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# FEBRUARY E-DIGEST

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# OZZIE SMITH

## TO ADDRESS CoSIDA IN ST. LOUIS

*By Eric McDowell*

(Union College N.Y. Assistant AD/Sports Information),  
CoSIDA 3rd Vice President

As CoSIDA looks forward to the 2012 Convention in St. Louis, a sports icon in the Gateway City looks forward to addressing the membership on the final evening of the convention.

St. Louis Cardinal legend Ozzie Smith, considered to be the greatest defensive shortstop in the history of Major League Baseball and a member of the Baseball Hall of Fame, will be the guest and provide his unique presentation and story to the CoSIDA Convention attendees at the final social event and farewell function on Tuesday, June 26. That event is scheduled to take place in Busch Stadium, home of the 2011 World Series Champion St. Louis Cardinals.

“Ozzie is a legendary figure in the City of St. Louis, not only for his remarkable playing career, but also for his generous and tireless charitable efforts in the community,” said Eric McDowell, CoSIDA 3rd Vice President, of Union College (NY). “As statisticians, we all know about the numbers that Ozzie recorded on the field. Our members will now learn more about Ozzie’s story before he became one of the best to ever play his position in his sport.”



When Eric McDowell was the Assistant AD/SID at Cal Poly, San Luis Obispo, he met Ozzie when the former Mustang star returned to campus as the program was moving to NCAA Division I. Ozzie is still the Mustang standard bearer for most career stolen bases with 110, career at-bats (754) and twice stole a school-record 44 bases in a season. Smith earned All-American honors in 1976 and twice was named to the All-California Collegiate Athletic Association first team. He played at Cal Poly from 1974 through 1977, before embarking on a professional career for the ages.



# OZZIE SMITH BIOGRAPHY

Ozzie Smith is known in baseball as “The Wizard” and the best defensive shortstop of all time. He was inducted into the Baseball Hall of Fame in 2002.

Ozzie retired from baseball in 1996 after playing 19 years in the major leagues, the first four years with

the San Diego Padres and the final 15 with the St. Louis Cardinals. His nickname describes the way he played shortstop—he performed magic with his glove and performed in the infield with amazing acrobatic agility.

## **Ozzie broke countless records during his 19 years in the majors:**

- All-time assist leader at shortstop with 8,375 assists
- All-time leader at turning double plays, with 1,590
- 13 consecutive Rawlings Gold Glove Awards, signifying the best at his position
- Started at shortstop for 10 consecutive years in the All Star Game, and was the Number One vote getter overall for the 1987 and 1988 All Star Games.

## **Other noteworthy baseball accomplishments include:**

- Earned his 2,000th hit in 1992, finishing his career with 2,460 hits
- Consistently one of the toughest hitters to strike out and in 1994 joined his friend Eddie Murray as the only two active players with 17 straight 100-hit seasons.
- Was named to the All Century 100 Best Baseball Players of the 20th Century by Major League Baseball.
- Selected as the shortstop on the 50 year Anniversary Rawlings Gold Glove Team

## **Off-the-Field Accomplishments:**

- 2001 recipient of the “Walter Payton Sweetness Award”, a Victor Award given to an athlete who has contributed to his community as well as being recognized in his particular sport.
- 1995 recipient of the Roberto Clemente Award, the humanitarian award of Major League Baseball
- 1994 recipient of the Branch Rickey Award, personifying “Service Above Self”
- 1992 St. Louis Man of the Year, a prestigious civic award never before given to an athlete.
- 1986 Father of the Year Honors Group Award
- 1983 NAACP Image Award for Sportsmanship, Humanitarianism, and Community Involvement.

Ozzie’s charitable endeavors almost always benefit children, and he has spent countless hours assisting various charities such as Multiple Sclerosis, The Variety Club, Ronald McDonald House, Annie Malone Children’s Home, The Boys Club of St. Louis, and Kids in the Middle. Currently, Ozzie serves as President of the Gateway PGA Foundation, an organization that reaches out to inner city youth via mentoring and golf programs.

Since retirement from baseball Ozzie succeeded Mel Allen as host of “This Week in Baseball,” was the color analyst for Cardinal broadcasts in 1997-1999, and served as the baseball analyst for CNN/NI, a joint venture between CNN and Sports Illustrated from 1999 to 2002.

Ozzie proudly operated a restaurant in St. Louis, Ozzie’s Restaurant and Sports Bar at Westport Plaza, which closed its doors in October, 2009 after 21 years in business.

Currently, Ozzie serves as the Education Ambassador to the National Baseball Hall of Fame, a position created expressly for him. Ozzie served in 2007, 2008 and 2009 as the honorary chairman

of the AFLAC High School Baseball Classic, showcasing the top high school baseball players from across the country and benefits pediatric cancer research. He also has corporate affiliations with John Hancock Financial Services and Bank of America.

In 1998, 1999 and 2001 Ozzie was cast in three theatrical productions at The Municipal Theatre in St. Louis. He had a cameo role in “Damn Yankees” in 1998. In 1999 he sang and tap danced in “The Munny Goes British” a musical revue based on songs from various Broadway musicals, and in 2001 he starred as The Wizard in The Munny’s production of “The Wizard of Oz.”

In 2005, the CD, “Oh Say Can You Sing” was released featuring Ozzie singing the Sam Cooke song, “Cupid.” The CD includes 10 other Major League Baseball players singing their own versions of popular songs. Proceeds from this project go to the players’ designated charities.

Ozzie has three children and makes St. Louis his home because he feels a deep responsibility to give back to the community that has so enriched his life.

# CoSIDA, TextCaster agree to new partnership



## TEXTCASTER TO ASSIST COSIDA'S GROWING MOBILE-BASED COMMUNICATIONS EFFORTS

CoSIDA, the College Sports Information Directors of America national organization representing the athletic communications professionals in college athletics ([www.cosida.com](http://www.cosida.com)) and TextCaster ([www.TextCaster.com](http://www.TextCaster.com)) announced that TextCaster has agreed to become an official CoSIDA corporate partner.

Through this multi-year agreement, TextCaster will serve as a strategic partner for CoSIDA's growing mobile-based communications efforts, and will be CoSIDA's official and exclusive text messaging services provider. TextCaster is the newest addition to CoSIDA's corporate partner program and has signed a two-year, gold level contract within CoSIDA's sponsorship structure.

In business since 2003, TextCaster is a leader in the field of mobile communications and supports collegiate athletics through its patented "Sports Connection" content delivery platform. The TextCaster platform is a permission-based messaging system currently being used at every level of collegiate athletics to enrich the fan experience, enhance internal communications and increase revenue for athletic departments.

"TextCaster is honored to be chosen as an official mobile communication partner of CoSIDA and its official and exclusive provider of the organization's text messaging services," said Mike Sadler, TextCaster Senior Vice President of Sports Marketing Programs. "We fully expect this partnership to be the beginning of a long and mutually beneficial relationship with CoSIDA and its members."

CoSIDA will be using TextCaster's "Sports Connection" to help connect its extensive network of collegiate athletic communications professionals across the country. Through this Sports Connection application, which member schools and conferences can license for their own use, the 2,700-plus CoSIDA members can elect to receive time-sensitive information directly to their mobile devices.

CoSIDA members can sign up for this new service at:

<http://bit.ly/vyWCzz>

"Over the years it's been rewarding to see TextCaster used by

a growing number of collegiate athletic departments, especially in support of all men's and women's sports teams," noted Rob Sweeney, Founder and CEO of TextCaster. "It lets athletic communicators send scores and team information to the family and friends of student-athletes who really want this information quickly. Sponsors of the TextCaster application benefit from broad brand recognition while athletic departments generate a new source of revenue."

"CoSIDA is thrilled to welcome TextCaster to the growing CoSIDA corporate partner family," stated Tom Di Camillo, 2011-12 CoSIDA President who serves as Central Arizona College Director of Public Relations and Assistant Commissioner for the Pacific West Conference. "CoSIDA recognizes and embraces the growing trend and need for collegiate athletic departments to send time-sensitive information to mobile devices via text message. Through our TextCaster alliance, CoSIDA will now have an important new digital communications platform to instantly reach our members, colleagues and associates within the intercollegiate athletic community."

"Next-generation mobile communications is growing at a rapid pace and mobile technology and instant communication continues to change the way that we live, communicate and connect to others," concluded Di Camillo. "As strategic communicators, to have this text-messaging service available for our organizational and members' needs is the important next step in our communications strategy and outreach."

TextCaster has built an extensive clientele that represents a significant presence in the fields of media, education, enterprise, public safety, faith-based organizations, non-profits and collegiate athletics. TextCaster has clients using the "Sports Connection" application at every level of collegiate athletics.

To learn more about TextCaster's application for collegiate athletics, "Sports Connection", please visit [www.TextCaster.com/cosida](http://www.TextCaster.com/cosida).



# THANK YOU CoSIDA

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

**ESPN**



# HOW TO WRITE FOR JOURNALISTS AND MAKE THEIR JOBS EASIER WHILE IMPROVING YOUR OPPORTUNITIES FOR PUBLICITY

see online: *How to Write for Journalists and Make Their Jobs Easier*, by Andrew Hindes, [www.prnewsonline.com](http://www.prnewsonline.com)

Social media has transformed many aspects of the public relations profession, but one thing hasn't changed: PR pros still have to sell story ideas to journalists by writing pitches and press releases.

As a former reporter who now provides writing services to corporate PR departments and agencies, I've learned that crafting successful press materials often comes down to one question: How can I make the journalist's job easier?

Today, reporters and editors are buried in a 24-hour avalanche of e-mail, blogs, tweets and status updates. They sift through this digital rubble every day in search of nuggets they can turn into compelling stories that will drive readership, Web traffic or audience tune-in. Making a journalist's job easier not only increases your chances of getting your story placed, it can help you forge a lasting relationship with someone who can make your job easier.

With that in mind, here are some guidelines to keep in mind when writing press materials:

## DO YOUR HOMEWORK

Journalists agree there are few things more irritating than receiving a pitch or press release for a story that their publication would never run. "It's frustrating to get queries from people who obviously have no idea what kind of content we publish," says Karin Baker, deputy editor at online culture guide Flavorpill.

But it's not enough just to familiarize yourself with the outlet you're targeting. Research which individual writer or editor handles the subject you're pitching, and tailor your message directly to him or her.

"There are an awful lot of lazy, form-letter e-mail pitches out there," says Scott Collins, who writes about the television industry for the Los Angeles Times. "Many that I get are off-topic, and it's clear the sender has no idea who I am or what I cover. If you can find time to Google, say, your pet-sitter, you can find time to Google me."

A little flattery never hurts either. Collins admits he's impressed when a publicist's pitch compliments a previous piece he's written. But don't get too chummy with a reporter you don't know. "Some of the e-mails begin with greetings such as, 'Hey, Scott! What's up? Hope you're having a good new year,' as if the sender and I are old friends from back in the day. It's not a good way to start a relationship."

## GET YOUR FACTS STRAIGHT

This one seems obvious, but many journalists say they regularly receive materials riddled with inaccuracies, typos and spelling errors.

"It's always a little shocking when they can't even spell their client's name right," says Baker. "I see press releases where the client's name is spelled two or even three different ways. Then again, I received a query recently where the writer spelled my name Karen, Karrie and Karie. He never once spelled it correctly."

A sloppily written press release can undermine even a good



story, because it can make the reader question the reliability of the facts. Conversely, well-written press materials reflect positively on the story, the client and the publicist. We're not talking Shakespeare here—just clearly worded, factual copy that's been triple-checked for errors.

## GRAB YOUR READER'S ATTENTION—FAST.

Remember, you're trying to make the reporter or editor's job easier. So tell them exactly what's interesting about your pitch and why it would make a great story for their readership. And do it quickly. Busy journalists have only a few seconds to scan an e-mail and decide whether it's right for them.

"Make the headline or e-mail subject line crisp and clear," says Todd Cunningham, news editor at entertainment and media news site TheWrap. "Editors are jaded, so make it amusing if you can, but don't be oblique or be a wise guy."

Cunningham also warns against making headlines too generic ("Major Announcement from Acme") or loading them up with industry jargon or tech babble ("ITECH Bows e-790 Lateral Bio-System").

Most importantly, though, keep your pitch short: one page, at most. If you have additional background material on a company or product, send it as a separate press kit or include links to appropriate online sources.

One more way to make a journalist's job easier? Suggest angles for a trend piece or feature that spotlights your client, recommends Baker. "Even though I might not use that idea, it can get my wheels turning."

*Andrew Hindes is president of The In-House Writer, a Los Angeles-based PR and marketing copywriting firm that specializes in creating press materials for companies in a broad range of industries. He can be reached at [andrew@theinhousewriter.com](mailto:andrew@theinhousewriter.com).*

### TOGETHER WE CAN MAKE A DIFFERENCE

By now your New Year's resolutions have come and gone, and if you are like the rest of America, they are an afterthought. That is, if you even made any ... Let's face it, as an athletics administrator working in the new frontier of collegiate sports where everything revolves around the 24/7 news cycle and your duties have become more and more encompassing, who has time to do something for yourself? Or, more importantly, for others?



Sam Atkinson



Each day we worry about our department's functions, team performances, game schedules, game operations, press releases, staying connected on social media, and for some, there are additional responsibilities with coaches' contracts, TV rights, marketing, ticket sales, booster relations, etc. The list can be endless, but where does your health, the wellness of your athletics and support staff fall? What about volunteering time for community service? More often than not, there isn't time to hit the gym, get out from behind your computer, put down your trusty smartphone or roll up your sleeves to help others.

This is where we as athletics administrators need to take a step back and reassess some of our priorities.

We are champions of our athletics teams' efforts at the local hospital or homeless shelter. We love seeing our teams host home games clad in pink or coaches wearing tennis shoes to raise awareness for cancer research.

Yet, do we always practice what we preach to our student-athletes?

Why don't we see more athletics staffs volunteering their time as a group to help out a local charity? How many coaches could keep up with their players in conditioning drills? How many of us eat a meal consisting of pizza, hot dogs, chips and sodas from the pressroom before a game?

The above questions are not saying athletics administrators need media attention or an award for doing the right thing or being in shape, but it is to stress the fact that we need to become the role models of our departments. We all know collegiate athletics has been hit with some tremendously negative news during the past year for people making the wrong decisions.

Every day, we have an opportunity to make the right decision, no matter how small, that could help benefit our health, overall wellness and community. We need to begin the process of change.

It was that thinking four years ago that CoSIDA changed its dormant Charity Committee to the Goodwill Committee. A small group of us saw the need for CoSIDA to give back to the local host city where our annual convention was being held and we developed a new message that "CoSIDA Cares." During the 2008 CoSIDA Convention in Tampa, we planned for our first service project to be held in San Antonio the following year. In 2009, CoSIDA sent 15 volunteers to the San Antonio Food Bank to work for three hours led by CoSIDA Goodwill and Wellness Vice-Chair Ryan Klinkner (SID at Saint John's (Minn.) University). The Young CoSIDA group also held a charity raffle where several hundred dollars were donated to the food bank.

The following year, we introduced our first clothing donation drive during registration check-in at the CoSIDA Convention in San Francisco. We

received more than 400 items, 70 of which came from the 2010 BCS National Championship Game and Rose Bowl/Tournament of Roses (valued at more than \$5,000). In addition, another charity raffle run by the Young CoSIDA group netted more than \$500 that was donated to St. Anthony's Foundation. We sent 20 volunteers to St. Anthony's for two-hour shifts where we helped prepare food for the homeless and served lunch to 2,600 guests that day alone.

It was in San Francisco that the CoSIDA Goodwill Committee started to begin discussing the need to include wellness/health into our mission as we noticed more and more overweight and sedentary sports information professionals. The sad news of several co-workers and peers dying early because of health conditions, some of which could have been prevented if time was used to stay healthy, only fueled the movement. According to the Centers for Disease Control and Prevention, about one-third of U.S. adults (33.8 percent) are obese.

Last summer at Marco Island, Fla., we held our first CoSIDA 5K run/walk to help kick-off our convention. We had an impressive 96 participants, which included families and spouses, all who paid a nominal entry fee which saw all proceeds benefiting St. Matthew's House in Naples, Fla. More than \$700 was raised through that event alone, coupled with another clothing drive of more than 100 items and a record-setting Young CoSIDA charity raffle that raised more than \$900. Clearly, the momentum of "CoSIDA Cares" is growing as it was our best Goodwill effort to date.

In three years, we have raised \$2,500, donated more than 500 items and committed 80 community service hours to three different service projects and held our first fun fitness event.

During last summer's Goodwill Committee meeting, we saw a significant increase in committee membership after we started with two members (Ryan and myself) back in 2007. To emphasize all of our efforts, the committee decided to change our official name to Goodwill and Wellness.

The 2012 Convention in St. Louis, in June, figures to be a busy one for the CoSIDA Goodwill and Wellness Committee. We are in the midst of planning our fourth service project and donation drive, second 5K run/walk and working with Young CoSIDA on another charity raffle.

We don't plan on stopping in 2013 when the CoSIDA annual convention will be held in conjunction with the NACDA Convention in Orlando, Fla. We hope to take our Goodwill and Wellness initiatives to the next level with your help and participation and are in discussion with NACDA officials to make this happen.

In addition to community outreach, we are full bent on encouraging each collegiate athletics professional to make those little changes in his/her life now to free up more time for self-improvement and assist in improving the wellness of your staff and your surrounding community. Together we can make a difference in so many ways.

Sam Atkinson is the sports information director at Gallaudet and Chair of CoSIDA's Goodwill and Wellness Committee.



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[twitter.com/CoSIDAnews](http://twitter.com/CoSIDAnews)

# **FRED STABLEY, SR.**

## **WRITING CONTEST**

---

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

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

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

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

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

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

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

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

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

### **THE CONTEST**

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

### **ENTRIES**

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

## JUDGING

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

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

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

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

## WRITING CONTEST ENTRY FORM

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

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

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

or

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

## FREQUENTLY ASKED QUESTIONS

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

# **FRED STABLEY, SR.**

## **WRITING CONTEST**

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

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

### **CATEGORY**

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

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

---

---

Please list name(s) for award certificates

---

---

---

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

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

# **FRED STABLEY, SR.**

## **WRITING CONTEST**

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### **WHERE TO SEND ENTRIES**

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

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

---

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

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

---

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

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

---

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

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

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

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

---

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

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

---

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

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

---

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

Darlene Camacho  
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# Publications Contests

## 2011-12



*CoSIDA Members,*

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

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

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

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

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

# Publications Contests

## GENERAL INFORMATION

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

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

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

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

## HOW TO ENTER

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

## DISTRICT BREAKDOWNS

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

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

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

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

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

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

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

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

## CONTEST RULES

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

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

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

## REASONS YOU COULD BE DISQUALIFIED

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

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

## **GAME PROGRAMS**

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

## **CONFERENCE GUIDES**

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

## **FOOTBALL GUIDES**

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

## **MEDIA GUIDE CONTESTS**

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

## **MULTIPLE SPORT GUIDES**

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

## **POSTERS**

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

## **POSTSEASON GUIDES**

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

## **SINGLE SPORT GUIDES**

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

## **SINGLE SPORT PROGRAMS**

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

## **SPECIAL PROGRAMS**

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

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

# Publications Contests

## 2011-12 Contest Coordinators

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

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

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

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



# Publications Contests

## 2011-12 Coordinators Mailing List

Dave Beyer	Mercer University	1400 Coleman Avenue	Macon, GA 31207
Leslie Casey	America East Conference	215 First Street, Suite 140	Cambridge, MA 02142
Gene Cassell	Washburn	1700 SW College	Topeka, KS 66621
Patty Constantin	Our Lady of the Lake University	411 S.W. 24th St.	San Antonio, Texas 78207
Ryan Finney	UCLA	Morgan Center 325 Westwood Plaza	Los Angeles, CA 90095-1639
Taylor Flatt	Tampa	401 W. Kennedy Blvd.	Tampa, Florida 33606-1490
Blake Freeland	Oral Roberts	7777 S. Lewis Ave.	Tulsa, OK 74171
Marlon Furlongue	Bluefield State College	219 Rock Street	Bluefield, WV 24701
Parker Griffith	NFCA	100 G T Thames Drive, Suite D	Starkville, MS 39759
Christy Kramer	University of North Dakota	2751 2nd Ave. N. Stop 9013	Grand Forks, ND 58202-9013
Logan Lawrence	St. Edwards University	3001 S. Congree Ave.	Austin, TX 78704
Steve Marovich	Carthage College	2001 Alford Park Drive	Kenosha, WI 53140
Micah McDaniel	California Baptist University	8432 Magnolia Ave.	Riverside, CA 92504
Sarah Meier	Rocky Mountain Athletic Conf.	1867 Austin Bluffs Parkway Suite 101	Colorado Springs, Colo. 80918
Troy Mitchell	Henderson State	1100 Henderson Street, Box 7630	Arkadelphia, Ark. 71999
Patrick Moore	Madonna University	36600 Schoolcraft Road	Livonia, MI 48150
Rich Moser	Eastern Illinois University	600 Lincoln Avenue, Lantz Arena	Charleston, IL 61920
Terry Owens	Beloit College	700 College St.	Beloit, Wis. 53511
Patrick Pierson	Florida Gulf Coast University	10501 FGCU Boulevard South	Fort Myers, Fla. 33965
Tina Price	Old Dominion University	Room 124, Ath. Building Hampton Blvd.	Norfolk, VA 23529-0201
Daniel Ruede	University of Hartford	200 Bloomfield Ave. Sports Center	West Hartford, CT 06117
Patrick Stewart	ECAC	1311 Craigville Beach Road	Centerville, MA 02632
Francis Tommasino	Christopher Newport University	Freeman Center, 1 University Place	Newport News, VA 23606
Rich Tortorelli	Oklahoma City University	2501 N. Blackwelder Ave.	Oklahoma City, OK 73106
Kelly Vergin	SUNY Brockport	350 New Campus Drive	Brockport, NY 14420-2989
Patrick Walsh	Louisiana Tech	PO Box 3166 T.S.	Ruston, LA 71272
Paul Welker	Alfred State College	Public Relations Office, 29 Parish Hall	Alfred, NY 14802
Deanna Werner	Texas A&M University	P.O. Box 30017	College Station, TX 77842-3017



# 2011-12 CoSIDA Publications Contests Entry Form

(All information must be TYPED)

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

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

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

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

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

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

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

Is this sport an Independent? [circle] Yes No

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

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

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

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

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

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

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

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

Game programs designed by professional agencies will be disqualified.

## ENTRY CHECKLIST – Have you ...

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

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At-Large Representative	Joe Browning UNC Wilmington	(910) 962-3236	(910) 962-3686	browningj@uncw.edu
At-Large Representative	John Paquette Big East Conference	(401) 453-0660	(401) 751-8540	jpaquette@bigeast.org
At-Large Representative	Ed Hill Howard	(202) 806-7184	(202) 806-9595	ehill1950@aol.com
At-Large Representative	Kent Brown Illinois	(217) 244-6533	(217) 333-5540	kwbrown3@illinois.edu
College Division Rep. Central	Cindy Fotti Columbia (Mo.)	(573) 875-7454	(573) 875-7429	cnfotti@ccis.edu
College Division Rep. Northeast	Mark Fleming Moravian	(610) 861-1472	(610) 861-1581	sportsinfo@moravian.edu
College Division Rep. South	Dave Walters Guillford	(336) 316-2107	(336) 316-2953	dwalters@guillford.edu
College Division Rep. West	Steve Flegel Whitworth	(509) 777-3239	(509) 777-3720	sflegel@whitworth.edu
College Division Rep. At-Large	Greg Goings Bowie State	(301) 860-3574	(301) 860-3585	ggoings@bowiestate.edu
College Division Rep. At-Large	Dave Wrath Augustana (Ill.)	(309) 794-7265	(309) 794-7525	davewrath@augustana.edu
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Second Past President	Justin Doherty Wisconsin	(608) 262-1811	(608) 262-8184	jmd@athletics.wisc.edu
Third Past President	Nick Joos Baylor	(254) 710-3043	(254) 710-1369	nicholas_joos@baylor.edu
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Executive Director	John Humenik	(352) 377-1908		jhumenik@bellsouth.net
Director of External Affairs	Barb Kowal	(512) 739-1234	(512) 739-1234	barbkowal@cosida.com
Director of Internal Operations	Will Roleson	(317) 490-2905		willroleson@cosida.com

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## Seven things communications pros should know about the shifting media landscape

by Michael Sebastian via [prdaily.com](http://prdaily.com)  
 graphic courtesy via [prdaily.com](http://prdaily.com)

Vocus became a Twitter trending topic on Jan. 26, thanks to its State of the Media report and webinar.

The report paints a media landscape that continues to struggle but is using the Web—and especially social media—to evolve.

Although fewer newspapers shut down in 2011, they continue to shutter bureaus throughout the world and launch fewer titles, according to the report. Papers also continue to cut staff.

“Two years ago I thought newspapers had trimmed as much as they could, but it appears it will continue until they have skeleton staffs,” David Coates, the managing editor of newspaper content, said in the report. “Newspaper staffs are getting leaner and younger these days. The ink-stained wretch has been replaced by the digital savvy geek.

“We are seeing more and more editors in their 20s and 30s who have a grasp of the importance of digital and social media.”

A major trend among newspapers and online-only outlets is the shift to local content, according to the report.

For magazines, 2011 was similar to 2010 in that the industry saw more titles launch than fold. Layoffs among magazine editorial staff were “moderate,” the report said. And iPads are not, as some suggested, killing magazines. In fact, it’s quite the opposite.

“The irony is that the iPad seems to be saving magazines as people need content to consume on the device,” Rebecca Bredholt, Vocus’s managing editor of magazines, said in the report.

TV stations are sharing resources and using their websites to fill the gap left by shrinking newspapers, whereas radio—dubbed the great survivor—saw listener gains in all four quarters of 2011, according to the report.

Perhaps most promising for radio is that Arbitron, the medium’s primary measurement tool, noted that the number of listeners age 12 and older grew by more than 240 million per week, a bump of more than a million compared with last year.

Bloggers, meanwhile, are partnering with many mainstream media outlets, the report said. Growth in the blogosphere was primarily in the consumer sector, including blogs about domestic life, parenting, and cooking.

### **All these changes mean (at least) seven things for the PR industry:**

#### **MEDIA OUTLETS WANT MORE THAN JUST TEXT.**

They’re looking for pictures and video, the report said. But your content should continue to mind the three Cs: clear, concise, compelling.

#### **THE OLD RULES FOR PITCHING STILL APPLY.**

Just because social media is forcing old-media companies to evolve, that doesn’t mean they should be treated differently. “Despite the fabulous changes in technology, all the old rules of being a human should still apply,” said Rebecca Bredholt. “Treat people as individuals, which is what editors and reporters are. Be polite: Introduce yourself first, and ask questions later.”

#### **BUY AN iPhone AND/OR iPad.**

The media is creating content for these platforms; you should know what that looks like and how it works.

#### **DON’T PITCH USING SOCIAL MEDIA.**

Just 2 percent of journalists prefer pitches through social media, while 80 percent want them to come through email. Enough said.

#### **DO GET TO KNOW THEM ON SOCIAL MEDIA PLATFORMS.**

Follow a reporter’s or editor’s tweets. Take note of what they’re sharing. And unless you know them personally, don’t “friend” them on Facebook.

#### **MAKE IT EASY FOR REPORTERS.**

Shrinking newsroom staffs and a growing online field of media outlets mean that journalists are more crunched for time than ever before. “The easier a PR professional can make it for a reporter to write a story, the better chance that story will be written and a good working relationship between the PR pro and reporter will blossom,” Ben Coates said.

#### **THE BEST TIME TO PITCH A TV NEWSROOM IS BETWEEN 8 AND 9 A.M.**

That’s usually before the editorial staff’s morning meeting. Unless it’s breaking news, pitch your story at least a few days or a week in advance. Also, TV journalists want to speak with real people who are affected by your product or organization—not just your spokesperson or CEO.

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

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## **CoSIDA members:**

### **Nominate deserving student-athletes for the Buick Human Highlight Reel program**



The NCAA and Buick are in real need of story ideas (videos) for current or former student-athletes who have made a significant impact in life. CoSIDA members can see examples at [www.ncaa.com/buick](http://www.ncaa.com/buick).

It is the goal of the program to highlight as many incredible stories as possible. The program has a forum for NCAA members schools to tell their special student-athlete stories and how former student-athletes are bringing their "A" game to an important cause or organization.

**Note: Stories must feature a former NCAA student-athlete.**

### **About the Buick Human Highlight Reel**

It started with a simple idea: find stories that inspire us and share them with the world. From a former start player making a difference for 3 million kids around the world or a swimmer who turns his NCAA success into a chance to change lives - every cause, every person, and every contribution is a testament to the power of human achievement. By offering our support to further these causes and ideas, Buick and the NCAA are celebrating the next generation of achievers.

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

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# D.C. KOEHL

## LONGTIME OHIO STATE SID PASSES AWAY



COLUMBUS, Ohio – The Ohio State University and the Department of Athletics lost longtime administrator D.C. Koehl in late January from complications of a fall he had in November. He was 61.

Koehl was in his 39th year with the Department of Athletics. He joined the department's sports information office in July 1973 after graduating from Ohio State earlier that year with a degree in public recreation. He was a basketball manager for four years while an undergraduate, working for Hall of Fame coach Fred Taylor, and served as head manager for the team as a senior.

"D.C. was one of the most dedicated and well-respected individuals in this Athletics Department," associate athletics director Chris Schneider said. "Not only did he provide great support to the coaches and student-athletes here at Ohio State, but he worked tirelessly for the sport of volleyball and the Midwestern Intercollegiate Volleyball Association. We have all lost a dear friend today."

A native of Columbus and a graduate of Walnut Ridge High School, Koehl started a statistics and record service for the school's athletic teams. His love of statistics followed him to Ohio State, where he was the go-to person – and an excellent one – for football and basketball statistics even after statistics became ubiquitous with the introduction of the World Wide Web.

A reference in an Ohio State basketball media guide in the 1980s stated that Koehl "has devised a system of storing historical athletic information in a computer."

Koehl loved the sport of volleyball. He was the athletics communications contact for the men's and women's teams for the last 30 years. He coordinated the promotion and publicity efforts for countless NCAA-qualifying, Big Ten- and MIVA-champion teams, and dozens of All-Americans

and players of the year. And this past season he enjoyed the pinnacle of volleyball success as the Ohio State men's program, under the direction of Pete Hanson, won its first NCAA championship.

"I am so thankful that D.C. had the opportunity to be with us in State College this past May to witness our finest hour as a program," men's volleyball coach Pete Hanson said.

"I really feel like he probably was out there playing every moment on the court with our kids. Though he would probably never show outwardly how much he enjoyed that night, I believe that deep down it might have been one of his best Ohio State moments. Those thoughts make me very happy for D.C."

"He will be missed greatly for his professionalism and support. I have never met a finer BUCKEYE. He truly was a dear friend and colleague."

Koehl was the communications contact for the entire Midwestern Intercollegiate Volleyball Association, and he served as

a communications contact for the Ohio State sports of rifle and pistol.

And for years and years he oversaw the daunting administrative tasks of football credentialing. And that task, too, he did exceptionally well.

"D.C. Koehl was incredibly dedicated to The Ohio State University and the countless student-athletes whom he chronicled and promoted over his career," associate athletics director for communications Dan Wallenberg said. "His attention to detail and meticulous archiving efforts have been invaluable for both staff and media alike. He will be missed by all those who came to know and love him."

A member of the College Sports Information Directors of America (CoSIDA) for 37 years, Koehl was honored with a 25-year award by the organization in 1999.

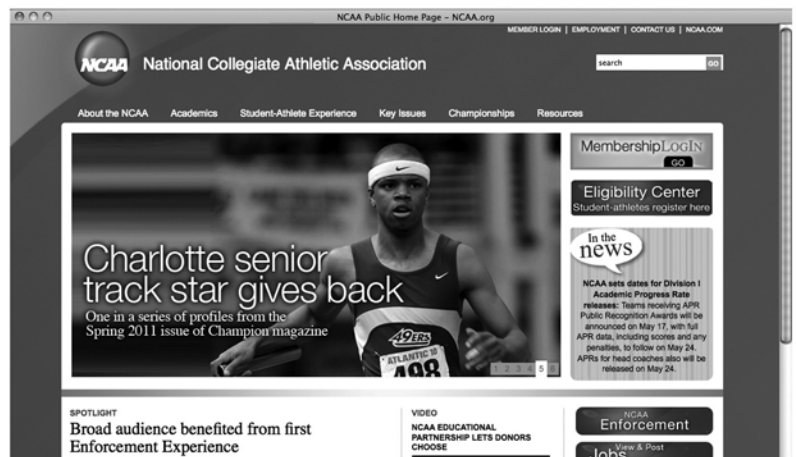




# More news. More topics. More for you.

College sports are always fun — and sometimes complicated. If you want reliable information about the issues surrounding intercollegiate athletics, visit [NCAA.org](http://NCAA.org)

[NCAA.org](http://NCAA.org). You'll get more than the score.



# FIVE

## Questions . . . With Kevin Beattie

Associate Athletic Director for Communications and Compliance

Rensselaer Polytechnic Institute (N.Y.)

by Larry Happel, Central College

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

While an undergraduate at Oneonta State, I got involved informally in the athletics department. I gave that up to work on the student newspaper, but I guess the taste of it was enough to keep me interested. Upon graduating I worked for the Albany River Rats, the American Hockey League affiliate of the New Jersey Devils and the timing could not have been better. It was the fall of 1994 and the NHL in a lockout so all the Devils' brass spent a lot of time in Albany. With that it was not uncommon to see Lou Lamoriello, Jacques Lemaire, Larry Robinson, or even Mike Emrick roaming around the building working with the players and staffs. Needless to say, I was like a sponge. And the team was really good. The Rats won the Calder Cup, league title, and I think more than 20 players went on to play in the NHL, including some who went on to help New Jersey win the Stanley Cup that same year. I was four years with the River Rats and then I came to RPI in August 1998.

### 2. *As SIDs spend more time promoting their institutions and athletes on multiple platforms, does the traditional media become a less significant component of your communications strategies?*

On the contrary, traditional media becomes even more important. If you think about it, they have all the same new platforms that we as athletic communicators have, but they boast a completely different and diverse audience which most of us have an extremely hard time reaching. The more we provide to our traditional media friends, whether it be scores, notes or features, the more they have to share with their audiences through both their customary



methods as well as their social media avenues. Clearly traditional media is not what it once was when you look at subscriptions or television ratings, but it is still a valuable, valuable resource in a number of ways.

### 3. *What challenges does it create with having men's and women's ice hockey in Division I and all of your other sports in Division III?*

There is no question that being multi-divisional offers challenges, both from an athletic communications perspective and even more so from a compliance coordinator's point of view. However, in athletic communications, we actually use it as motivation to provide all 600 of our student-athletes with Division I treatment, at least to the best of our ability. For example, a visitor to our website would be hard-pressed to distinguish the difference between a hockey player's online bio and a basketball player's bio. Looking at them side-by-side show they each have a write-up, head shot, action shot and statistics.

Compliance-wise, ugh. I have two NCAA Manuals on my desk and have to understand the intent of both without confusing the two. Anyone who has ever seen the manuals will realize that is no easy task.

### 4. *Who do you look to for advice?*

One thing we talk about each year at the ECAC-SIDA Workshop is to understand that athletic communicators are not alone. We stress that there are so many tremendous people in our industry and encourage everyone to use as many colleagues as possible. To be honest, I take advantage of that as much as anyone. It might be Sue Edson at Syracuse with assistance on something like crisis communication, Brad Nadeau at Middlebury about hosting national championships, Jason Fein at Drew about managing administrative duties, or Fran Elia at Cortland about some historical perspective. I have also called SIDs whom I have never met before because I thought I could assist them with something.

At RPI we are very lucky in that we have really first-class people within our own department and on our campus, so I turn to them

on a daily basis. And of course I rely on my wife, Stacey, though I try not to burden her too much with my work issues. As a fifth grade teacher, she has enough to concern herself with dealing with 10-12 year olds.

**5. What keeps you in the profession? What do you find most rewarding?**

The challenges and opportunities vary on a day-to-day basis and that is very exciting, especially considering the number of hours and days athletic communicators put into the profession. There is also the diversity in the skill set one must have, whether it be writing, editing, desktop publishing, photography, website maintenance, which helps keep the job fresh. But what is most rewarding are the people I get to work with each day. We have a blue-collar campus with our students, faculty and staff and that suits me. Everyone is so appreciative of what they earn because they work hard to accomplish their goals. The satisfaction when seeing people on campus have achieved success is immeasurable.

## VOLUNTEERS NEEDED FOR U.S. OLYMPIC TRIALS

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

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

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

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

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

For more information, go to:  
[www.tracktown12.com](http://www.tracktown12.com).

## 2011-12 CoSIDA DIRECTORY PDF VERSION AVAILABLE

[http://www.cosida.com/media/documents/2011/10/1112\\_CoSIDA\\_Directory.pdf](http://www.cosida.com/media/documents/2011/10/1112_CoSIDA_Directory.pdf)

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

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

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



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



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



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

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FOR THEIR COMMITMENT  
AND HARD WORK ALL YEAR!

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COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA  
**Future Convention Sites**



Saturday, June 23-Tuesday, June 26

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

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

Orlando  
World Center  
Marriott Resort &  
Convention Center



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FOX COLLEGE SPORTS

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

# *CoSIDA Says*

## *Thank You*

### *Alphabetical Roster of Sponsors/Providers for 2011 Convention*

Allstate Sugar Bowl  
American Baseball Coaches Association  
American Football Coaches Association  
ARA Sportsmanship Award  
ASAP Sports  
Atlantic Coast Conference  
Atlantic 10 Conference  
AT&T Cotton Bowl Classic  
Big East Conference  
Big Ten Conference  
Big Ten Network  
Big 12 Conference  
Capital One  
CBS Sports Network  
CollegePressBox.com  
Conference USA  
Disney Sports  
Eclaro Sports  
Expion  
ESPN  
Fiesta Bowl  
Florida Citrus Sports  
Football Bowl Association  
Football Writers Association of America  
FOX Sports Networks  
Good Karma Broadcasting  
Heisman Memorial Trust  
Horizon League  
Paul Hornung Award  
Learfield Communications  
Liberty Mutual Coach of the Year Award

Licensing Resource Group  
Lindy's Sports Publications  
Lott Trophy  
myTEAMBOOK.net  
NCAA  
NCAA Football  
National Fastpitch Coaches Association  
National Football Foundation  
and College Hall of Fame  
National Association of Basketball Coaches  
NFL  
NewTek  
Orange Bowl  
Pac-12 Conference  
Populous  
Rivals/Yahoo! Sports  
Rose Bowl Game  
Stat Crew  
SIDEARM Sports  
Southeastern Conference  
Summit Group  
Sporting News  
Sports Systems  
TRZ Sports/TEAMLINe  
Turner Sports  
United States Basketball Writers Association  
USA Basketball  
USA Hockey  
Wuerffel Trophy  
XOS Digital (Collegiate Images)

**Who uses Sports Systems to manage credentials?**

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

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online innovations for events

For 25 years, **Sports Systems** has been the SID's outsourcing leader, providing school, conference and bowl media relations directors with *press release distribution, postseason awards voting, conference calling, and performance list scoring systems.*

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

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



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**January 2012 - Two Big Games**

**78th Annual Allstate Sugar Bowl & BCS National Championship Game**

**Louisiana Superdome - New Orleans, La.**

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**CoSIDA thanks the following Convention Exhibitors for their support**

## Sponsor Exhibitors

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Eclaro Sports

Expion

Liberty Mutual

NewTek

SIDARM Sports

Stat Crew Software

Sports Systems

## Other Exhibitors

Automated Flipcards

Collegiate Directories

Daktronics

Hotwire Communications

KenCast, Inc.

Neulion

Paramount Ticket Company

Presto Sports

SIDHelp

Sound Director Inc.

Sport Productions

Stretch Internet

Summit Athletic Media

universitytickets

.84444.com



# COSIDA CALENDAR

## UPCOMING MEMBERSHIP SCHEDULE AND DEADLINES

### FEBRUARY

- **WEDNESDAY: FEB. 15**

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

- **MONDAY: FEB. 20**

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

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

- **TUESDAY: FEB. 21**

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

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

- **WEDNESDAY: FEB. 22**

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

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

- **THURSDAY: FEB. 23**

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

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

- **FRIDAY: FEB. 24**

Fred Stabley, Sr. Writing Contest - ENTRY DEADLINE

### MARCH

- **FRIDAY: MARCH 30**

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

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

### APRIL

- **TUESDAY: APRIL 3**

Capital One BASEBALL & SOFTBALL Academic All-District nominations open

- **FRIDAY: APRIL 6**

CoSIDA Phil Langan Graduate Internship Grant - NOMINATION DEADLINE

- **FRIDAY: APRIL 13**

CoSIDA Langston Rogers Postgraduate Scholarship - NOMINATION DEADLINE

CoSIDA Wylie Smith Postgraduate Scholarship - NOMINATION DEADLINE

- **TUESDAY: APRIL 17**

Capital One BASEBALL & SOFTBALL Academic All-District nominations close (deadline: 6 p.m. Eastern)

Capital One MEN'S & WOMEN'S TRACK & FIELD/ CROSS COUNTRY Academic All-District nominations open (deadline: Tue., May 1, 6 p.m. Eastern)

- **FRIDAY: APRIL 20**

Capital One BASEBALL & SOFTBALL Academic All-District voting opens (deadline: Tue., May 1, 6 p.m. Eastern)

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

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

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

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

updated July 20, 2011

# CoSIDA MEMBERS' SUBMISSIONS NEEDED

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

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



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

Below is a letter from espnW's projects manager.

### Members of CoSIDA,

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

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

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

- Top 10 Video Nominations should be directed to Ambre Moton at [Ambre.Moton@ESPN.com](mailto:Ambre.Moton@ESPN.com).
- General Story Leads should be directed to Joslyn Dalton at [Joslyn.M.Dalton@ESPN.com](mailto:Joslyn.M.Dalton@ESPN.com).

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

Warm regards,

*Joslyn Dalton*  
**Associate Manager, espnW Projects**  
**Email: [Joslyn.M.Dalton@espn.com](mailto:Joslyn.M.Dalton@espn.com)**

# 2012-13 CoSIDA Phil Langan Graduate Internship Grant

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

## Basic information:

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

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

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

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

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

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

**APPLICATION DEADLINE IS APRIL 6, 2012**

# 2012-13 CoSIDA Postgraduate Scholarship Application

## LANGSTON ROGERS POSTGRADUATE SCHOLARSHIP

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

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

**Basic qualifications for the Langston Rogers Scholarship:**

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

**Terms and conditions:**

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

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

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

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

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

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

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

**MAIL APPLICATION AND  
ACCOMPANYING MATERIALS TO:**

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

**APPLICATION CHECKLIST**

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

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

**APPLICATION DEADLINE: APRIL 13, 2012**



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

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

**Basic qualifications:**

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

**Terms and conditions:**

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

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

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

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

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

(If a dependent, signature of Parent or Guardian) \_\_\_\_\_

**Signature of Nominating SID** \_\_\_\_\_

**APPLICATION CHECKLIST**

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

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

**MAIL APPLICATION AND ACCOMPANYING MATERIALS TO:**

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

**APPLICATION DEADLINE IS MAY 4, 2012**

# 2012-13 CoSIDA Postgraduate Scholarship Application

## WYLIE SMITH POSTGRADUATE SCHOLARSHIP

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

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

**Basic qualifications for the Wylie Smith Scholarship:**

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

**Terms and conditions:**

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

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

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

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

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

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

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

**MAIL APPLICATION AND  
ACCOMPANYING MATERIALS TO:**

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

**APPLICATION CHECKLIST**

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

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

**APPLICATION DEADLINE: APRIL 13, 2012**

# 2012 CoSIDA CONVENTION ST. LOUIS

<http://www.cosida.com/workshops/convention12.aspx>



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# CoSIDA ANNUAL MEMBERSHIP, WORKSHOP ATTENDANCE

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

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