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CoSIDA

Strategic Communicators for College Athletics

2012 CoSIDA AWARD WINNERS ANNOUNCED



St. Louis Convention Information Inside . . .



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CoSIDA 2012

MARCH E-DIGEST

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2012 CoSIDA SPECIAL AWARDS HONOREES ANNOUNCED

Numerous members of the College Sports Information Directors of America (CoSIDA) organization will receive national awards for outstanding achievements and induct its 2012 Hall of Fame class when the organization holds its 55th annual convention June 22-26 at the Renaissance Grand Hotel in St. Louis.

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

Seven current and former sports communications professionals will be inducted into the CoSIDA Hall of Fame at a luncheon and ceremony on Monday, June 25. This CoSIDA Hall of Fame honor is presented to members of CoSIDA who have made outstanding contributions to the field of college athletic communications.

Members of the 2012 Hall of Fame Class include **Kennan Timm** of UW-Oshkosh; **Tom DiCamillo**, current 2011-12 CoSIDA president who serves as Central Arizona College Director of Public Relations and Assistant Commissioner for the Pacific West Conference; **Lawrence Fan**, San Jose State University Athletics Media Relations Director; **Debbie Copp**, Director of Athletic Publications at the University of Oklahoma; **Sue Edson**, Syracuse University Assistant Director of Athletics for Communications; and the late **Charles "Chuck" Prophet**, the former director of sports information of at Mississippi Valley State. **Fred Huff**, the former sports information director at Southern Illinois-Carbondale, was selected by the Veterans Selection Committee. The other six were selected by a vote of nearly 70 CoSIDA Hall of Famers.

The newest class of the Capital One Academic All-America Hall of Fame also will be honored in St. Louis, and those inductees will be announced later in March.

At a luncheon on June 25, CoSIDA will recognize six members with the Lifetime Achievement Award. This award is presented to CoSIDA members who have served at least 25 years in the profession (as of June 2012) who are retiring or leaving the profession. Those members include **Peter Schlehr** of Towson University; **Phil Haddy** of the University of Iowa; **Wallace Dooley, Jr.**, formerly of Tennessee State University; **Bill Turnage** of Florida Southern College; **Mike Mahon** of Drake University; and **Bob Condron** of the U.S. Olympic Committee (USOC).

Condron, the USOC Media Services Director for the last 28 years, will also be awarded the Keith Jackson Eternal Flame Award named for the longtime broadcaster which recognizes an individual or an organization who has made a lasting contribution to intercollegiate athletics demonstrating a long and consistent commitment to excellence and support of CoSIDA and its mission.

Also recognized at this luncheon will be **Malcolm Moran**, the Jake Wade Award winner. The former award-winning USA Today, New York Times, Newsday and Chicago Tribune reporter of 30 years is now the John S. and James L. Knight Chair in Sports Journalism and Society at Penn State University. The award he is receiving is named for the acclaimed North Carolina sports journalist and former UNC SID Wade. This award is presented

(continued on page 5)

Hall of Fame Class of 2012



Debbie Copp



Tom Di Camillo



Sue Edson



Lawrence Fan



Fred Huff



**Chuck Prophet
(deceased)**



Keenan Timm



annually to an individual who has made an outstanding contribution in the media to the field of intercollegiate athletics.

The Arch Ward Award is presented annually to a CoSIDA member who has made outstanding contributions to the field of college sports information, and who, by his or her activities, has brought dignity and prestige to the profession. Hall of Fame honoree **Lawrence Fan** will be recognized with this award at the Capital One Awards Gala taking place Monday evening, June 25.

The June 25 Capital One Awards Gala also includes recognition of **Jack Neumann** from the University of Calgary as the Warren Berg Award winner, recognizing him as the top professional in the college division. The award is presented annually to a college-division member who has made outstanding contributions to the field of college sports information and who, by his or her activities, has brought dignity and prestige to the profession.

Also earning recognition that evening will be **Dave Wohlhueter**, former Cornell SID who also serves as CoSIDA treasurer, as the Lester Jordan Award honoree. The Lester Jordan Award is presented to an individual for exemplary service to the Academic All-America Award program and for promotion of the ideals of being a student-athlete. As mentioned previously, the new 2012 Capital One Academic All-America Hall of Fame class (to be announced later in March) also will be honored during the Awards Gala.

In other awards, **Shelly Poe** of Auburn University and CoSIDA second vice president, will be recognized with the Trailblazer Award. This honor is presented annually to an individual who is a pioneer in the profession and who has mentored and helped improve the level of ethnic and gender diversity within CoSIDA.

Jeff Nelson of Penn State University will be recognized with the Bill Esposito Backbone Award. This award is presented to a member displaying sound judgment and unusual courage in taking a stand in intercollegiate athletics contrary to public opinion and sentiment, or, who displays sound judgment and unusual courage in guiding their institution through difficult public relations situations.

Rich Herman of Clarion University will be honored for his community service with the Bob Kenworthy Community



Lawrence Fan



Jack Neumann



Malcolm Moran



Bob Condron



Shelly Poe



Jeff Nelson



Rich Herman



Dave Wohlhueter



Maurice Williams



Kimberly Wenger

Service Award, presented annually to a CoSIDA member for civic involvement and accomplishments outside the athletic communications profession.

CoSIDA also recognizes its youthful talent with the Rising Star Awards. This award is presented to both a University Division and a College Division member with 10 years of service or fewer whose work at their institution and service, dedication, energy and enthusiasm to the profession make that individual a "rising star" in sports information. **Maurice Williams** of Hampton University was the university division choice and **Kimberly Wenger** of the Centennial Conference was chosen as the college division recipient.

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

Shirley Jones Hill, Southern

Mississippi; **Bob Noss**, Wright State; **Mark Bankert**, Malone University; **Michael MacEachern**, Young Harris College; **Joe Dier**, Mississippi State; **Roy Pickerill**, Kentucky Wesleyan; **Bernadette "Bernie" Cafarelli**, Notre Dame; **Robert Wilson**, Florida State; **Bill Wagner**, DePauw University; **Dave Geringer**, UMass-Dartmouth; **B.L. Elfring**, Southern Maine; **John Lewandowski**, Michigan State; **Chuck Sadowski**, University of Bridgeport and **Herb Vincent**, LSU.

Individual news releases/feature articles on each honoree will follow in the coming weeks in the CoSIDA E-Digest and on the CoSIDA website (www.CoSIDA.com). Congratulations to all the 2012 CoSIDA Award winners!



2012 CoSIDA AWARD WINNERS

**Presentations at the
CoSIDA Convention
St. Louis, Mo.,
June 23-26**

HALL OF FAME

Debbie Copp, Oklahoma
Tom Di Camillo, Pacific West Conference
Sue Edson, Syracuse
Lawrence Fan, San Jose State
Fred Huff, Southern Illinois
Chuck Prophet (deceased), Mississippi Valley State
Kennan Timm, Wisconsin-Oshkosh

ARCH WARD AWARD

Lawrence Fan, San Jose State

WARREN BERG AWARD

Jack Neumann, Calgary

JAKE WADE AWARD

Malcolm Moran,
Penn State University
Knight Chair in Sports Journalism and Society

KEITH JACKSON AWARD

Bob Condron, United States Olympic Committee

TRAILBLAZER AWARD

Shelly Poe, Auburn

BILL ESPOSITO AWARD

Jeff Nelson, Penn State

BOB KENWORTHY COMMUNITY SERVICE AWARD

Rich Herman, Clarion

RISING STAR - University Division

Maurice Williams, Hampton

RISING STAR - College Division

Kimberly Wenger, Centennial Conference

LESTER JORDAN AWARD

Dave Wohlhueter, Cornell (retired), CoSIDA Treasurer

25-YEAR AWARDS

- Mark Bankert, Malone
- Bernadette “Bernie” Cafarelli, Notre Dame
- Joe Dier, Mississippi State
- B.L. Elfring, Southern Maine
- Dave Geringer, UMass Dartmouth
- Shirley Jones Hill, Southern Mississippi
- John Lewandowski, Michigan State
- Michael MacEachern, Young Harris
- Bob Noss, Wright State
- Roy Pickerill, Kentucky Wesleyan
- Chuck Sadowski, Bridgeport
- Herb Vincent, LSU
- Bill Wagner, DePauw
- Robert Wilson, Florida State



LIFETIME ACHIEVEMENT AWARDS

- Bob Condron, United States Olympic Committee
- Wallace Dooley, Jr., Tennessee State
- Phil Haddy, Iowa
- Mike Mahon, Drake
- Peter Schlehr, Towson

2012

AWARDS PRESENTATION SCHEDULE

Sunday - June 24

Noon

Kickoff Luncheon

- 25-Year Awards
- Trailblazer Award
- Kenworthy Award
- Esposito Award
- Keith Jackson Award
- Rising Star Awards

Monday - June 25

Noon

CoSIDA Hall of Fame

Luncheon

- Lifetime Achievement Awards
- Jake Wade Award
- CoSIDA Hall of Fame
- Inductions

Monday - June 25

5:50 p.m.

Capital One

Special Awards Gala

- Arch Ward Award
- Warren Berg Award
- Lester Jordan Award
- ***
- Enberg Award
- Capital One Academic
- All-America® Hall of Fame
- Inductions

CoSIDA | CORNER

HIGHLIGHTS OF THE UPCOMING 2012 CoSIDA CONVENTION

The educational program is taking shape for CoSIDA's 55th Annual Convention this June 23-26. When a strong portion of our nearly 2,800 members meet in St. Louis, they will be exploring the powerful and far-reaching aspects of "Connections Through Communications."



Shelly Poe

We all know that the communications-based issues facing college athletics departments today are ever-changing and more complex than ever. In turn, this means that continuing education for communications and media relations directors is even more important than ever.



The registration fee for the CoSIDA Convention — just \$195 for CoSIDA members — continues to rank among the lowest in collegiate sports and a fee we've held steady the past few years. We are all mindful of budgets these days, and hopefully this relatively low fee allows for all communications professionals to attend.

Under the leadership of 2012 CoSIDA president Tom Di Camillo, Central Arizona College director of public relations and assistant commissioner for the Pacific West Conference, our program will be interactive, thought-provoking and timely, with an emphasis on items pertinent to our membership overall, as well as panels tailored to our distinct membership cohorts from NCAA Divisions I, II and III, NAIA institutions and our growing segment of colleagues from two-year institutions.

It is important to note, especially with technologies leveling the communications playing field, that our conventions continue to provide information, networking opportunities and professional development ideas for everyone. That is why we emphasize both programming structured for the entire group in attendance and programming which is division-specific.

We will hear about creative ways to involve other campus communications departments in better synchronizing the university and athletics missions. We will be taking a constructive look at how to best manage a staff, work with student help, develop job confidence in entry-level professionals, and ways to bring new career challenges to our veterans.

We will be teaming with a number of experts from entities including the NCAA national staff, Missouri's Reynolds Journalism Institute, ESPN, USBWA, FWAA and others to bring a diversity of voices to the issues of interest to our members, on everything from paperless game notes to anonymous sources. We will focus on case studies in crisis management, ranging from critical injuries to student-athletes and severe weather situations to legal and NCAA investigations.

Social media will again be a topic we explore in a number of dimensions, taking a look at best practices in promoting attendance and

interest in your programs, ideas for training staff and student-athletes to use social media with more savvy, and utilizing social media in crisis management. We will take a look at options for compiling and analyzing the measurables of these 21st-century communications tools. As always, we will be using our corporate partners and exhibitors to show and teach us the latest and most cost-efficient technologies in the communications marketplace.

One of the highlights will be a chance to hear from a St. Louis icon, Ozzie Smith, the Hall of Fame shortstop for the St. Louis Cardinals who has earned national acclaim for his humanitarian and community relations endeavors. Smith will be a special guest and address the Convention attendees at the final social event and farewell function on June 26.

In St. Louis, we are introducing a daily segment called "Skill Set," to give our members hands-on training in items ranging from volleyball stats to dealing with your Olympic athlete to digital photography practices to expanding athletics' role in historical commemorations on campus. We also will have opportunities to learn more about personal professional development items such as interview and job-changing techniques, stress management, financial planning and nutrition in a 24-hour environment.

We also welcome the opportunity to hear — for the first time at a CoSIDA Convention — from student-athletes representing the national leaders of the NCAA's SAAC organizations, and a chance to hear from a panel of student media on current topics.

For the fourth year in a row, our Goodwill and Wellness Committee will coordinate a community service outreach and donation drive and for the second consecutive year will coordinate a fun 5K walk/run event for our participants.

As part of our Convention traditions, we look forward as always to hearing from our Hall of Fame inductees and other special award winners, including those incredible former student-athletes being enshrined in the Capital One/CoSIDA Academic All-America Hall of Fame.

This will be our final "stand-alone" workshop before we hold our future conventions in conjunction with NACDA and its partner organizations beginning in Orlando, in 2013. As we approach this milestone transition, our members are more aware than ever that communications are on the cutting edge of business and educational practices nationwide. Keeping our members abreast of the trends and giving them additional skills and competencies will continue to be at the core of our continuing educational mission, both at the convention and throughout the year.

We invite you to join us at any time in sharing this programming and hope you will encourage the communications professionals on your campuses to meet us in St. Louis!

Shelly Poe is the director of athletics communications at Ohio State.



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2012 CoSIDA CONVENTION ST. LOUIS

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



**June 23-26
ST. LOUIS
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HOTEL**

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2012 CoSIDA CONVENTION

Frequently Asked Questions

What are the dates and location for the 2012 CoSIDA Convention?

The 2012 Convention will take place Saturday-Tuesday, June 23-26, at the Renaissance Grand and Suites Hotel in St. Louis, Mo. (800 Washington Ave.). To see updated convention information as it becomes available, please visit <http://cosida.com/workshops/convention12.aspx>

How do I register for the 2012 CoSIDA Convention?

There are two ways – you may register in advance via ONLINE registration ONLY from Feb. 1 through June 1; or you may register in person at the Renaissance June 23-24. If you choose to register in-person, you will pay a higher on-site registration fee.

In addition to online registration, can I do a mail-in convention registration in advance and pay by check?

No. CoSIDA has moved to an online registration system the past few years and all transactions are done online via credit card payment only.

If I choose to register in-person at the Convention, how do I do it and where? Can I use a credit card then or do I need to pay by check?

On-site registration will take place at the Renaissance at the CoSIDA registration desk (follow signs in hotel) Saturday and Sunday, June 23-24, at times TBA, beginning Saturday morning. After Monday, please see Treasurer Dave Wohlhueter in the CoSIDA Office to register.

On-site registration fees may be paid for by CHECK or CASH ONLY. No credit cards, please.

What are the costs for convention registration?

Costs if you register online in advance: CoSIDA members (\$195.00); spouses, friends and children (\$195.00); non-CoSIDA members (\$280.00). Advance registration ends on Friday, June 1, 2011 at midnight Pacific time.

Costs if you plan to pay on-site registration in St. Louis as a walk-up registrant: CoSIDA members (\$225.00); spouses, friends and children (\$225.00); non-CoSIDA members (\$325.00).

Please remember that everyone who wishes to attend any of the 2012 Convention events (workshops, social events, luncheons/Special Awards Gala) must be registered.

NOTE: If someone is coming to the Convention ONLY for one of the luncheons or the Special Awards Gala to support an award winner, that is a special exception. They do not need to register for the full Convention. They may contact Treasurer Dave Wohlhueter (dpw5@cornell.edu) for payment information for those events.

What is the deadline for registering online for the 2012 Convention?

Friday, June 1, 2012 at midnight Pacific time.

After that date, you will have to register in-person at the Renaissance beginning on Saturday, June 23. You also will incur higher registration costs when you do a walk-up registration (see registration costs listed above).

What is the refund policy for online registration?

There will be no refunds on preregistration monies unless a reasonable request is made at least one week before the beginning of the convention. Deadline for refunds is Saturday, June 16. Please make refund requests to Treasurer Dave Wohlhueter (dpw5@cornell.edu).

Can I also pay my 2012-13 CoSIDA membership dues during this online registration process?

You are encouraged to pay 2012-13 dues during the spring and summer, and can pay your dues during Convention registration if you wish in a separate transaction.

REMEMBER- when you register for the 2012 Convention, you are paying for Convention-associated costs only – the Convention fee DOES NOT cover your 2012-13 membership dues. Membership dues are a separate charge.

On the CoSIDA online registration page, click on the link which says: "Want to pay 2012-13 CoSIDA membership dues?" That will link you back to CoSIDA.com where you may log on and pay for your 2012-13 membership.

Remember: if you are the CUSTODIAN of your organization's directory, you can go online and pay dues for all staff members as well as update your organization and personal information at any time.

Can I also reserve my Renaissance hotel room during this online registration process?

Yes. From the Sports Systems online registration form, look for the link which says "Reserve your Renaissance hotel room." You will be redirected to our hotel registration page where you will receive the special CoSIDA Convention room rate of \$162.50 per night. This amazing room rate for the property will be offered three days prior to the start of the Convention and three days after (June 20-29), if space is available.

Can I register staff and family members at the same time I register myself?

In fact, we encourage you to do ALL your registrations at once. If you begin a registration process and have to put it in "draft mode" and return later, the Sports Systems will send you an email reminding you that you have NOT completed registration.

What is the process I do if I want to register myself and then more people from my organization or family under one credit card?

1. If you are registering a group under ONE credit card: Fill out general information about the school/organization on the first page, select the type of attendees (CoSIDA member, non-member, family member/spouse/friend), and enter your credit card information. You must add yourself as an attendee if you are attending.

Once you press the “continue button” on this page, your credit card will be charged for everyone in your group. PLEASE DO NOT CLICK THE BUTTON TWICE OR YOU WILL BE DOUBLE-CHARGED. USE the “back” buttons if you want to go and review information. After your credit card is processed for the number and type of registrants, you will be taken to a screen to add individual attendees information.

Important: You will not be able to move to the next screen until your fully complete each registrant’s information. If you do not fill this section out, your registration will be “pending” and you will not be fully registered – even though your credit card will be charged.

All information on attendees MUST be filled out completely. Please do not exit the system before you review the individual registrant page to make sure all your attendees are listed. Your registration will be marked “pending” in the online system unless all individual registrants have been recorded.

2. After entering all attendees, you will be shown a “Finish” button. Click to see a recap of your request and the credit card charged amount. You will then be sent a confirmation email.

3. For example: you want to register four people (yourself, two staff members and your spouse). On page one of the registration form, please pay attention to every field and enter the correct number of people on this front page ... wait for it to finish processing and then go to the next page to enter attendees. Enter each one individually then after you have entered all four, click the “Finish” button and look for your confirmation email. It will show the proper total under the list of attendees in each area. Please make sure that the amount of people entered on page one and the credit card charge for those people equals the number of people you enter on page two. In order to properly register every member of your organization, their names MUST be placed on the second registration page.

What if I individuals from my school/organization will be paying by separate credit cards, or if someone wants to pay for spouse/children on his/her personal credit card?

You can do two registrations with two separate credit cards during the same transaction, but you must do a separate registration for each of these groups. After using credit card #1, there will be a link at the end of this process to take you back to the start so that you may use credit card #2. Please use this link. Do not click the “back button” on your browser or you may be double-charged.

How do I get a confirmation receipt?

To get confirmation receipts:

1. When you have completed your registration, print the final screen OR

2. Use the email confirmation as your receipt. You will receive your confirmation email/receipt and other information after you finish this process. Please make sure dpw5@cornell.edu is in your approved list of emails in your SPAM-blocker folder.

To ensure email delivery of the confirmation receipt – check your SPAM blockers. Please make sure willroleson@cosida.com is in your approved list of emails in your SPAM-blocker folder, or else you may not receive the email confirmation.

If I complete my registration and later discover that I want to add another registrant – using the SAME credit card that I used previously – what are my steps?

Once you have closed out a transaction, pressed “Finish” and received a confirmation email, that transaction is completed. You cannot go back and edit it/amend it; you will have to go into the system and do another registration process, following all the steps above.

You must use an alternate email address if you do a second registration for others or family members. If you try to use the same email for the second registration, it will tell you to use a different one.

What if I start the registration process and have to leave it incomplete? Will I be timed out? Can I save it and return later? How do I later access the partially-completed registration?

If you save your work and leave the registration after the first page where you do your credit card processing, 30 minutes later you will receive an email from Sports Systems telling you that your registration is “incomplete” and that you need to complete it. Please follow the directions on the email and use that link to log back in and finish your registration. DO NOT begin another registration process; this will lead to a double-billing on your credit card.

What if I've saved my incomplete registration and then return to the Sports Systems and inadvertently start another registration process?

Again – if you’ve started a registration and receive an email stating that your registration is incomplete, please log back in and complete THAT registration. DO NOT begin another registration process; this may lead to a double-billing on your credit card and double-registrations for you and your group.

What if I find that I have been double-charged for registrations? How can I avoid this happening?

If you have an incorrect charge to your credit card, IMMEDIATELY contact CoSIDA Treasurer Dave Wohlhueter (dpw5@cornell.edu, phone: 607-273-5891). We will attempt to refund your credit card transaction IF we receive the request within hours of the incorrect total, and we will work with you to refund your money if necessary. Our first priority will be to cancel the credit card transaction and have you go back in and do your registration.

If that is not possible, then Dave will send you a refund via check once you provide him your pertinent mailing information.

What if I have additional questions?

Contact CoSIDA Treasurer Dave Wohlhueter (dpw5@cornell.edu) if you have an improper charge or need a refund.

Contact Director of Internal Operations Will Roleson (willroleson@cosida.com) if there is a registration form technical error or if you need to make a name change or have other questions.



2012 **CoSIDA** CONVENTION REGISTRATION INFORMATION

Saturday-Tuesday, June 23-26, 2012

RENAISSANCE GRAND HOTEL

St. Louis, Mo. • 800 Washington Avenue • St. Louis, Missouri 63101

PREREGISTRATION FEES: \$195 for CoSIDA members and \$195 for spouses, friends and children. \$280 for non-CoSIDA members. Deadline for the pre-registration is June 1, 2012. Everyone who wishes to attend any of the events must be registered. These registration fees have held steady at same price point for the last three years. Go directly to the Convention registration site, coordinated by Sports Systems, <http://www.sportssystems.com/clients/cosida/>

HOTEL ROOM RATES: Per night, the hotel room rate is \$162.50 for single/double. If you require reservations for triple (3-person) and quad rooms (4 people) they are at the following rates: triple \$182.50; quads \$202.50. As part of the CoSIDA Convention package, Convention attendees will receive wireless in-room discounts and will enjoy a reduced daily parking fee.

Direct link to Convention room reservations -

https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=5149591

GENERAL HOTEL WEBSITE:

<http://marriott.com/hotels/travel/stldt-renaissance-st-louis-grand-hotel/>

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.



THANK YOU CoSIDA

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

ESPN



MORRISON Way Unveiled

DES MOINES, Iowa--Paul Morrison, whose name has been synonymous with Drake University for generations, and who has consistently connected the athletic community at Drake with the campus community, was honored on a gorgeous February afternoon at the official unveiling of Paul F. Morrison Way on the steps of the Knapp Center.

Forest Avenue between 25th and 31st Streets will now be known as Paul F. Morrison Way, in honor of the man known to many simply as "Mr. Drake." Morrison was paraded down Forest Ave. and he, Drake University President David Maxwell, Drake Athletic Director Sandy Hatfield Clubb as well as Des Moines Mayor Frank Cownie spoke to the crowd of well-wishers.

"Thank you to so many of you who have made this week so wonderful and thank you to everyone that has helped make my Drake career so significant and enjoyable," Morrison said.

The Des Moines City Council approved the honorary street naming in Morrison's honor. They also declared today as Paul F. Morrison Day by the City of Des Moines.

"It is hard for me to realize that the naive freshman who entered Drake in the fall of 1935 now has a street named in his honor, but it just goes to show you if you live long enough good things will happen to you," Morrison joked to the crowd.



“What an absolute fitting day with temperatures in the fifties in the middle of February that we honor Paul Morrison,” Hatfield Clubb said. “Paul has been a cherished member of Drake University and has worked at this university for 65 years. It is fitting that his name will forever link campus and the athletics area of Drake University.”

Morrison graduated from Drake in 1939. While a student he was sports editor of the Times-Delphic as well as the Drake yearbook, the Quax. Upon graduation he was hired by The Gazette in his hometown of Cedar Rapids, Iowa, before being drafted into the U.S. Army where he was stationed in the Pacific theater and produced his division’s newsletter.

Upon his return from the war he resumed his position with The Gazette before being hired as the first full-time director of the Drake News Bureau on December 15, 1945. He later would serve as the athletics business manager before beginning a lengthy run as sports information director.

“Paul arrived as a freshman here at Drake in 1935 and he has been an integral part of this university ever since,” Maxwell said. “Through all the changes in the world during his tenure, Paul has been a constant here at Drake and he has touched the lives of thousands of Drake students, student-athletes, staff, faculty and many more.”

Since his retirement in 1986, Morrison has continued to serve the university by volunteering his time in the athletic department as historian and consultant.

Morrison received the Alumni Distinguished Service Award in 1978, the Drake medal of service in 1992 and the first Missouri Valley Conference Meritorious Service Award in 1997. The latter is now known as the Paul Morrison Award.

The three daughters of Paul and his late wife, Pauline,



graduated from Drake, as well as several grandchildren, bringing to 14 the total number of Morrison family members who are Drake graduates.

At 94 years old, Paul Morrison remains a treasure to the Drake community. For generations to come, all who travel along, or cross, Paul F. Morrison Way will know the special place he holds in Drake’s history.

Morrison has described his life-long association with Drake as a love affair, which began when his parents attended Drake in the early 1900’s. His father, Marion Holbrook Morrison, and mother, Leonta Starzinger Morrison, met on Drake’s campus in 1902. Marion helped to start Drake’s first history club and was the announcer for the 1919 Drake Relays.

MEDIA ROOM NAMED FOR LONG-TIME OLD DOMINION SID CAROL HUDSON

Carol Hudson, the Assistant AD for Communications at ODU, had the media room at ODU’s Ted Constant Center named in his honor this past weekend. Hudson was inducted into the CoSIDA Hall of Fame in 2010 and currently serves as the Chair of the CoSIDA Scholarship Committee.

On Saturday, Feb. 11, the media room at the Ted Constant Convocation Center on the campus of Old Dominion University was named in honor of long-time SID Carol R. Hudson, following a generous gift of \$50,000 to the Old Dominion Athletic Foundation from Hudson’s long-time friend Ken Samet. (Both Hudson and Samet are pictured, right.)

Hudson, the SID for 28 years at ODU, was promoted to Assistant Athletic Director for Communications last year. He met Samet when the two were attending Old Dominion University as students in the late 1970’s. Samet went on to have a successful career in hospital administration and is the current President



and CEO of MedStar Health, the largest not for profit healthcare delivery system in the Baltimore-Washington, DC region.

Hudson was inducted into the CoSIDA Hall of Fame in 2010, has twice served as president of the Virginia Sports Information Directors Association, and is a former board member of CoSIDA.

Photo courtesy Simon Bruty/Sports Illustrated



FIESTA BOWL

The Fiesta Bowl salutes the media professionals of CoSIDA.

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Tyler Zeller of North Carolina and Delaware's Elena Delle Donne headline Capital One Academic All-America® Division I Basketball Teams

Nick Trull of Anderson and Michelle McDonald of Winona State lead Capital One Academic All-America® Division II Basketball Team

Aris Wurtz of Ripon and Carol Cayo of Milwaukee School of Engineering lead Capital One Academic All-America® Division III Basketball Teams

Casey Coons of Taylor and Jennifer Jorgensen of Grand View lead Capital One Academic All-America® College Division Basketball Teams

TIM KENNEDY

GUSTAVUS ADOLPHUS SID HONORED

ST. PETER, Minn.
-- Throughout his distinguished career as the sports information director at Gustavus Adolphus College, Tim Kennedy always honored his colleagues in the Minnesota Intercollegiate Athletic Conference (MIAC) through his selflessness, leadership, dedication and friendship. Recently, the MIAC SIDs unanimously voted to return the favor by

awarding Kennedy with the 2011-12 Mike Augustin Award based on his professional excellence and years of service and commitment to both Gustavus and the MIAC.

The award, named in memory of the late Mike Augustin, a longtime sportswriter at the St. Paul Pioneer Press, is presented annually to recognize outstanding contributions to MIAC athletic programs and student-athletes in the areas of media, communications and sports information. The honor was first awarded in 1999. Recipients are nominated and chosen each year by the conference SIDs and, in 2011-12, the group collectively voted to honor Kennedy and his illustrious career after he transitioned into another leadership role on the Gustavus campus.

"It is a tremendous honor to be selected to receive the Mike Augustin Award from my peers," Kennedy said. "This award carries special meaning for me because Mike Augustin was a good friend to me personally and a tremendous supporter and promoter of Division III athletics. I am humbled to have my name listed along with the distinguished group of individuals who have been selected to receive this award including Jon Roe, Mike Morrissey, Jerry Pyle, Dave Wright, Larry Knutson, Gregg Wong, and Donny Nadeau."

The MIAC announced Kennedy's honor Thursday, Feb. 23, and formally honored Kennedy with a plaque and a short awards ceremony in St. Peter. The ceremony will fittingly take place at halftime of the 2012 MIAC Men's Basketball Playoff semifinal game between second-seeded Gustavus and fifth-seeded Saint John's. The game tips off on the Gusties' home floor at 7:30 p.m.

Nadeau, the 2010-11 recipient of the honor and the sports information director at Saint Mary's University, welcomed Kennedy to the exclusive club and talked about not only about Kennedy's strengths as a colleague, but also as a friend.

"You are not going to find a more caring, compassionate, hard-working individual than 'TK,'" Nadeau said. "Tim was the first SID I met when I took over at Saint Mary's, and the bond of friendship we formed over the years is one that I truly cherish."

Following the 2010-11 academic year, Kennedy accepted a promotion to become the Gusties' new Vice President for Marketing and Communication, as the college recognized the skills and talents he utilized to promote Gustavus athletics would be invaluable to the campus as a whole. Kennedy's new position



is one of many he has held at the college in his 28 years of employment, including admission counselor, residential life security, head resident, head women's basketball coach and head women's soccer coach, however, his most prominent work came as the Gusties' sports information director throughout a long and prosperous tenure.

"In his years as SID at Gustavus, [Kennedy] set

the standard for excellence in small-college sports information. He has earned the respect and admiration of many in collegiate athletics," said Don Stoner, sports information director at Augsburg College. "I treasure my friendship with 'TK,' and I look forward to seeing how the next phase of his career progresses, as he moves from sports information to his new role in Gustavus' administration. Tim has been a role model for many of us in the sports information field, and his career has truly been deserving of this award."

Kennedy's promotion of and devotion to Gustavus athletics and its student-athletes, coaches, administrators, alumni and fans has always been first-rate, and he is revered for his innovation and dedication. Whether he was embarking on a new way to incorporate ever-changing technology, serving on a committee, hosting a big event or pitching ideas to the media, Kennedy's professional excellence has always been undeniable. He has truly given his all - and then some - to Gustavus athletics and anyone he has come in contact with along the way.

"Tim Kennedy's long and successful career in Sports Information at Gustavus has also had a profound impact on the development of the sports information profession in the MIAC," said Gustavus Athletic Director Al Molde. "Tim has been a visionary leader among his peers, and always on the cutting edge of technological advances in the profession. He has always been ready and willing to help others whenever he can. I can't think of a more deserving winner of the Mike Augustin Award."

Even today, Kennedy is an active member of CoSIDA (College Sports Information Directors of America) and a longtime district coordinator for the association's Academic All-America Program. He hosted five Division III National Championship events at Gustavus during his career and he was heavily involved in media coordination at NCAA Championships at the Division I level as well. Kennedy has also been a tremendous mentor to numerous student workers and graduate assistants, and his network of protégés extends throughout professional and collegiate media relations and sports information, including the Minnesota Twins, Wild and Vikings.

"Whether Gustavus was hosting an NCAA or conference event, putting out team publications, nominating student-

athletes, pitching story ideas to outside media, or building its athletics website, you could see Tim's attention to detail and professionalism," said Gene McGivern, sports information director at the University of St. Thomas. "Among his legacies will be the number of student workers and graduate assistants he trained, including several still working in the profession today, and his tireless work on the CoSIDA Academic All-America committee.

"Regardless if you were a beginner in your job or a veteran, you knew that Gustavus' SID office under Tim's watch would provide you a blueprint of ideas and a high standard to chase."

By constantly going above and beyond, the Augustin award is just the latest honor in Kennedy's distinguished career. In 2011, he received the CoSIDA Bob Kenworthy Community Service Award for his civic involvement at Gustavus and in St. Peter, Minn., and his personal accomplishments outside the sports information office. Specifically, the honor cited Kennedy's dedication to the Gusties and his involvement with Trinity Lutheran Church, St. Peter Public Schools and St. Peter youth sports. He was honored at the CoSIDA Convention Awards Luncheon in June, 2010 in San Francisco, Calif. He also received Gustavus' Eric Norelius Award in 2000 for contributions to the college outside his normal duties.

"In a world that often has too many takers, Tim Kennedy is a giver, and we are all fortunate for that," McGivern said.

"I have been blessed to have been associated with my beloved Gustavus and all of the other fine institutions that make up the Minnesota Intercollegiate Athletic Conference for the past 30 years," said Kennedy. "The student-athletes, sports information directors and administrators that I have worked with have been an inspiration to me and I am grateful for their passion for intercollegiate athletics and their friendship."

Kennedy is the 10th recipient of the Mike Augustin Award, which began in 1999-2000. He is the third SID to receive the honor, along with Nadeau and Jerry Pyle (Concordia, 2002-03). The other seven honorees were media members, broadcasters or announcers.

The Mike Augustin Award was first awarded in 1999. Augustin, the award's namesake, was an articulate friend, follower and advocate of the MIAC. He respected Division III institutions, student-athletes and coaches. He died after a sudden illness in December of 1997.

Kennedy lives in St. Peter with his wife, Mary, and their daughters, Margaret and Lydia.



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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.

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

Publications Contests

GENERAL INFORMATION

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

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

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

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

HOW TO ENTER

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

DISTRICT BREAKDOWNS

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

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

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

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

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

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

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

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

CONTEST RULES

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

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

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

REASONS YOU COULD BE DISQUALIFIED

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

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

GAME PROGRAMS

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

CONFERENCE GUIDES

This contest would include preseason 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 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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CoSIDA's official "service providers" for the 2011-12 academic year

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

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

ASAP Sports - CoSIDA's official instant transcripts provider

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XOS Digital (Collegiate Images) - CoSIDA's official legal services provider
for the Academic All-America® program

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.

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.

2012 CoSIDA CONVENTION

St. Louis

**Renaissance
Grand Hotel**

Saturday, June 23-Tuesday, June 26

SEVEN THINGS TO DO WHEN THE MEDIA GETS IT WRONG



Brad Phillips, noted media trainer who runs his popular website MrMediaTraining.com, says the question “Should I ever freeze a reporter out?” is a common one addressed to him. He elaborates on his answers below.

By Brad Phillips, via mrmediatraining.com

It's one of the most asked questions in my media training sessions: “Should I ever freeze a reporter out?”

When I hear that, I immediately think of a scene out of *The Godfather* or *Fatal Attraction*, complete with horse's heads and boiled bunnies. I imagine my clients suddenly appearing as caped crusaders, known by names like “The Wronged Spokespersons,” who exact their revenge on unfair journalists by “rubbing them out”.

Freezing out a reporter is a dramatic step, and it often backfires. After all, don't you think a company is guilty when a newscaster says, “We contacted representatives from the Huge Corporation, and they refused to return our calls?”

So before making a decision to blacklist a reporter, here are some remedies that may solve your problem:

1. Show it to a Neutral Party: It's an age-old truth: the closer you are to a news story, the more likely it is you will think it's a negative story. Ask neutral parties to read, listen to, or watch the story and give you their views. Often times, you will be surprised to find that the message you hoped would get through to the audience got through.

2. Talk to the Reporter: Remember – reporters need access to sources to do their jobs, and good reporters are willing to hear their sources' objections to a story (they may not agree with you, but they usually listen). Call the reporter, and ask if he or she is on deadline – if so, ask to schedule a time to call back. When you speak, remain polite regardless of his or her response. You will get a better reaction to a discussion about objective factual errors than subjective differences of opinions.

3. Write a Response: In print journalism, you almost always have forums available to you for a response, such as a letter-to-the-editor or op-ed. If it's an option, use it. Don't repeat the original errors in reporting, since it just gives those errors more airtime – just articulate your point of view.

4. Speak to the Editor: If you've gotten nowhere with the reporter, it may be a good idea to raise your objection with the reporter's boss to insure he or she is aware of your complaints. Who knows? Perhaps you're the fourth person to complain about the same reporter in a week. There is a downside here – no one likes to be complained about, and the reporter may take it out on you through future news coverage.

5. Respond with Statements Only: If it has become abundantly clear to most independent observers that the news organization in question is irrevocably biased against you or your organization, you have two choices: cut off all access, or respond with precision. I almost always recommend the latter option, which means sending a short written statement in response to a reporter's query.

6. Cut Off All Access: The only time I ever recommend cutting off all access is when you can honestly say that there is nothing to be gained by speaking to the reporter. Those cases may exist, but they are rare. Most of the time, good media management means finding solutions to working with the press – not avoiding them altogether.

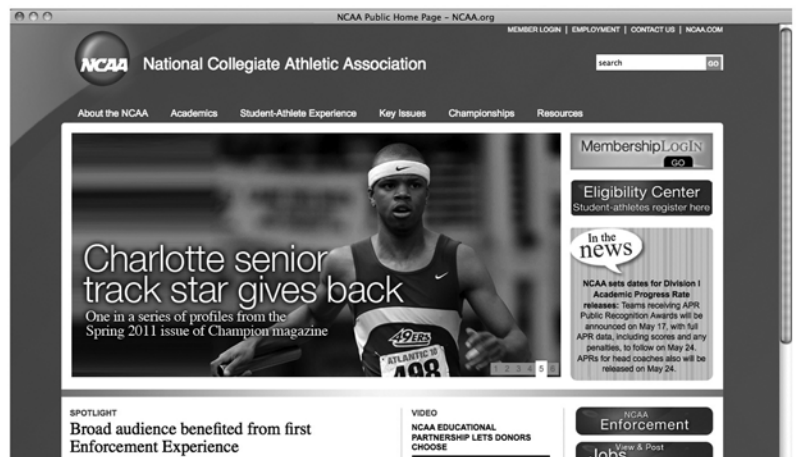
7. Use Social Media: Cutting off access doesn't mean you stop communicating. Instead, use social media to continue communicating with your key audiences – through all available channels, including your company website and blog, and your corporate YouTube, Facebook, and Twitter accounts.



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

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FIVE

Questions . . .

With Frank Mercogliano

Assistant Athletic Director for Communications

University of New Mexico

by Larry Happel, Central College

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

I actually like to tell this story. I had a soccer scholarship at UNC Pembroke. I was walking to the locker room and this big heavy guy, Gary Spitler, was stapling our stats to a bulletin board. I asked who the big guy was, and my soccer coach Mike Schaeffer told me he was the school's sports information director, and he explained a little of what he did.

Now, for a guy who as a kid stole his mom's ledger book and kept by hand the entire 1978-79 New York Islanders season statistics, this was like one of those "choirs-in-the-heavens" moments.

I ended up helping in Gary's office from my sophomore year on, and some of my biggest early influences besides Gary were guys like Pat Madden, who was with the NAIA at the time, and David Sherwood, who is still at Wingate University. With the advent of the Internet and before that, the fax machine (yes, I'm that old), folks like Claude Felton, Annabelle Vaughn, Art Chase and John Humenik all ended up having an influence, despite that fact that I hardly know any of them.

2. You didn't mention your tenure as musical operations director for the Class A Augusta GreenJackets. Please assure us you never played "YMCA."

I play what the people want, and amazingly, folks love "YMCA." That's the great thing about being a sports information director (I know I'm technically an Assistant A.D. for Communications, but deep down we are all SIDs), is the world that it opens us up to. I've been the official scorer and music person for the Class A Augusta GreenJackets, and now 14 years later, I am the official



scorer for the AAA Albuquerque Isotopes. I've done the scoreboard at a Harlem Globetrotters game, and gotten to travel the world. Being an SID really opens us up to tremendous life experiences if we allow ourselves to get out of our comfort zone a little.

3. How does your job at New Mexico compare with the work you did at smaller schools?

It's funny, Steve Alford joked the other day that being at UNM isn't like being at Idaho State, and he's right, but in a way, he's wrong. In essence, the job is the same...promote your sport and student-athletes, and drive folks to whatever content you want to drive them too, whether that's a website, an online store, or ticket sales.

The similarities are those, but obviously at a larger school like New Mexico, it's a grander scale. My game notes aren't read by a couple of hundred people, they are read by a couple of thousand people. During basketball season, I'm gone a lot because of practice and travel, but the crux of what I do is the same ... I just have a much bigger audience. What is nice is we have a much larger staff to handle things while I'm gone.

That being said, I wouldn't trade my time at Belmont Abbey, Augusta State, or Idaho State for the world, because of the folks I'm met and because of the life and job experiences I got at those institutions (most good, some bad). All were learning experiences... and I'm big on that. I tell my staff, and my daughters, this all the time. Mistakes will happen, and if you make a mistake trying to do what you think is right, that's fine...I can live with that. If you don't learn from that mistake, then we have to figure some things out.

4. What are the biggest issues facing the athletics communications profession?

It's easy to say well, the technology is changing, but I like to think the biggest issue is us. It's what I like to call "Dinosauritis." Before I got to UNM, I was very centralized in my thinking...media/notes/stats. Since coming here, I've really gotten to see the big picture, and my boss here Brad Hutchins is great about trying

to get folks to see the tie between the communications office, and ticket sales, and merchandising, and how it all weaves itself together.

Most folks know I know and love the band Chicago. I love them because they have three horns...a sax, a trumpet, and a trombone, and they have three vocalists, a bass, alto, and tenor. Both of those are groups of three, but when they work together, they are one seamless voice. That's really how communications should be working with marketing and sales. Three separate entities, but all should sort of tie into to each other to present one seamless voice to the university.

5. Who do you look to for advice?

The membership services committee is actively looking at this problem of who to look for advice. I have a few people on speed dial--Max Corbet at Boise State and Doug Dull at Maryland--but it kind of depends. When I was trying to get a women's basketball player at Idaho State onto the national landscape, I got great advice from Lindy Brown at Duke, who hasn't been in the business as long as me, but I knew he had answers.

I like the SID Board for advice, and great thing about this profession is it doesn't have to be guys at Division I schools you get advice from. If I've got crossover questions, I'm probably talking with a Steve Flegel at Whitworth, or a Kelly Bird at Linfield. Heck, Greg Remington is a 30-year veteran who is about 40 feet away down the hall for me to go to (and I do that regularly).

I think that's part of the stepping out of the comfort zone. We have to be willing to ask for advice, and then probably bounce that advice off some others that we trust.

VOLUNTEERS NEEDED FOR U.S. OLYMPIC TRIALS

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

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

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

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

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

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

2011-12 CoSIDA DIRECTORY PDF VERSION AVAILABLE

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>.



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COSIDA CALENDAR

UPCOMING MEMBERSHIP SCHEDULE AND DEADLINES

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

APRIL

• TUESDAY: APRIL 3

Capital One BASEBALL & SOFTBALL Academic All-District nominations open (deadline April 17, 6 p.m. Eastern)

• 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)

MAY

• TUESDAY: MAY 1

Capital One BASEBALL & SOFTBALL Academic All-District voting closes (deadline 6 p.m. Eastern)

Capital One MEN'S & WOMEN'S AT-LARGE Academic All-District nominations close (deadline: 6 p.m. Eastern)

Capital One MEN'S & WOMEN'S TRACK & FIELD/ XC nominations open (deadline: Tues., May 15, 6 p.m. Eastern)

• THURSDAY: MAY 3

Capital One Academic All-District® BASEBALL & SOFTBALL TEAMS announced*

*- CoSIDA members are asked to update their First Team All-District selections' bios by Monday, May 7 at NOON EASTERN for the Academic All-America ballot

• FRIDAY: MAY 4

CoSIDA Fred Nuesch-Dave Wohlhueter Undergraduate Scholarships - NOMINATION DEADLINE

• TUESDAY: MAY 15

Capital One Academic All-District MEN'S & WOMEN'S AT-LARGE voting ends (6 p.m. Eastern)

Capital One Academic All-District MEN'S & WOMEN'S TRACK & FIELD/XC nominations end (6 p.m. Eastern)

• THURSDAY: MAY 17

Capital One Academic All-District® MEN'S & WOMEN'S AT-LARGE TEAMS announced*

*- CoSIDA members are asked to update their First Team All-District selections' bios by Monday, May 21 at NOON EASTERN for the Academic All-America® ballot

• MONDAY: MAY 21

CAPITAL ONE ACADEMIC ALL-AMERICA® SOFTBALL COLLEGE DIVISION TEAMS ANNOUNCED

• TUESDAY: MAY 22

CAPITAL ONE ACADEMIC ALL-AMERICA® SOFTBALL DIVISION III TEAMS ANNOUNCED

• WEDNESDAY: MAY 23

CAPITAL ONE ACADEMIC ALL-AMERICA® SOFTBALL DIVISION II TEAMS ANNOUNCED

• THURSDAY: MAY 24

CAPITAL ONE ACADEMIC ALL-AMERICA® SOFTBALL DIVISION I TEAMS ANNOUNCED

• TUESDAY: MAY 29

Capital One Academic All-District MEN'S & WOMEN'S TRACK & FIELD/XC voting ends (6 p.m. Eastern)

CAPITAL ONE ACADEMIC ALL-AMERICA® BASEBALL COLLEGE DIVISION TEAMS ANNOUNCED

• WEDNESDAY: MAY 30

CAPITAL ONE ACADEMIC ALL-AMERICA® BASEBALL DIVISION III TEAMS ANNOUNCED

• THURSDAY: MAY 31

CAPITAL ONE ACADEMIC ALL-AMERICA® BASEBALL DIVISION II TEAMS ANNOUNCED

Capital One Academic All-District MEN'S & WOMEN'S TRACK & FIELD/XC Teams announced

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

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

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

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

updated July 20, 2011

CoSIDA MEMBERS' SUBMISSIONS NEEDED

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

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



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

Below is a letter from espnW's projects manager.

Members of CoSIDA,

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

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

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

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

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

Warm regards,

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

2012-13 CoSIDA Phil Langan Graduate Internship Grant

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

Basic information:

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

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

Signature of SID _____

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

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

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

APPLICATION DEADLINE IS APRIL 6, 2012

2012-13 CoSIDA Postgraduate Scholarship Application

LANGSTON ROGERS POSTGRADUATE SCHOLARSHIP

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

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

Basic qualifications for the Langston Rogers Scholarship:

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

Terms and conditions:

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

GENERAL	Date of Application _____	Undergrad. School _____
	Applicant's Name _____	Major(s) _____
	Home Address _____	Degree _____
	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

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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