find More Time* (Broadway Books, 2006), and the bestselling *Leave the Office Earlier* (Broadway Books, 2004), which was hailed as “the best of the bunch” by the New York Times. Her books have been published in nine countries and translated into six foreign languages, including Japanese, Korean, Chinese, Taiwanese, Italian, and Romanian. She is also a contributor to two of the popular *Chicken Soup for the Soul* books.

Her popular monthly electronic newsletter has subscribers in 38 countries. She is a Microsoft Certified Application Specialist in Outlook. Widely regarded as one of the leading experts in the field of employee productivity and workplace issues, she has been

featured nationally on the CBS Early Show, CNN, NPR, Bloomberg, NBC TV, WB News, the New York Times, USA Today, the Wall Street Journal, the WashingtonPost.com, the Chicago Tribune, O Magazine, Entrepreneur, Readers Digest, and Forbes magazine.

Laura holds an MBA in Organizational Management (University of Colorado, 1991), integrating the importance of productivity in business with employee retention and satisfaction. She is the 2011-2012 President of the National Speakers Association (NSA) and is the recipient of the Certified Speaking Professional (CSP) designation, NSA's highest earned designation.

Stack lives with her husband and three children in Denver, Colorado.

More details on Stack and other presenters and panels will be forthcoming over the next several months.



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.



IN LOVING MEMORY OF
EDYTHE BRADLEY
1965-2012

Longtime Albany State Sports Information Director dies at 46

The beloved and longtime Sports Information Director at Albany State, Edythe Bradley, died November 24. She was 46.

Family and friends confirmed that the Camilla native died in Archbold Memorial Hospital in Thomasville from a brain hemorrhage as the result of a brain aneurysm.

"It's a huge loss for our university," ASU athletic director Richard Williams said. "She really meant the world. She is the reason behind the success of Ram Nation. She was more than a sports information director. She was the writings behind everything Albany State athletics."

Condolences began pouring in from the ASU community immediately, flooding social media sites with prayers, shock and sadness.

@ASURAMSHOOPS, the official Twitter feed of Albany State's men's and women's basketball program, tweeted around 3 a.m., "R.I.P to Ms. Edythe Bradley, our beloved ASU Sports Information Director."

Bradley, a Camilla native, began working in ASU's

public relations department in 1993 and then became the school's first female SID in 1997. The Florida A&M grad was a one-woman show for the most part at Albany State, where she became the face of Rams athletics.

And it was a face that was always smiling.

"Ms. Bradley was always laughing. Always smiling," Williams said. "I'm going to miss her smile. Five years ago (when I came to ASU as chair of the HPER Department) her smile was the first thing I noticed. She said, 'Hey, my name is Edythe Bradley. But people just call me Ms. B or Smiling Edythe.' People also knew her as 'Sunshine.' She was a beautiful person inside and out."

ASU football coach Mike White, who has been at Albany State for nearly three decades, said the loss was tough to take.

"It's hard to put into words how much she meant to so many people," White said. "She was the kind of person that would stop to help anybody at anytime. Whatever she was

doing, she would stop and help. She was very, very kind-hearted.”

ASU baseball coach Kenyan Conner said Bradley became a family friend to both him and his wife, LaTonya Conner, who is the Faculty Athletic Representative at Albany State and also assisted Bradley in various roles.

“She was a good person and had good morals. You always knew that there was a good person in the room when she was around,” Kenyan Conner said of Bradley. “There was shock and a lot of questions when we found out about her passing. But at the same time, the people who know her are strong people. We will pull together.”

Robert Skinner, who coaches women’s basketball, softball and volleyball at ASU, knew her for years.

“It’s been tough,” Skinner said Sunday. “It’s like losing a family member. I am trying to cope without getting too emotional. But it’s really hard. I am a cheerful person by nature. Usually big wins make my eyes water. I can deal with a bad loss and not shed any tears. But when you lose somebody you really care for and really love, its extremely hard.”

Bradley, who was in her 16th season as ASU’s SID, became just the second female SID in Albany State’s conference. She was a member of the College Sports Information Directors of America and the Black College Sports Information Director’s Association and was the SID chairman for ASU’s conference.

“People referred to her as, ‘The Mother of SIDs,’” Williams said.

But to so many associated with ASU athletics, Bradley was much more than just an SID.

“People that know her, know that she did things way outside of that job,” White said. “She would do anything for everybody. She helped me with my resumé. She helped me get information for camps and recruiting. She was dependable. You could call her anytime and ask for anything.”

Williams remembers the last communication he had with Bradley.

“She texted me Thanksgiving Day and told me to have a happy Thanksgiving and not to eat too much turkey,” Williams said. “She put a smile at the end of the text message and said, ‘I’ll see you soon.’ That may have been her last way of letting us know that everything will be OK.”

Bradley’s role as SID was very loosely defined in that she constantly went above and beyond her typical job duties of facilitating information about ASU’s various sports programs and was known to work as many as 80 hours a week during the busy season.

Bradley admitted in a 2009 profile The Herald wrote about her that she wasn’t really a “sports person” when she took on the job in 1997, but she quickly learned.

“I have a deep appreciation for sports and athletics now,” Bradley said in the story. “(But) I never really was a sports person.

“I was, at first, (trying) to understand what it was all about. I would copy what other SIDs were doing, and I also

learned when you flatter someone to death they will show you what to do. I think I did have an advantage because I’m female. It was like, sometimes, ‘OK, she’s a woman, let me help her out.’ It worked a lot.”

Bradley was the media contact for ASU’s 11 NCAA Division II sports programs, a job that Williams said, “might have to be replaced by five or six individuals.”

Three-sport coach Skinner knows all about a tiring workload, but he said his was nothing compared to Bradley’s.

“She probably did about twice the work I have to do,” Skinner said. “Everybody knew who had the most work to do. I know I had a full plate, but her’s was running over. I admire what Edythe did. We knew she was overworked, understaffed and underpaid, but she did a whole lot with a very little. You have to respect that.”

Herald sports editor Danny Aller, who first met Bradley when he moved to the Good Life City in 2007 to take over sports operations at the newspaper, said he knows he speaks for every reporter or editor — past and present — who worked with Bradley when he says she was one of a kind.

“She was an incredible person, and I know everyone who worked with her felt the same way. I don’t know what was more infectious: her smile, her work ethic or her love for everything-Albany State,” Aller said Sunday upon learning of Bradley’s death. “From everyone at The Albany Herald, we want to express our condolences to her family, friends and the countless members of Golden Ram Nation whose lives she touched. Ms. Bradley and her loved ones will be in our prayers.”

Bradley graduated from Mitchell-Baker High School in 1983 and from Florida A&M in 1988 with a bachelor’s degree in journalism/public relations. During her college career, she worked with The FAMUAN student newspaper and was a member of the Society of Professional Journalist/Sigma Delta Chi and the Public Relations Student Society of America.

She was a member of St. Peter A.M.E. Church in Camilla and is survived by her daughter Morgan Chelsea Dunlap, who is a sophomore pre-nursing student at Albany State.

“We at Albany State are very prayerful that her family can see their way through this,” Skinner said. “We can only imagine what they are dealing with at this particular time. Her daughter and family, we have to keep them in our prayers. But the one thing we do know is that God doesn’t make any mistakes. He sees the bigger picture.

“And you can’t be in a better place than where she is right now in God’s hands.”

BOSTON COLLEGE'S DICK KELLEY IS FIRST RECIPIENT OF VARSITY CLUB MEDAL



Courtesy of Boston College Athletics
Story by Tom Burke

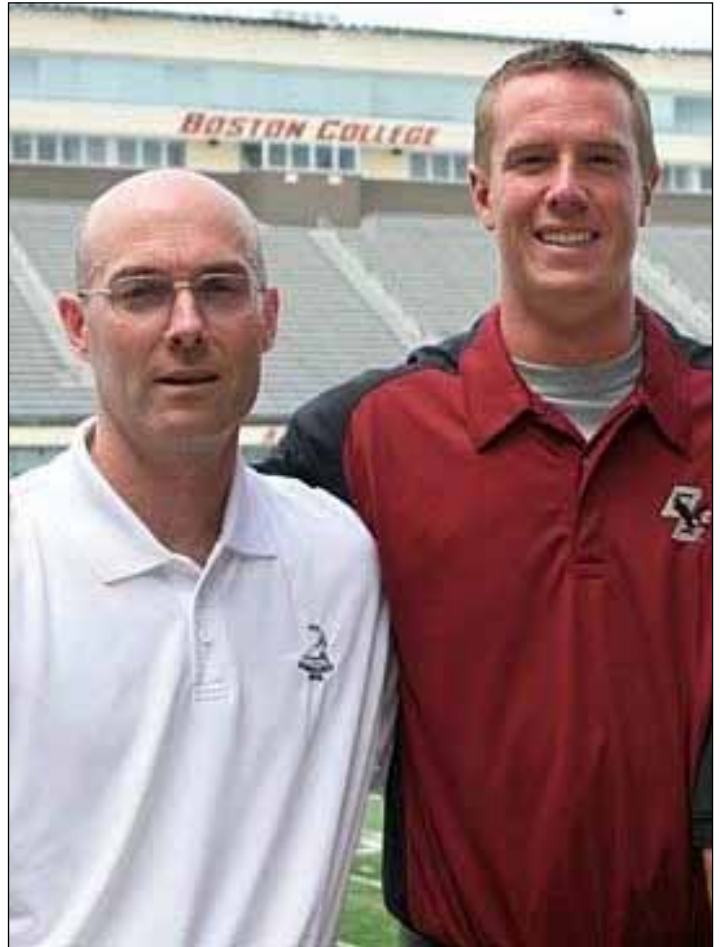
In November the Boston College Varsity Club recognized Dick Kelley's distinguished career of service by naming him the inaugural recipient of the Varsity Club Medal. Kelley, BC's Assistant AD for Media Relations, is a 1987 graduate of Boston College and has been a member of the BC Athletics staff since 1991 and is best known as the Media Relations contact for the Eagles' men's basketball team. He was diagnosed with amyotrophic lateral sclerosis (ALS) in 2011.

"You were educated at Boston College. Sound like it."

That was Dick Kelley's pointed advice to Matt Ryan, the Eagles' renowned quarterback (and current starting QB for the NFL's Atlanta Falcons) and one of the school's most frequently interviewed athletes in the modern era. It was a typical, pithy summation of what anyone from the University who is thrust into public view should strive for.

And as Ryan (pictured, right, with Kelley) went on to explain, "Dick gave me tons of advice on how to handle myself, on being professional at all times during interviews. We had a great relationship where he could call me out on things. That's one of the things I admire most about him. He can be your biggest fan and your best friend, but he's not afraid to tell you how he sees it. There were certain words I used, and he taught me to be conscious of them. I've kept it all in mind as I've moved on professionally.

"It wasn't like he treated me any differently from anybody else. That was the relationship he's had with all the athletes who have come through there," adds Ryan.



Dick Kelley and Matt Ryan

Dick Kelley has been working with Boston College athletes and students ever since returning to his alma mater in 1991 as assistant director of sports information. He's counseled them, prodded them, helped them edit and polish their written and spoken words, and tirelessly publicized their accomplishments. They, in turn, have consistently demonstrated to a wide -and occasionally skeptical - collection of audiences that BC student athletes are students first and worthy representatives of their school.

The Boston College Varsity Club has recognized Dick Kelley's distinguished career of service by naming him the inaugural recipient of the Varsity Club

Medal. Richard Ramirez, the Varsity Club president for 2012-13, explained that the medal is to be awarded to individuals who have served Boston College with excellence, fostered its athletic traditions, and promoted sportsmanship while in service to the Varsity Club and BC Athletics.

Reid Oslin, who jumped at the chance to bring back his former graduate assistant full-time when a position on his sports information staff opened up, stated,

“Over the years, I heard so many times from people that ‘Your student-athletes are really well spoken.’ And Boston College has enjoyed great media coverage. A great deal of that has been due to Dick Kelley.

“The way he worked with people was just tremendous, particularly with those who weren’t from the polished backgrounds that some of the others had. Dick takes a genuine interest in all of the kids. It could be a tennis player, a golfer, or someone on one of the Olympic sports as well as the first string basketball or football players. He’d get them talking about their academics, what they’re studying in school, and what they’re planning to do down the line.”

Kelley’s first assignment in BC sports information was the basketball program. It was a natural fit and has been his responsibility, along with many other duties, during his entire tenure at The Heights. He’d filled that role in his first full time job when he worked a year at Boston University after earning his master’s degree at Boston College.

Dick is also from a basketball family. He played three years of varsity hoop at Andover, Massachusetts, High School. His father Ed taught school and coached the game both at the high school level and at Merrimack and Pine Manor. His brother Ted, 14 months older, was good enough to earn a scholarship to Boston College. Ted was co-captain of the 1986-87 squad.

The second of three Kelley children, Dick was a diligent student, a voracious reader of history, political science, and biography. Early in life he showed a talent for writing, but as his mother Ann recalls, even as a grade-school child he was already on his way to making life easier and better for others.



Dick attended West Elementary School in Andover. The school had a special-needs program for children with severe disabilities. When he was in the fourth and fifth grades at West Elementary, he was one of a small group of students who would routinely forgo recess to feed lunch to the kids who couldn’t do it for themselves. He received the school’s prestigious Lillian Wynn Award for community service; it is an accolade that usually is reserved for older students.

Later on, during his high school years, the first thing Kelley would do upon arriving home after school was to spend some time with his grandmother, who lived with the family. Ann Kelley states,

“Richard is unique in thoughtfulness to others. He was always competitive in school and in sports, but he was competitive with himself, not with others.

He has always been the go-to person in our family. And when he finally left home and went to Boston College, that became his new family.”

After receiving his Boston College degree, Kelley was offered a job in Washington, DC with the Foreign Service. It was a unique opportunity for someone with his academic background, but the prospect of lengthy overseas assignments did not appeal to him. Sports and media it would be, and Boston College would be the place he’d seek out and stay. In addition to his work with the athletic department, he found time to teach a course in journalism in the Department of Communications for a few years.

Brother Ted recalls, “I was the older one, but he was more mature than I, and was the one I looked up to. There was another thing about the way he worked with athletes, whether they were the twelfth ones or the first ones on the team. He takes pride in spending time with the players to explain the responsibility that comes with being at BC, whether you’re a scholarship athlete or a regular one. He helps them to speak in a way that is professional and reflects well upon them, their family, and the wonderful school BC is. Dick has so much respect for BC, as well as for those kids, he makes sure that they do appreciate it. That has always meant a lot to him.”

Eagle hockey star Chris Kreider, who moved on to the New York Rangers after the NCAA championship

win in 2012, is grateful for Kelley's relentless admonitions to "E-NUN-CI-ATE."

"He would give me a hard time about the way I interviewed, but it was always from the heart and extremely helpful. The New York media market is a lot to handle. I learned so much from D.K. He'd say 'You have a great message but you're not doing a great job of telling it.' But his impact goes far beyond that," Kreider says.

Kreider went on to tell of his own difficulties with making the transition to college life after matriculating a year earlier than he'd originally planned. He wasn't ready for it. Kelley went out of his way, first suggesting that Chris come and visit any time he felt like talking, and then following up repeatedly until the two of them finally spent some serious time together and became good friends.

Baseball coach Mike Gambino, who played the game at BC and returned as coach three years ago, has dealt with Kelley both as an athlete and as a coach.

"He is so meticulous," Gambino said. "In this business there are so many little details, small things that can turn into big ones if you don't get them right. But you know that anything coming out of Dick's office is going to be correct, and the grammar is going to be right. But more than that, I love being around him. He cares so much about BC and has dedicated his life to the place."

Chris Cameron, Kelley's boss and colleague for 14 years, stated, "There was never a dull moment with Dick and (secretary) Stephanie O'Leary around. I've long said that Dick and I complement each other very well; he is extremely detail-oriented and I am a big-picture guy. One thing we do have in common, though, is a dry, sarcastic sense of humor. He can always make me laugh, and I know what will make him laugh. Another common trait is our disdain for improper spelling, grammar and punctuation. Improper use of "its and it's" or "your and you're" sends both of us into a rage.

"One of the things Dick does best is to mentor our student assistants and interns. Many of them have gone on to achieve great success in their careers. Dick has played a huge role in their development," Cameron said.

Boston University's Ed Carpenter, Kelley's first boss in athletic media relations, sums it up well.

"If I had to come up with one word to describe Dick Kelley, it would be 'loyal.' He was tremendously loyal and hardworking for me, and for our coach Mike Jarvis. He loved the work he did. He was perfect for what this job is all about. You could tell that he had a great upbringing with his family."

"Nobody loves BC more than Dick. I was lucky that he worked for me," noted Carpenter. "But I knew that he belonged at Boston College. And BC is lucky to have him."

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 2,921 members as of December 4, 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.

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).

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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.

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 following sessions aired in previous months 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 University; 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.

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.

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COSIDA CALENDAR

UPCOMING MEMBERSHIP SCHEDULE AND DEADLINES

DECEMBER

• 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 TUESDAY, 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 (MIDNIGHT, ET)

***The following companies/sponsors have
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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





COMMENTARY: **Is social media a broadcast right?** **University of Washington plows** **new ground**

Chris Syme, chair of the New Media/Technology Committee, authored this article on how the importance elements you must have in your social media policy in order to effectively work through a crisis.

Limit in-game tweeting by reporters? How dare they? Fact is, the NCAA already does it, and it's a little known fact outside the national media circles that cover NCAA championship events live. The University of Washington recently came under fire on a national scale for defining in-game social media as a broadcast right, and thus limiting its use by credentialed reporters. The policy, which is posted on the UW website, went into effect in August and is printed below:

Credential Holders (including television, Internet, new media, and print publications) are not permitted to promote or produce in any form a "real-time" description of the event. Real-time is defined by the NCAA as a continuous play-by-play account or live, extended live/real-time statistics, or detailed description of an event. Live-video/digital images or live audio are not permitted. Each of the aforementioned descriptions is exclusive to the official athletic website of the host institution (GoHuskies.com), the official athletic website of the visiting institution, and any designee of the UW department of athletics. Periodic updates of scores, statistics or other brief descriptions of the competition throughout the event are acceptable, as long as they do not exceed the recommended frequency (20 total in-game updates for basketball, 45 total in-game updates for football). Credential Holder agrees that the

determination of whether an outlet is posting a real-time description shall be in UW's sole discretion. If UW deems that a Credential Holder is producing a real-time description of the contest, UW reserves all actions against Credential Holder, including but not limited to the revocation of the credential.

UW and its designated personnel shall be the final authority on whether a Credential Holder or Credential Entity is following the Live Coverage Policy.

The new policy puts Washington in the forefront of college sports in defining how media outlets can broadcast live events. The inclusion of social media may be a new twist to the definition of broadcast rights, but it is a logical and forward-thinking vision. Some of the criticism of the policy is driven by a misunderstanding that UW is trying to squelch competition of current in-game products such as a highly visible UW Cover-It-Live blog. But the policy is less about competitive reporting and more about unauthorized broadcasting of live in-game events.

Carter Henderson, Assistant Athletic Director for Public Relations at UW, recently answered some questions to shed light on the thinking behind the new policy.

Recently, the University of Washington has come under fire for a policy that limits the number of in-game tweets credentialed reporters can make during a game. Could you tell us the "why" behind the policy?

Sure – absolutely. I wouldn't say we've been "under fire" but there have been some interesting conversations about the policy. I'd be happy to give some background.

The policy was introduced during the 2011-2012 athletic competition year, and implemented in full in August 2012, prior to football season. There has been a lot made of the policy as it relates to Twitter, but while Twitter coverage is mentioned within the policy, it is actually only

a small piece of a large puzzle. The policy is about live coverage, and it limits the number of descriptions of game activity a credentialed media member can produce during an athletic event.

The key distinction here is one of reporting versus broadcasting. The policy allows for a reasonable number of in-game updates (20 for basketball, 45 for football) for credentialed media members to report on the game, but if a reporter exceeds those amounts of updates, it is clear they are attempting to broadcast the game by giving play-by-play accounts of the action. We view this as an infringement on our longstanding broadcast rights.

There have been some rather sensational headlines about the policy, and some have criticized this as an “old media” policy, or one that doesn’t understand or appreciate digital media. In fact, our stance is the opposite. What we’ve done here is assigned such a high value to digital media that we’ve elevated the status of digital broadcasting to the same tier as radio and TV broadcasting. We have made live digital coverage a broadcast right.

In other words, it’s not that we don’t value or appreciate digital - we actually place such a high value on digital that we feel we can’t continue to just give it away. This is the same logic that most, if not all institutions, have applied to radio and TV broadcast rights for decades: the opportunity to broadcast an event belongs to the institution assuming the financial risk to host the event.

We understand that this policy is a progressive one, and that some individuals may not agree with it, or take the time to understand it. However, given the high value we place on digital communication, it was only appropriate for us to take the next step in solidifying the importance of digital broadcasting.

How is the policy implemented and who is monitoring the tweets?

The Live Coverage Policy was modeled after an NCAA policy for post-season coverage, and was distributed to all season-long credentialed media prior to the 2012-2013 athletic competition year. Athletic department staff, and Washington IMG employees help monitor.

Is it possible for a reporter to lose credentialing privileges for violating the policy. If so, has this happened?

We would hate for a reporter to lose their credential over this issue, but, adherence to the policy is a term of accepting the credential. We have not had to revoke a credential, and hope we never have to.

What are the main criticisms you get from reporters and how are you answering them?

Most media members understand the policy and the rationale behind it. Most reporters’ intentions are to report

on the game rather than broadcast it, and, thus, they never run into any issues with the policy. The few who seem critical are those who have attempted to establish revenue streams from live, real-time digital broadcasting.

We remind these media outlets that the policy allows them to send as many game updates as they want (whether through a blog tool, a web-site, Twitter, Facebook or any other digital tool) pregame, during halftime, and post-game, and allows a significant number of updates throughout the game, which should allow them the ability to report on the game comfortably, without infringing on broadcast rights.

How has this policy enhanced the in-game experience of your fans?

We believe the protection of our live digital broadcast rights will allow fans to experience an enhanced in-game digital experience in the future. While drafting the policy, it was important for us to keep in mind the undetermined future of digital coverage and broadcasting tools. As technologies continue to evolve, no one knows what digital broadcasting will look like in the future, and it was paramount for us to retain the rights to produce one singular digital broadcast. Relative to the fan, this freedom will produce a much more pure and access-driven experience, again, similar to the radio and TV broadcast models currently in place.

Furthermore, allowing the institution to reserve the potential to any financial rights associated with digital broadcasting could result in more departmental revenues, which would, in turn, make programs more competitive – something all fans want to see. It is within the realm of reason that an institution could bundle their digital broadcast rights and sell them to a third party, just like radio and TV rights have been handled.

Are you using other online tools to engage fans during a game such as Facebook, Cover-It-Live or others? Does this policy extend to those venues as well?

We are. Part of the reason we felt so convicted about this policy was because we have made a tremendous investment in our live digital coverage. Our Director of Writing provides a thorough in-game live chat, while our new media team covers the event live through various social channels. We are also in the planning and testing stages of further digital broadcasting enhancements.

Our policy was built to acknowledge that any digital communication tool can be used as a mass-media platform, if the user intends. The policy is less about the medium, and more about the intent.

Do you use the same policy for other live events such as press conferences?

We do not, and do not have plans to. The policy is only built to protect live coverage of events.

This statement appeared in an online article about the policy: “Better to ‘draw the line in the sand’ now, the official said, than to wait until live tweeting gets even more thorough and some media outlet develops a lucrative model off real-time content off the university’s games.” This looks as though there was some concern that a media outlet may use a live Twitter feed of a UW game to develop a sponsorship model. Is that part of the intent of the policy?

Yes, and actually, we have already seen this come into play. Prior to the policy’s implementation, media outlets conducted live online chats which provided play-by-play descriptions of our events on websites containing advertising. We’re happy to facilitate the reporting of our events, but as the host of those events, we reserve the right to broadcast them.

As we began to explore how valuable the digital landscape will be in the future and how important it is within our communications strategy, we felt it was necessary to make these distinctions as soon as possible. As a measure of fairness to credentialed media outlets, we want them to clearly understand our positioning so that they can strategize their own coverage moving forward without any surprises.

Many thanks to Carter for answering questions on the UW policy. So what do you think? Wave of the future or media censorship? For me, it’s a no-brainer. This is the part of the future of developing effective revenue models for college athletics, and the University of Washington is leading the way.

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DAVIS NAMED HCAC ASSISTANT COMMISSIONER FOR COMMUNICATIONS

GREENWOOD, IN — Ryan Davis, who has served as the Sports Information Director for the Heartland Collegiate Athletic Conference since August of 2006, will now assume the title of Assistant Commissioner for Communications.

The title change is the result of HCAC Council of Presidents approval to more accurately define the position as Assistant Commissioner for Communications to highlight the changing role of the Sports Information Director profession in the conference office.

“Ryan has done an outstanding job in providing the leadership for many of our new communication efforts during the past four years,” said HCAC Commissioner Chris Ragsdale. “Today his role within our conference structure is far different than it was five years ago. The title of Assistant Commissioner for Communications more accurately reflects his responsibilities and duties. I am pleased we have been able to make this change.”

Davis worked with PrestoSports in the successful redesign and launch of the new www.heartlandconf.org website in 2009 and 2012 and has created a strategic social networking platform for the conference via Facebook, Twitter, and YouTube. Davis also implemented the design and production of the annual HCAC Champion T-Shirt program and championship programs. In addition to the aforementioned roles, he will also continue to assist with the selection and distribution of conference awards and conference championships coordination.

Davis, 30, is a member of the College Sports Information Directors of America (CoSIDA).

A Greenwood, Indiana native, Davis is a 2004 graduate of Indiana University-Bloomington with a Bachelor of Science degree in kinesiology. Before joining the HCAC staff, he was a sports broadcaster with WXLW-AM in Indianapolis and covered area professional and high school sports. Davis resides with his wife, Kristin, and son, Nolan.

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NCAA program offers potential staffing assistance for Division III athletics communications directors

By Will Roleson,
CoSIDA Director of Internal Operations/Treasurer

Like many college-division athletics communications directors, Steve Flegel of Whitworth University has worn many hats in a one-man shop. At various points on any given day, he's a writer, an event manager, a webmaster, a statistician, and more.

And, funds haven't been available to add a full-time assistant or even an intern or graduate assistant at the Spokane, Wash., institution that sponsors 20 sports.

But this year Flegel and Whitworth have an extra set of hands, thanks to an intern funded through the NCAA Division III Ethnic Minority and Women's Internship Grant Program.

As the program's name suggests, internship candidates must be women or ethnic minorities, including American Indian or Alaska Native, Asian, Black or African American, Hispanic or Latino and Native Hawaiian or Other Pacific Islander.

Now in its 11th year, the program annually provides selected Division III schools with the funds to offer an athletic department internship of the institution's choosing. Several of this year's 18 selected institutions are funding internships in athletics communications/media relations like Whitworth, which hired Megan Herboth, a University of Illinois graduate and former intern at the University of Alabama.

"Having this internship has a huge impact on quality of life," said Flegel, who is currently an at-large representative on the CoSIDA Board of Directors. "Because Megan and I are splitting responsibilities, my weekends and hours at the office have come closer to a normal working individual. And, she is very creative and has helped me be open to redesigning programs and expanding our social media presence."

In addition to Whitworth, Pacific University (Ore.) and the University of Wisconsin-Whitewater also are benefitting from interns in athletics communications this year.

For Blake Timm at Pacific, the internship enabled him to hire Chelsey Chamberlain to assume the responsibilities of a formerly part-time position that had been added in 2010 but was cut earlier this year

due to university-wide budget cuts. Chamberlain, a former all-region softball player at Pacific, also doubles as the Boxers' assistant softball coach.

"This (internship) is allowing me to assign my assistant more projects that in the past were not possible with the part-time position," said Timm, the current chair of CoSIDA's College Division Management Advisory Council. "As the year goes on, I expect Chelsey to take on more in terms of social media and our web site."

Both Flegel and Timm hope their departments recognize the benefits of an extra staff member and decide to fund a position by the time the two-year NCAA internship has ended.

"My hope is that our administration and coaching staff will see the value that having two full-time sports information directors has in a 23-sport athletic program and will allow for permanent funding for the position," said Timm.

The grants, which are worth \$23,100 for the 2012-13 academic year, are designated for Division III institutions and conference offices to hire a 10-month full-time individual as an administrator and/or coach, and are renewable for a second year. Up to 19 internships are selected to serve as membership hosts.

The funding covers the intern's salary (\$20,100) plus \$3,000 to cover the cost of the intern attending professional development activities, including such events as the annual CoSIDA Convention. In addition, the host is responsible for an in-kind contribution of at least \$3,700 per year.

"I am having a blast with this," said Chamberlain. "Blake has been a huge help so far as to teaching me the ins and outs of the department. With those extra dollars, I plan on attending the Emerging Leaders Seminar at the end of January, as well as the CoSIDA Convention in June."

Added Herboth, "I have learned so much from my internship so far. I've been working with sports that I had little or no knowledge about, and I have learned not only how to write about them, but also how to score and read the scores from them. I've also been exposed to different parts of the sports world, such as marketing and event management."

At the request of the NCAA, the intern should be included as part of the athletics department's leadership team.

"The program was created to encourage the professional development of would-be Division III athletics administrators, and also to help enhance the diversity and inclusion of our division," said Dan Dutcher, NCAA Vice President of Division III. "In particular, the internship provides would-be athletics communicators with the background and experience to better tell the Division III student-athlete story."

With no more than 19 internship grants available annually, athletics communications directors may need to apply in multiple years. But Flegel has some advice: "Don't give up. We did not get the grant the first year we applied. I was discouraged and considered not applying a second time but am so glad I did because this has worked out better than I had hoped."

Complete details regarding the NCAA Division III Ethnic Minority and Women's Internship Grant Program are available via NCAA membership log-in at: http://www.ncaa.org/wps/myportal/ncaahome?WCM_GLOBAL_CONTEXT=/ncaa/ncaa/academics+and+athletes/student-athlete+affairs/em+and+omens+internship+index. Applications are due not later than January 25, 2013, at 5 pm EST.

For more information, athletics staff members can contact Courtney Lovely, NCAA Assistant Director of Student-Athlete Affairs, at 317/917-6560 or clovely@ncaa.org.

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CoSIDA ANNUAL MEMBERSHIP, WORKSHOP ATTENDANCE

Year	Site	Membership	Workshop	Year	Site	Membership	Workshop
2013	Orlando	2921		1993	Atlanta	1810	987
2012	St. Louis	2786	859	1992	Lexington	1706	989
2011	Marco Island	2862	727	1991	San Francisco	1669	915
2010	San Francisco	2497	614	1990	Houston	1627	947
2009	San Antonio	2563	553	1989	Washington, D.C.	1467	1122
2008	Tampa	2397	832	1988	Kansas City	1361	855
2007	San Diego	2216	920	1987	Portland	1426	701
2006	Nashville	2143	726	1986	Nashville	1360	836
2005	Philadelphia	1946	783	1985	Boston	1341	904
2004	Calgary	1961	496	1984	St. Louis	1304	714
2003	Cleveland	1954	780	1983	San Diego	1170	610
2002	Rochester	1888	748	1982	Dallas	1077	651
2001	San Diego	1877	1065	1981	Philadelphia	984	639
2000	St. Louis	1855	980	1980	Kansas City	944	495
1999	Orlando	1839	1195	1979	Chicago	593	458
1998	Spokane	1812	609	1978	Atlanta	510	415
1997	New Orleans	1825	1060	1977	Los Angeles	550	312
1996	Boston	1803	1056	1976	Cincinnati	671	335
1995	Denver	1772	903	1975	Houston	623	303
1994	Chicago	1804	1030				

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Fiesta Bowl

The Fiesta Bowl salutes the media professionals of CoSIDA.

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FIVE

Questions . . .

With David Sherwood

Assistant Athletics Director for Sports Information, Wingate University (N.C.)

by Larry Happel, Central College

1. *Talk about your career path. How did you get into this business and who are the people who have been instrumental in your work?*

I was asked to keep the scorebook for the Wingate Babe Ruth baseball team when I was 12 years old and I was hooked. During my undergraduate days at Wingate, I served as the student sports information director. I have always loved sports.

Gary Spittler (Pembroke State) was very influential in my life. He was always happy... always had an encouraging word to share. I've been very fortunate to work with great bosses...Bill Connell, John Thurston, Beth Murray and Steve Poston...to name a few... who have always given me a boost when I needed one.

2. *You were also interim softball coach from 1990-93. That's a long time to be interim anything. How did that go for you?*

My pastor says our lives are defined by how we handle divine interruptions. It is easy to say this now...but I wouldn't trade those days for anything. I knew very little about fast-pitch softball...but I tried my best to learn. A strong core group of our recruits won the South Atlantic Conference title the year after I resigned...this fact makes my heart happy.



3. *The athletics communications field is evolving rapidly. How does CoSIDA need to change to adapt?*

I believe CoSIDA must continue to listen to the membership. I think the leadership team does a great job with this. CoSIDA should continue to find ways to engage the membership in continuing education... through webinars.

4. *You won the Bob Kenworthy Award in 2003. What community and service activities are you involved in—and how do you find time to give back to others?*

I read to a fifth-grader at Wingate Elementary School. I enjoy visiting people in the local nursing homes. At Christmas, my church youth group and I get involved in Operation Christmas Child (we would work every day at the warehouse if they would let us). We adopt a family from the local middle school. We are also involved in the Souper Bowl Day of Caring and other activities. I think it is very important to give back...I wish I could do more.

5. *What's kept you at Wingate for so many years?*

I have always been a firm believer in the "bloom where you are planted" philosophy. Wingate is my home. I have always felt loved here. One of the greatest feelings in the world...knowing the people you love, love you back.

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

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Fiesta Bowl **
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Horizon League
Paul Hornung Award
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National Football League **
NewTek **
Orange Bowl **
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**2013 CoSIDA CONVENTION
AS PART OF NACDA & AFFILIATES CONVENTION**

ORLANDO



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ORLANDO MARRIOTT WORLD CENTER**

Joe Moore, a SID at Central Missouri for 15 years who moved into a professor role at that school's School of Journalism several years ago, approached the CoSIDA leadership in 2009 to ask for assistance with his dissertation "Strategic Influence in College Sports Public Relations." Moore met with the CoSIDA Board and divisional leadership groups at the 2010 San Francisco Convention. Working with CoSIDA staff, he then produced and circulated a questionnaire/survey to our membership in the spring of 2011.

Moore completed his 250-page dissertation in the spring of 2012. On the following pages you will find the executive summary of his dissertation.

This dissertation is the most comprehensive work ever done on the subject of "strategic influence" in collegiate PR/communications, and he analyzes why some professionals have it and others don't. Moore discusses how to "get influence" as an organization/profession and his analysis can offer us advice and ideas and help us better plan strategic initiatives moving forward.

Strategic Influence in College Sports Public Relations

by Joe Moore, Ph.D.

Assistant Professor of Communication, University of Central Missouri

College sports public relations directors are the professionals in college athletics charged with publicizing and promoting the department, its student-athletes and coaches. Traditionally referred to as sports information directors (SIDs), they serve as public relations specialists, event managers, media liaisons, publications and Web professionals, and administrators. They "serve as a positive communication link with a variety of the institution's publics, including the staff, media, fans, community members, alumni, student-athletes, parents and prospective students" (College Sports Information Directors of America, 1993). Because college sports public relations directors are connected to these groups more than anyone else, it is imperative that the PR representative be involved in decision making and leading the athletic department.

Unfortunately, this is not always the case. The College Sports Information Directors of America (CoSIDA) have said they have seen their influence diminish in the last 20 years. Meanwhile, marketing professionals, fund-raisers, senior woman administrators, and business managers have surpassed the PR director and claimed the once occupied seat at the decision-making table. CoSIDA's leadership has recognized this and in 2008 initiated a strategic initiative to regain an influential seat at the decision making table and, as a result, to help practitioners gain more professional stature, including salary and job satisfaction (College Sports Information Directors of America, 2008). They also began to meet with members of the National Association of College Directors of Athletics (NACDA) in an effort to regain some of their lost ground.

Berger and Reber (2006) noted a similar lack of influence as a concern throughout the public relations profession. They found that, rather than serving as managers and advisors, public relations practitioners in corporations, health care, not-for-profit organizations, and education have been relegated to publicists and "journalists in residence." Through a longitudinal study that included surveys and in-depth interviews, they developed a theory as to why public relations directors have lost influence. They learned that two perceptions seemed to prevail as to why public relations professionals may suffer from a "power shortage." They suggested the causes are "organizational leaders who just don't get it and professionals who just don't have it" (p. 2). Berger and Reber determined that public relations practitioners viewed themselves as too passive, too focused on the technical aspects of their jobs, and lacking in leadership and strategic management skills. As a result, they did not have the influence they desired. These same shortcomings may be found among college sports public relations directors who are dissatisfied with their level of strategic influence (Moore, 2011).

In order to determine which variables college sports public relations directors deem most important for achieving strategic influence, Moore (2011) conducted a survey as part of his dissertation. Participants in this study were college sports public relations directors at National Collegiate Athletic Association (NCAA) Division I (FBS, FCS, and I-AAA), II, and III and National Intercollegiate Athletic Association (NAIA) schools in the United States who are members of the College Sports Information Directors of America (CoSIDA). No minors were included in this study, and no practitioners were excluded based on race, ethnicity, gender, or any other demographic marker.

All members of CoSIDA received the May 2011 survey, but only directors of public relations operations at member schools were considered in this study. This is because directors of operations are the professionals who make the decisions for their operations and would then be expected to be the voice of their office when addressing upper administration. In short, if the director lacks strategic influence, it may be reasonably assumed assistants, graduate assistants, interns, and student assistants do not have strategic influence with upper administration, either.

Of the roughly 2,700 surveys distributed, 356 were returned, a response rate of 13.2%. Of those who responded to the survey, 72 were assistant directors in their college athletic departments, while eight were either directors or assistants in conference offices. Because the focus of this study was on sports public relations directors at colleges and universities, the assistant directors and conference office personnel were removed from the pool. Three respondents were eliminated because of incomplete data in several parts of the survey. This left a total of 273 directors for analysis. With 1,355 directors in the population, this resulted in a response rate of 20.1%.

By division, response rate broke down thus: 120 responses from 332 members (36.1%) in NCAA Division I (50 FBS, 48 FCS, 22 I-AAA), 61 responses from 289 members in Division II (21.1%), 84 responses from 444 members in Division III (18.9%), and two responses from 290 members in NAIA (.01%). Six respondents did not identify their competition level.

THE RESULTS

As may be expected, for college sports public relations directors, experience is vital to gaining more influence. However, experience alone will not suffice. When comparing professional role orientations, leadership personality traits, leadership skills, and leadership styles and their impact on strategic influence, practitioners who have developed their management skills perceive they are considered in higher regard. Assertive directors, those who have strong conceptual leadership skills, and those who are more relationship oriented in their leadership also enjoy more strategic influence. Thus, if college sports public relations directors want more strategic influence, and if they want to move from information directors to strategic communicators, it is clear practitioners need to reconsider how they operate and need to become more progressive as strategists and managers. If college sports public relations professionals hope to have a seat at the decision making table, and if they desire to have their voices heard, they must develop the professional role orientation, personality traits, and leadership skills and style that are conducive to strategic influence.

Of course, it is first important to define what is meant by strategic influence, professional role orientation, leadership personality traits, and leadership skills and style.

STRATEGIC INFLUENCE

Webster's New World Dictionary defines influence as "power to affect others" or "power to produce effects because of wealth, high position, etc." (Agnes, 2003, p. 332). Berger and Reber (2006) further noted that "every individual and group has some power and can exercise influence" (p. 4) and found that power may come from formal authority, access to decision makers, information, problem-solving expertise, experience, and/or relationships. Berger and Reber (2006) took much of their definition of power from French and Raven (1960), who developed one of the earliest studies that determined different types of power. They defined five types of power: coercive, reward, legitimate, referent, and expert.

Coercive power is the ability to force someone to do something against his or her will. It may be viewed as negative, but can also be used to keep the peace. Conversely, reward power is based on the positive valence seen as a result of positive action. In short, it is a bonus for completing a task well. The third type of power French and Raven (1960) defined is legitimate power, or power that is provided those in authority simply by their position within the organization. Police officers, managers and university presidents enjoy legitimate power because they are in high-ranking positions. Referent power deals with attraction between O (the person or group in authority) and P. If P respects O, believes O's values are much the same as P's, and is appreciative of P, then P will have the power to influence O's actions. Finally, expert power is derived from having knowledge or skills that another requires. According to French and Raven, "The strength of expert power of O/P varies with the extent of the knowledge or perception which P attributes to O within a given area" (p. 620). The goal then is to utilize whatever power is available to gain influence. Of course, it is important to differentiate between strategic influence and technical influence. It may be assumed that public relations directors have the authority to develop publicity materials as they see fit; studies conducted by Stoldt, Miller, and Comfort (2001) and Ruibley and Fall (2009) suggested that athletic directors give their public relations professionals high marks for the technical aspects of their jobs. Based on Berger and Reber's (2006) findings, though, it is a lack of strategic influence – the opportunity to be involved in the planning and direction of the organization – that frustrates practitioners.

Berger and Reber (2006) determined "most practitioners equate influence with having a seat and a voice at the decision-making table" (p. 20). In order to find a place at the table, Berger and Reber (2006) determined public relations practitioners must gain access to the dominant coalition, the powerful collection of professionals within the organization who make the majority of the decisions. Berger and Reber, though stressed that "being a member of the dominant coalition or inner circle is no guarantee of influence. Being present and being listened to are not the same" (p. 7). They added

that “Membership in organizational power circles nevertheless provides some important advantages” (p. 7) because being in the inner circle of management offers a level of authority that provides position and participation power.

Dozier, Grunig, and Grunig (1995) in their Excellence Study reached a similar conclusion. CEOs and top communicators were asked to indicate “the extent to which the dominant coalition ... supported the public relations or communication function in the organization” (p. 78). Their findings: Based on the instrument they developed, the least-excellent organizations had less than half the support score from CEOs when compared to the most-excellent organizations. Further, Dozier et al. learned that, of the organizations with excellence scores in the top 10%, 76% of their top communicators were members of the dominant coalition. The authors said, “After studying the data, we can say that top communicator membership in the dominant coalition is not necessary for communication excellence, but it sure helps” (p. 78).

Another way to gain influence is to demonstrate the worth of the public relations arm of any organization, including college athletics. Grunig (1992) proposed that the dominant coalition must be educated as to the value of public relations. Practitioners, she said, must present themselves more as managers than as technicians. She also said PR departments should be at the top of the organizational hierarchy, rather than the middle, stressing that such efforts are essential if public relations practitioners want to fully benefit the organization, as “Professionals who want to influence strategic decisions have more effect when they are part of a group than when they act as organizational entrepreneurs” (p. 491).

PROFESSIONAL ROLE ORIENTATION

If, as Grunig (1992) suggested, influence and power are tied to the roles played by practitioners, it would seem a practitioner’s professional orientation (managerial or technical) must be considered. The College Sports Information Directors of America (CoSIDA) explained that sports information directors are public relations specialists, event managers, media liaisons, publications/Web professionals, and administrators (College Sports Information Directors of America, 1993).

Technical tasks include recording and reporting statistics, maintaining the department Website, designing publications, and producing written materials. Whereas a technically oriented public relations director may be more concerned with producing “the stuff” that gets an athletic department noticed, a more managerially oriented director considers the long-term objectives of the athletic department and the best strategies for achieving those outcomes. Managerial assignments like ensuring compliance and regulations, serving on the campus marketing committee, collaborating with athletic marketing and promotions, and developing comprehensive communication plans are more the norm for college sports public relations directors focused on the managerial roles related to the job (Broom & Smith, 1979; Grunig, 1992; Stoldt & Narasimhan, 2005; Stoldt, Dittmore, & Branvold, 2006).

John Humenik, executive director of CoSIDA, articulated the desire for college sports public relations directors to evolve from technicians to managers: “We have to understand that we not only have to change the way we see ourselves—changing from information directors to communication directors to strategic communications directors—but also have to teach senior leadership; that is how they have to see us and our role within their organizations (Stoldt, 2008, p. 461).”

Shortly after Stoldt’s interview with Humenik, CoSIDA launched a strategic initiative aimed at changing the focus and image of its members. The strategic plan went so far as to include a revised logo (see Figure 1) emphasizing the organization’s commitment to advancing the profession.



Figure 1. The former (left) and new logos for the College Sports Information Directors of America (CoSIDA). (Re-printed with permission of CoSIDA).

Humenik noted that “information director” implies a professional who collects statistics, writes news releases, and designs publications (Stoldt, 2008). “Strategic communicator,” on the other hand, implies a professional who uses a systematic approach to gather information and communicate a message with long-range departmental goals and objectives in mind, thus providing said professional with more credibility.

After learning that many NCAA Division I sports information directors sought more management responsibility, one of Stoldt’s (1998) recommendations for future study following his dissertation was to examine how well prepared college sports PR practitioners are to function in such managerial roles.

Broom and Smith (1979) set the standard when addressing such roles. In simplest terms, expert prescriber is an acknowledged expert in communications and PR practices; the communication facilitator is a liaison between management and publics; the problem-solving process facilitator is a consultant to management, helping management think through issues to systematically find a solution; and the technical services provider produces materials needed for publicity purposes.

Studies conducted by Dozier (1992), Dozier and Broom (1995), and Dozier, Grunig, and Grunig (1995) further examined the roles of public relations practitioners. Dozier and Broom determined that “knowledge to enact the manager role was the single most powerful correlate of excellence in public relations and communication management” (p. 4). Further, they determined that practitioners who enact the manager role participate more frequently in management decision-making, have higher salaries, and tend to be more satisfied with their jobs.

Some of the earliest work in determining public relations’ place in decision making and its opportunity for influence in organizations came from the Excellence Study, conducted by J.E. Grunig and colleagues (1992). They surveyed public relations practitioners in relation to their expertise in communication technician, senior advisor, and media relations roles. Whereas professional orientation looks at where directors focus their attention, expertise refers to the relative skills public relations directors bring to the various aspects of the job. Dozier et al. found that “playing advanced organizational roles as communication managers and senior advisers helps top communicators run excellent communication departments” (p. 112).

In his interview with Stoldt (2008), Humenik suggested the title “sports information director” itself could be part of the problem:

In today’s collegiate world, and for that matter throughout all areas of PR in our country, the title “information director” seems to primarily refer to a person who is involved mostly in keeping stats, preparing basic news releases, working on publications, setting up interviews, and managing the press box. The title “communications director,” however, seems to clearly project a person who has broader, more global studies and who is viewed more in a strategic and visionary capacity ... There simply is more “value” in how others view a person who is an architect and has strategic capacity and interests (Stoldt, 2008, p. 460).

From the research conducted in college sports public relations, it would appear that, overall, professionals have not made the move from technician to management. Ottaway (1962) produced one of the earliest research studies focusing on college sports public relations professionals. He found the typical practitioners’ primary functions included writing releases and editing brochures and game programs. Almost 40 years later, Stoldt (1998) came up with a similar conclusion: Practitioners view themselves as technicians. Were these professionals content with their positions, seemingly in more technical roles? Apparently not. Stoldt utilized the practitioner’s primary roles as defined by Broom and Smith (1979) to determine if significant differences existed between current and ideal primary roles with most practitioners. He learned that practitioners, including those who served in more managerial roles, wanted to engage in management activities more frequently.

Similarly, Helitzer (2000) and Nichols, Moynahan, Hall, and Taylor (2002) listed the college sports public relations practitioner’s primary responsibilities as developing publications, creating publicity, maintaining statistics, and supervising game management. Based on their findings, it would seem college sports public relations directors are still seeking that seat at the decision-making table. And in 2011, Moore determined that college sports public relations directors saw themselves first as media relations professionals, then as technicians in the trade, and finally as managers, thus indicating college sports public relations directors still have work to do in presenting themselves as managers if they hope to become part of the dominant coalition and have more of a decision making voice in the athletic department.

LEADERSHIP PERSONALITY TRAITS

The trait approach to leadership focuses on qualities of effective leaders that are “variously manifest, and the techniques for the cultivation of these qualities” (Chris5, 1999, p. 200). Northouse (2007) added that traits are “innate and largely fixed” (p. 39). Based on this school of thought, a leadership trait may be defined as personal qualities that distinguish one individual from another and that allow a person to lead effectively.

Soucie (1994) pointed out that it is difficult to point to a specific trait that allows a leader to have influence, but major leadership traits may be combined into five categories: intelligence, self-confidence, determination, integrity, and sociability. These categories consider a leader’s knowledge and expertise, belief in his or her abilities, persistence, honesty, and interpersonal skills. Gilley, McMillan, and Gilley (2009) noted that these traits – along with supervisory ability, need for achievement, decisiveness, and initiative – have been identified as significant when related to leadership and organizational change.

Taking the trait philosophy a step further is the psychodynamic approach to leadership. Whereas the trait approach assumes certain traits are characteristics that are assumed to be important to attaining leadership or performing leadership tasks, the psychodynamic approach suggests that various personality types are better suited to particular leadership positions or situations. Carl Jung (1923, 1993) assumed human behavior is predictable because people have preferences in how they work and play. He believed personality could be assessed based on four dimensions:

Extraversion and Introversion: Relates to how people prefer to obtain information, inspiration, and energy; where people derive their energy. Introverts look inward at their own ideas and do not need external motivation; extraverts enjoy talking and interacting, drawing their energy from those around them.

Sensing and Intuition: Considers how people gather information. Sensors gather facts and data by using their senses. They are precise and sequential. Intuitive people are more theoretical and conceptual; they acquire data randomly.

Thinking and Feeling: Focuses on how people make decisions. Thinkers are rational and desire facts, while feelers are more subjective, use personal feelings, and seek harmony.

Judging and Perceiving: Considers whether people are planners or if they are spontaneous. Judgers seek structure, plans, and resolution of conflicts. Perceivers, on the other hand, are more spontaneous and flexible.

Jung (1993) said how leaders combine these four dimensions may explain how they interact with subordinates. As such, he believed it is important for leaders to identify and understand their own dominant personality traits, as this may explain why they take particular actions.

Richmond and McCroskey (1990) focused on two distinct personality traits: assertiveness and responsiveness. They argued that these two personality traits “make a substantial contribution to the prediction of communication and other social behavioral patterns” (p. 449). Neupauer (1999) recognized the importance of these two personality traits as leaders examine themselves and their effectiveness. He conducted the first examination of personality traits as it pertains to college sports public relations, using four trait scale measurements to study the communicative personalities of eastern sports public relations directors. One instrument he utilized was the Assertiveness-Responsiveness Measure (ARM) (Richmond & McCroskey, 1990), which examines how aggressive or passive individuals are in making their point. Communicators are classified into four groups: noncompetent (low responsiveness, low assertiveness), aggressive (low responsiveness, high assertiveness), submissive (high responsiveness, low assertiveness) and competent (high responsiveness, high assertiveness). Aggressive and competent communicators are more constructive because, while they are more argumentative, they focus on the task at hand, and not on personal attacks (Martin & Anderson, 1996).

Based on this assessment, modern college sports public relations directors, as a whole, perceive they are more responsive. This is much to their detriment, as more assertive directors tend to have more influence in their athletic departments.

LEADERSHIP SKILLS

Whereas traits are often considered a part of who the leader is, skills are thought to be more attainable through education and training. Leadership skill is the degree to which an individual is able to perform tasks necessary to guide and support others (Katz, 1955; Christ, 1999; Northouse, 2007). Gilley et al. (2009) stressed that leaders’ skills strengthen the “linkage between leader behaviors and effectiveness in implementing change” (p. 41) and that lack of change management skills has been shown to impede success. In French and Raven’s (1960) definition of power, it is the fifth type of power—expert power—that coincides with the skills approach to leadership, as it assumes the more expertise a leader has in a given area, the more power he or she possesses. Consequently, the more power the leader has, the more influence.

When discussing skills in relation to mass communication (specifically journalism, broadcasting and film, and public relations and advertising), Christ (1999) made the distinction between “craft skills” and “intellectual skills.” Craft skill is the ability to perform tasks related to the job, such as writing a lead for a newspaper reporter or making an oral presentation for a public speaker. Intellectual skills, meanwhile, relate to activities like designing and conducting research, analyzing data, and engaging in knowledgeable debate.

Taking this idea step further, Soucie (1994) and Northouse (2007) supported the three skills approaches to leadership presented by Katz (1955). Katz’s three skills approach to leadership included: technical leadership skills (focusing on the tasks), human leadership skills (with an emphasis on interactions with others), and conceptual leadership skills (centered on things such as goal setting and analysis of research). He pointed out that managers on a supervisory level typically have highly developed technical and human skills, but are less adept at conceptual skills. Middle managers tend to be balanced, while top management usually focused less on technical skills, as human and conceptual skills are more critical.

Professionals in athletics administration (Doherty, 2004; Kutz, 2008; McDermott, 2008; Platt Meyer, 2002; Skemp-Arlt & Toupence, 2007; Tock, 2009) have agreed with these assessments, noting that effective leaders possess expertise in the field, honesty, and quality communication skills. In addition, they care for the needs and training of others and are visionary, with an ability to develop strategy and plan campaigns. As CoSIDA noted, college sports public relations practitioners must be highly skilled in the technical aspects of their job. They also must be effective communicators. However, if they really want to move up and become more involved in strategic management, the ability to develop plans and strategy must be present.

LEADERSHIP STYLE

The styles approach to leadership posits that the leader's behavior influences the effectiveness of subordinates (Slack, 1997). Because a focus only on traits seemed to be too limited, researchers at Ohio State University and the University of Michigan analyzed how individuals acted when they were leading groups. They determined that leaders were either relationship-oriented or task-oriented (Northouse, 2007; Slack, 1997). These orientations also may be defined as transformational or transactional leadership. Transformational leadership "is a process that changes and transforms people" (Northouse, 2007, p. 175) and "creates a connection that raises the level of motivation and morality in both the leader and the follower" (p. 176). It focuses on emotions, values, ethics, standards, and long-term goals. In contrast, other leadership theories, which Burns (1978) termed "transactional," are more concerned with the bottom line and use rewards and punishments in leadership.

As it relates to athletics, Branch (1990) conducted one of the earliest empirical studies related to effective leader behavior. After surveying athletic administrators, he found effective athletic departments have leaders who are more autocratic and task oriented than relationship oriented. Branch said, "consideration was not a significant contributor to the effectiveness of the organization" (pp. 170-171).

Soucie (1994), on the other hand, following an in-depth review of leadership literature, found that developing and nurturing "interpersonal relationships with subordinates, peers, superiors, and outsiders" and "maintaining a balanced concern for the needs of the organization and those of people within the organization" (p. 9) is a much more effective means of leading in sports organizations. Further, he learned that effective sports organization leaders believe in people, delegate, and share power. After interviewing leaders who were successful in turning losing professional sports organizations into winners, Frontiera (2009) added that leaders who effectively bring about a culture change recognized focusing on the bottom line rather than people is a sure way to fail. He also found that effective leaders "expressed a genuine interest in the growth of those who worked for them" (p. 25).

One way to see where individual leaders place their focus is to utilize Blake and Mouton's Managerial Grid. They stressed that, though leadership is a complex process, it has several main elements that are vital to effective leadership: initiative, inquiry, advocacy, conflict resolution, decision-making, and critique. Where others used the terms "transformational" and "transactional" to describe leadership, Blake and Mouton (1964, 1985) assumed all leaders had a central focus, simply stated either on people or on production. They focused on these assumptions, noting that, "There are several different sets of assumptions, and the assumptions a leader acts on may or may not be based on what appears to be sound" (p. 5). They went on to note, "The Grid is useful for helping leaders identify the assumptions they make as they work to get results with and through people" (p. 7). In short, college sports public relations directors who desire a more influential role would be advised to examine their dominant leadership style.

SUMMARY

If college sports public relations directors are interested in being a part of the dominant coalition, having their voices heard and having influence upon upper administration, they must assume professional roles and possess leadership personality traits, skills and styles that are conducive to strategic management and influence. Studies have shown that public relations professionals in all areas, not just college athletics, who serve more as managers are more satisfied with their jobs and are better compensated. Further, PR professionals who seek strategic influence should be assertive, should possess significant conceptual leadership skills, and should focus on the task at hand while still maintaining positive relationships. If they accomplish these goals, college sports public relations directors are more likely to enjoy active roles in the decision-making processes in their respective athletic departments.

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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 Liaisons: 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 [timbr@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 Liaisons: 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: Tyler Cundith, Johnson County Community College [tcundith@jccc.edu]
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

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Third Past President	Justin Doherty Wisconsin	(608) 262-1811	jmd@athletics.wisc.edu
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Director of External Affairs	Barb Kowal	(512) 739-1234	barbkowal@cosida.com
Director of Internal Operations	Will Roleson	(317) 490-2905	willroleson@cosida.com